

2015 Annual Report

2015 was a year of change and growth for the Hospice and Palliative Nurses Association.

Governance

Two new members joined the HPNA Board of Directors in 2015. They included Donna L. Morgan, BSN, RN, CHPN, CHPCA, the Senior Vice President of Clinical Operations and Chief Operating Officer for Columbus Hospice and Columbus Hospice of Alabama, and Joseph Ebberwein, BBA, MPS, the senior principal of Longitudinal Health in Savannah, Georgia. He was the first non-RN board member appointment to the board, as a direct outcome of the competency-based evaluation of board member skills.

The organization joined with the Hospice and Palliative Credentialing Center and the Hospice and Palliative Nurses Foundation to work to help facilitate specifics related to the Advancing Expert Care campaign, created in 2014. The organization engaged the Suddes Group, for development of a fundraising plan, creation of an ask, and marketing materials.

Board members and the CEO continued to become involved in national issues. Board member Virginia (Ginger) Marshall, MSN, ACNP-BC, ACHPN, FPCN, joined other palliative care experts with the National Coalition for Hospice and Palliative Care in November, to brief the Senate financial committee staff. CEO Sally Welsh, MSN, RN, NEA-BC, was named to the National Quality Partners (NQP) Advanced Illness Care Action Team in September.

We continued 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 continued 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*.

Leadership

Leadership Weekend was held July 18-20, 2015 in Pittsburgh with nearly 125 attendees. The emphasis of the weekend was nursing leadership, and included a presentation by P. Malloy, MN, RN, FPCN titled *What Every Leader Needs in their Palliative Care Toolkit*. Other key events included 2 nursing panels, with national and organizational leaders, and sessions on chapter management and self-care for nurses.

The invitation list of attendees was expanded to be more inclusive of other emerging leaders from HPNA, HPCC, or HPNF. A joint board meeting was also held during the weekend.

Annual Award Winners recognized at the 2015 AAHPM/HPNA Annual Assembly included the following:

- *HPNA Presidential Citation* presented to the Honorable Emanuel Cleaver, II, United States House of Representatives, 5th Congressional District of Missouri
- *New Investigator Award* - Lisa Lindley, PhD RN
- *Distinguished Researcher Award* - Keela Herr, PhD, RN
- *Distinguished Career Achievement Award* - Marcia Grant, DNSc RN FAAN
- *Distinguished Nursing Practice Award* - Kate Ford Roberts, MA, BSN, RN, CHPN
- *Vanguard Award* - Brenda Clarkson, RN.

New or revised HPNA position statements this year:

New

- Palliative Nursing Leadership (issued in conjunction with HPCC and HPNF)

Revised

- Complementary Therapies in Palliative Nursing Practice
- Spiritual Care
- Value of Advanced Practice Registered Nurses in Palliative Care
- Value of the Licensed Practical Vocational Nurse in Palliative Care
- Value of the Nursing Assistant in Palliative Care
- Value of the Professional Nurse in Palliative Care

Fellows in Palliative Care Nursing (FPCN) for 2015:

- Holli Martinez, FNP-BC, ACHPN, FPCN
- Beverly Paukstis, RN MS CHPN, CHPCA FPCN

Education

The American Academy of Hospice and Palliative Medicine (AAHPM) and HPNA Annual Assembly was held in Philadelphia February 25-28, 2015, with nearly 2,800 attendees. Nurses accounted for approximately one-third of the attendees. The HPNA Annual Membership Meeting was held on Friday, February 27, 2015, at noon during the Annual Assembly.

The Advanced Certified Hospice and Palliative Nurse (ACHPN) and the Certified Hospice and Palliative Nurse (CHPN) Certification Review Courses were provided as full day preconferences at the AAHPM/HPNA Annual Assembly, and at the HPNA Clinical Practice Forum. The CHPN Certification Review Course was also provided as a full day preconference at the National Hospice and Palliative Care Organization (NHPCO) Clinical Conference in Houston, TX.

Six issues of the *Journal of Hospice and Palliative Nursing* (JHPN), as well as 12 issues of the *Journal of Palliative Medicine* (JPM), were delivered throughout the year. HPNA members were informed about the transition by JHPN next year to electronic delivery with a print version option.

The fulfillment of educational products was successfully outsourced in order to enhance quality of service and to increase operational efficiencies and decrease costs.

The HPNA Clinical Practice Forum "Clinical and Professional Issues in Hospice and Palliative Care" was held in Pittsburgh October 22-24, with over 200 attendees. The Keynote Address on *Nurses Improving the Health of a Nation: On the Sidelines or Leading?* was presented by Diana Mason, PhD, RN, FAAN.

Four ELNEC courses were held in 2015 with 289 total attendees:

- Scottsdale, AZ, May 20-21 – ELNEC-Core
- Atlanta, GA, July 28-29 – ELNEC-Core & ELNEC-Pediatric
- Houston, TX, October 14-15 – ELNEC-Core

HPNA joined with the National Hospice and Palliative Care Organization (NHPCO) and the American Association of Hospice and Palliative Medicine (AAHPM) for a Virtual Online Conference from July 21-23, which drew nearly 200 attendees.

The following educational products were launched this year:

- Core Curriculum for the Hospice and Palliative Registered Nurse, 4th edition
- Study Guide for the Hospice and Palliative Nursing Assistant, 3rd edition
- Core Curriculum for the Hospice and Palliative Registered Nursing Assistant, 3rd edition

There were 12 new online courses created during the year, including:

- CHPN Certification Review Course, which was the first online review course introduced by HPNA. A similar course for ACHPNs is in the design stages for 2016.

- Ethics Web Course Series, including Review of Ethical Concepts; Palliative Care in the Emergency Department; When Hello Means Goodbye: An Exploration into Perinatal Palliative Care; PEF Feedings: When Benefit Turns to Burden; and A Pediatric Case.
- CHPN Certification Review Course, which was the first online review course introduced by HPNA. A similar course for ACHPNs is in the design stages for 2016.
- Six other courses designed include Overview of Pain Management; POLST Education for Healthcare Professionals; Occupy Healthcare; Quality Improvement: Getting Started, Making Changes, Getting Results; Update on Pain Management in Advanced Illness and Co-Morbid Substance Use Disorder, and Wounded Warriors: Their Last Battle.

The HPNA Education Department completed the initial design of the HPNA RN Education Pathway, a strategic education plan that identifies pathways for nurses to learn from novice to expert.

HPNA introduced the first three in a series of books in cooperation with Oxford Publishing, titled the HPNA Palliative Nursing Manuals. They are Physical Aspects of Care: Nutritional, Dermatologic, Neurologic, and Other Symptoms; Physical Aspects of Care: Pain and Gastrointestinal Symptoms; and Structure and Process of Care. Five more titles in the series will be introduced throughout 2016.

Membership Engagement

HPNA reached a membership total of 11,563, with members in all 50 states. There were 48 active HPNA chapters, with over 1,100 members participating.

The growth of our online special interest groups (SIGs) continued throughout the year, with the addition of 4 additional SIGs, for ICU, Pediatrics, Heart Failure, and LPN/LVN. The organization now has a total of 9 SIGs at the end of the year.

Within the member portal, 5,263 members participated in the SIG communities, 7,563 viewed discussion threads in the member portal, over 35 blog articles were distributed with 3,238 blog article views, and over 32,760 HPNA related files were downloaded.

In the fall, HPNA along with HPNF and HPCC introduced the organization's first smartphone App, which is available through the website, Google Play, and the App Store for Apple.

HPNA introduced the Employer Partner Program this year. A Business Development Manager position was added to our staff. The Employer Partner Program is a collaboration between HPNA as well as HPCC and HPNF. This position will identify potential partners in the organization and their strategic initiatives, create a value proposition for them, and finalize a deal.

Advocacy

HPNA staff, board members, and representative extended our national presence with their participation in some of the following committees and groups.

- Institute of Medicine (IOM) Workshop on Palliative Care and Health Literacy – Ginger Marshall, MSN, ACNP-BC, ACHPN, FPCN
- National Quality Forum (NQF) National Quality Partners Advanced Illness Care Action Team – Sally Welsh, MSN, RN, NEA-BC
- NQF Measure Applications Partnership Clinical Workgroup – Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN
- Nurses Organization of Veterans Affairs (NOVA) Legislative Roundup – Beverly Paukstis, MS, RN, CHPN, CHPCA, FPCN

- Center for Medicare and Medicaid Services (CMS) Hospice Quality Reporting Composite Measure Technical Expert Panel – Sally Norton, PhD, RN, FNAP, FPCN, FAAN; Joy Goebel, PhD, MN, RN, FPCN
- American Association of Colleges of Nursing Work Group, CARES: Competencies and Recommendations for Education Undergraduate Nursing Students – Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN
- National Coalition for Hospice and Palliative Care (NCHPC) Advance Care Planning Workgroup – Lolita Melhado, PhD, ARNP, FNP-BC

HPNA joined with HPCC and HPNF to nominate Jane Kirschling, PhD, RN, FAAN, for the Health Resources as Services Administration’s National Advisory Council on Nurse Education and Practice (NACNEP).

HPNA nominated Betty Ferrell, RN, PhD, MA, FAAN, FPCN, CHPN for Modern Healthcare’s “100 Most Influential People in Healthcare.”

HPNA and AAHPM submitted a joint nomination of Keela A. Herr, PhD, RN, AGSF, FAAN, for the Hospice Quality Reporting Program Technical Expert Panel, and her nomination was accepted in March.

HPNA responded to and included recommendations to the Interagency Pain Research Coordinating Committee (IPCRCC) and their work on the *National Pain Strategy, A Comprehensive Population Health Level Strategy of Pain*.

HPNA continued its support of the production of the documentary titled *Never Say Die*, which will be produced by Triage Films. More information is available at www.neversaydiefilm.com.

HPNA shared its support for the proposed ruling from the Centers for Medicare and Medicaid Services (CMS), through its Medicare Physician Fee Schedule, to give physicians the opportunity to receive compensation for advanced care planning discussions with their patients.

HPNA attended the American Nurses Association Ethics Symposium in Baltimore in June.

ANA invited HPNA to co-lead a “Palliative and Hospice Nursing Professional Issues Panel” on palliative and end-of-life issues. This is the first time the ANA has partnered with another specialty nursing organization to sponsor a professional issues panel.

Research

Our Director of Research, June Lunney, PhD, RN, retired this year. Marianne Matzo, PhD, CNP, GNP-BC, AOCNP, ACHPN, FPCN, FAAN, was hired as the new Director of Research.

HPNA Research Scholars selected to attend the Kathleen Foley Palliative Care Retreat and Research Symposium included:

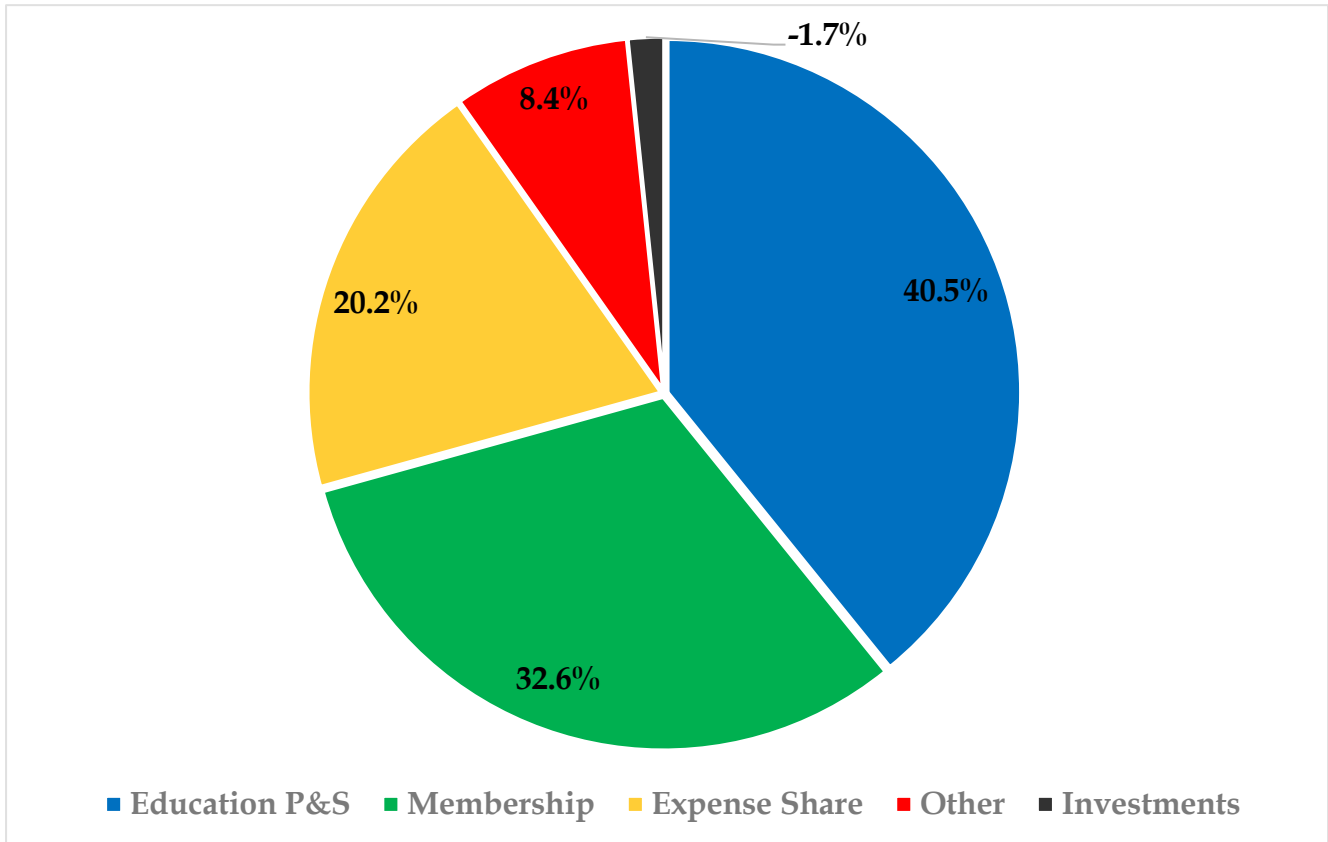
- Joan Carpenter, PhD-c, CRNP, GNP-BC, ACHPN
- Christine Fortney, PhD, RN
- Hyejin Kim, PhD-c, CRNP
- Jennifer Seaman, PhD, RN (second time attending)

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 committees.

In February, HPNA partnered with AAHPM to release the Measuring What Matters project to the public. This project identifies recommendation for palliative care quality measures.

2015 HPNA FINANCIALS

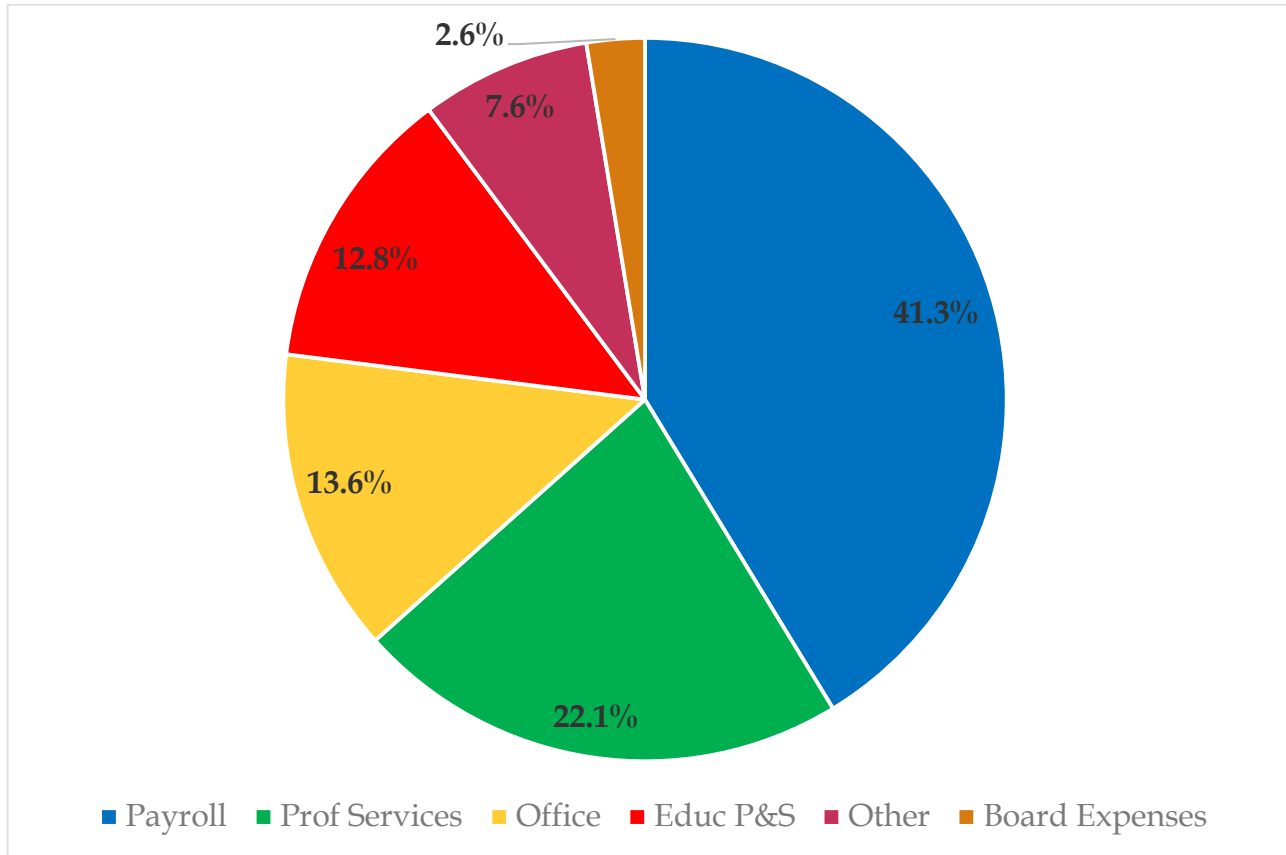
Revenue



Total revenue increased 13.3 percent over 2014 revenue. Increases in educational products and services as well as increases in membership and expense sharing offset smaller gains in other categories and a decrease in investment revenue.

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.

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.

Operational:

Long time staff member and Chief Operating Officer (COO) Deena Butcher retired in December, and Len Mafrika was hired as the new COO. In addition, the national office added new positions by hiring a Business Development Manager, a Communications Specialist, and a Strategic Business Analyst.