



Camp Joins CNHP as Arkansas Blue Cross and Blue Shield Endowed Professor

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JONESBORO — Dr. Jessica Camp, assistant professor of nursing and Doctor of Nursing Practice (DNP) program option coordinator, has been selected as the first holder of the Arkansas Blue Cross and Blue Shield Endowed Nursing Professorship in Rural Health at Arkansas State University. This endowment was established to secure top faculty who are forward thinkers — the kind of faculty that will educate, engage and inspire nursing and other health professions students and faculty to work toward ways to meet the needs of Arkansans through innovative care and access options.

"In healthcare, we are concerned with improving humanity," said Camp, who is board certified with professional credentials of a master's degree, post-master's certificate and practice-focused doctor of nursing practice degree. "One way we can do this is through continuous evidence-based quality improvement, translation and research. I am honored to have been chosen to focus these efforts on rural health."

The goals of this professorship include establishing a multi-year plan to focus on development and mentorship of graduate nursing research; starting projects specific to rural health disparities, needs, issues; incorporating collaborative and interprofessional opportunities with college, university, the NYIT College of Osteopathic Medicine at A-State and other community partners; and building translational clinical and evidence-based research so interventions have maximum possible impact.

A rural health research agenda will include a broad base of subjects such as issues of quality and process improvement, outcomes evaluation, evidence-based practice, the specialty of rural health nursing, the environment of care in rural health facilities and specific population-focused interventions which include technology and advanced therapies. A repository of literature will be established and disseminated. This work will also be linked to other work at A-State involving rural revitalization.

Dr. Susan Hanrahan, dean of the College of Nursing and Health Professions, stated, "Jessica Camp brings a vast array of experiences to this rural health professorship. Her ability to organize and coordinate projects will allow targeted research to ramp up in a short period of time. She has great vision and I am so excited that she is bringing her skills set to this important role in our state. Of course, this would not be an opportunity without the support of Arkansas Blue Cross. My special thanks to them."

Camp is a doctorally-prepared clinical nurse specialist holding all degrees from Arkansas State. She has research experience, developed a multitude of continuing education programs, provided clinical practice in a diverse array of settings and has a history of university teaching. She is also active in a number of state and national professional organizations. In addition to this professorship, she coordinates the Doctor of Nursing Practice Program at A-State in the School of Nursing.

"We congratulate Dr. Camp as the first holder of the Arkansas Blue Cross Endowed Nursing Professorship in Rural Health," said Curtis Barnett, president and CEO of Arkansas Blue Cross. "Our company is committed to helping Arkansans have access to quality health care where and when they need it — at the hospital bedside, in the clinic setting or in the community. Citizens in the rural areas of our state are particularly vulnerable and having skilled, knowledgeable

health professionals is critical to their ongoing care. Dr. Camp brings the kind of experience and expertise to this professorship that can help our state prepare for meeting the future health needs of Arkansans throughout our state.”

Arkansas State has a strong working endowment program that enables A-State to accomplish its priorities, including attracting and retaining prominent and well-respected faculty, recruiting and challenging students, supporting significant research and creative achievement, and raising the profile and reputation of the university. Each donor to the endowment program has had a vision for the future of A-State.

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Attached photo: *Dr. Jessica Camp.*



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