



2017 Annual Report



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Governance highlights:

The Hospice and Palliative Credentialing Center (HPCC), Hospice and Palliative Nurses Association (HPNA), and Hospice and Palliative Nurses Foundation (HPNF) continue to work in synergy in support of their unified mission statement, ***To Advance Expert Care in Serious Illness***, and common vision statement, ***To Transform the Care and Culture of Serious Illness***.

All three organizations worked independently to develop their respective strategic plans for 2018 – 2020. This involved both internal and external market assessments and the use of findings from different analysis models including Porter’s Five Forces; Political, Economic, Social, and Technological (PEST) analysis; Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis; and Threats, Opportunities, Weaknesses, and Strengths (TOWS) analysis. The information pulled from these studies was used to create respective strategic plans that again support the synergy between the organizations.

Leadership

2017 Board of Directors

Joyce Palmieri, MS, RN, CHPN®, President
Stacy Smith, MLS, BSN, RN, CHPPN®, President-Elect
Catherine Glennon, MHS, BSN, RN, OCN, NE-BC, Secretary
Amy Beasley, DNP, RN, CHPN®, Treasurer
Mark Bertler, CAE
Kimberly Kidd Brasher, RN, CHPN®, CHPCA®
Kathleen Broglio, DNP, ANP-BC, ACHPN®, CPE, FPCN®
Todd Hultman, PhD, ACNP, ACHPN®
Kevin Yarrow, CHPCA®
Sally Welsh, MSN, RN, NEA-BC, Chief Executive Officer (ex-officio)

Palliative Nursing Summit – Nurses Leading Change and Transforming Care

The Hospice and Palliative Credentialing Center participated with HPNA and engaged with the Institute for Healthcare Improvement (IHI) to support the design and facilitation of the Palliative Nursing Summit, held on May 12, 2017. There were 26 key leaders from various nursing specialty organizations attending, with a goal to develop a collaborative nursing agenda around the following areas of practice as they relate to primary palliative nursing:

- Communication skills, especially related to advance care planning and treatment decisions;
- Coordination/transitions of care;
- Pain and symptom management.

Congressional Briefing on Advance Care Planning – Honoring Patient Wishes

Board members and leaders of HPCC and HPNF joined HPNA for this event on November 2, 2017 in Washington, D.C. to discuss advance care planning. This was in conjunction with the debut of the film *Defining Hope*, the second nursing documentary from filmmaker and photographer Carolyn Jones.

Research

HPCC continues to work with other specialty nursing organizations through the American Board of Nursing Specialties (ABNS) and the National Academy of Sciences (NAS) to move the discussion of the value of certification beyond perceptions and evaluate the complex issues regarding the impact of certification on patient outcomes. Several HPCC certificants and HPNA members have been appointed to the ABNS Research Committee.

Scholarships

HPCC works collaboratively with HPNF to offer certification scholarships to individuals who achieve initial or renewal of certification and pay for it on their own. Sixteen certification scholarships were awarded as listed below across all certification programs.

- | | |
|---------------------------|----------------------------|
| • Susan Alexander, CHPN® | • Vicki Haye, CHPN® |
| • Erica Bolar, CHPN® | • Rebecca Hoh, CHPN® |
| • Eliana Caballero, CHPN® | • Terry Isacco, CHPN® |
| • Lauren Crandall, CHPPN® | • Daniek Mackenzie, CHPCA® |
| • Kristin Fox, ACHPN® | • Suzanne Markham, CHPLN® |
| • Susan Grasse, CHPNA® | • Carol Nichols, CHPN® |
| • Jennifer Grasse, CHPNA® | • Julia Rivera, CHPN® |
| • Melinda Hansen, ACHPN® | • William Rosa, ACHPN® |

Advocacy

The HPCC Certification Recognition Luncheon was held on Thursday, February 23, 2017 during the AAHPM/HPNA Annual Assembly in Phoenix, Arizona. Bette Case Di Leonardi, PhD, RN-BC, provided an informative presentation on *The Value of Certification*. Since 1993, Dr. Di Leonardi has practiced as an independent consultant who assists various healthcare organizations and professional schools to achieve their goals using educational, competency management, and quality improvement strategies. Her talk highlighted what she had learned about certification through her 50 years as an RN, as one of the first group of nurses in 1992 certified in Nursing Professional Development and as Vice-President of the Accreditation Board for Specialty Nursing Certification. Dr. Di Leonardi highlighted the joint position statement, compiled by HPCC, HPNA, and HPNF, demonstrating evidence-based practice entitled the *Value of Hospice and Palliative Certification*.

During the annual HPCC Certification Recognition Luncheon, the 2017 Certificant and Employer of the Year awards were presented to the following:

- Kimberly Chow, RN, ANP-BC, ACHPN® – ACHPN® of the Year
- Denise M. DiMare, RN, BSN, CHPN® – CHPN® of the Year
- Verna L. Hendricks-Ferguson, PhD, RN, CHPPN®, FPCN®, FAAN – CHPPN® of the Year
- Susanne May, LPN, CHPLN®, CHA – CHPLN® of the Year
- Sabina Madrid, STNA, CHPNA® - CHPNA® of the Year
- Robert Phillips-Plona, MSN, MBA, RN, CHPN®, CHPCA® - CHPCA® of the Year

The **Employer of the Year** is selected from the HPCC Employer Supporter Program members, which consists of organizations that demonstrate continuing support of hospice and palliative certification. This year, **Kindred Hospice of San Marcos, Texas** was chosen. There are 111 organizations in the program.

Continuing Competence

HPCC continued throughout 2017 to offer seven certification exam programs: Advanced Certified Hospice and Palliative Nurse (ACHPN®), Certified Hospice and Palliative Nurse (CHPN®), Certified Hospice and Palliative Pediatric Registered Nurse (CHPPN®), Certified Hospice and Palliative Licensed/Practical Vocational Nurse (CHPLN®), Certified Hospice and Palliative Nursing Assistant (CHPNA®), Certified Hospice and Palliative Care Administrator (CHPCA®), and Certified in Perinatal Loss Care (CPLC®). In 2017, there were 2,777 new certificants.

2017 CBT EXAMINATION RESULTS			
Discipline	# of Testers	# of Passers	# of current certificants
APRN	434	278	1,469
RN	2,245	1,502	10,528
Pediatric RN	26	26	210
LP/VN	184	155	811
NA	934	764	3,291
Administrator	98	74	292
Perinatal Loss Care	35	35	157

Following a thorough review of all HPCC certification programs in 2016, the HPCC Board of Directors decided that beginning on January 1, 2018, the Hospice and Palliative Credentialing Center will no longer offer the Certified Hospice and Palliative Care Administrator (CHPCA) or Certified Hospice and Palliative Licensed Nurse (CHPLN) examinations to new applicants. Those who earned either the CHPCA or CHPLN as a

new credential through examination before December 31, 2017, will be able to continue to keep the credential through the Hospice and Palliative Accrual for Recertification (HPAR) process.

These changes will make HPAR the continued recertification process for CHPCAs and CHPLNs, joining the required recertification process for ACHPNs, CHPNs, and CHPPNs, and the alternative recertification process for CPLCs. The opportunity to reactivate an expired credential has been expanded to also include CHPLNs and CHPCAs. Those renewing their ACHPN and CHPN credentials will continue to be able to use our online recertification platform called Learning Builder, while the other credentials will need to be recertified using an HPAR paper application.

In response to the increased use of HPAR to recertify, the HPCC Board of Directors updated the process to offer more opportunity and flexibility to obtain points and finish the recertification process. These changes, as well as the continued use of our online recertification platform for ACHPNs and CHPNs, continues to ease the process for submission of HPARs.

In early 2017, HPCC received reaccreditation of the ACHPN and CHPN programs through the Accreditation Board for Specialty Nursing Certification (ABSNC), formerly the ABNS Accreditation Council. These will run through 2022. The CHPN credential was first accredited in 2001, while the ACHPN credential has been accredited since 2006.

Operational

The national office staff continues to implement technological changes to access information and networking communities. Preparatory work has been done in anticipation of the implementation of iMIS, a cloud-based association and non-profit management system that is mobile ready and PCI-validated. The solution includes options for membership, fundraising, events, product sales, certification, email, online communities, automation, dashboards, and website management. The software is built on a responsive web design and can be used on multiple devices.

The Examination/Exercise Development Committees continue their work, meeting several times a year either face to face or by webinar, to write and approve items for each respective exam, establish test forms, review exam results and test taker comments, and perform an annual review of the respective candidate handbook.

The new detailed content outlines that resulted from the 2016 ACHPN and CHPN role delineation studies were incorporated into new examination forms launched in March of 2017. The APRN and RN Practice Exams were updated to reflect the new detailed content outline.

The 2016 merger between our testing company Applied Measurement Professionals (AMP) and PSI Services, LLC, has increased the number of total testing sites available through the country, giving candidates more options and more locations to take their certification test. Test takers surveyed in 2017 rated their overall testing environment as 98 percent positive and their testing experience as 99 percent positive.

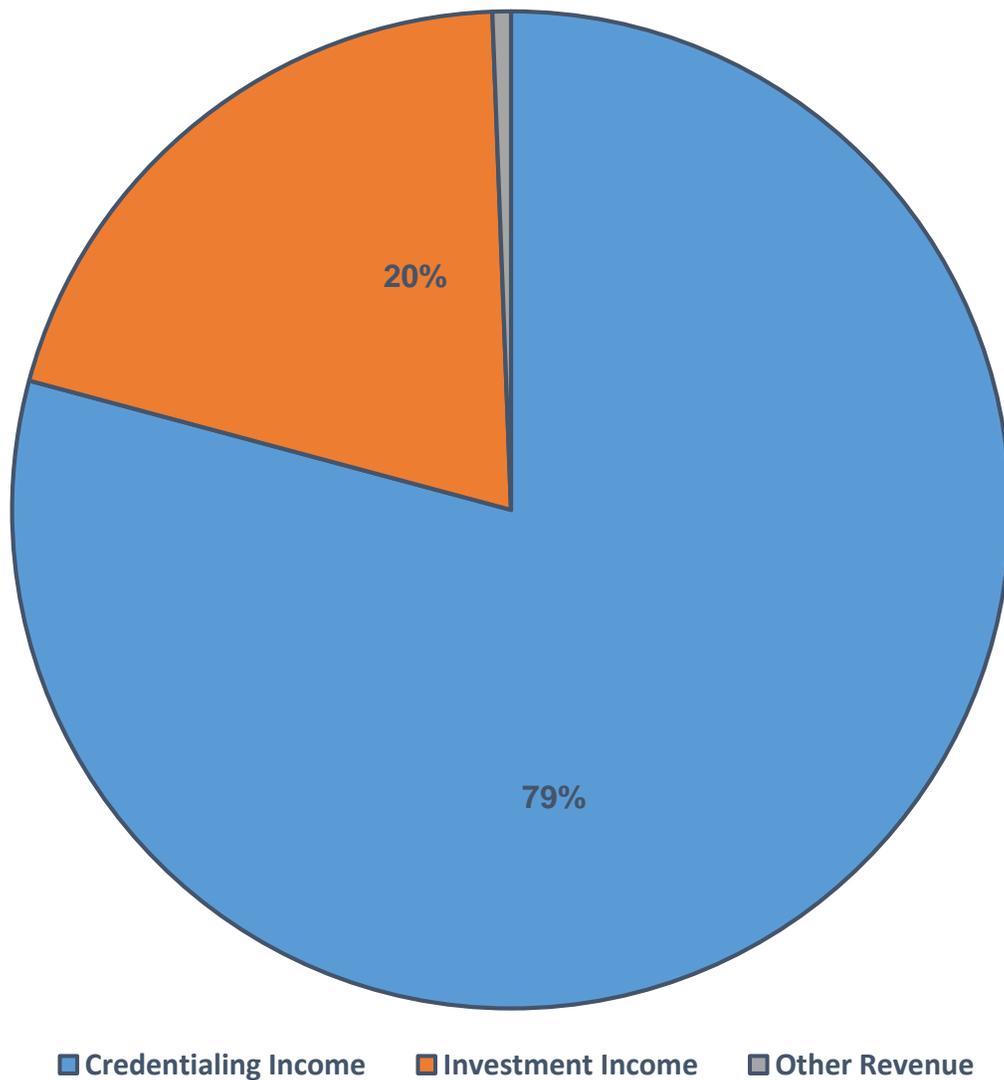
Marketing and communications activities continue, with HPCC attending nearly 10 national or regional nursing, hospice and palliative, or pediatric conferences to promote certification. Social media use continued to grow, with over 3,000 followers on Facebook by the end of the year.

The Employer Partner Program, a process by which hospice and palliative nurse employers are encouraged and rewarded for supporting the overall competence of their nurses and the 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 individuals who certified through HPCC.

A certification exam promotional code process was implemented to complement the certification exam voucher program. Both offer a method to make the examination purchases easier.

2017 HPCC Financials:

Revenue



Expenses

