



2014 Annual Report

2014 was truly a year of transformation for the Hospice and Palliative Nurses Association (HPNA).

Governance highlights:

The First Joint Board Retreat (HPNA; Hospice and Palliative Credentialing Center, HPCC - formerly the National Board for Certification of Hospice and Palliative Nurses; and the Hospice and Palliative Nurses Foundation, HPNF), was held January 2014 in Miami, Florida, where a unified mission, vision and pillars was developed. The Boards facilitated discussions of branding and imaging and by the close of the weekend, agreed to a unified Mission Statement, *To Advance Expert Care in Serious Illness*, and a common Vision Statement, *To Transform the Care and Culture of Serious Illness*. This work then led to revision of the logos and design and launch of a unified website, which provided a single sign-on for all constituents.

The Pillars of Excellence adopted by the HPNA Board of Directors included Leadership, Education, Advocacy and Research.

The Alliance for Excellence in Hospice and Palliative Nursing, a 501c3 corporation, was disbanded, and the Joint Strategy Council was initiated. This council is comprised of two representatives of each organization (HPNA, HPCC, and HPNF) and both the Chief Executive Officer and Chief Operating Officer. The council provides a structure for the three organizations to enhance synergies and collaboration.

The first non-RN board member appointment to the board, supported by the member approval in 2013 of a by-law change, as a direct outcome of the competency-based evaluation of board member skills needed for optimal governance. Joseph F. Ebberwein, BBA, MPS began his first term in January 2015.

We continue to serve as the administrative home for National Coalition for Hospice and Palliative Care (NCHPC) and the National Pediatric Hospice and Palliative Care Collaborative.

We also continue to serve as the administrative home for the National Consensus Project for Quality Palliative Care (NCP) which published the *Clinical Practice Guidelines for Quality Palliative Care*.

A new HPNA logo was revealed in October with the launch of the Advancing Expert Care Campaign and the new combined website www.advancingexpertcare.org. The Advancing Expert Care Campaign includes:

1. Ongoing evaluation and research into the educational needs of hospice and palliative professionals
2. The design of programs, courses, and curriculum to advance expert care in serious illness
3. Advancing research into best practices of hospice and palliative care, while supporting and developing palliative nurse researchers
4. The development of nursing leadership programs at the local and national levels;
5. Enhancing nursing competence through certification
6. The creation of programs to support and increase the number of nurses and other professionals certified in hospice and palliative care



Leadership highlights:

Leadership Weekend was held July 18-20, 2014 in Pittsburgh with nearly 125 attendees. The weekend included a presentation by P. Hinds, PhD, RN, FAAN on the IOM *Transforming Care at the End of Life* and two nursing leadership panels were presented.

Two Leadership Panels consisting of national and organizational leaders was included. The Leadership Panel was video-taped and shared online for all members.

HPNA, HPCC, and HPNF released a joint response to the IOM Committee Report entitled *Transforming Care at the End of Life*.

The attendance this year was expanded to be more inclusive of up and coming leaders either HPNA, HPCC, or HPNF. Also, HPNA, HPCC and HPNF released a Joint Position Statement on Palliative Nursing Leadership.

Awardees recognized at the 2014 AAHPM/HPNA Annual Assembly included the following:

- *HPNA Presidential Citations* presented to the Honorable Lois Capps, RN 24th Congressional District of California
- *HPNA Outstanding Research Abstract at the Annual Assembly* award Debra L. Wiegand, PhD, RN, FAAN, FPCN
- *New Investigator Award* to Lynn F. Reinke, PhD, ARNP
- *Distinguished Researcher Award* to Judith Gedney Baggs, PhD, RN, FAAN
- *Distinguished Career Achievement Award* to Judith A. Paice, PhD, RN, FAAN
- *Leading the Way Award* to Nessa Coyle, ACHPN, PhD, FAAN

Recognized Kerstin Lappen, MS, RN, ACHPN, FPCN who served as AAHPM/HPNA Annual Assembly co-chair for 2014 and 2015.

Recognized Debra L. Wiegand, PhD RN FAAN, FPCN, who co-led the scientific committees for the 2014-2015 AAHPM/HPNA Annual Assemblies.

HPNA Board Member Marian Grant, DNP, RN, CRNP, ACHPN, FPCN was selected as a 2014-2015 Robert Wood Johnson Health Policy Fellow. This prestigious appointment required her resignation from the HPNA Board of Directors.

Education highlights:

The American Academy of Hospice and Palliative Medicine (AAHPM) and HPNA Annual Assembly was held in San Diego March 12-15, 2014. 2,632 individuals attended, and approximately one-third attending were nurses. There was an increase in paper and abstract submissions by nurses.

The Advanced Certified Hospice and Palliative Nurse (ACHPN) Certification Review Course was provided as a full day preconference at the AAHPM/HPNA Annual Assembly.

The ACHPN Certification Review Course and Certified Hospice and Palliative Nurse (CHPN) Certification Review Course were provided as full day preconferences at the HPNA Clinical Practice Forum.

The CHPN Certification Review Course was provided as a full day preconference at the National Hospice and Palliative Care Organization (NHPCO) Clinical Conference in Nashville, TN.



The HPNA Clinical Practice Forum “Clinical and Professional Issues in Hospice and Palliative Care” was held in Pittsburgh September 18-20, 2014 with nearly 200 attendees. HPNA collaborated with Gerontological Advance Practice Nurses Association (GAPNA) on content and GAPNA leadership presented a plenary session. RN and APN tracks were included.

Four ELNEC courses (with an HPNA bookstore included as a new feature) were held in 2014 with over 265 total attendees:

- St. Paul, MN – ELNEC-Core
- Chicago, IL – 2 choices ELNEC-Core & ELNEC-Pediatric
- Lake Buena Vista (Orlando), FL – ELNEC-Core

Over 7,022 E-Learning webinars were viewed by RN's and 225 Nursing Assistant Courses were completed.

HPNA Teaching Sheets were accessed 220,078 times, and Patient/Family Teaching Sheets, TIPS Sheets, and Quick Information Sheets are available in English, Spanish and Chinese.

Successful renewal of provider status through American Nurses Credentialing Center.

Collaborated with the National Institute of Nursing Research for distribution of their pediatric focused *Palliative Care: Conversations Matter™* campaign materials.

New products include:

- Compendium of Treatment of End Stage Non-Cancer Diagnoses (all seven books in one book)
- Palliative Care for Pediatric Life-Limiting Conditions
- Palliative Care for Uncommon Disorders
- A Primer of Reimbursement, Billing, and Coding: Essential Information for the Hospice and Palliative Advanced Practice Registered Nurse
- A Primer of Reimbursement, Billing, and Coding: Pocket Guide

Revised products:

- Compendium of Treatment of End Stage Non-Cancer Diagnoses: Dementia (2nd edition)
- Competencies for the Hospice and Palliative Advanced Practice Nurse (2nd edition)
- Hospice and Palliative Interactive Learning Resource: Registered Nurse (2nd edition)
- Palliative Nursing: Scope and Standards of Practice — An Essential Resource for Hospice and Palliative Nurses (5th edition)

Membership Engagement:

HPNA reached record high membership of 11,458 in February 2014. This was the sixth time that HPNA reached a record membership high in past 24 months.

Nearly 400 HPNA members volunteered over 4,000 hours to the work of the association. Ten members were recognized for going ‘Above and Beyond.’

Additional membership benefits introduced were a new member portal which included enhanced SIG management and member opportunities to communicate/network online.

Bioethics series were initiated in the *Journal of Hospice and Palliative Nursing*, and the first Bioethics SIG meeting was held at the Annual Assembly.

APN focused sessions were provided within HPNA Clinical Practice Forum.



APN Advisory Council launched with representation from across the United States.

The Membership Committee and the Chapters Committee were merged into the Membership Engagement Advisory Council.

Advocacy highlights:

A new regulatory/legislative report called the HPNA Round Up was initiated and shared with membership.

Six HPNA members were nominated and represent HPNA on national committees or panels.

HPNA State Ambassadors D. Coldiron, MSN, CHPN, OCN and J. Goggin, MAS, RN attended *Nurse in Washington Internship* in Washington, D.C.

HPNA leadership provided comment on the Revision of American Nurses Association (ANA) Draft Code of Ethics for Nurses.

HPNA President-Elect Joy Buck, PhD, RN and S. Welsh MSN, RN, NEA-BC, CEO met individually with Congressmen Tom Reed (NY-23) and Congresswoman Lois Capps (CA-24).

HPNA President-Elect Joy Buck, PhD, RN, S. Welsh MSN, RN, NEA-BC, CEO, and June Lunney, PhD, RN, Director of Research, met with National Institute of Health's National Institute of Nursing Research leadership.

C. Dahlin, ANP-BC, ACHPN, FPCN, FAAN continued to serve on the Measure Applications Partnership (MAP) Clinician Workgroup in the National Quality Forum (NQF).

S. Norton, PhD, RN, FNAP, FPCN, FAAN; K. Herr, PhD, RN, AGSF, FAAN; and S. Mc Millan, PhD, ARNP, FAAN continue to represent HPNA on the Measuring What Matters Quality Initiative in key committee leadership positions. This is a joint project with AAHPM.

J. Bartel, MSN, ACHPN, CHPCA, FPCN continued to represent HPNA on the Coalition for Supportive Care of Kidney Patients.

S. Welsh MSN, RN, NEA-BC, CEO was selected as Organizational Affiliate Liaison to the ANA Board of Directors.

S. Welsh MSN, RN, NEA-BC, CEO presented at the Association for Home & Hospice Care of North Carolina's Leadership Conference.

Carma Erickson-Hurt, APRN, ACHPN represented HPNA on a nursing panel during the National Student Nurses' Association Midyear Career Planning Conference.

HPNA President J. Gentry ANP BC, GNP, ACHPN, FPCN, represented HPNA and Palliative Nursing at the American Cancer Society Quality of Life hosted Congressional Briefing. Their remarks were addressed to the House Energy and Commerce Committee.

Through its collaborative efforts, HPNA provided endorsements for numerous advocacy and regulatory initiatives such as nursing workforce, hospice regulations, Part D implementation.

HPNA supported and solicited members of Congress to sign onto the Palliative Care and Hospice Education and Training Act (PCHETA).

State Ambassadors presented during the AAHPM/HPNA Annual Assembly met with our advocacy firm and members of the Public Policy Advisory Council.



Research highlights:

HPNA Research Scholars program supported attendance at the Annual Kathleen Foley Palliative Care Retreat and Research Symposium for:

- Judith Adams, PHD, MSN, RN, FNP
- Stewart Bond, PhD, RN, AOCN
- Jennifer Seaman, BSN, RN
- N. Dionne-Odom, MA, MSN, RN

60 research-prepared HPNA members were recruited to:

- Provide 20 HPNA member reviewers for the Scientific Program Committee for the Annual Assembly.
- Review nomination packages for the HPNA New Investigator award and recommend a candidate to the HPNA Board.
- Review abstracts for poster presentations at the Clinical Practice Forum and mentor potential presenters.
- Mentor HPNA members preparing to submit abstracts to the Annual Assembly.
- Review applications received for the HPNF/Sigma Theta Tau award.

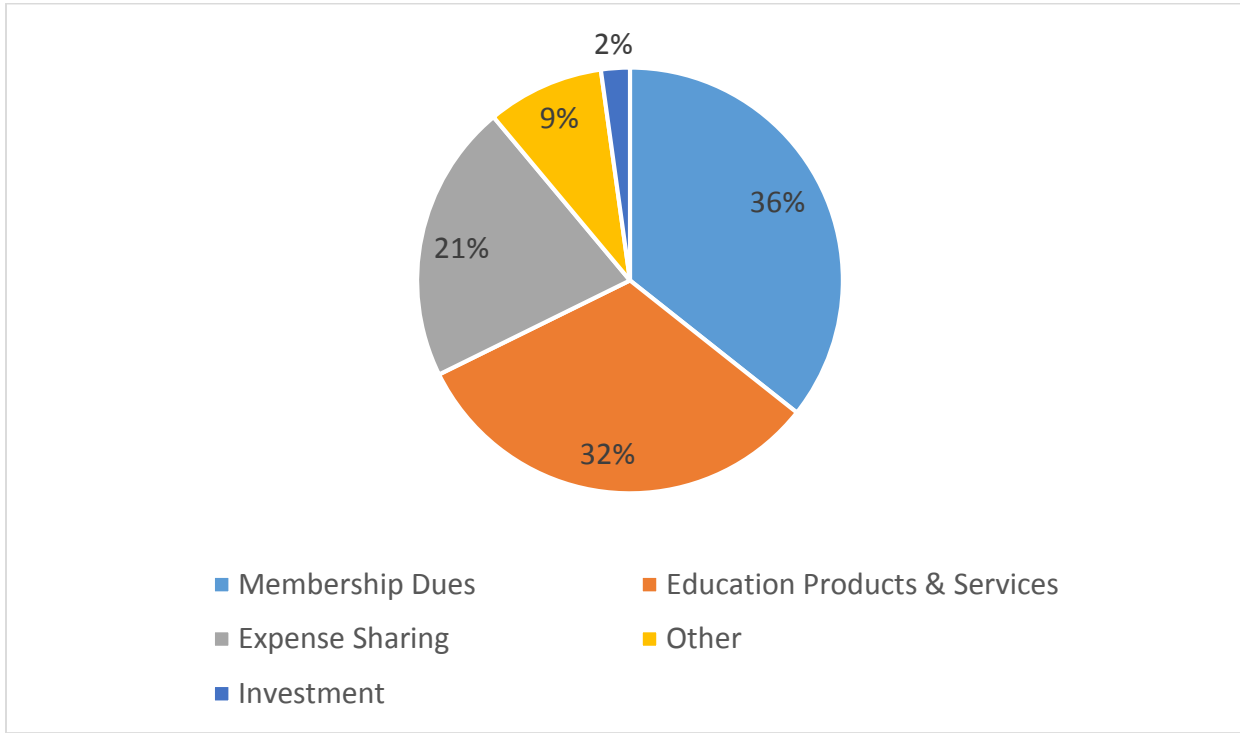
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The Research Advisory Council served as the liaison between the HPNA and the Measuring What Matters Project (MWM), a joint effort by the HPNA and the AAHPM. Eleven HPNA members served as members or co-chairs of the MWM panels.

A task force, chaired by Harleah Buck, PhD, RN, CHPN FPCN developed the 2015-2018 HPNA Research Agenda, which is available online and will be published in the JHPN.

2014 HPNA Financials:

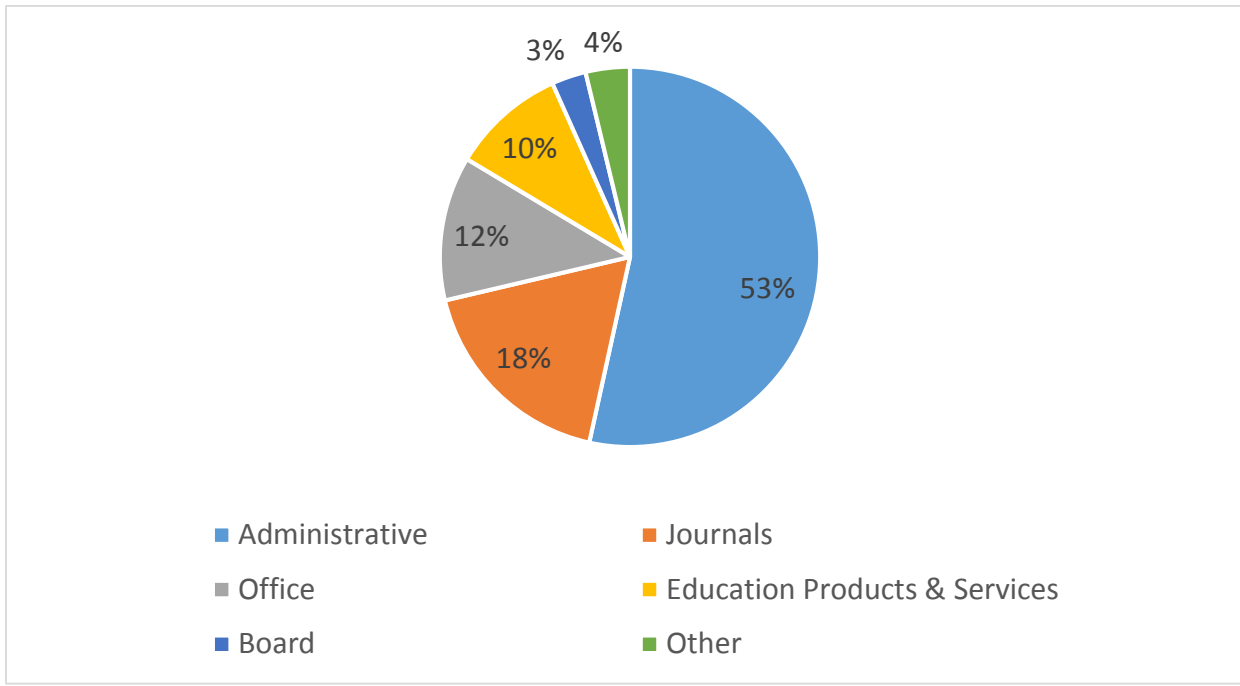
2014 Revenue



Total revenue was \$2,586,558, and the increase in membership dues reflect the revenue generated by all membership levels.

Education revenues represent both products and services, with over 40 publications, e-learning courses, and live education offering including both our ELNEC and Certification Review Courses and our Clinical Practice Forum. Expense sharing includes the management contract with Hospice and Palliative Credentialing Center to support the certification administration, and miscellaneous income includes advertisements in our journals, reimbursements for serving as the administrative home for the National Consensus Project, and other income.

2014 Expenses:



Total expenditures were \$2,631,762, with represents 15% below budget due to the national office carefully monitoring and controlling all expenses.

Administrative expenses are the staff wages, taxes, benefits, workman’s compensation, insurance and professional services, and education costs include those associated with the online learning courses, live education events, and the costs associated with the development and publishing of educational products. Office expenses include rent, utilities, postage, printing, operations, while board expenses include the quarterly board meetings, and supporting individuals who represent HPNA at national meetings, panels and/or committees. Other expenses include staff travel, dues, contributions, and exhibit fees.

This was a year which the board and staff devoted time and funds to building our infrastructure. We added one new IT platform, upgraded our telephone system and developed a new website. The majority of these costs were capitalized but the IT Project Management costs, which were a one year outlay, are included in expenses. We also are developing a few new products which the associated costs were a one year outlay.

Operational:

National Office converted to SharePoint Office product to enhance work flow.

Organizational technology implementation began in spring 2014 for the member portal development and new website.