
SUBMISSION READINESS REVIEW

Find out what an appraiser will see — while there is still time to fix it.

Your due date does not move. Most teams find their evidence problems in the last ninety days, when every remaining option is expensive. This review puts experienced eyes on a sample of your evidence early, while you still have runway to rebuild it.

WHO THIS IS FOR

- **A new Magnet Program Director** who inherited a due date and a document set you did not build.
- **A team nine to eighteen months from submission** and no one outside your organization has read a single SOE.
- **An organization that received a request for additional documentation** and needs to understand what the gap actually was.
- **A first-time applicant** wanting an independent read before committing the fee and the timeline.

WHAT WE REVIEW

- Up to six sources of evidence, selected with you to span empirical outcomes and structure/process
- Alignment of each SOE to the intent of the source of evidence as written in the current Magnet® Application Manual
- Data presentation: graphs, the right comparison for each outcome, and whether the outcome shown is the outcome claimed
- Narrative specificity — whether the story reaches the required level of detail or stops at the summary

WHAT YOU RECEIVE

- Written findings on every SOE: what holds, what does not, and why an appraiser would say so
- A prioritized gap list, ordered by risk to your submission rather than by ease of fixing
- One SOE returned as a mentored demonstration — the standard applied to your own material
- A sixty-minute debrief with your MPD, writers, and nurse executive, within ten business days

We mentor. We do not ghostwrite. Your team keeps the pen and keeps the capability. No part of your evidence is drafted by artificial intelligence. What we build is your team's ability to see their own work the way an appraiser will.

FEE AND NEXT STEP

Submission Readiness Review — \$1,950. Introductory rate **\$1,450** for engagements contracted in 2026. Fixed scope, fixed fee, no retainer.

Not ready to commit? Start with a **Free SOE Review** — send one draft, get written feedback, nothing attached.

hello@dmexcellenceadvisory.com · dmexcellenceadvisory.com

YOUR MENTORS

Two seats at the table: the executive view and the writing desk.

Every engagement is read by both of us. Evidence fails for two different reasons — because the organizational story is not there, or because the writing does not carry the story it has. Reviewing with one lens finds one kind of problem.

Dr. Dawn Price

DNP, RN, NPD-BC, NE-BC, RNC-OB, C-
EFM

Magnet® Executive Mentor

Dawn has served as Magnet Program Director across three designation cycles — she has sat in the chair your MPD is sitting in, three separate times, and knows what the last six months actually feel like.

A nursing quality leader by background, she reads evidence the way an appraiser and an executive both do: does the organization's data support the claim, and can leadership speak to it in the site visit? Her mentoring focuses on readiness at the executive level — aligning the story your organization tells about itself with the story your evidence can defend.

Michelle Conger

BSN, RN

**Magnet® Technical Writing
Mentor**

Michelle has worked on more than a dozen sets of Magnet® documents. She develops and facilitates a Magnet leader development course, and her work centers on the point where most submissions are won or lost: turning what a unit actually did into a narrative that meets the manual's standard of evidence.

Her mentoring translates manual language into terms a bedside nurse can use, then coaches the writer through their own draft. Teams leave with a stronger document set and with writers who can produce the next one without her.

Why we say mentor and not consultant. A consultant leaves with the expertise. A mentor leaves it behind. Your redesignation is four years out; the capability we build with your team is what carries you there.

D & M Excellence Advisory, LLC • hello@dmexcellenceadvisory.com • dmexcellenceadvisory.com

D & M Excellence Advisory, LLC's products and services are neither sponsored nor endorsed by the American Nurses Credentialing Center. ANCC Magnet Recognition®, Magnet®, Magnet Recognition Program®, and Journey to Magnet Excellence® are registered trademarks of the American Nurses Credentialing Center. © 2026 D & M Excellence Advisory, LLC. All rights reserved.