

**OCCUPATIONAL HEALTH NURSES ASSOCIATION  
OF  
THE PHILIPPINES**

**49<sup>TH</sup> ANNUAL CONVENTION and 68<sup>TH</sup>  
FOUNDATION ANNIVERSARY**

**ENGAGING EXCELLENCE  
THROUGH CERTIFICATION**

**Hon. Glenda S. Arquiza, Ph.D.,RN**  
**Chairperson, Professional Regulatory Board of  
Nursing**



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# OBJECTIVES:

1. Discuss the concepts of:
  - a. Excellence
  - b. Certification
2. Discuss the importance of certification
3. Discuss PRBON's initiatives related to certification
4. Discuss ways how certification can lead to excellence
  - a. Culture of Excellence
  - b. Culture of Ethical Behavior

“ We are what we repeatedly do;  
Excellence , then, is not an act  
but a habit”

\*Aristotle

“Sow an act, reap a habit.  
Sow a habit, reap a character.  
Sow a character, reap a destiny”.

\*George Dana Boadman

# Culture of Excellence

**Quality** – meeting the needs of customers which requires broadly based participation throughout the organizations. It is conformance to requirements (Crosby,2004),a continuous and relentless improvement of the processes of services provided.



# Basic Factors that Contribute to Excellence

Morales, 2011

## 1. CLARITY

> Focus on clear and specific goals.



# Basic Factors that Contribute to Excellence

**Morales, 2011**

## **Covey :**

“Effective people realize that things are created mentally before they are created physically. They write a mission or purpose statement and use it as a reference for making decisions. They clarify values and set priorities before selecting goals and going about the work.





# Basic Factors that Contribute to Excellence

**Morales, 2011**

**Tracy :**

“Excellence is “ Focused thinking, decisive action and a clear vision of one’s life.”



# Basic Factors that Contribute to Excellence

Morales, 2011

## 2. COMPETENCE

## 3. CONCENTRATION

The ability to focus on one thing at a time.



# Basic Factors that Contribute to Excellence

**Morales, 2011**

“What is the most valuable use of my time right now?”

= this question will enable you to set your priorities and accomplish the more important task at the end of the day.

= Time Management



# Basic Factors that Contribute to Excellence

Morales, 2011

## 4. CREATIVITY

= simply means coming up with an idea which is 10% new:

A better service, a little more grace, wrapping it up a little nicer.



# Basic Factors that Contribute to Excellence

**Morales, 2011**

Management Awardees :

**San Miguel Corporation**  
**Ayala Corporation**  
**St. Luke's Medical Center**  
**National Steel Corporation**  
**Jollibee Food Corporation**



# Basic Factors that Contribute to Excellence

**Morales, 2011**

## **2 Things in Common:**

Reverence for the customer  
and  
Ability to innovate



# Basic Factors that Contribute to Excellence

**Morales, 2011**

## **Key to greater creativity- flexibility**

### **Opportunism (Michael Shea)**

-A keen sense of timing and an eye for opportunity to take decisions at the right time and act swiftly when required.



# Basic Factors that Contribute to Excellence

Morales, 2011

## 5. COMMITMENT

**What kind of commitment do you have?**

Commitment of a chicken in an egg sandwich or  
commitment of a pig in a ham sandwich





# Basic Factors that Contribute to Excellence

Morales, 2011

The total engagement in whatever you do and whatever relationship you are involved in.

Precursor of a Commitment : **LOVE**



# Basic Factors that Contribute to Excellence

Morales, 2011

## 6. COURAGE

- Managing one's fear
- Swimming daily with the dolphins as well as the sharks



# Basic Factors that Contribute to Excellence

Morales, 2011



# CERTIFICATION

- “Made in Italy” ; “Made in China” ; “Made in Japan”
- =a certification of origin as well as a powerful concept that connotes quality and craftsmanship
- **WHAT IS CERTIFICATION?**
- =the criterion standard of professional practice distinguishing excellence in nursing care, mastery of knowledge, skills and abilities beyond the scope of professional licensure

=it is the validation of an individual nurse's qualifications for practice in a defined area

=certification in a nursing specialty demonstrates a commitment to advancing one's knowledge and skillset

## **REASONS FOR CERTIFICATION**

=Certification is a mark of prestige

=a significant personal and professional accomplishment

=can advance one's career

=a certified nurse earns significantly more

=employers regard certification a mark of quality and rely on certification when making employment decisions

=provides knowledgeable management of occupational

injuries and illnesses and facilitates early return to work processes  
=certification enhances one's disease management and health-promotion skills  
=certified professional nurses make a positive impact on the employer's financial bottom line  
=certification augments competence and on-the-job productivity

## **SOME TRIBUTES GIVEN TO CERTIFIED OHNs**

“ We put a very high value on our OHNs.....they are a key part of our health and safety programs, reduce costs”

“ Our certified OHN case managers significantly helped us reduce costs for Workers’ Compensation claims, greatly enhanced the health and safety of our employees, and increased morale ten-fold”

“The certified OHNs help us to maintain not only a healthy work environment but a safe one as well”

# **ASSOCIATION OF SOUTHEAST ASIAN NATIONS ( ASEAN )**

## **The Ten Member Countries:**

1. The Government of Brunei Darussalam
2. The Kingdom of Cambodia
3. The Republic of Indonesia
4. Laos People's Democratic Republic
5. The Government of Malaysia
6. The Union of Myanmar
7. The Republic of the Philippines
8. The Republic of Singapore
9. The Kingdom of Thailand
10. The Socialist Republic of Vietnam



# **THE ASEAN ECONOMIC COMMUNITY ( AEC )**

=established on November 22,2015 in Kuala Lumpur, Malaysia

## **VISION: ASEAN INTEGRATION**

=A region that is fully integrated in all areas

- a. political
- b. security
- c. economic
- d. socio-cultural

**OVERALL OBJECTIVE:** To transform the ASEAN into a stable, prosperous and highly competitive region with economic development, and reduced poverty and socio-cultural disparities

# THE ASEAN ECONOMIC COMMUNITY

## Key Characteristics:

1. A single market and productive base
2. A highly competitive economic region
3. A region of equitable development
4. A region fully integrated into a global economy

# As set out in 2007 ASEAN ECONOMIC BLUEPRINT:

=Provision for skilled labor movement within the  
ASEAN principally revolve around

## **MUTUAL RECOGNITION AGREEMENT**

MRA is an arrangement between two or more  
parties to mutually recognize or accept some or all  
aspects of one another's conformity with assessment  
results; Its aim is the recognition of  
qualifications

=Its focal point is the mutual recognition of education  
and experiences of the professionals from the member  
countries

# **MRA ON NURSING SERVICES**

=one of the seven (7) priority sectors identified for  
MRA

=approved on December 8, 2006 at Cebu City

=INTENDED OBJECTIVES:

>facilitate mobility of nursing professionals within  
the ASEAN

- Exchange information and expertise on standards and qualifications
- Promote adoption of best practices on professional nursing services
- Provide opportunities for capacity building and training of nurses

# ASEAN NURSING CORE COMPETENCIES OF A REGISTERED NURSE

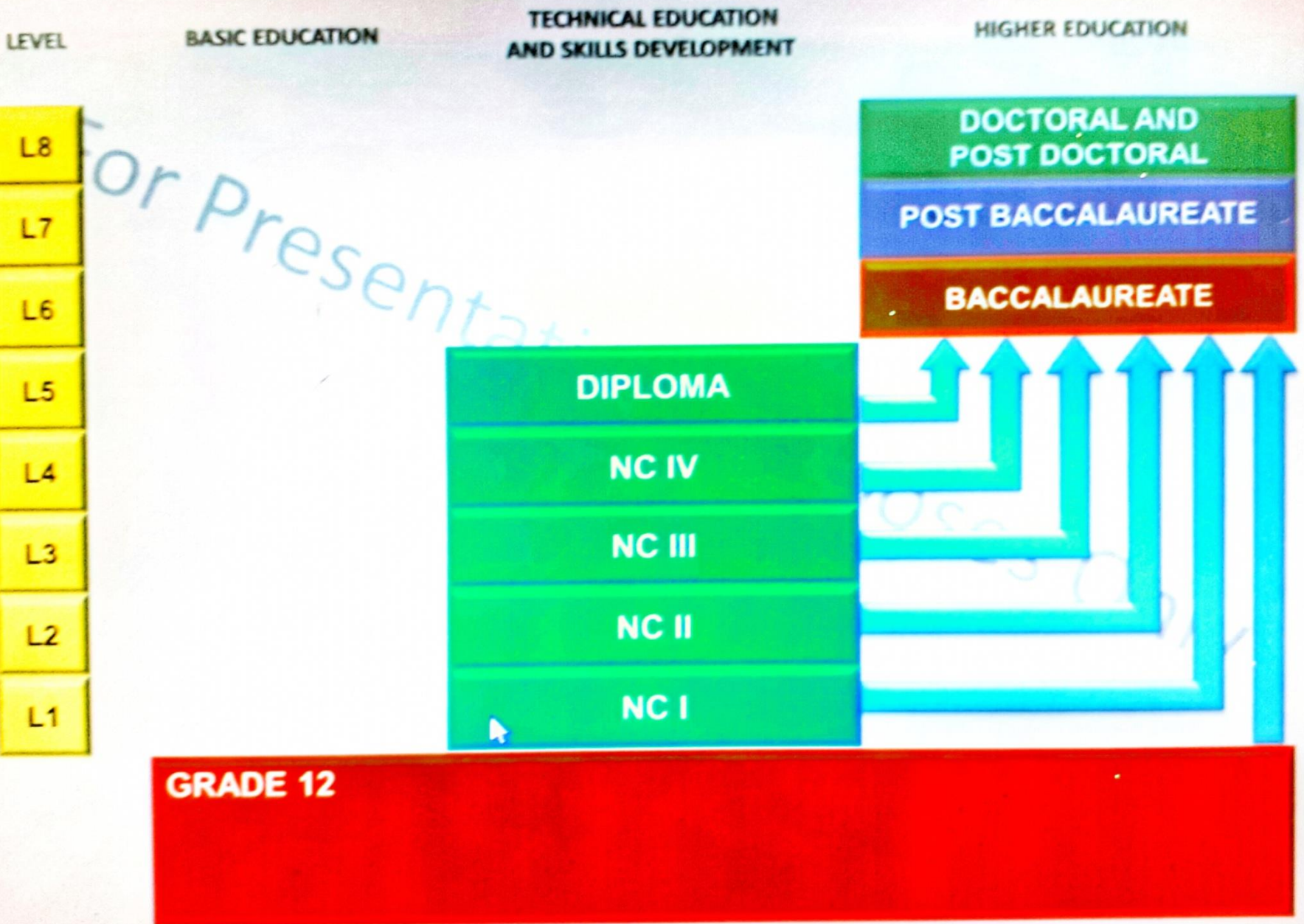
- =crafted by the ASEAN Joint Coordinating Committee for Nursing (AJCCN)
- 1. Ethics and Legal Practice Competency Domain
- 2. Professional Nursing/Midwifery Practice Domain
- 3. Leadership and Management Competency Domain
- 4. Education and Research Competency Domain
- 5. Professional, Personal and Quality Development Competency Domain

# **THE NATIONAL QUALIFICATIONS FRAMEWORK**

= an instrument used to classify a country's qualifications at different levels

=each level is defined by a set of learning outcomes expected at that level ( UNESCO- Institute of Lifelong Learning)

# The PHL Qualifications Framework



## PQF Descriptors

### LEVEL

**6**

*(as per PQF-NCC Resolution No. 2014-01 adopted on 22 July 2014)*

### KNOWLEDGE, SKILLS AND VALUES

Demonstrated broad and coherent knowledge and skills in their field of study for professional work and lifelong learning

### APPLICATION

Application in professional/creative work or research in a specialized field of discipline and/or further study

### DEGREE OF INDEPENDENCE

Substantial degree of independence and or/in teams of related fields with minimal supervision

### QUALIFICATION TYPE

**Baccalaureate Degree**

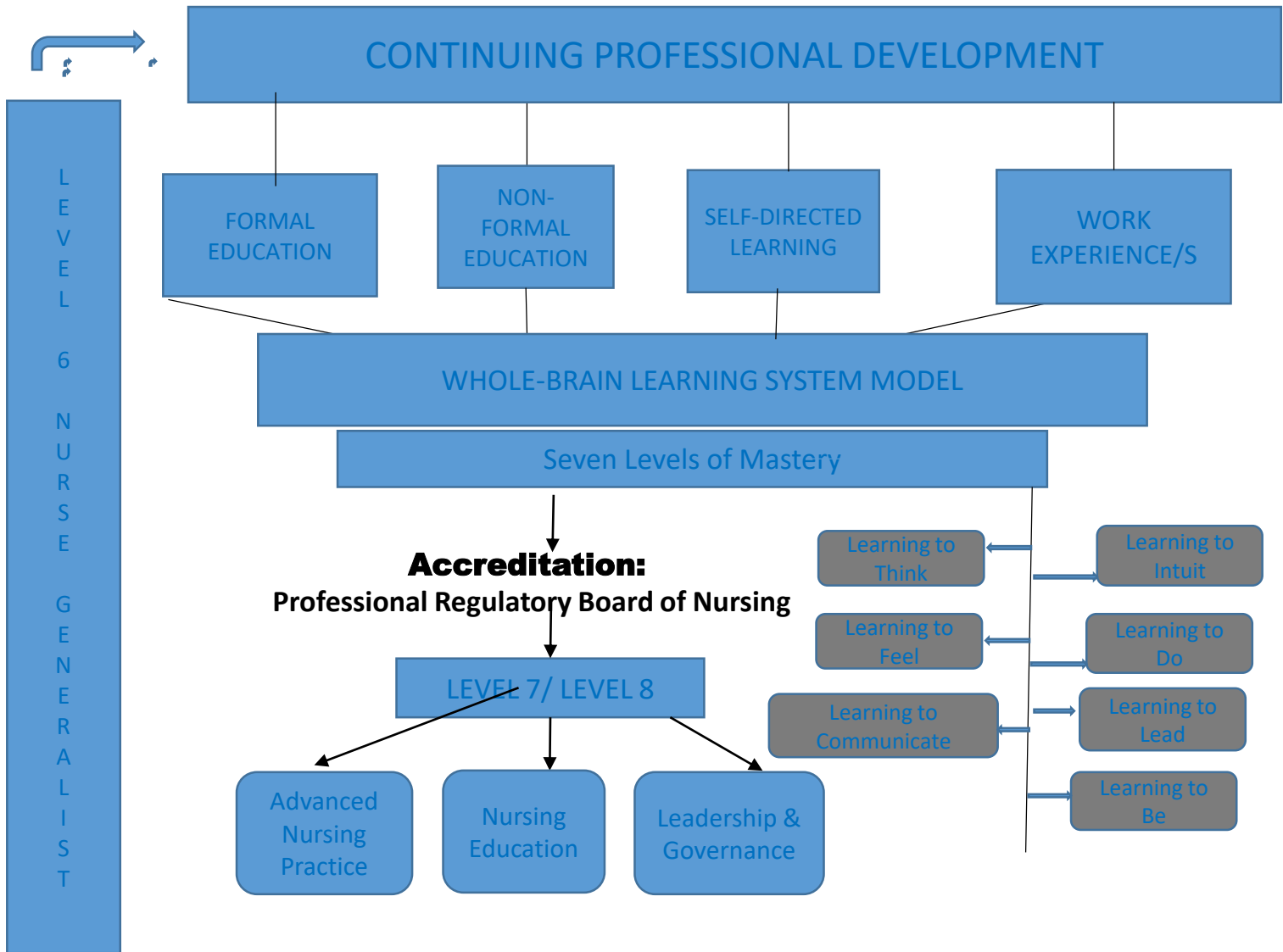


## PQF Descriptors

<b>LEVEL</b>	<b>7</b> <i>(as per PQF-NCC Resolution No. 2014-01 adopted on 22 July 2014)</i>
<b>KNOWLEDGE, SKILLS AND VALUES</b>	Demonstrated advanced knowledge and skills in a specialized or multi-disciplinary field of study for professional practice, self-directed research and/or lifelong learning
<b>APPLICATION</b>	Applied in professional/creative work or research that requires self-direction and/or leadership in a specialized or multi-disciplinary professional work/research
<b>DEGREE OF INDEPENDENCE</b>	High substantial degree of independence that involves exercise of leadership and initiative individual work or in teams of multi-disciplinary field
<b>QUALIFICATION TYPE</b>	<b>Post-Baccalaureate Program</b>

## PQF Descriptors

<b>LEVEL</b>	<b>8</b> <i>(as per PQF-NCC Resolution No. 2014-01 adopted on 22 July 2014)</i>
<b>KNOWLEDGE, SKILLS AND VALUES</b>	Demonstrated highly advanced systematic knowledge and skills in highly specialized and/or complex multi-disciplinary field of learning for complex research and or professional practice and/or for the advancement of learning.
<b>APPLICATION</b>	Applied for professional leadership for innovation, research and/or development management in highly specialized or multi-disciplinary field
<b>DEGREE OF INDEPENDENCE</b>	Full independence in individual work and/or in teams of multi-disciplinary and more complex setting that demands leadership for research and creativity for strategic value added. Significant level of expertise-based autonomy and accountability
<b>QUALIFICATION TYPE</b>	<b>Doctoral Degree and Post-Doctoral Programs</b>





# PHILIPPINE NURSING PROFESSION ROADMAP 2030

## CULTURE OF EXCELLENCE

## DYNAMIC LEADERSHIP

### Vision 2030

Philippine Professional Nursing Care: the BEST for the Filipino and the CHOICE of the World by 2030

### Mission

We, the Filipino nurses, responding to the needs of society, are engaged in providing humane and globally competent nursing care.

### Core Values

Love of God  
Caring  
Integrity  
Excellence  
Nationalism

Social Impact

(13) Empowered clients to maintain the highest level of wellness and well-being

(15) Philippine Nursing Profession as a recognized leader in primary health care & the "Choice of the World"

(14) Ensure "positive practice environments" for nurses

Linkages/ Networking

(10) To institutionalize best practice on internal generation of resource

(12) To adopt local and global best practices in the management of resources

(11) To forge linkages to generate funds from governments and NGOs

Competency Enhancement

(8) To promote functional integration between education and service

(9) To institutionalize a sustainable and effective continuing professional education and development for individual nurses and institutions

Service Excellence

(6) To enforce the quality standards in education and nursing service

(7) To institutionalize sustainable organizational support structure for nursing career progression

Collaborative Partnerships

(3) To advocate collegiality and mutual respect that cut across all health disciplines

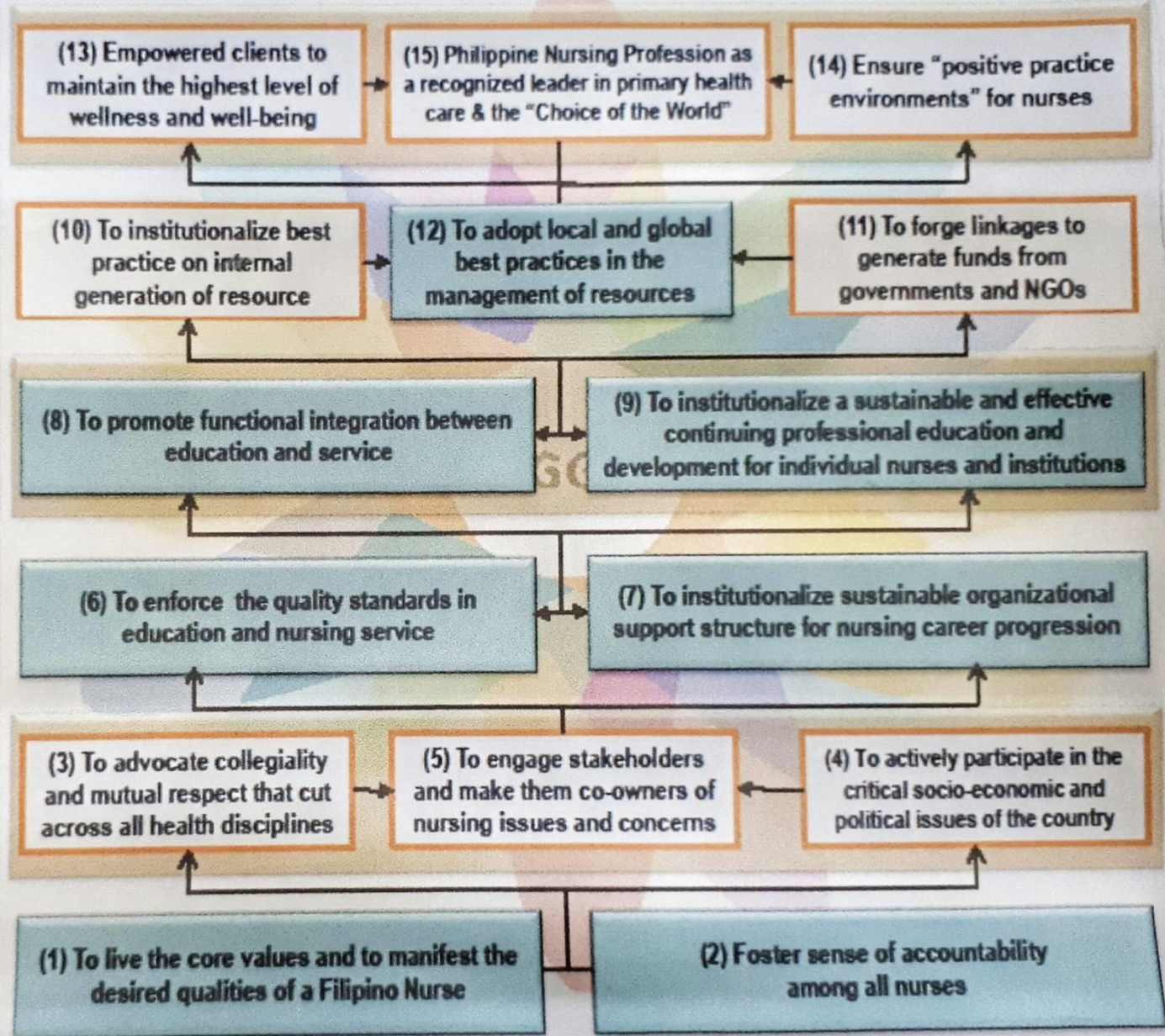
(5) To engage stakeholders and make them co-owners of nursing issues and concerns

(4) To actively participate in the critical socio-economic and political issues of the country

The Filipino Nurse

(1) To live the core values and to manifest the desired qualities of a Filipino Nurse

(2) Foster sense of accountability among all nurses



Section 1. Title – This Act shall be known as the  
“Continuing Professional Development Act of  
2016”.

Section 2. Declaration of Policy – It is hereby declared the policy of the State to promote and upgrade the practice of professions in the country. Towards this end, the State shall institute measures that will continuously improve the competence of the professionals in accordance with the international standards of practice, thereby, ensuring their contribution in uplifting the general welfare, economic growth and development of the nation.

*SEC.10. CPD as Mandatory Requirement in the Renewal of Professional License and Accreditation System for the Practice of Professions.*- The CPD is hereby made as a mandatory requirement in the renewal of the PICs of all registered and licensed professionals under the regulation of the PRC.

AIPO/APO, the Civil Service Commission (CSC), other concerned government agencies and industry stakeholders, shall formulate and implement a Career Progression and Specialization Program for every profession. The Career Progression and Specialization Program shall form part of the CPD.

# PHILIPPINE PROFESSIONAL NURSING PRACTICE STANDARDS PRBON RESOLUTION No.22 S.2017

- NURSING PRACTICE STANDARD DOMAINS

## A. Values-Based Nursing Practice Standards

=a clinical decision-making process guided by ethical rules and regulation, combined with appropriate clinical skills that respond in a balanced way to a broader range of diverse values

Standard A1. Care of Clients

Standard A2. Ethical, Moral, Legal Practice

Standard A3. Personal and Professional Values



# PHILIPPINE PROFESSIONAL NURSING PRACTICE STANDARDS

## • **B. Knowledge- Driven Nursing Practice Standards**

= consistently utilizes scientific knowledge, skills, safe and sound judgment appropriate in various fields of nursing practice towards quality patient-centered care

Standard B.1 Research

Standard B.2 Evidence-Based Nursing Care

Standard B.3 Continuous Quality Improvement

# PHILIPPINE PROFESSIONAL NURSING PRACTICE STANDARDS

## C. Outcome- Oriented Professional Relationships Standards

=a result of an interpersonal relationship that leads to an awareness of one's role in the process of building a strong interaction with patients and interdisciplinary health team members to achieve mutually-agreed upon outcomes

Standard C.1 Communication

Standard C.2 Collaboration and Teamwork

Standard C.3 Cross Cultural Nursing Care

# PHILIPPINE PROFESSIONAL NURSING CARE STANDARDS

## D. Leadership and Governance Standards

=is influencing other people through the exercise of authority, direction, control and regulation in the practice of the nursing profession within the context of the Philippine Health Care Delivery System.

Standard D.1 Personal and Professional Development

Standard D.2 Personal Responsibility and Accountability

Standard D.3 Positive Practice Environment

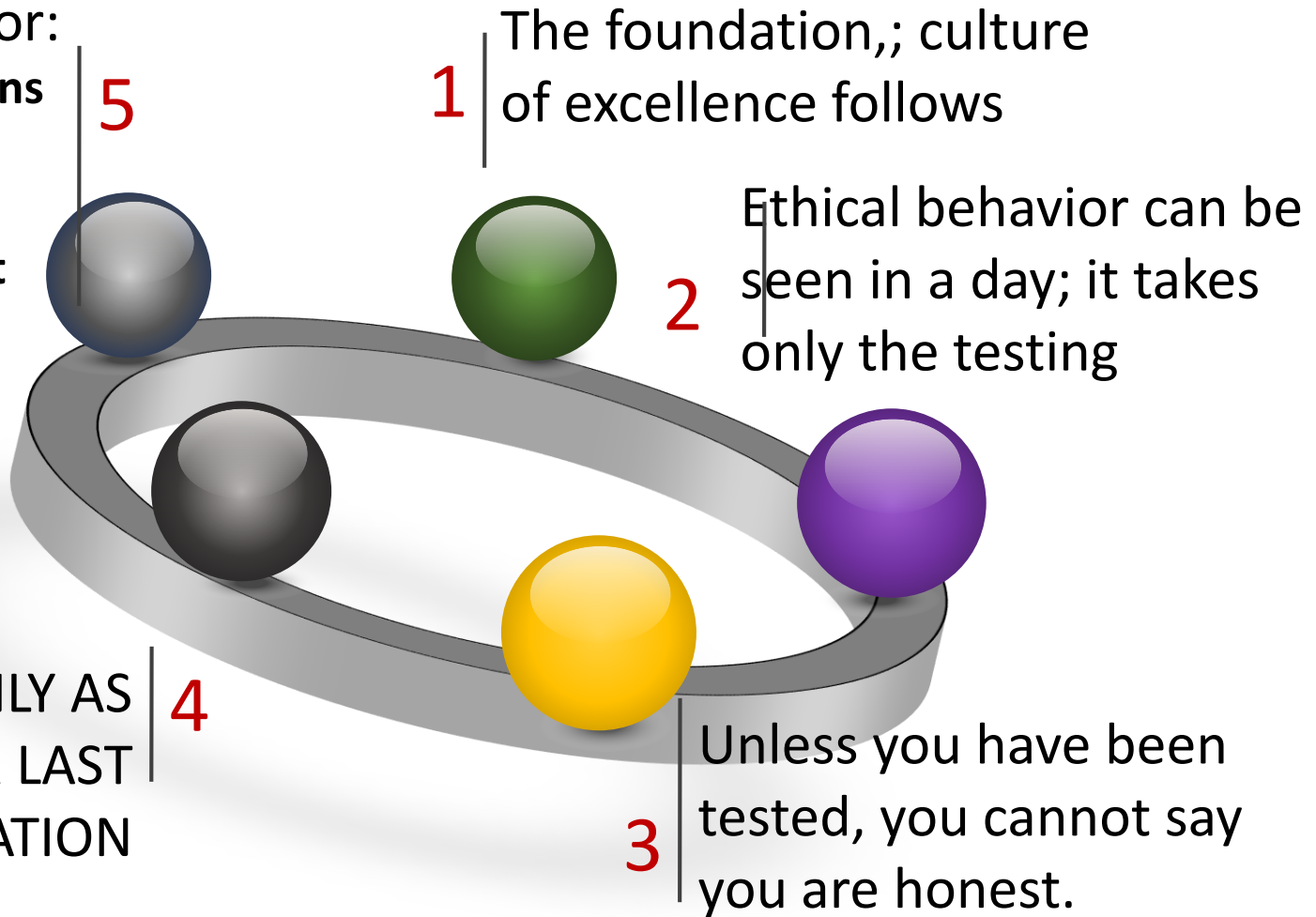
Standard D.4 Social Responsibility

Standard D.5 Resource Management

# CULTURE OF ETHICAL BEHAVIOR

Example of an ethical behavior:

a. Giving exemptions from a policy must be explained & justified to the rest of the members of the organization



# WAYS TO POSTER A STRONG ETHICAL CORPORATE CULTURE



## 1. In cost sufficient time in the right area

### Example

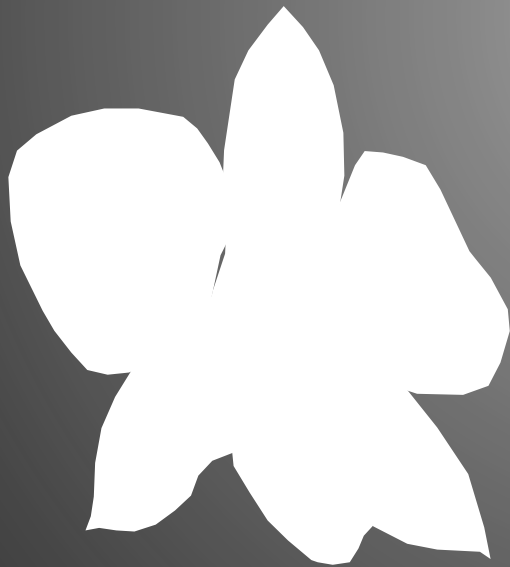
Making ethics and culture a priority

Self regulation based on commonly shared values

Exxon Mobil Corporation's code mandates " Even where the law is permissive, the corporation chooses the course of highest integrity. The corporation cares how results are obtained not just that they are obtained"

## 2. Find out what is going on for yourself

Effective board performs fine critical tasks continuously :



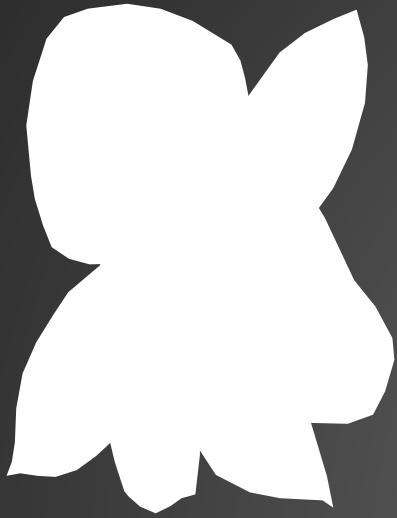
- Governance
- Performance
- Management development and accountability
- Strategy and ethics
- Financial integrity

Example : Sammina- SCI Corporations

## **Corporate Governance guidelines**

“ It is the paramount duty of the board of directors to oversee the CEO and other senior management in the competent and ethical operation of the Corporation on a day to day basis.





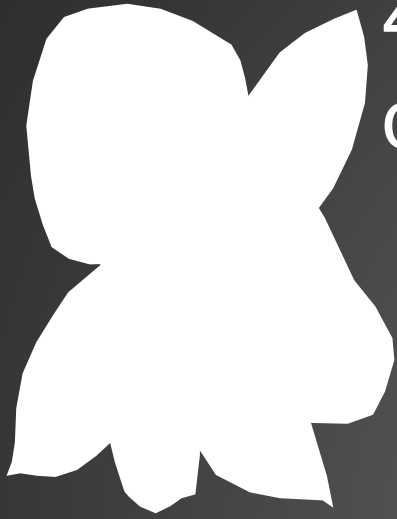
3. Helps the company enlist the right people

Does management integrate ethics into its recruitment programs?

Are these practices reinforced through reward and recognition programs?

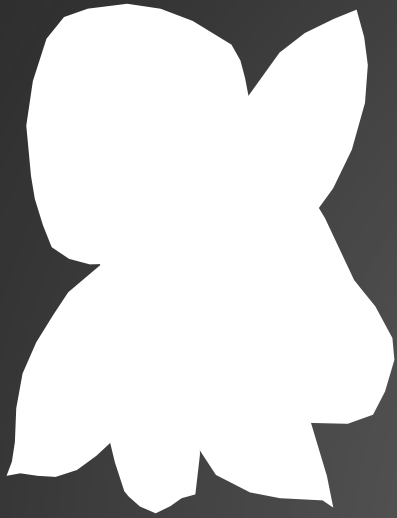
Are these practices reinforced through reward and recognition program?





## 4. Examine, ask and assess essential questions

- One measure of the overall ethical Health of an organization – HOW they Bring “*bad news*” to the attention of management and the board.
- “Bad News” should be learned sooner rather than later to assure that appropriate Mechanism and cultural alignment are in Place.



➤ information needed are provided

5. Align motivation, incentives and inspiration

# THE TRIANGLE OF TRANSFORMATION



- Espoused by James Bryan Smith, a theologian educator .
- A reliable method of changing one's heart involving four (4) elements

# THE TRIANGLE OF TRANSFORMATION

## Four (4) elements



1. Changing the stories in our minds
2. Engaging in new practices
3. In reflection and dialogues with others who are on the same path
4. All under the leading of the Holy Spirit

# THE TRIANGLE OF TRANSFORMATION

## Four (4) elements

Keying off in this model, these four elements can be thought of in the context of change process in nursing practice as:

1. Paradigm shift
2. Revision of practice standards
3. Linkages with other professional institutions  
and health related organizations
4. Organizational management and leadership (organizational governance)



# Heroic Leadership

Heroic Leadership is the Society of Jesus (S.J) brand of leadership that flows against the tide of most contemporary leadership models. (Lowney, 2003). Its finds leadership opportunities not just at work but also in the ordinary activities of every life.



# Heroic Leadership

Four (4) Differences from other leadership models stand out :

1. Were all leaders, and were leading all the time , well or poorly.
2. Leadership springs from within. It's about Who I Am as much as what I do.
3. Leadership is not an act. It is my life, a way of living
4. I never complete a task of becoming a leader. It's an ongoing process





Thank  
you