



## If at First You DO Succeed ... Do it Again!

**Charlotte, N.C., September 8, 2008** - As the FreemanWhite publication archive reaches a 12<sup>th</sup> anniversary, the firm's first nationally published co-authors Jon Huddy and Joanne McKa must be acknowledged for providing the initial publishing impetus that has resulted in more than 110 national citations.

Additionally, this first article ("The Top 25 Problems to Avoid When Planning Your New Emergency Department" *Journal of Emergency Nursing*, August 1996) is also considered an extremely successful marketing element that contributed to building a national reputation for FreemanWhite's operational consulting and design services for emergency departments.

But, this is not where the story ends. If at first you DO succeed-----do it again, says Huddy.

As a result, the August 2008 issue of *ENA Connection* contains a successful "re-launch" of both this first FreemanWhite article and co-author, Jon Huddy-----with three new FreemanWhite co-authors, Kathy Clarke, Eric Krempa and Gail Dodge. The article titled (Surprise!) "The (Next) Top 25 Problems to Avoid When Planning Your New Emergency Department" provides emergency nurses with an extensive list of considerations when designing an emergency department. To name a few-----

- #3) Failure to use computer simulation modeling to test operational efficiencies and physical design solutions
- #14) Not planning for adequate family or patient consulting space
- #20) Not considering the impact of a Life Flight program

As FreemanWhite tops the 100 mark in national mentions this year, it is comforting to know that an updated version of the original standard can still be provocative to an interested audience of emergency nurses.



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