

2016 Annual Report

In 2016, HPNA celebrated our 30th anniversary. The organization celebrated this milestone with a custom logo marking the anniversary, and celebrations at both the Annual Assembly and Clinical Practice Forum.

Governance

This year, Debra Wiegand, PhD, RN, CCRN, CHPN, FAHA, FPCN, FAAN, a researcher and associate professor at the University of Maryland School of Nursing, joined as a new member of the HPNA Board of Directors.

Initial planning began for the proposed Palliative Nursing Summit, scheduled to take place in 2017. The topic *The Future of Population Health: Nurses Leading Change and Transforming Care* was chosen, and goals for the summit were identified. Communication materials were created, and a date and location of the event were chosen: May 12, 2017, in Washington D.C. An invitation list of nursing organizations was created, and they were contacted about the summit.

In February and March, the HPNA membership voted to approve proposed changes to the HPNA bylaws, and those changes were announced during the annual HPNA Membership Meeting at the Annual Assembly in Chicago.

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).

Leadership

Leadership Weekend was held July 22-24, in Pittsburgh with over 130 attendees. The emphasis of the weekend was nursing leadership, and included a presentation by Betty Ferrell, PhD, MA, FAAN, FPCN, on *Leadership in Palliative Nursing*. For the second year, a joint board meeting was held with the Hospice and Palliative Credentialing Center (HPCC) and the Hospice and Palliative Nurses Foundation (HPNF).

HPNA partnered with both HPCC and HPNF in January to issue a joint position statement on the Value of Hospice and Palliative Certification.

Awardees recognized at the 2016 AAHPM/HPNA Annual Assembly included the following:

- *HPNA Presidential Citation* - Sylvia M. Burwell, the United States Secretary of Health and Human Services
- *Distinguished Researcher Award* - Marie Bakitas, DNSc, CRNP, AOCH, ACHPN, FAAN
- *Distinguished Career Achievement Award* - Rose Virani, MHA, RN, OCN, FPCN
- *Distinguished Nursing Practice Award* - Maureen Lynch, MS, ANP-BC, AOCN, ACHPN, FPCN
- *Vanguard Award* - June Lunney, PhD, RN.

New Fellows in Palliative Care Nursing (FPCN):

- Kathleen Broglio, DNP-ANP-BC, ACHPN, CPE, FPCN
- Verna L. Hendricks-Ferguson, PhD, RN, CHPPN, FPCN
- Joy R. Goebel, PhD, MN, RN
- Kathie Kobler, MS, APN, PCNS-BC, CHPPN, FPCN
- Masako Mayahara, PhD, RN, CHPN, FPCN
- Peg Nelson, MSN, NP, ACHPN, FPCN
- Denise Stahl, MSN, ACHPN, FPCN.

Education

The American Academy of Hospice and Palliative Medicine (AAHPM) and HPNA Annual Assembly was held in Chicago, Illinois, on March 9-12, 2016, with nearly 3,000 individuals attending, and approximately one-third of those being nurses. This was the second year in a row that the attendance record for this event was broken.

The Advanced Certified Hospice and Palliative Nurse (ACHPN) and the Certified Hospice and Palliative Nurse (CHPN) Certification Review Courses were both provided as full day preconferences at the AAHPM/HPNA Annual Assembly. The ACHPN Certification Review Course was also provided as a preconference at this year's HPNA Clinical Practice Forum.

HPNA introduced an online version of the ACHPN Certification Review Course in January. A total of 634 nurses took the CHPN or ACHPN course this year.

The HPNA Clinical Practice Forum celebrated its 10th anniversary with *Celebrating 30 Years: Roots and Growth in Clinical Practice* on September 29-October 1 in Pittsburgh. The event drew over 200 attendees. The keynote address was presented by Nessa Coyle, PhD, RN, FAAN, on the *State of the Art and Science of Palliative Nursing: 30 Year Journey to the Present: On the Sidelines or Leading?* An additional highlight was a Friday evening presentation with video clips by filmmaker and author Carolyn Jones on the "American Nurse."

Four ELNEC courses were held with 268 total attendees:

- Scottsdale, AZ, May 24-25 – ELNEC-Core
- Charleston, SC, July 26-27 – ELNEC-Core & ELNEC-Pediatric
- Orlando, FL, October 18-19 – ELNEC-Core

HPNA once again 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 August 9-11, titled *Challenges on the Front Lines: Effective Approaches to Complex Cases*. The online conference drew nearly 300 attendees.

The *Journal of Hospice and Palliative Nursing* (JHPN), the official journal of HPNA, transitioned to electronic only delivery instead of in print, although a print option was still available to members. This change lowered the costs to HPNA for the journal, and gave HPNA members instant electronic access and the ability to search all previous JHPN issues.

The HPNA Education Department released the last five titles in the HPNA Palliative Nursing Manuals series, for a total of eight books. The series was produced in cooperation with Oxford Press.

The Approved Educator program was updated in December, outlining a clearer path for members to be a part of the program, and to ensure the quality of education presented by our approved educators.

Membership Engagement

HPNA had an active membership total of 11,115 at the end of the year, with members in all 50 states. Of those members, 49 percent held an HPCC certification in hospice and palliative care.

The growth of our online special interest groups (SIGs) continued throughout the year, with the addition of 4 more SIGs. The new SIGs include: Certification, Public Relations, Geriatrics/Long Term Care, and Emerging Research Scholars, for a total of 13 SIGS at the end of 2016. Thirty-six percent of our members participated in the SIG communities. Within the member portal, 4,198 discussions were posted, which were viewed 8,844 times, and 24,187 HPNA related files were downloaded.



In 2016 there were 52 active HPNA chapters, with 932 members participating. On social media, HPNA had over 6,400 followers on Facebook and nearly 3,500 Twitter followers.

New HPNA provisional groups this year included Orlando, Central Louisiana, Central Virginia, Manasota (Florida), Midwest (Missouri and Kansas), North Mississippi/Tupelo, and San Antonio/Texas Hill Country.

The Employer Partner Program grew to be a major contributor for growth in 2016. There were 19 agreements in the program with 13 organizations, which added over 450 members to HPNA and over 350 people who certified through HPCC.

Advocacy

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

- Institute of Medicine (IOM) Roundtable on Quality of Care for People with Serious Illness – JoAnne Reifsnnyder, PhD, MSN, MBA, FAAN
- IOM, Dying in America: Improving Quality and Honoring Individual Preferences Near the End of Life Stakeholder Meeting – JoAnne Reifsnnyder, PhD, MSN, MBA, FAAN
- Nursing Roundtable – Patient-Centered Outcomes Research Institute (PCORI) – Marianne Matzo, PhD, CNP, GNP-BC, AOCNP, ACHPN, FPCN, FAAN
- National Hospice and Palliative Care Quality Registry, Chicago – Sally Welsh, MSN, RN, NEA-BC; Lisa Lindley, PhD, RN
- National Quality Forum (NQF) Palliative and End-of-Life Care Standing Committee for the Palliative and End-of-Life Endorsement Maintenance Project – Debra Wiegand, PhD, RN, CCRN, CHPN, FAHA, FPCN, FAAN
- Pew Charitable Trust Stakeholder Meeting on “The Future of Quality Measurement Development in Palliative and End-of-Life Care” – Sally Welsh, MSN, RN, NEA-BC
- Pew Charitable Trust and the Centers for Medicare and Medicaid (CMS) Measure Development Plan on MACRA and the MIPS/APM quality measures – Virginia (Ginger) Marshall, MSN, ACNP-BC, ACHPN, FPCN; Jeanne Martinez, RN, MPH, CHPN, FPCN
- RAND Corporation and Centers for Medicare and Medicaid (CMS) Technical Expert Panel on final implementation of Consumer Assessment of Healthcare Providers and Systems (CAHPS) Hospice Survey – Marianne Matzo, PhD, CNP, GNP-BC, AOCNP, ACHPN, FPCN, FAAN.

The American Nurses Association and HPNA Palliative and Hospice Nursing Professional Issues Panel continued throughout the year, with a target call to action release date next year. HPNA is well represented with 17 people on the panel, including co-chairs Harleah Buck, PhD, RN, FPCN, FAAN; Mi-Kyung Song, PhD, RN; and HPNA Director of Professional Practice Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN.

HPNA issued a Call to Action to its members and other stakeholders to support and promote the new curricular guidelines for nursing education issued by the American Association of Colleges of Nursing.

HPNA once again joined other organizations in the field, including HPCC and HPNF, to sponsor the annual Circle of Life Awards through the American Hospital Association, that celebrates innovative palliative and end-of-life programs.

Donna Morgan, BSN, RN, CHPN, CHPCA, the President-Elect of the HPNA Board of Directors, represented the organization in Washington, DC in January, during a networking reception for Congressman Kevin Brady of Texas, the Chairman of the House of Representatives Ways and Means Committee.



HPNA joined with other leading organizations in hospice and palliative care in February for a one-day summit in Chicago, Illinois, to discuss quality care and qualified data registries for palliative care.

Jennifer Gentry, ANP-BC, GNP, ACHPN, FPCN and CEO Sally Welsh, MSN, RN, NEA-BC, presented at the NICHE Annual Conference in April, talking about collaboration between the organization and HPNA for a palliative care program.

CEO Sally Welsh, MSN, RN, NEA-BC and Marla Weston, PhD, RN, FAAN, CEO of the American Nurses Association, discussed a possible collaboration with the organizations on a film tentatively titled "Dying in America," created by director Carolyn Jones, who was the closing plenary speaker for this year's HPNA Clinical Practice Forum.

The Association joined with the Patient Quality of Life Coalition (PQLC) to engage in a grassroots push to gain passage of the Palliative Care and Hospice Education and Training Act.

HPNA Board of Directors President Virginia (Ginger) Marshall, MSN, ACNP-BC, ACHPN, FPCN, and CEO Sally Welsh, MSN, RN, NEA-BC attended a U.S. House of Representatives briefing in June on the PBS film documentary *Being Mortal*, followed by a discussion of advance care planning. Representatives Phil Roe (R-TN) and Earl Blumenauer (D-OR) were in attendance.

HPNA submitted comments to the Centers for Medicare and Medicaid Services (CMS) regarding proposed payment changes with the new Quality Payment Program, established by the Medicare Access and CHIP Reauthorization Act of 2015 (MACRA). The association's focus is on making sure that nursing plays a prominent role in the future of provider payment.

Chief Operating Officer Len Mafrika, MBA and CEO Sally Welsh, MSN, RN, NEA-BC, represented HPNA at the American Society of Clinical Oncology (ASCO) Palliative Care Symposium San Francisco, CA.

CEO Sally Welsh, MSN, RN, NEA-BC, was quoted in three articles in national publications. She talked about the HPNA position statement on spiritual care in the July/August edition of *The American Nurse*, and the palliative care aspects of veterans with advanced cancer in the August *Medical Ethics Advisor*. She and other HPNA staff members were quoted in the September *Advance For Nurses* magazine in an article on hospice and palliative care.

Betty Ferrell, RN PhD MA CHPN FAAN FPCN, the Editor-in-Chief of the Journal of Hospice and Palliative Nursing, HPNA's official journal, was selected for two national awards in October. She was one of five recipients of WebMD's Health Hero Awards, and received the American Cancer Society's Pathfinder in Palliative Care Award.

Sally Welsh, MSN, RN, NEA-BC, served as a member of the National Quality Partners (NQP) Action Team for Advanced Illness Care. She presented at the NQP webinar in November, titled *Strategies for Change: A Collaborative Journey to Transform Advanced Illness Care*.

Donna Morgan, BSN, RN, CHPN, CHPCA, President-Elect, attended the Coalition to Transform Advanced Care (CTAC) Third Annual National Summit on Advanced Illness Care in September.

Sally Welsh, MSN, RN, NEA-BC; Board President Virginia (Ginger) Marshall, MSN, ACNP-BC, ACHPN, FPCN; and President-Elect Donna Morgan, BSN, RN, CHPN, CHPCA, attended the Fall Summit for the Nursing Organizations Alliance in November in Omaha, Nebraska.

HPNA sent a letter to the transition team of newly elected U.S. President Donald Trump, explaining the work of HPNA and our areas of expertise.

Research

HPNA Research Scholars selected to attend the Annual Kathleen Foley Palliative Care Retreat and Research Symposium held in Quebec, Canada, October 25-27, included:

- Esther R. Smith-Howell, PhD, RN
- Rafael Romo, PhD, RN, PHN
- Joan Carpenter, PhD-c, CRNP, GNP-BC, ACHPN (second time attending).

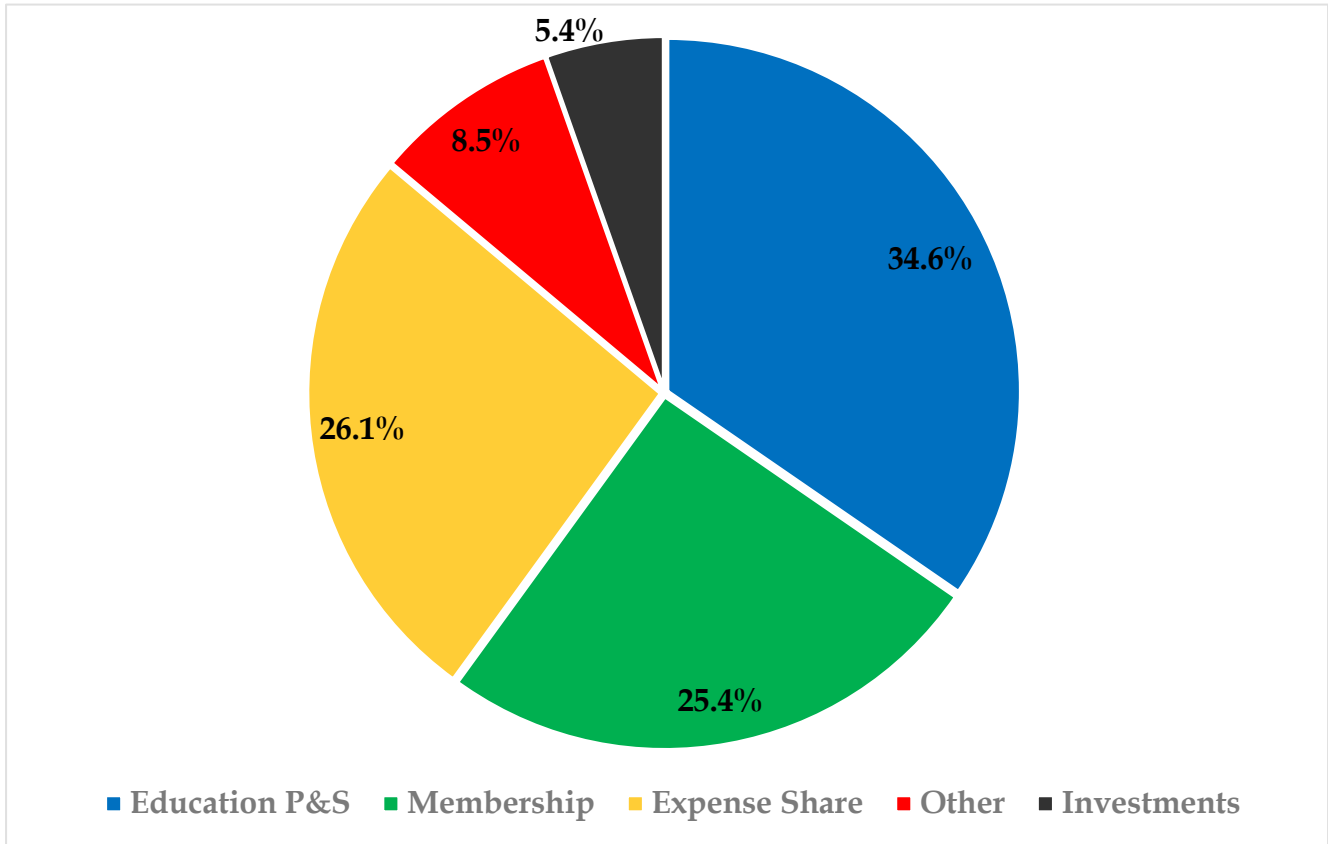
Marianne Matzo, PhD, CNP, GNP-BC, AOCNP, ACHPN, FPCN, FAAN, was solicited to serve as the editor for a new routine HPNA column in the *American Journal of Nursing*. The first article, *Palliative Chemotherapy: Is it ever appropriate in patients with end-stage cancer*, was published in June, while the second article, *For advanced cancer, what treatment is next*, was published in October.

The Measuring What Matters (MWM) project, a joint effort by HPNA and AAHPM, introduced a survey to collect information on quality measurement, quality improvement education, and electronic health record needs in the hospice and palliative care field. This information gathered will help guide future strategy.

Research completed by HPNA member Mary Ersek, PhD RN FAAN FPCN, at the University of Pennsylvania was quoted in a June CNN article that mentioned how types of illnesses and race can lead to a disparity during end-of-life care.

2016 HPNA FINANCIALS

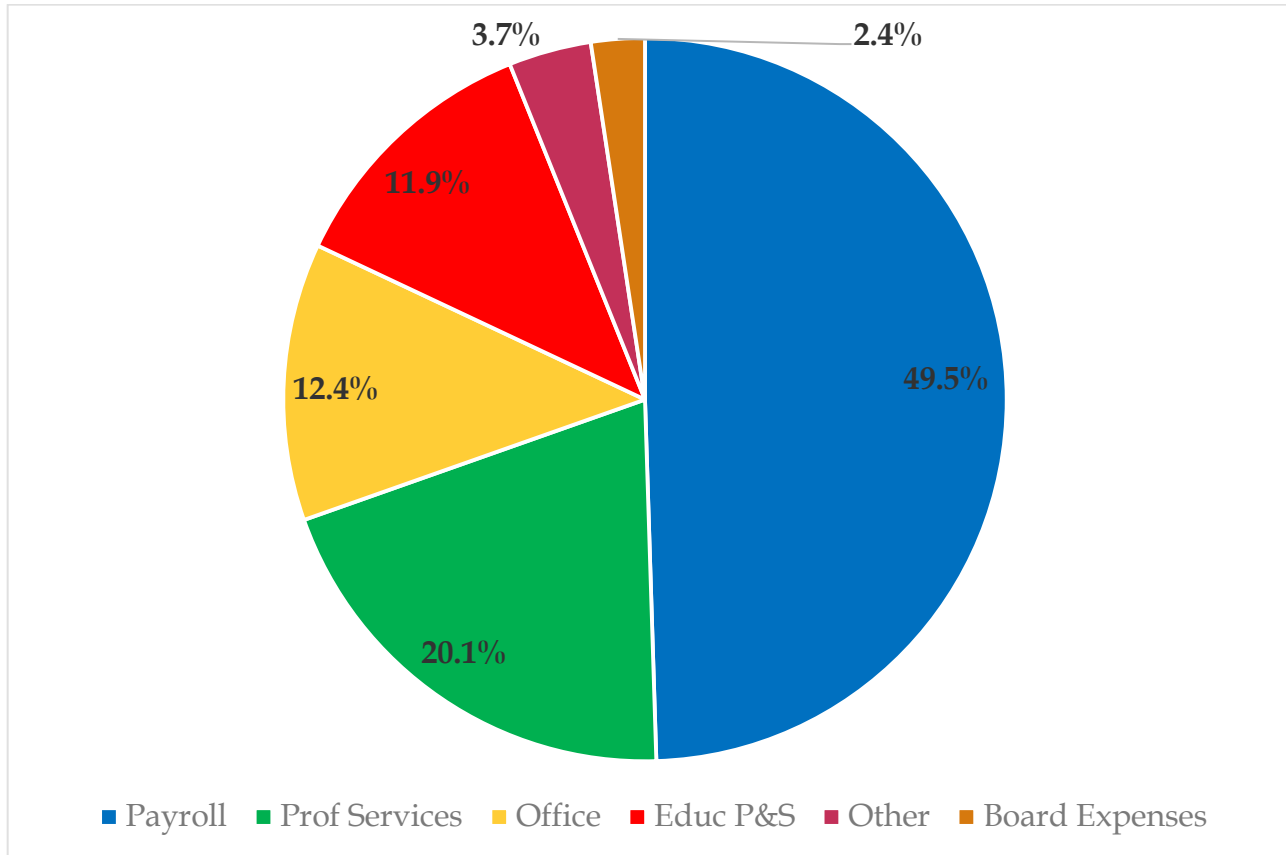
Revenue



Total revenue increased 23.2 percent over 2015 revenue. Increases in investment income and expense sharing offset smaller gains in education products and services and other income, and a decrease in membership 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:

On the technology front, HPNA partnered with Boxwood Solutions to manage a new HPNA career center site, which would integrate with our current website and give both job seekers and employers a tool to reach our audience. The HPNA member portal was upgraded to a mobile friendly format in April. We also partnered with the AEC Group, Inc. to monitor and manage our IT and computer needs, and are looking to vendors to update our database in 2017.