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THE JOHNSON & JOHNSON *CAMPAIGN FOR NURSING'S FUTURE* LAUNCHES INTERACTIVE EDUCATIONAL TOOL FOR NURSE MANAGERS

New Instructional Program Helps Nurses Manage Amid Ongoing Staffing Shortages

New Brunswick, NJ, February 21, 2006 – The Johnson & Johnson *Campaign for Nursing's Future* has launched *Virtual Nurse Manager*, a new instructional CD-ROM that offers nurse managers training in real management situations, including everything from conflict resolution and customer satisfaction to assistance in making a holiday schedule. The training program – developed with and featuring real nurse managers – is being distributed to health care facilities nationwide.

Due in part to feedback received via the Campaign's website, Discovernursing.com, The Johnson & Johnson *Campaign for Nursing's Future* identified a growing need among nurses for management training opportunities. "With the shortage of nursing staff impacting most hospitals and health care facilities nationwide, nurses don't have time to obtain off-site training," said XXX, nurse. "Having a tool such as the *Virtual Nurse Manager* provides convenience and flexibility for mid-and late career nurses who want or need to know how to manage day-to-day activities, as well as mentor their younger peers."

The disk features interactive, multiple choice scenarios supplemented with video of real-life nurse managers sharing guidance they wish someone had given them along the way. Each educational CD-ROM can be used by multiple nurses, at home or at work.

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“The Campaign developed this program using real nurses and real-life scenarios so that nurse managers would find the tool both credible and useful,” said Andrea Higham, director, The Johnson & Johnson *Campaign for Nursing’s Future*. “Our hope is that nurses, their patients and hospitals will benefit from the efficiency of such a tool and the practical instruction offered.”

Virtual Nurse Manager features six different scenarios which challenge nurse managers to learn everything from time management to conflict resolution and dealing with staffing shortages. Being available on disk, nurses can train and learn on the job, instead of returning to the classroom. Each educational CD-ROM can be used by multiple nurses who can save their test scores for future use.

Copies of the CD-ROM, as well as all other collateral resources – including posters, brochures and lapel pins – are available free of charge as part of Johnson & Johnson’s ongoing efforts to alleviate the nursing shortage. These items can be ordered online at www.discovernursing.com.

ABOUT THE JOHNSON & JOHNSON CAMPAIGN FOR NURSING’S FUTURE

The Johnson & Johnson *Campaign for Nursing’s Future* is a public-awareness campaign launched by Johnson & Johnson in February 2002. The multi-year, \$30-million campaign is designed to enhance the image of the nursing profession, recruit new nurses and nurse faculty, as well as help retain nurses currently in the profession. Working in cooperation with various professional nursing organizations, schools, hospitals and other health care groups and providers, the Campaign focuses on promoting opportunities within nursing as well as increasing awareness of the value of the nursing profession to our overall society and health care community. For more information on The Johnson & Johnson *Campaign for Nursing’s Future*, visit www.discovernursing.com.

ABOUT JOHNSON & JOHNSON

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