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PRESS RELEASE

Elizabeth Scala Presents a Virtual Conference for Healthcare Providers *The RejuveNation Collaboration*

Baltimore, October 2013: Nurse entrepreneur Elizabeth Scala spent years as a psychiatric nurse for the Johns Hopkins Hospital, where she worked on one of the most acute inpatient units in the state of Maryland. There she experienced some signs of burnout that even the most dedicated nurses can encounter: misery, anger, irritability, and frustration. Now, she is on a mission to help other nurses avoid a similar experience.

As the creative visionary behind the bi-annual virtual series, the RejuveNation Collaboration, Elizabeth brings together top holistic health and wellness experts to share practical tips and simple tools that help nurses and other health care providers take better care of their patients, by taking better care of themselves.

"It's critical that nurses care for themselves. We're excellent at helping others, but often fall short in the self-care category," says Elizabeth. "When we care for ourselves first, we have much more energy to focus on and enjoy our patients."

Scala, who is also a Certified Health and Wellness Coach, founded the series in response to the growing need to provide care providers with opportunities to re-group, refresh, and re-dedicate to their work and lives.

Consider these studies:

- Nurses and nursing students have reported experiencing poor stress management skills and lack of physical activity (McElligott et al, 2009);
- In the workplace, poor health-promoting behaviors in nurses were linked to stress, illness, increased health care costs, obesity, turnover, errors, and poor-quality care (AbuAlRub, 2004; Institute of Medicine, 2004).

Faced with findings such as those above, Scala hosted her first RejuveNation Collaboration online in March 2012. She has now served over 350 participants worldwide, with attendees from as far away as the United Kingdom and India.

Her next series kicks off on Monday, October 21st, 2013 with a keynote presentation and will host two live webinars daily through Thursday, October 24th. Those interested in participating should visit www.rejuvenationcollaboration.com or contact Elizabeth Scala at coachscala@livingsublimewellness.com.