

Subject: (First Name) Nurses Need Relief From Burnout

Hi (First Name):

Nurses have always had a challenging job, but this last year has been particularly stressful—and burnout is far from uncommon. In fact, nine out of 10 nurses report being stressed or anxious, and many nurses are experiencing secondary traumatic stress (STS) and post-traumatic stress disorder (PTSD). This can have serious consequences for nurses and patients alike because:

- STS and PTSD can cause nurses to cope through disengagement and depersonalization
- Nurses become more task-focused than assessment focused
- Burnout is causing increased absenteeism, as well as a mass exodus of skilled nurses from the profession
- Staffing issues in emergency departments create a cycle of burnout that exacerbates the problem

To help emergency departments address these challenges and give nurses some much-needed relief, we have released a report, "[6 Strategies for Combating ED Nurse Burnout](#)," which outlines methods for decreasing nurses' stress levels while increasing their efficiency.

We know that being exposed daily to life-and-death situations is not easy, but KATE can help ease some of your nurses' burdens. Nurse burnout and patient safety go hand-in-hand, and KATE is effective for:

- Reducing risk at ED triage (improve accuracy up to 93% for high-risk patients)
- Detecting sepsis early (improved 1-hour sepsis bundle compliance by 87%)
- Decreasing ED Nurse Turnover (by 25%)

I would love to speak with you about how KATE can help alleviate the daily stress of your RNs. If you're interested, reply to this message with a time that may work for you to meet KATE or book a time on the calendar link.

Respectfully,

Signature

"Our nurses love KATE. They feel like KATE has their back."
-Operations Executive at Adventist Health