

MARK AND BONNIE BARNES

Mark and Bonnie Barnes founded the DAISY Foundation™ in memory of Mark's son Patrick. In the 23 years since it was founded, The DAISY Foundation has achieved growth that would be the envy of any Silicon Valley startup. In the process, DAISY has touched the lives of millions of patients and caregivers and has had a positive impact on the culture of thousands of hospitals and other healthcare organizations around the world.

Today there are more than 5,500 DAISY partner healthcare facilities and nursing schools in all 50 states and in 33 other countries. DAISY enjoys better than a 95% retention rate among partner organizations, reflecting the importance attributed to this unique recognition program across the industry and the service provided by The DAISY Foundation.

More than 2.5 million DAISY nominations have been submitted by patients, patients families, and coworkers, and more than 200,000 nurses have been recognized with DAISY Awards. For any nurse so honored, the celebration when they are surprised with their nomination story and a Healer's Touch statue is one of the highlights of their career. Visit any DAISY hospital or other DAISY organization and you'll see banners, bins for nomination forms, nurses proudly wearing DAISY pins, and many other reflections of DAISY's influence on that organization and its culture.

The importance of honoring the nursing profession and recognizing the compassion and caring of individual nurses took on additional significance during the pandemic. As caregivers everywhere faced unprecedented levels of exhaustion, burnout, and moral distress,

DAISY amplified the message of expressing gratitude with a publicity and social media campaign. DAISY also created multiple new ways to assure nurse recognition when patients were unable to physically submit nominations, including an online portal for submitting nominations to each of the more than 5,500 partnering organizations.

DAISY partnered with the American Organization for Nursing Leadership to launch the Beyond Gratitude project to recognize nursing managers who so often during the pandemic were called upon to make the most difficult decisions with regard to staffing and resource allocation, and frequently had to provide direct patient care on top of their management duties.

All of this has been achieved by just 26 team members, all working remotely. This streamlined organization makes it possible for even the smallest hospitals to partner with DAISY at a very affordable cost.

Shortly before the pandemic hit, Mark and Bonnie published their book *Shining the Light on All the Right: Celebrating the Art of Nursing Around the World* which describes DAISY's first 20 years and features stories about nurses who have received DAISY Awards. This book earned a 1st Place Book of the Year Award from the *American Journal of Nursing*. One comment posted on Amazon captured the impact of DAISY by saying that the book is “a story about a family that turned a heartbreak into a worldwide movement of recognizing the extraordinary nurse.”

I'm proud to have Values Coach partner with The DAISY Foundation, and to sponsor DAISY for hospitals in Beirut, Lebanon and in Guyana.

Joe Tye
Solon, Iowa
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