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## Nicole George Joins Press Ganey as New Nursing Center of Excellence Leader



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Press Ganey, renowned leader in patient, member, employee and consumer experience across the healthcare ecosystem announced that Nicole George, MSN, R.N., NE-BC, has joined Press Ganey to lead its new Nursing Center of Excellence.

In her role, George will oversee Press Ganey's team of trusted advisers dedicated to helping health systems navigate the industry's most pressing issues, like nurse burnout, nurse retention and recruitment, improving patient and nurse outcomes, and achieving nursing excellence.

"As a nationally recognized innovator, Nicole is a dynamic leader who has devoted her career to advocating for nurses and elevating the profession," said Jeff Doucette, DNP, R.N., NEA-BC, FACHE, FAAN, chief nursing officer, Press Ganey. "We currently partner with 98% of all Magnet®-designated hospitals, and Nicole's expertise will be critical in supporting those in pursuit of this prestigious recognition."

"The journey to Magnet® can be a rigorous process, and I am privileged to partner with nurse leaders as they attain the gold standard of nursing through integrated analytics, industry best practices and cutting-edge solutions," George said.

Previously, George served as the Magnet® Recognition Program assistant director of operations at the American Nurses Credentialing Center, a subsidiary of the American Nurses Association.

George earned her bachelor's degree in registered nursing from Prairie View A&M University and was named one of the university's "40 Under 40" notable alumni. She earned her master's degree in nursing education from Notre Dame of Maryland University and is completing her Ph.D. in nursing from the University of Texas Medical Branch.

She remains active in ANA, as well as Jack and Jill of America, and the American Organization for Nursing Leadership.

**Source:** [Press Ganey](#)

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