

# Debbie K. Ketchum

Innovative, transformational, and inspiring Doctor of Nursing Practice Nurse Leader with a proven record of achieving successful clinical and business programs in Women's and Children's Services that create measurable strategic value and improved patient outcomes. Skilled in driving strategy, performance management, operational excellence, and public policy. Dedicated to collaborating and developing teaching services grounded in patient centeredness while aiming to achieve high reliability, exceptional quality outcomes, and team/staff engagement.

## AWHONN LEADERSHIP EXPERIENCE

- **AWHONN BOARD OF DIRECTORS: (2023,2024, 2025)**
- **AUTHOR OF AWHONN POLICY STATEMENT: NURSING PROTECTION ON THE JOB: WORKPLACE VIOLENCE AND PERSONAL PROTECTION (2024)**
- **BOARD OF DIRECTOR COMMITTEE REPRESENTATIVE: ETHICS AND COMPLIANCE (2025), SECTION ADVISORY (2024 AND 2025), PUBLIC POLICY (2024), AWARDS (2023 AND 2024)**
- **PUBLIC POLICY COMMITTEE MEMBER: (2020-2022)**
- **STATE SECTION CHAIR: (2019-2023)**
- **STATE SECRETARY/TREASURER: (2014-2018)**
- **STATE LEGISLATIVE REPRESENTATIVE: (2018, 2024,2025)**
- **EMERGING LEADER: 2017**

## WORK EXPERIENCE

**5/2023 to Present**

### **Clinical Engagement Executive- PeriGen Advanced Perinatal Systems**

An obstetric clinical subject matter expert with comprehensive functional and workflow knowledge. Expert in analyzing current perinatal and high-risk obstetrical practices and workflow. Responsible for establishing and ensuring that clinical processes, standards, tools, and policies are documented, revised as needed and consistently implemented. Accountable for managing the RN clinical engagement specialist throughout the U.S.

### **Metrics & Awards**

- Assigned to 28 States and corresponding delivering hospitals as Clinical Engagement Specialist
- Manages the RN Clinical Engagement Specialist Team throughout the United States

### **Program Design and Implementation**

- Lead the team of Clinical Engagement Specialist: Hiring supervising, training, evaluating, mentoring and coaching
- Collaborate with Chief Nursing Officer and Chief Commercial Officer for best practice policy and allocation of resources
- Actively maintains an up-to-date knowledge base of care for the obstetric patient
- Conduct internal and external training and clinical education
- Promote new technology in support of OB patient care needs
- Assist with RFP/RFI preparation
- Deliver dynamic, individualized, and compelling in person or web presentations
- Work alongside staff in OB at Hospitals/Hospital Systems to identify performance improvement and best practice possibilities

- 1/2023 to Present     Subject Matter Expert-Peer Reviewer: Elsevier Clinical Skills**  
Review perinatal clinical skills for evidence and best practice prior to publication.
- 8/2023 to Present     Subject Matter Expert- Maternal-Newborn Writing Team: National Certification Corporation**  
Content Writer for the National Maternal-Newborn Certification Exam.
- 2/2019 to 4/2023     Director of Nursing Practice, Center for Nursing and Patient Care Center of Excellence St. Luke's Health System (SLHS)– System; Boise, Idaho**  
Health System Nursing Practice Director for acute, post-acute, and ambulatory care settings.  
Lead and supervise Clinical Nurse Specialist and Nurse Specialist, in the following disciplines:
- Maternal and Women's Services
  - Oncology
  - Ambulatory
  - Post- Acute Care (Home Health & Hospice/Rehab/Long- Term Care)
  - Emergency Services
  - Pediatrics and Pediatric Intensive Care
  - Neonatal Intensive Care

#### **Metrics & Awards**

- Provide system nursing and patient care clinical practice support for eight hospitals and over three hundred ambulatory clinics.
- Responsible leader for 1200+ forms, policies & protocols for the SLHS in multiple disciplines across the population health care continuum
- Lead Director of Nursing Practice for 1599 active Elsevier Clinical Skills
- Lead agile team efficiency huddles with Azure DevOps platform and Scrum Boards
- System Instructor for Safety Together: Universal Skills High Reliability Training
- Evidence-based practice (EBP) mentor for staff and the system's EBP writing workshop
- 2022 St. Luke's Caring Heart Award Recipient as part of the St. Luke's Vaccination Team

#### **Program Design and Implementation**

- Facilitates the identification and deployment of evidence based, scientific best practices to support organizational strategic objectives including (but not limited to) NDNQI, best practice bundles, vital signs, medication administration, COVID nursing practices, and nursing assessments
- Identify, assess, and synthesize evidence to support the implementation of lean activities within clinical care sites
- Provides subject matter consultation to operating units in support of nursing practice, quality, stewardship, and service goals
- Designs, coordinates, and standardizes nursing professional practices, scope of practice, and professional development, including nursing policies, procedures and protocols, nursing documentation standards, and assuring evidence-based nursing practice
- Engages with strategic partnerships with service line administrators, chief nursing executives, and chief operating officers to drive performance across the organization
- Collaborates with nursing leadership and shared governance in support of Magnet
  - Fifth Magnet Designation

**6/2015 to 2/2019     Senior Director, Women's and Perinatal Services**

### **St. Luke's Health System; Boise, Idaho**

Lead diverse, collaborative teams, programs, and projects related to the development, design, and execution of Women's and Perinatal Services' vision and strategy for the St. Luke's Health System.

- Proven experience leading continuous improvement, program development, and strategy efforts, including project management
- Experience in health equity/population health assessing the impact of and improving services for underserved communities
- Direct supervisor for program managers, nurse navigators, patient safety specialist, and clinical Informaticist
- Mentored and partnered with site directors, managers and unit-based educators on leadership, management, personal development, productivity targets, budget build, strategy, quality targets, and perinatal services
- Provided evidence-based policy, clinical, communication, leadership, simulation expertise

### **Metrics and Awards for Service Line:**

- Service line contribution margin of \$20M with an average monthly revenue of \$15M
- Oversee Service Line Initiative Support with eight hospitals for St. Luke's Health System
- Implemented OB safety bundles
- Implemented Maternal Fetal Triage Index
- Refined perinatal simulation incorporating TeamSTEPPS as TeamSTEPPS Master Trainer
- Named among the top five in the Nation for Women's Health
- 2017 Transformational Nurse Leader Award
- 2018 Nurse Leaders of Idaho Innovation Award
- 2018 St. Luke's Nursing Excellence Award

### **Program Design and Implementation**

- Manage Women's Administration Budget and Women's Service Line Foundation Funds
- Chair the Perinatal Affinity for the SLHS - Driving Best Practice by Promoting Maternal/Newborn Care Alignment
- Developed and chaired of the SLHS Perinatal Quality and Safety Council - System Wide Multidisciplinary Infrastructure for OB Safety Bundles, review of policies, case study review and risk reduction action plans
- Instituted System Wide, Collaborative Policy and Procedure Work Group Aligning System Policies, Procedures and Epic Order Sets
- Developed System Perinatal Epic mSL Affinity: Responsible for Perinatal Electronic Documentation Flowsheet and Navigator Go-Live and Optimization
- Budgetary, Staffing, and Evaluation Responsibilities
- Oversee Women's Health System Equity, Quality, and Patient Centered Care Programs

### **08/2002 to 05/2015    Family Maternity Center/ Pediatrics/NICU Nurse Manager Saint Alphonsus Regional Medical Center — Boise, Idaho**

Managed competency development, strategic growth, unit design, perinatal education and simulation, and execution of OB, OB OR & PACU, newborn, infant nutrition, pediatrics, and NICU strategy for St. Alphonsus Health System and Trinity Health's Perinatal Patient Safety Initiative.

### **Metrics & Awards**

- **President's Accommodation Award:** Top Employee Award for SARMC
- Accountable for development of operational budgets; met and succeeded financial targets

- Manager Multispecialty Department with 145+ staff and 35+ Providers
  - LDR+P, OB Pre-Post OP and OR's
  - Antepartum Unit, Mother/Baby
  - Pediatrics
  - Infant Nutrition (Inpatient/Ambulatory Lactation and Retail)
  - NICU: Neonatal Intensive Care Unit December 2010- February 2012
- Partnered and collaborated with Director and Facilities to develop, complete, and implement a 17.5-million-dollar expansion project for Maternal, Newborn, Antepartum
  - Additional expansion projects include:
    - Pediatrics Unit x 2
    - OB OR Suites
    - OB Post-Anesthetic Care Unit
- Consistent **top** quartile targets for patient satisfaction receiving multiple department awards
- Trinity Health Population Health Partnership Award
- Multiple Trinity Health Perinatal Safety Award for Quality Initiatives

#### **Program Design and Implementation**

- Responsible leader for nursing operations, policies, procedures, evaluations, and budgets
- Partnered with providers, staff, and administration with strategic initiatives in the Family Maternity Center resulting in a 75% patient census growth since 2001
- Partnered with providers, staff, and administration Perinatal Safety Initiatives:
  - Maternal Fetal Medicine
  - OB Hospitalist
  - OB Rapid Response (OB STAT)
  - Perinatal Simulation with TeamSTEPPS
  - Maternal Life Flight Transport Program
- Maintained RN Clinical Expertise and Competencies, with NRP, ACLS, BLS, working: Antepartum, Triage, Labor, Delivery, Postpartum, Newborn Care, Pre/Post-Operative Care, OR OB Case Circulation
- Implemented Cerner Power Chart and Power Chart Maternity
- Six Sigma Green Belt: Utilized lean methodology resulting in four projects/year to decrease waste and improve efficiencies (Projects such as: Perinatal Staffing, Equipment & Supply Distribution and Utilization, Staff Orientation)
- Trinity Health Perinatal Patient Safety Initiative Steering Team Member
- Manager Chair for Nursing Culture Council 2007-2011
- Manager Chair for Nursing Coordinating Council for Nursing Practice Standards in 2005-2007

#### **07/1998 to 07/2002     Certified Registered Nurse Valley Medical Center - Lewiston, Idaho**

Registered Nurse and department coordinator. Partnered directly with Obstetrician to initiate OB/GYN Specialty Practice within a community-wide multispecialty clinic.

- Initiated new OB Practice within Valley Medical Center
- Established supplies, policies, procedures, orientation, and training, hiring of staff
- Responsible for surgical and clinical coding and billing
- Developed group patient education class for OB patients to improve efficiency and improve patient outcomes
- Partnered with OB care providers to establish the Pregnancy Wellness Coalition for the Lewiston, Clarkston Valley
- Multi-Specialty: Obstetrics, Gynecology, Women's Health, Infertility, Urology

#### **01/1999 to 07/2002     Registered Nurse/Charge Nurse, Labor and Delivery, Postpartum, Newborn Gritman Medical Center — Moscow, Idaho**

- 03/1999 to 02/2002**     **Maternal/Newborn Childbirth Educator**  
**St. Joseph Regional Medical Center — Lewiston, Idaho**
- 03/2001 to 08/2001**     **Maternal Child Services Consultant**  
**United Medical Center — Cheyenne, Wyoming**
- 12/1994 to 06/1998**     **Captain, Army Nurse Corps - Registered Nurse, 66H (Medical-Surgical) Specialized 66G (Obstetric and Gynecology)**  
**United States Army Nurse Corps — United States, Army**
- Bassett Army Medical Center – 1997-1998 Fairbanks, Alaska
  - Tripler Army Medical Center, Honolulu, Hawaii – OB/GYN Specialty Course
  - Madigan Army Medical Center – 1995-1997 Ft. Lewis, Washington
- Notable:**
- Graduated top 10% ROTC National Class
  - Honor Graduate OB/GYN Specialty Course

## **EDUCATION, CERTIFICATIONS, AND TRAINING**

- 2022**     **Doctor of Nursing Practice, Leadership**  
**Boise State University- Boise, Idaho**  
**Notable:** 3.98 GPA
- 2005**     **Master of Art's in Organizational Management**  
**University of Phoenix- Phoenix, Arizona**  
**Notable:** Honor Graduate
- 1994**     **Bachelor of Science in Nursing, Minor Military Science**  
**Northern Michigan University — Marquette, Michigan**  
**Notable:** Honor Graduate

## **CERTIFICATIONS**

**Nurse Executive Advanced- Board Certified:** NEA-BC, American Nurses Association  
**Maternal Newborn Certification:** RNC- MNN, National Certification Corporation  
**Electronic Fetal Monitoring Credential:** C-EFM, National Certification Corporation  
**Six Sigma Green Belt:** Breakthrough Management Group

## **ACTIVITIES, MEMBERSHIPS, AND HONORS**

- 2024-(Present) Chairman, Ronald McDonald House of Idaho Programs Committee
- 2023-(Present) 2026: Director, Association of Women's Health, and Neonatal Nursing (AWHONN) Board of Directors
- 2023- (Present) 2026: Idaho Perinatal Quality Initiative Leadership Board of Directors
- 2022- Present: AWHONN Leader Representative for the Idaho Coalition for Safe Reproductive Health
- 2021-2024: Idaho Perinatal Quality Collaborative Board Member
- 2021-Present: American Nurses Association (ANA) Leadership Mentor
- 2020-2022 AWHONN Public Policy Committee Member
- 2019-2023: AWHONN Idaho Section Chair
- 2018- Present: Idaho Perinatal Project Board Member
- 2014-2018: AWHONN Idaho Secretary Treasurer
- 2017: AWHONN Emerging Leader
- 2017-Present: Nurse Leader Regional Volunteer Representative, March of Dimes
- 2006-2015: Board President/Secretary/Member Idaho Ronald McDonald House
- Member: Sigma Theta Tau (Sigma)
- Member: Association Women's Health and Neonatal Nurse's Association (AWHONN)
- Member: American Organization for Nurse Leadership (AONL)
- Member: American Nurses Association (ANA)
- Member: Nurse Leaders of Idaho (NLI)
- Award: 2022: Caring Nurse Award: Vaccination Team, St. Luke's Health System

- Award: 2018: Nursing Excellence Award, St. Luke's Health System
- Award: 2012: President's Accommodation Award, St. Luke's Health System

## RECENT PRESENTATIONS

- 2024- 2025: Innovations in OB: Early Warning Signs and AI: AWHONN Section/Chapters: Ohio, Mississippi, Kansas, St. Louis
- 2024 Keynote speaker Mu Gamma Chapter of Sigma Nurses Honor Society Research Conference: Let's Take a Moment of Science: How Nursing Science Impacts our Profession and Practice
- 2024 Boise State University DNP Cohort: Leading through Organizational Resistance
- 2024 Keynote speaker Idaho Perinatal Quality Collaboration: State of the State
- 2024 AWHONN Legislative Presentation: Keeping Obstetrics Local Act
- 2024 AWHONN Insights Podcast: Maternal Levels of Care
- 2024 WTW (Willis Towers Watson) Podcast Obstetrical Risk Management Series: (1) Refusal of Care: When Medicine, Legal, and Ethics Intersect; (2) Technology, Innovation, and AI Solutions: Support for Safe Maternal Health; (3) State of the Maternal Health Outcomes: Where are we at in the U.S.; Disclosure Following a Serious Safety Event
- 2024 Boise State University DNP Cohort: Implementation of EBP and Organizational Resistance
- 2024 Idaho State Sigma Nursing Honor Society Keynote Speaker: Let's Have a Moment of Science: Honoring the Impact of Science on Nursing
- 2023 Missouri Association of Women's Health, Obstetrics, and Neonatal Nurses Regional Conference: Innovation in Obstetrics: Early Warning and Artificial Intelligence
- 2023 Michigan Association of Women's Health, Obstetrics, and Neonatal Nurses State Conference: Integrative Perinatal and Neonatal Care
- 2023 Washington Association of Women's Health, Obstetrics, and Neonatal Nurses State Conference: Self Stewardship for the Courageous Nurse
- 2023 Boise State University DNP Cohort: Being an Influencer when Facing Change Resistance
- 2023 Vital Signs Maternal Risk Management Podcast with WTW Co. (Maternal Mortality, Consent, Disclosure)
- 2023 AWHONN Representative to U.S. Senate Finance Committee on Title VIII Nursing Reauthorization Act
- 2023 Keynote Speaker St. Luke's Health System Annual Nursing Conference: The Courageous Nurse!
- 2023 Keynote Speaker Idaho Perinatal Project: Self-Stewardship for the 24 x 7 Leader
- 2022 Podium Presentation at Synova Perinatal Leadership Forum: Self-Stewardship for the 24 x 7 Leader
- 2022 Poster and Podium presenter at AWHONN National: DNP Scholarly Project and Public Policy
- 2021 Podium presenter at AWHONN National Convention: Public Policy and Key Bills
- 2021 Sigma Theta Tau Regional Keynote Speaker: Resilience
- National AWHONN Webinar Presenter: TeamSTEPPS in OB
- National AWHONN TeamSTEPPS Master Trainer for AWHONN HCA Obstetrics Nurse Leader Program
- 2019 Poster Presentation AWHONN National
- 2018 Poster Presentation AWHONN National
- 2017 Poster Quality and Safety

## REFERENCES

**AVAILABLE UPON REQUEST**