



Nurse Peer Coaches

VITAL WorkLife offers Nurse Peer Coaching as part of our EAP solutions. Nurse Peer Coaching provides confidential, one-on-one, telephonic peer coaching for nurses with a compassionate listener who understands the enormity of the work, life, and family challenges they face — and has walked in their shoes. A nurse peer coach can be a confidential and knowledgeable sounding board for discussing concerns, such as:

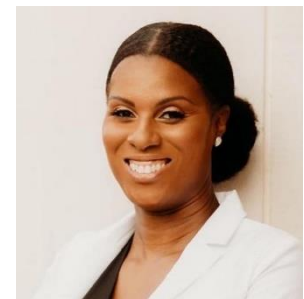
- Unusual levels of stress or anxiety
- “Horizontal hostility” or bullying from other nurses or staff
- Grief and Loss
- Substance abuse or addiction
- Balancing work and family responsibilities

Nurse peer coaches have extensive clinical experience in a variety of settings allowing them to understand, support and advise nurses in almost any situation.

Frankie Bell, RN

Frankie Bell (Delaware) is a Registered Nurse with over a decade of bedside nursing experience, including working through the COVID-19 pandemic. She has been a coach with VITAL WorkLife since 2024.

Frankie is passionate about empowering nurses to lead vibrant and fulfilling lives, both professionally and personally. Her journey has shaped her into a dedicated healthcare professional and advocate for well-being in nursing.



As a Doctor of Nursing Practice, she brings advanced expertise in health management and leadership to help nurses navigate the challenges of their careers. Her education has equipped her with the knowledge to offer evidence-based strategies that improve resilience, reduce burnout, and foster personal and professional growth.

As a Board-Certified Nurse Coach and Nurse Professional Development Specialist, Frankie helps nurses identify their strengths, overcome challenges, and achieve their aspirations. Whether you are a new nurse or a seasoned professional seeking rejuvenation, Frankie is dedicated to helping you develop strategies for well-being, career advancement, and personal growth —empowering you to live your most vibrant life.

Jim Castellano, RN

Jim Castellano (Wisconsin) is a Registered Nurse and Certified Professional Life Coach and has been a coach with VITAL WorkLife since 2024.

Jim is a dynamic healthcare professional with over 40 years of rich and diverse healthcare experience in such areas as intensive care nursing, IT clinical business analyst, consultant, management, facilitation, and coaching. Known as "The Encourager" for his commitment to uplifting others and fostering positivity, Jim empowers and motivates individuals and teams to build resilience, gain confidence, enhance leadership, achieve balance, and master work-life harmony.



As a Certified Professional Life Coach (ICF) and Health Promotion & Wellness Specialist, Jim holds degrees in Health Promotion and Nursing, along with completing a series of Leadership Facilitation Master Courses. Over his career, he has coached professionals, led workshops, performed motivational presentations and programs to support individual and organizational performance. Jim also specializes in shaping organizational culture, managing change, process improvement, and combating disruptive behavior, while bringing empathy, understanding, and a gratitude-driven approach to his coaching.

Outside of work, he finds joy in spending time in nature, silent sports, and writing. Jim is an avid writer and has journaled nearly every day for the past 40 years; he is currently working on a book that reflects on lessons learned. Guided by gratitude, he lives by the motto: *"Do it because you can; there will come a day you wish you had, and a day you wish you could."* Jim is excited to work with you to help you reach your fullest potential and find your true north.

Joan Deal, ACC, DNP, MBA

Dr. Joan Deal (Virginia) is a board-certified nurse executive and has been a Peer Coach with VITAL WorkLife since 2024. She received her Master of Science in Nursing from the University of Virginia, her master's in business administration from the University of Massachusetts Amherst, and her Doctorate in Nursing Practice from Eastern Mennonite University. Dr. Deal is an Associate Certified Coach through the International Coaching Federation, Certified Grief Educator, Certified Executive Coach through the Center for Executive Coaching, a board-certified Nursing Executive Advanced through the American Nurses Credentialing Center, and formerly a Certified Medical Practice Executive through the Medical Group Management Association. She is the founder of the [Coaching Leaders Institute](#) where she coaches and consults with nurses and leaders of all levels including those newly promoted leaders, mid-careerists, executive leaders and those going through life transitions. She also currently serves as an adjunct nursing faculty member at Mary Baldwin University.



Over the past 30+ years of leading interprofessional teams, Dr. Deal has served in progressive healthcare leadership roles ranging from front-line nurse manager to senior vice-president and chief nursing officer. Her passion is developing the confidence and competence of healthcare leaders so that they and their staff can function as mission driven teams in patient care delivery. Dr. Deal specializes in career advancement strategies, change management, creating healthy cultures, communication, conflict, emotional intelligence, managing transitions, mindset, organizational development, talent development, patient safety, succession planning, team building and time management.

Rose Maruca, RN, BSN, MBA, PCC

Rose Maruca (New Jersey) is a Registered Nurse, executive coach and facilitator and has been a Peer Coach with VITAL WorkLife since 2022. Rose received her Bachelor of Science in Nursing from Thomas Jefferson University and her Masters of Business Administration from St. Joseph's University School of Business. Ms. Maruca also completed a Certificate in Health Care Innovation from the Perelman School of Medicine of the University of Pennsylvania where she is an instructor in their Master of Healthcare Innovation program. Ms. Maruca is a graduate of the Coaching Leader Program at Saint Joseph's University's Haub School of Business and is a Professional Certified Coach through the International Coaching Federation.



Throughout her thirty-year career in healthcare, Ms. Maruca has held senior-level management positions at leading health systems, consulting organizations, and industry, with expertise in quality improvement, strategic planning, partnership development, team building marketing, corporate communications, organizational design, and change management. Her clinical training and business background provides her with a deep understanding of the challenges faced by healthcare leaders across a variety of settings.

Rose serves on the Diversity and Inclusion Advisory Committee of Samaritan Healthcare & Hospice and the Community Cancer Action Board of Rutgers Cancer Institute of New Jersey. She is an active member of the American College of Healthcare Executives, Academy on Communication in Healthcare, the Beryl Institute, and the International Coaching Federation as well as a peer editor for the Journal of Patient Experience.

Kelley Giaramita RN, MEd (IP), NBC-HW Coach

Kelley Giaramita (California) is a Registered Nurse and has been a Nurse Peer Coach for VITAL WorkLife since August 2020.

Over the past 20 years, Kelley has been teaching, coaching, and mentoring student nurses and faculty, and currently serves as the Faculty Wellness and Resilience Facilitator at a medical academy. In this role, she passionately creates trauma-informed and wellness-based curriculum designed to equip both faculty and students with essential tools to prevent healthcare burnout and pave a way for a healthier future in healthcare education.



Her coaching offers powerful and playful coaching models that include *Embodiment Coaching*, *Nonviolent Communication*, and *CliftonStrengths* to assist clients in gaining the clarity to navigate forward. Her vast and diverse experience includes nursing positions in skilled nursing facilities, clinics, hospitals, home-health care, and leadership roles in nursing education, and even playing harp at the bedside.

Kelley is excited to be your coach, guiding you as you discover new ways to transform challenges into opportunities for growth and a more fulfilling life. For more information about Kelley's coaching, visit [her website here](#).

