

2017 Annual Report

The Hospice and Palliative Nurses Association moved forward on the national stage in 2017 more than before by organizing and convening the Palliative Nursing Summit, a meeting of 26 nursing organizations in Washington, D.C. to develop a collaborative agenda and action plan for primary palliative nursing.

Governance

The Palliative Nursing Summit took place on May 12, 2017 in Washington, D.C. with a theme of *Nurses Leading Change and Transforming Palliative Care*, and 26 nursing organizations attended the summit. The summit focused on three aspects of primary palliative care, including communication and advance care planning, coordination and transition of care, and pain and symptom management. The objective was to create a collaborative agenda for primary palliative nursing, but the goal was to ensure that patients with a serious illness and their families has access to primary palliative nursing care whenever and wherever they need it.

HPNA joined with the American Nurses Association's Professional Issues Panel in mid-March for the jointly released *Call for Action: Nurses Lead and Transform Palliative Care*. This Call for Action stated that seriously ill and injured patients, families, and communities should receive quality palliative care in all care settings, achieved by the delivery of primary palliative nursing by every nurse regardless of setting. HPNA had 17 representatives 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.

The HPNA Board of Directors added four new members for 2017. Joining for three-year terms were Beth Martin, NP, of Matthews, NC; Holli Martinez, MSN, FNP, BC, ACHPN, of Park City, UT; Polly Mazanec, PhD, ACNP-BC, of Mt. Pleasant, SC; and Alicia Mooney Murray, RN, MSN, CHPN, of Glenburn, ME. This year's President is Donna Morgan, RN, BSN, CHPN, of Midland, GA.

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 21-23, in Pittsburgh with over 130 attendees, and an emphasis on nursing leadership. Presentations included Sarah McKinnon, MA, the Director of Organizational Development and Training at the University of Texas Southwestern Medical Center, on *Resiliency for Today's Nurse Leader*, and Jeanne Martinez, RN, MPH, CHPN, FPCN, on *Communicating Your Leadership*. Bill Applegate, Senior Vice-President of Bryan Cave LLP, gave a view inside the Washington D.C. beltway and an update on the future of healthcare leadership with *Where's My Crystal Ball*. For the third year in a row, a joint board meeting was held with the Hospice and Palliative Credentialing Center (HPCC) and the Hospice and Palliative Nurses Foundation (HPNF).

Awardees recognized at the 2017 AAHPM/HPNA Annual Assembly included the following:

- *HPNA Presidential Citation* – Joseph Biden, former Vice President of the United States
- *Distinguished Career Achievement Award* – Kathie Kobler, MS, APN, PCNS-BC, CHPPN, FPCN
- *Distinguished Nursing Practice Award* – Lolita Melhado, PhD, ARNP, FNP, BC
- *Distinguished Nursing Researcher Award* – Sally Norton, PhD, RN, FNAP, FPCN, FAAN
- *New Investigator Award* – J. Nicholas Dionne-Odom, PhD, RN, ACHPN
- *Vanguard Award* – Barbara Head, PhD, RN, CHPN, FPCN.

New Fellows in Palliative Care Nursing (FPCN):

- Abraham Brody, PhD, RN, GNP-BC, ACHPN, FPCN
- Joan "Jody" Chrastek, DNP, RN, CHPN, FPCN
- Anne Hughes, PhD, FNP-BC, ACHPN, ACRN, FAAN, FPCN
- Seiko Izumi, PhD, RN, FPCN
- Katy Lanz, DNP, RN, AGPCNP-BC, ACHPN, FPCN
- Deanne Patricia Sayles, MN, RN, CHPN, FPCN
- Denise Sheehan, PhD, RN FPCN
- Christy Torkildson, PhD, RN, PHN, FPCN
- Mary Kay Tyler, MSN, CNP, CHPCA, FPCN
- Christine Westphal, MSN, ACNS, ACHPN, FPCN
- Dorothy Wholihan, DNP, AGPCNP-BC, GNP-BC, ACHPN, FPCN.

Education

The American Academy of Hospice and Palliative Medicine (AAHPM) and HPNA Annual Assembly was held in Phoenix, Arizona, on February 22-25, 2017, with over 3,000 individuals attending, and approximately one-third of those being nurses. This was the third 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 provided as full day preconferences at the Annual Assembly. HPNA also continued to grow the online versions of the ACHPN and CHPN Certification Review Courses, in addition to introducing an online Certified Hospice and Palliative Pediatric Nurse (CHPPN) Certification Review Course in July. A total of 662 nurses took one of these online courses this year.

The HPNA Clinical Practice Forum moved into its second decade with *Contemporary Trends in Care for the Seriously Ill* on September 14-16, 2017 in Pittsburgh, PA. The keynote address was presented by award winning journalist and author Suzanne Gordon, with *From Silence to Voice: Revealing the Power of Hospice and Palliative Care Nursing to the Public and Policymakers*. The event and its preconferences drew nearly 200 attendees.

The four ELNEC courses listed below were held throughout the year, with the addition of two full day preconference courses in October, *Palliative Nursing Leadership* and *Incorporating Principles of Palliative Care Across the Care Continuum*. A total of 179 people attended the courses.

- Savannah, GA, April 25-26 – ELNEC-Core & ELNEC-Pediatric
- Omaha, NE, July 11-12 – ELNEC-Core
- Niagara Falls, NY, October 6-7 – 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 HPNA Education Department released a number of new titles and updated editions over the course of the last year, which are listed below and available for purchase on our website.

- Conversations in Palliative Care: Questions and Answers with the Experts, Fourth Edition
- Conversations in Perinatal, Neonatal, and Pediatric Palliative Care
- Core Curriculum for the Hospice and Palliative Administrator, Second Edition
- Core Curriculum for the Pediatric Hospice and Palliative Nurse, Second Edition
- The Hospice and Palliative APRN Professional Practice Guide

Membership Engagement

HPNA reached its highest active membership total of 11,358 in 2017, with members in all 50 states. Of those members, 53 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 7 more SIGs. The new SIGs include: Community Based Palliative Care, Diversity, Education, Emergency Room (ER), Integrative Care, International, and LGBTQ, for a total of 20 SIGs at the end of 2017. Thirty-six percent of our members participated in the SIG communities. Within the member portal, 4,214 discussions were posted and 24,472 HPNA related files were accessed, while 231,084 pages were viewed.

In 2017 there were 50 active HPNA chapters, with 978 members participating, and 12 new HPNA provisional groups. On social media, HPNA had over 7,500 followers on Facebook and nearly 3,500 Twitter followers.

The Employer Partner Program, where hospice and palliative nurse employers are encouraged and rewarded for supporting the overall competence of their nurses and positive outcome of their patients, continued to grow in 2017. There were 20 agreements with 14 organizations, which added over 640 HPNA members and nearly 400 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.

- New Institute of Medicine (IOM) panel on Advanced Illness Care – JoAnne Reifsnyder, PhD, MSN, MBA, FAAN
- Centers for Medicare and Medicaid (CMS) Technical Expert Panel (TEP) includes a reappointment of Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN, and nominations for Jeanne Martinez, RN, MPH, CHPN, FPCN, and Jennifer Hale, MSN, BS, RN, CHPN
- CMS TEP Project, titled Development and Maintenance of Quality Measures for Skilled Nursing Facility Quality Reporting Program (SNF QRP), supported by the NCHPC – JoAnne Reifsnyder, PhD, MSN, MBA, FAAN
- National Quality Forum (NQF) / National Quality Partners (NQP) Shared Decision-Making Team – Sally Welsh, MSN, RN, NEA-BC
- CMS Measure Applications Partnership (MAP) Committee, supported by the NCHPC – Lisa Lindley, PhD, RN
- NCHPC National Consensus Project (NCP) Steering Committee Co-Chair – Betty Ferrell, RN PhD MA CHPN FAAN FPCN
- NCHPC NCP Writing Committee – Denise Stahl, MSN, FPCN
- Center to Advance Palliative Care (CAPC) Grant Project on Mapping Palliative Care Programs – Julie Glendenning, RN, NP
- NQP Opioid Stewardship Action Team – Judith Paice, PhD, RN
- United States Department of Health and Human Services Interagency Taskforce on Pain Management – Cindy Stafford, MSN, GNP-BC, ACHPN; and Kathleen Broglio, DNP, ANP-BC, ACHPN, CPE, FPCN
- NQF Palliative and Geriatrics Committee – Keela Herr, PhD, RN, AGSF, FAAN; and Lynn Reinke, PhD, MSN, ANP-BC, FAAN
- Hospice Quality Composite Measure Technical Expert Panel (NQF Incubator Program) – Sally Norton, PhD, RN, FNAP, FPCN, FAAN.



HPNA updated three position statements throughout the year, including *Advance Care Planning*, *Physician Assisted Death/Physician Assisted Suicide*, and the *Ethics of Use of Opioids in Palliative Nursing*. A guideline document was also created, titled *Guidelines for the RN & APRN Roles When Hastened Death is Requested*.

Ten HPNA Chapters in November, through a grant provided by HPNF, offered previews throughout the country of the documentary film *Defining Hope* in, directed by Carolyn Jones. Deborah LaFond, DNP, PPCNP-BC, CPON, CHPPN, a pediatric palliative NP at Children's National, was one of the nurses highlighted in the film. Over 1,000 people attended the sponsored showings to see the film.

HPNA hosted a Congressional Briefing in Washington D.C. with director Carolyn Jones, who previewed the film *Defining Home*. The event was hosted by the co-chairs of the Nursing Caucus, Tulsi Gabbard (D-Hawaii) and David Joyce (R-Ohio), and Congresswoman Eddie Bernice Johnson (R-Texas) attended and made comments. The focus was on advance care planning, where our new advance care planning position statement was shared, and members and staff of HPNA, HPCC, and HPNF all attended.

Debra Wiegand (Board) and Barbara Piskor (HPNA Advocacy Council Member) participated in the Nurse in Washington Internship (NIWI) program in March, which included Congressional visits. NIWI provides nurses with information on how to influence healthcare through regulatory and legislative processes.

Joanne Reifsnnyder, PhD, MSN, MBA, FAAN, and Barbara Head, PhD, RN, CHPN, FPCN, represented HPNA at the Nursing Coalition Community Congressional Briefing in May.

Sally Welsh, MSN, RN, NEA-BC, and Chris Rorick of Bryan Cave represented HPNA on a Pew Charitable Trusts call with CMS related to Palliative and End-of-Life Care Measurement Plan.

Ab Brody, PhD, RN, GNP-BC, ACHPN, FPCN, has volunteered to chair a Palliative Nursing Leadership Task Force to assist in the development of palliative nursing leadership development programs and services.

Donna Morgan, BSN, RN, CHPN, CHPCA, the President of HPNA, and Judith Paice, PhD, RN, participated in an interview in April with the *Washington Post* on national concerns related to opioid abuse.

Kathie Kobler, MS, APN, PCNS-BC, CHPPN, FPCN, was asked to serve on the NCHPC Steering Committee for Community-Based Palliative Care Guidelines.

Donna Morgan, BSN, RN, CHPN, CHPCA, and Sally Welsh, MSN, RN, NEA-BC, represented HPNA at the National Coalition for Hospice and Palliative Care (NHPCO) Management and Leadership Conference in Washington D.C. in early April.

Donna Morgan, BSN, RN, CHPN, CHPCA, represented HPNA at the American Nursing Association's Annual Membership Meeting in Washington, D.C., where one of the sessions was the ANA-HPNA Professional Issues Panel recommendations. She also represented HPNA at the meeting of ANA Organizational Affiliates.

The organization submitted comments on the Institute for Clinical Effectiveness Research (ICER) on Abuse Deterrent Opioids, with input from Judith Paice, PhD RN; Kathleen Broglio, DNP, ANP-BC, ACHPN, CPE, FPCN; and Lynn Ceronsky, DNP, GNP, CHPCA, FPCN.

Deborah Wiegand, PhD, RN, CCRN, CHPN, represented HPNA at the Nursing Alliance Leadership Academy Meeting in August.

Donna Morgan, BSN, RN, CHPN, CHPCA, represented HPNA as well as HPCC and HPNF at the American Hospital Association's Circle of Life Ceremony in July, where the three organizations sponsor an award.



Deborah Wiegand, PhD, RN, CCRN, CHPN; Sally Welsh, MSN, RN, NEA-BC; and Ginny Wingertsahn attended the Nursing Organizations Alliance (NOA) meeting in Birmingham, AL in November.

The Journal of Pain and Symptom Management published "The Quality Improvement Environment: Results of the 2016 AAHPM/HPNA Membership Needs Assessment Survey" in July. Those working on the project include Lisa Lindley, PhD, RN, and Marianne Matzo, PhD, APRN-CNP, AOCNP, FPCN, FAAN.

Our Director of Professional Practice, Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN, a Cambia Sojourns Scholar, has taken that award to create a new Palliative Care APRN Externship Program starting next year. The program is a five-day immersion course that provides extensive primary palliative education to APRNs, in any setting or role, to enrich their competency to care for patients with serious illness. Faculty are from leading programs including Duke University, John Hopkins, Metropolitan Jewish Health System, University of Minnesota, and the Medical University of South Carolina.

Judith Paice, PhD, RN, and Constance Dahlin, MSN, ANP-BC, ACHPN, FPCN, FAAN, were both named by AAHPM as Visionaries of Hospice and Palliative Medicine, as part of that organization's 30th anniversary. There were over 150 people nominated with 6,500 votes cast, with the final group of 30 determined by a panel of past visionaries.

Research

HPNA Research Scholars selected to attend the Annual Kathleen Foley Palliative Care Retreat and Research Symposium held in Jackson Hole, Wyoming, October 24-26, included:

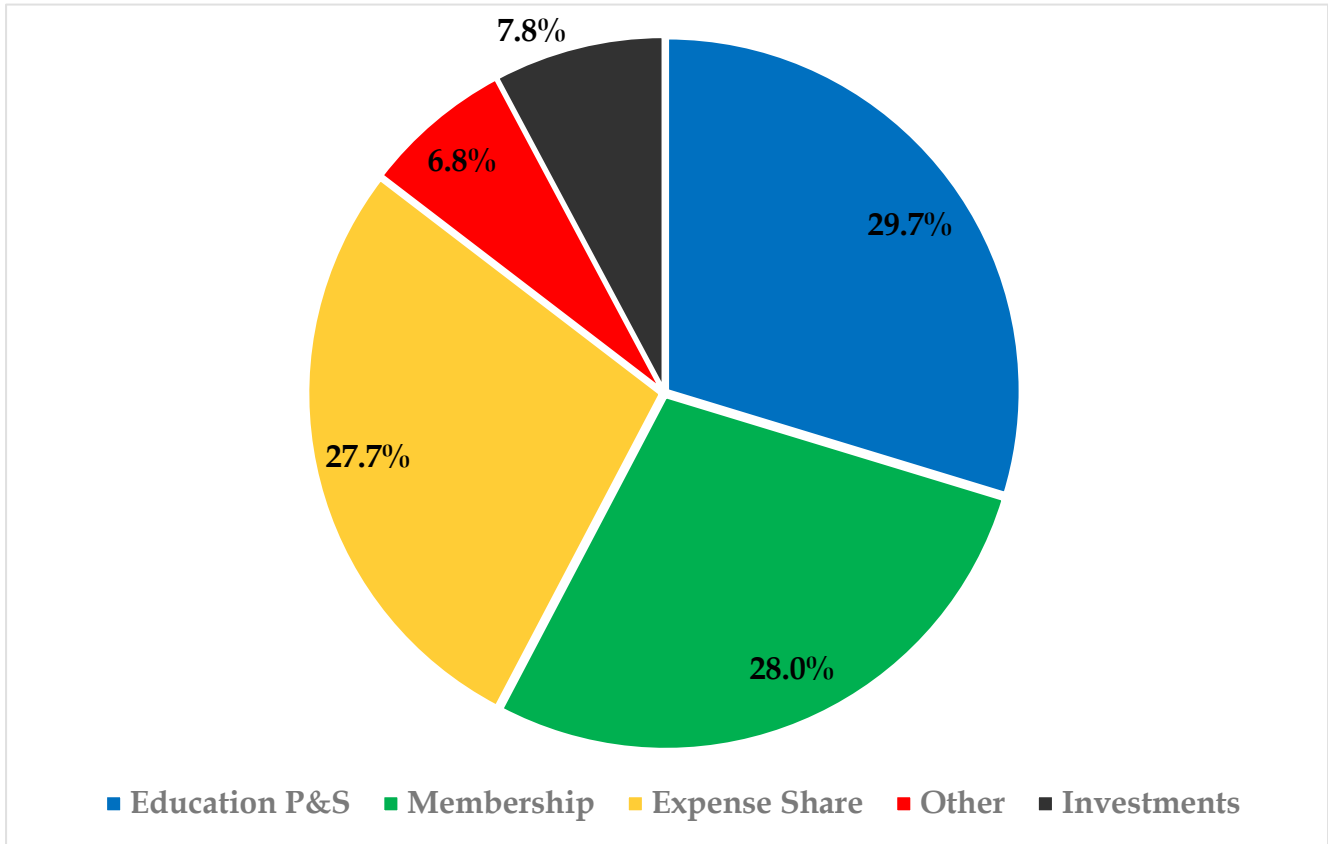
- Masako Mayahara, PhD, RN, FPCN
- Yasemin Turkman, PhD, MPH, PMHNP
- Jiayun XU, PhD, RN
- Rafael Romo, PhD, RN, PHN, who is attending for the second year.

This event is present by the National Palliative Care Research Center and is cosponsored by HPNA, AAHPM, the American Cancer Society (ACS) and the Emily Davie and Joseph S. Kornfield Foundation.

Marianne Matzo, PhD, CNP, GNP-BC, AOCNP, ACHPN, FPCN, FAAN, continued to serve as the editor for the HPNA column in the *American Journal of Nursing*. The first article, *Advance Care Planning: The Nurses Role* was written by Seiko Izumi, PhD, RN, FPCN, and published in June, while *Palliative Care in the Acute Care Setting* was written by Jennifer Goldsborough, MSN, CRNP, ACHPN, and published in September. The last article of the year, *Liberty and Justice for All*, was written by Kimberly Radtke, DPN, APRN, and published in November.

2017 HPNA FINANCIALS

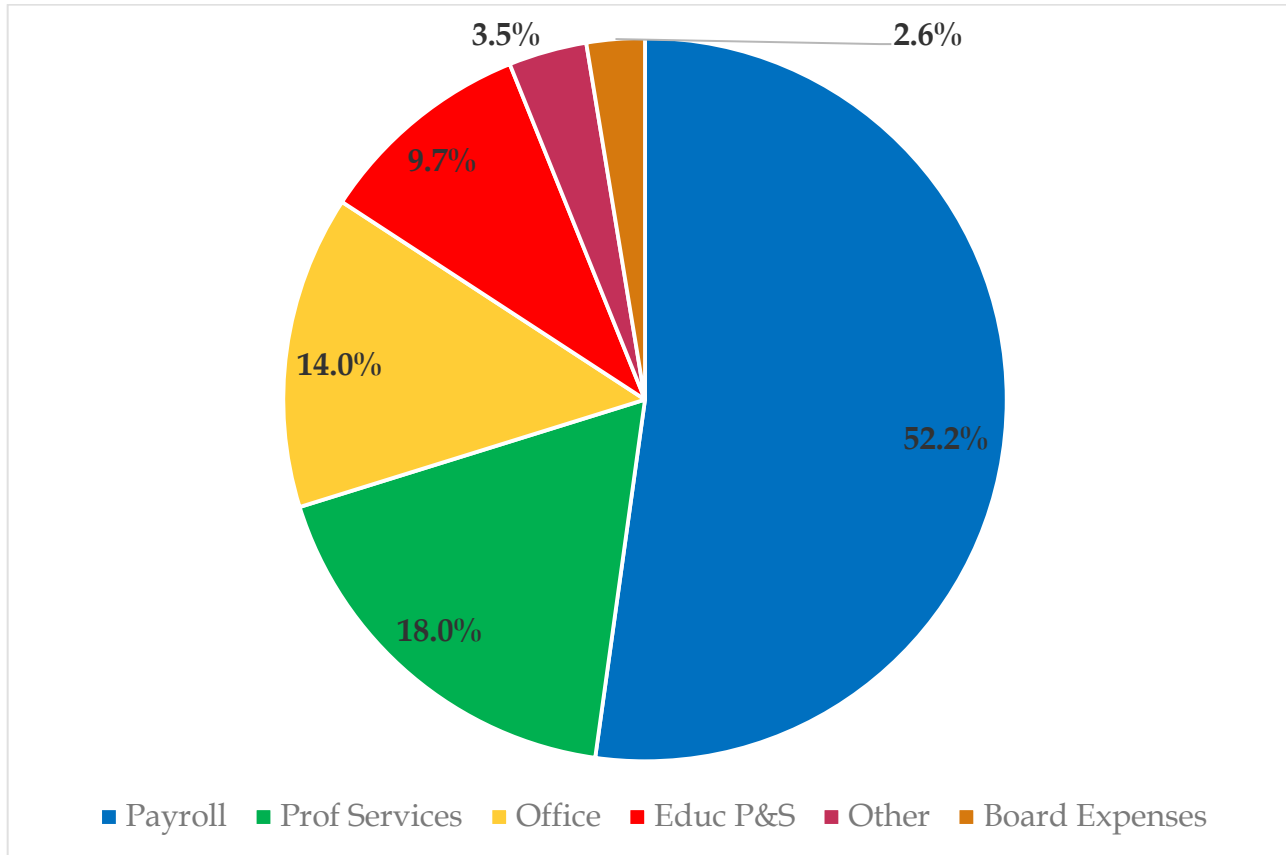
Revenue



Total revenue slightly decreased 1.6 percent over 2016 revenue. Increases in membership revenue, expense sharing, and other income could not offset decreases in both education products and services and investment income.

Education revenues represent both products and services, with over 40 publications, e-learning courses including online ACHPN and CHPN Certification Review Courses and live education offerings including both our ELNEC courses and the 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:

HPNA partnered with Association Technical Solutions to use its iMIS platform for the organization’s database update, which has not been done in nearly 20 years. The new database platform will be launched next year, and will include an updated public website for HPNA, HPCC, and HPNF. The Education Department chose Cisco’s WebEx as an option for online courses in 2017, and is beginning to look at learning management system (LMS) vendors to update the delivery of our e-learning courses. The launch date for this new LMS would be in the first half of 2018.