

Nursing Consulting in the Hospital Environment: E-Book as an Educational Tool

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Abstract

Objective: Develop an educational technology in e-book format about nursing consulting.

Method: Descriptive, methodological study from three cycles: exploration of experience, literature review and construction of technology developed in September 2020 to April 2021.

Result: From the evidence found, it was possible to identify generating themes for the production of educational technology called “the importance of Nursing Consulting in the hospital environment” to base the importance of nurses in this scenario of the elaboration of strategic planning, from audits of accounts, care part, to strategic planning, not only in the planning of actions related to care, but also in definitions of spaces and physical plans.

Conclusion: The educational technology produced can be a facilitator and guide the importance of the actions developed by nurses in the hospital environment.

Keywords: *Nursing; Consulting; Strategic Planning; Hospital; Quality Management*

Introduction

Nursing in the hospital environment has a specific purpose, care, but increasingly is involved in a larger context, which goes well beyond the traditional, involving itself in strategic issues, financial and even logistics. Engaging fundamental role in the process of strategic decisions, responsible for leading patients in their procedures, complying with schedules and ensuring that other professionals are not negatively impacted, knowing and monitoring all the processes involved [1].

Due to this role and its importance, medical institutions are realizing the need to rely on these nursing professionals, acting in adapted analytical functions.

Nursing arises from the process of caring, of treating the person as a human being, of showing the patient, what the root of the cause, to generate integral care, but, for this, there is no “recipe”, but rather a “way”, which differs from professional to professional.

Accreditation certifications contribute to the improvement of the quality of Health Services, either through changes in internal processes, during the preparation for these evaluations, or through maintenance reports, which guide the processes, in line with expected

quality standards for this sector. Since the main objective of health care services is to serve with the best possible quality, that is, with effectiveness, efficiency, equity, acceptability, accessibility and adequacy and nursing is in a privileged place within institutions to act in this context, using auditing as a tool, aiming at consulting as an aggregator to the process [2].

Hospital institutions seek the services of consultants as a means of adding knowledge and experience already matured, making consulting an interactive process between the organization and the nurse, which also becomes an agent of change. But for many academics and the population, in general, the nurse is a professional focused only on care. The categories that emerged from the data regarding the vision of nursing academics in relation to the working nurse professional, when they are graduated are: advances and achievements, professional satisfaction and gaps in the profession [2].

Technology can enhance the humanization of patient care, with hospitals investing heavily in technology, so that patients feel increasingly at home, depending on such involvement, the board, the government, the incentive, so that it becomes a reality for all. With applications that add value, technology has come to stay, gaining space, despite the touch never being replaced within the care process [3].

There are systems that are quite complete, that allow you to extract reports from absolutely everything, being able to program, in a matter of minutes, to any process, that involves all the specific areas and sectors of the unit, in addition to being fundamental to have people trained to evaluate the results of these indicators and have an action plan. Any failure or lack of preparation in the understanding of the processes, directly impact the logistics and finances of the institution. Nursing is responsible for the process, involving structural, care, financial and strategic planning of institutions, endorsing all nursing consulting processes in organizations [3].

In this line, a bibliographic research approach is suggested, focusing on what professionals in the nursing consulting area face. For, the justification of the professional dimension is very broad in the practices of nursing workers. Their need is not only based on stereotyping nurses, but also in the environment where everything is inserted, competitiveness and the community, where they are inserted.

The standardization of nursing procedures is important for the Requesting person, that is, the hospital administration, which points out the needs of the team, to organize all the work to be performed, to reduce costs, optimizing processes and resources. Because of this situation, the interest of nurse managers in expanding the space of power, strengthening nursing in the inter institutional environment, came to light. Confirming the need for the implementation of processes and standardization for nursing work, linking the quality of care, financial, administrative to the daily life of nurses [4].

Consulting is another field to be explored by nursing professionals. Besides that the nurse consultant is not directly responsible for carrying out the actions, but rather a guide in the making of strategic decisions, reflecting directly on the results, whether short, medium and long term [5].

It is important to emphasize that Consulting is to explore the desire to be genuinely useful to others, because the focus of consulting is to determine the best alternative action, in a competitive environment, full of uncertainties, risks, competition and unknown possibilities, which represent a complex and important problem within institutions.

Consulting work is very broad, broad field, which should be explored by nursing, which can contribute to the improvement of health systems and hospital structures, verifying the deficiencies of institutions, weaknesses to be improved, indicating what to do.

As for the routine of the professional consultant in Nursing: prepares diagnoses of hospital structures, feasibility studies for construction and implementation, acquisition of new structures, implementation of the management model based on the quality programs, implementation of new care services, strategic planning. Finally, they are activities that involve other areas, interrelated with each other, with financial, medical, administrative and other teams [5].

According to this same author, the activities are developed in any institution, which allows knowledge of other realities and adaptation of knowledge to adverse conditions, always respecting current legislation and supplementary health. As well as present conflicts,

dilemmas of relevant aspects in the practices of nurses, contributing with their critical thinking about the work context, and the need for articulation of the category in the construction of their professional space.

According to Morais (2020), there are some types of consultancies, which are 02, internal and external. In the Internal, the consultant, usually, is the employee, because it is already part of the organizational structure and is inserted in the culture of values of the organization, while, the external consultant is autonomous, usually works in a team with other consultants of other specialties.

Internal consulting has some advantages, because it is daily in contact with internal procedures, has greater knowledge of informal aspects, has greater access to people and interest groups of the organization, in addition to participating in the evaluation and control of the processes inherent to the work performed. On the other hand, it lacks practical updating. Their knowledge is acquired in a theoretical way, because it does not have the opportunity to apply the knowledge in different cases in the organization [6].

The external consultant, on the other hand, has greater practical experience, being in different companies, in different activities, verifying different problems, experiencing in practice different actions [6].

For this same author, the characteristics of the consulting professional should be: behavior that out stand the values, emotions and knowledge. Having the ability to communicate within the institution, in a productive but quiet way, making it clear to everyone that he is committed to his work, that he believes in what he does, and that he is willing to aggregate and help the organization. Your positioning with colleagues, and other employees, should be from someone who is to help them, to generate confidence and flow their work.

Nursing consulting should be provided only by the nurse, being described in law 7.498 / 86, which provides for the regulation of Nursing Practice. Article 11 says: "Article 11. The nurse carries out all nursing activities, including consulting, auditing and issuing opinions on nursing matters" (Brazil, 1986).

The study is justified by considering the skills of the nurse focused on methods and instruments used, sharing ideas and information about the institution, to create a favorable climate and manage all available resources for Team motivation. Thus, the present study aims to develop an educational technology in e-book format on nursing consulting. The guiding question that directed the study was: Is it possible, an educational technology to contribute to clarify the importance of Nursing Consulting in the hospital environment?

Methods

Descriptive, methodological study, where this type of research seeks the development, evaluation and improvement of methodological instruments and strategies [7].

The technology was the product of the project developed under the Graduate Program of Technology and innovation in health of the State University of Amazonas, developed under the Laboratory of Technology in health and education-LABTECS, held in the period from September 2020 to April 2021, with the participation of four higher level health professionals.

The study was conducted in three phases: exploration of experience, literature review and construction of technology.

Phase 1-Exploring nursing consulting experience

In-depth search of the literature, combining the knowledge of experienced every day in the consulting, support, projects, and experience in the firm of Deloitte Touche Tohmatsu, which is currently the largest professional services firm in the world, and where to go in the diagnosis, identifying the strengths, weaknesses, feasibility studies and proposals for improvement, the detailed planning of the project implementation, staff training, and business processes, to identify and decimated the idea of the nursing and care of the only patient.

Phase 2-Bibliographic research

A bibliographic research was carried out, with the systematization of the data with cataloging of the titles that had relevance to the subject, many only presented abstracts, but with a well-structured evaluation, they were used in the process during the data collection.

With the collection of data, supported the study in a global way outlining the objective of the same, allowed the definition of the problem for professionals in the nursing consulting area, basing the aspects to be addressed.

In this type of study, it has as one of the main characteristics to give the researcher a varied theoretical background, contributing to expand knowledge, making the research a rich material on the subject, making the researcher a reader in search of knowledge, data and information [8].

Thus, the question was: What is the importance of Nursing Consulting in the hospital environment?

To answer the guiding question of the review, a bibliographic search was carried out through the Virtual Health Library (VHL), in the databases Scientific Electronic Library Online (SciELO), Latin American and Caribbean Literature in Health Sciences (LILACS) using the following descriptors: nursing; Consulting; Strategic Planning; Hospital.

Through these descriptors, the studies were analyzed, excluding those that did not match the study criteria, as well as repeated articles. The inclusion criteria were studies that suited articles with full text, articles on the topic and published in the last 5 years.

Phase 3-Elaboration of the TW: Textual writing and diagramming

Based on the reading, it was carried out the construction of the ideas, inherent to the topic, with the compilation of relevant data and information, addressed by several authors, with a simplified approach and simple understanding. The information was grouped and organized in the format of an e-book called "The importance of Nursing Consulting in the hospital environment".

Result

The so-called Educational Technology on nursing Consulting in hospital presents ways, methods and actions for the management of the actions of professionals in the area. It presents figures to illustrate the contents, in order to facilitate the absorption of the theme. The construction was based on the image of the stereotype of nurses, their possible ramifications of work in the health area, factors that provide the profile of consultants and their development as professionals for institutions. The interface of the educational technology was formatted in the following phases (Figure 1):



Figure 1: Representation of the cover of the e-book "The importance of Nursing Consulting in the hospital environment", Manaus, Amazonas, Brazil, 2021.

Source: The authors (2021).

- Layout definition;
- Definition and position of the figures;
- Subtitle size;
- Content spacing;
- Visual aspect and diagramming;
- PDF format for different platforms.

The data are discussed in the educational technology that has the purpose of guiding the professional nurse in the respect of a vast field to be explored for the advice, it's possible, as a professional skilled assist, intense, and temporary health care organizations (public and private) and carry out projects in any field that makes up the organization, and administrative assistance, and support to carry out on its own, in such a way that your managers and employees the opportunity to acquire the knowledge and skills to become a true internal consultant, agent, endogenous change, in the process of continuous improvement of the work and its results.

In the content of the e-book it is possible to analyze, from the results the importance of Nursing Consulting in the hospital environment, the profile of the consultant nurse and their skills, the ways of collecting data and information, to carry out all the diagnoses within each type of organization, observing the policies and values, even before starting their work. It must remain aligned with the components of the organizational culture and respect it, ensuring a smooth relationship and generating positive results.

Another aspect included in the e-book were the areas that nurse consultant could provide consulting such as management, quality, preparation of feasibility studies, implementation of management models, implementation of new services, cost/benefit, strategic planning, training, among others. Consulting comes as an important and challenging follow-up for the nursing professional.

These results that make up the educational technology were based on the ethical aspects that involve consulting, the same that govern the professional category according to the Code of ethics of Health Professionals.

Discussion

According to the explored writers, 82 documents related to the subject were found, and after a detailed analysis, 10 works of relevant importance for the subject of nursing Consulting in hospital were used for the research, all in Portuguese.

After this evaluation, it is possible to affirm that nursing is a profession that is not yet well understood, in all its potential by society, much is still believed that it is a profession only acting focused on caring for people, within hospitals and clinics. However, it is possible to verify that more and more nurses can act in consulting, administrative and audit, that is, involved in areas totally promising for nursing professionals. Developing leadership, management, empathy, critical sense and scientific knowledge, holding administrative and strategic management positions [2].

It is unanimous that these authors affirm that nursing consulting should be developed by experienced and competent professionals, because practice is essential for developing a good job. Treating the consultant's experience as an important point, because it defines objectives and shortcuts to be followed.

Of the 12 authors evaluated, they presented some kind of approach on the specific knowledge and enhancement of issues such as technologies, strategic Administration, Audit and nursing consulting and their main relevance to the professional in the area. And among

the limitations, the articles did not address the most current technologies in the work of nurses, because it is a subject still very new in the environment.

Due to the time established for the search of current articles, were found, mostly articles prior to 2010, which were discarded, with a new search from 2017. The articles presented mostly a strong tendency to issues related to the types of professionals and their true importance within organizations, with few issues related to technologies, in the universe of the nursing professional, addressing values of human nature, adding value to the professional, which was previously only known by the caregiver process, diversifying the nurse an administrative role [3].

For Silva, *et al.* (2018) [8], Consulting can be defined as the presence of a specialist in a certain area, unit or service, meeting a request or demand, that is, an Inter professional and interdisciplinary activity. Collecting information about the current situation that the hospital presents, elaborating diagnoses and suggesting strategies to develop and solve the problem points, that is, a treatment plan aimed at an improvement that adds value to the client.

Therefore, the consultancy has a broad view of the situation and should be approached and elaborated by professionals without emotional involvement, generating a neutrality in the analysis of the situation. In other words, the consultant is independent, impartial, has knowledge, experience and flexibility, to understand the real needs.

As another important issue, there is the team, which must be well oriented and conducted, being involved in the process, will bring good results and gain for the work, bringing benefits to the process [9-12].

Consulting is so important, that without it, fatally companies will not survive, or will not have a return on profits in the expected way. Therefore, it should be done by professionals in the area, such as the nurse consultant, in hospitals or clinics, who have the experience and expertise necessary for business leverage.

Nursing of the future is a constant search for knowledge, technology, qualification and specialization, which are growing trends in the area.

Final Considerations

The results of the production of an educational technology entitled “The Importance of Nursing Consulting in the hospital environment”, set up as a tool for information on nursing consulting with the information of the professional’s routine.

It is expected that the use of technology can contribute and expand the importance of the role of Nurse Consultants within institutions, to work in teams, identify problems and point out solutions, with leadership capacity, empathy, critical sense and scientific and specific knowledge, to occupy consulting positions.

Thus, technology can play an important role in the search for quality and safety care, for this it is necessary that the nurse, have knowledge and skills for an excellent consulting.

Conflicts of Interest

The authors declare that there is no conflict of interest.

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