Problem:
The impact of using nursing research in evidence based nursing practice is huge. Research provides credible clinical data to promote optimal patient outcomes. No longer can nurses rely on handed down practices that are not grounded in evidence to support quality patient outcomes. The movement of evidence based practice has become critical in order to ensure that patients receive the best care possible. The nurse at the bedside must be an active participant in the development of evidence based practice and how better to accomplish than through the application of nursing research principles at the point of care.

Evidence:
Lefaiver et. al. (2009) assert that nurses practicing at the bedside often generate the best clinical questions because they are the link between research and practice. While it may seem simple to apply research to practice, studies have consistently demonstrated that obstacles such as education, beliefs/attitudes, and support/resources can keep nurses from incorporating research into their practice (Hutchinson & Johnston, 2006; Pravicoff et. al., 2005; Yoder, 2005).

Strategy/Practice:
In the constantly changing health care environment with increasing fiscal limitations, strategic use of resources are key to the facilitation of evidence based research practice. As a nurse researcher directing research efforts for a healthcare device company, whose customers are predominantly nurses, the nurse led group is in a unique position to offer support to nurses interested in conducting evidence based research. It presents a creative way to work together to collect data for the purpose of improving patient outcomes and promoting nursing practice through research.

Evaluation/Results/Recommendations/Lessons Learned:
Working with industry can be so much more than product evaluation. Opportunities may include the provision of the most current relevant clinical literature for select topics, or training to help nurses understand the results of published research, or data collection support, as well as publication assistance. Partnering with industry can be a viable option to promote the use of evidence and generation of new knowledge at the point of care.

Bibliography: