

LISTEN > LEARN > LEAD

2012
AANN
annual
report



Presented jointly with the American Board of Neuroscience Nursing

LISTEN, LEARN, LEAD to Advance Neuroscience Nursing

The American Association of Neuroscience Nurses (AANN) and American Board of Neuroscience Nursing (ABNN) present to you the 2012 Annual Report. This report highlights the successes of 2012 and looks at the goals for the association in 2013. This past year, we worked toward our vision of being the leading authority in neuroscience nursing. With our strategic plan in mind, we made great strides in the areas of education, customer engagement, neuroscience expertise, and finance.

Our success goes hand in hand with the continued advancement of neuroscience nursing as a whole, and our members are the driving force. We thank you for your continued support and commitment to the advancement of neuroscience nursing. We invite you to join us on our journey once again for another year of success! Listen, Learn, Lead to advance neuroscience nursing!



Linda Littlejohns, MSN RN CNRN FAAN
AANN President



Joan Kram, MBA RN FACHE
AANN Executive Director



2012 BOARD OF DIRECTORS

President

Linda Littlejohns, MSN RN CNRN FAAN

President-Elect

Mary Kay Bader, MSN RN CCNS CCRN CNRN FAHA

Immediate Past President

Kathy Helmick, MS CNRN CRNP

Secretary/Treasurer

Michelle Van Demark, MSN RN CNRN

Directors at Large

Janice L. Hinkle, PhD RN CNRN

Michele Grigaitis, MS CNRN FNP-BC

Sue Pugh, MSN RN CCRN CNRN

Twyila Lay, MS ACNP-BC ANP-BC

Donna Wallace, MS RN CPNP

Mona Stecker, DNP CNRN NP-BC

Executive Director, ex-officio

Joan Kram, MBA RN FACHE

AANN MISSION

The American Association of Neuroscience Nurses (AANN) is committed to the advancement of neuroscience nursing as a specialty through the development and support of nurses to promote excellence in patient care.

AANN VISION

The American Association of Neuroscience Nurses (AANN), as the leading authority in neuroscience nursing, inspires passion in nurses and creates the future for the specialty.

EDUCATION

AANN leaders and volunteers continue providing excellence in neuroscience nursing education. One of AANN's most well-respected educational tools is the *Journal of Neuroscience Nursing (JNN)*. In 2012, the impact factor rose again to an impressive 0.81, and a new tagline was introduced as part of a 2-year strategic plan. We hope you have noticed the tagline on *JNN*'s cover, "Delivering the Latest Evidence in Neuroscience Clinical Practice." The tagline was implemented to reflect *JNN*'s expanding contributions to the scientific discussion on the care for neurological disorders, and it highlights *JNN*'s focus on clinically applicable, evidence-based research.

As part of the *JNN* strategic plan, an ambassador program was implemented in 2012. Business cards including the new tagline and instructions for how to submit a manuscript were created for the *JNN* ambassadors to pass out at affiliate conferences. The campaign was successful in helping the editorial board identify high-impact authors and solicit high-impact content. The ambassador program helped accomplish a key objective in the strategic plan of growing *JNN*'s recognition as the leading authority in neuroscience nursing and increasing the impact factor.

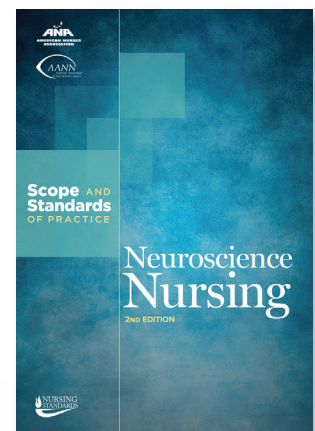
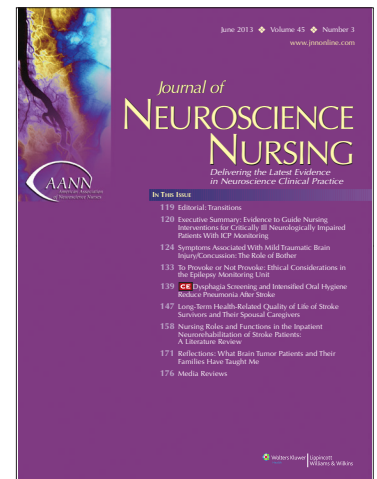
goal

> Nurses use AANN's educational products as their first choice to meet their neuroscience learning needs.

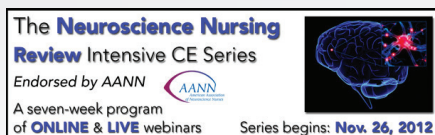
A *JNN* iPad app was launched at the 45th Annual Educational Meeting. The app allows our members and subscribers to read *JNN* on the go.

AANN was proud to debut the new edition of *Neuroscience Nursing: Scope and Standards of Practice* at the Annual Educational Meeting. The book, written by AANN members and copublished with the American Nurses Association, covers the scope and standards of neuroscience nursing practice from novice to expert. The publication guides registered nurses through the essentials of neuroscience nursing and provides a framework for practice at all levels and settings.

AANN has set the gold standard for clinical practice guidelines (CPGs). Our portfolio of guidelines continues to expand, with three CPGs published in 2012 and two additional CPGs in development. Partnerships were vital to the development of the



EDUCATION (CONTINUED)



guidelines, and AANN thanks its supporters.

In addition to the many great educational products developed by AANN, we endorsed the Gannett Education Neuroscience Nursing Review Intensive Online Continuing Education (CE) Series course, which has been well received.

In 2012, we promoted neuroscience education in conjunction with the American Board of Neuroscience Nursing (ABNN). ABNN developed a new stroke nursing certification. To help nurses prepare for this new certification, AANN developed a practice exam. The first exam is scheduled for May 2013 during Stroke Awareness Month. The practice exam and other stroke certification study tools are

available for purchase in the AANN Online Store.

The American Nurses Credentialing Center (ANCC) awarded AANN the coveted education approver status again in summer 2012. This status allows AANN to approve educational programs for CE credit and provides a new revenue stream for the association. AANN processes many applications for approval, netting several thousand dollars annually. We are expecting to receive a record number of CE applications this year.



The 45th Annual Educational Meeting, held in Charlotte, NC, March 9–12, 2013, was a great opportunity for AANN members to Listen, Learn, and Lead. Attendance was impressive in a time of budget cuts, and the meeting was filled with exceptional presenters and exhibitors. Attendees participated in hands-on learning opportunities that met the needs of all members' backgrounds and experience levels. AANN continues to evolve and advance the profession thanks to the unmatched passion of our members.



CUSTOMER ENGAGEMENT (MEMBERSHIP)

The voice of the AANN customer will remain a much-referenced landmark as AANN continues to navigate new paths as part of the strategic plan. An important facet of the network for neuroscience nurses is access to a local AANN chapter to engage with throughout the year. Integrating the local chapters with the national organization is a customer engagement goal. The integration plan is well under way, with a goal of 100% dual membership—meaning members of a chapter must also be AANN national members—by 2014. Coming later this year, online membership renewal and membership purchases will include the option to join a chapter based on your location. The new online platform will automatically populate a list of chapters by region based on the address you enter. You will be able to select the chapter you want to join as you check out and pay your membership dues. We're very

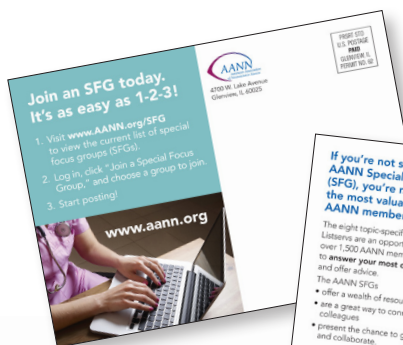
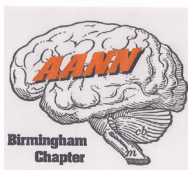
goal

> AANN is the first choice as a trusted resource and network for neuroscience nursing consumers.

excited about furthering the impact of AANN chapters in 2013!

AANN's expanding Special Focus Group (SFG) listervs and Facebook page have provided additional insight into member desires. After we heard from members in the 2011 membership survey that the SFGs were one of the most valued membership benefits, they were promoted to the full membership via a postcard mailing. The eight topic-specific e-mail listervs are an opportunity to connect with more than 1,500 of our members, who are on hand to answer

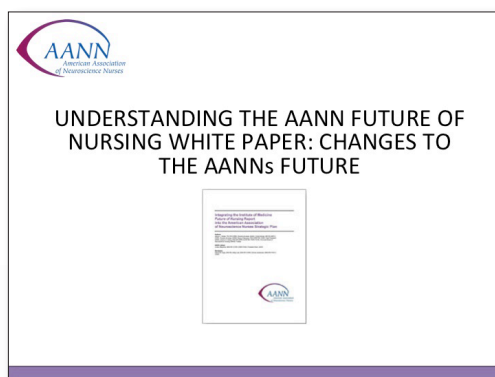
your most challenging questions and offer advice. Most questions are answered in less than 24 hours, and hundreds of shared documents are archived in the SFG resource center on our website. AANN's Facebook page saw major growth in 2012 and now has more than 2,000 "likes." Visit us at www.Facebook.com/neuronurses for the latest news in neuroscience nursing and AANN updates.



NEUROSCIENCE EXPERTISE: INFLUENCE

AANN continues to grow and develop existing and new partnerships. Neuroscience expertise is important to AANN, because as an organization, we want to influence the advancement of the field of neuroscience.

In August, AANN appointed a task force to continue to implement the message of the Institute of Medicine (IOM) report "The Future of Nursing: Leading Change, Advancing Health" to members of AANN and the broader healthcare audience. AANN initially addressed this issue with a white paper, "Implementing the Institute of Medicine Future of Nursing Report into the American Association of Neuroscience Nurses Strategic Plan." The task force was charged with developing strategies to assist neuroscience nurses to operationalize the goals in each of the four main themes endorsed by the IOM report. The task force made major strides in positioning AANN members as neuroscience experts by creating a PowerPoint presentation designed to accompany the white paper.



goal

> AANN influences the advancement of the field of neuroscience nurses.

As the leading authority for neuroscience nursing, we want to help neuroscience nurses realize their full potential. The PowerPoint presentation provides an overview of the key messages and discussion questions in the white paper to help members implement them in their practice. The document was shared with AANN members via the Chapter Leaders and SFG listservs and is available on the AANN website.

A new committee formed in 2012 was the Advocacy Committee, which did a wonderful job of positioning AANN as a thought leader in the neuroscience community. The committee reviewed

several requests for endorsement this past year, and we anticipate many more

exciting opportunities to come our way for review by this group. In the coming year, the Advocacy Committee has plans to develop a toolkit for chapters and members and further develop alliances with organizations to promote advocacy issues.

AANN increased the association's influence through a strengthened partnership with the American Heart Association/American Stroke Association (AHA/ASA). A free webinar for members in spring 2013 and mutual conference presentations were just part of this collaboration. AANN continues to nominate qualified members for key ASA committees, and we have expanded our reach to influence stroke research and treatment.



NEUROSCIENCE EXPERTISE: INFLUENCE (CONTINUED)

Members continue receiving access to the World Federation of Neuroscience Nurses (WFNN) through AANN. This connection offers members the ability to gain nursing knowledge and experience from 32 countries. Christi DeLemos, AANN member and WFNN liaison, hosts international guests attending our annual meeting and is serving on the Scientific Planning Committee for the upcoming WFNN congress in Gifu, Japan.

Additionally, AANN will have members in attendance at the World Parkinson Congress (WPC) in October in Montreal, Canada. As an organizational partner, AANN promotes WPC programs and has committed to supporting the WPC 2013 meeting. The international reach of AANN is truly impressive and continues to expand.

AANN is proud to support partners doing mission-related work to advance neuroscience nursing in the United States. In 2012, this included

ABNN, which oversees CNRN certification and recertification in the United States, and the Neuroscience Nursing Foundation (NNF), a nonprofit organization that provides grants to support education, research, and recertification costs. In 2012, AANN funded NNF's First-Time Attendee Travel Grants with five recipients receiving the funds to offset the cost of attending the AANN Annual Educational Meeting.



FINANCE

As with any important journey, AANN leaders are focused on having the financial resources to reach the association's goals. The association enjoyed a profit in 2012, which is impressive in these economic times, and we are poised to move forward with success.

Operating revenue for the year totaled \$1,635,000, with membership and annual meeting revenue nearly even as the largest revenue generators for the association. Operating expenses for the year totaled \$1,508,000.

Board leaders made finance part of the strategic plan, recognizing its

goal

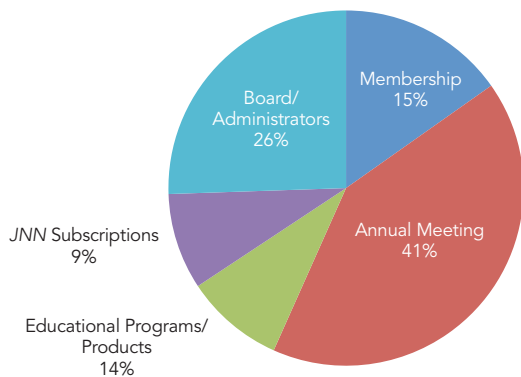
> Establish a long-term financial strategy that will guarantee achievement of AANN's vision.

importance for securing the association's future. Work in this area has been ongoing, with cost-saving efforts and growing revenues increasing the months worth of expenses in reserve. A continued focus on

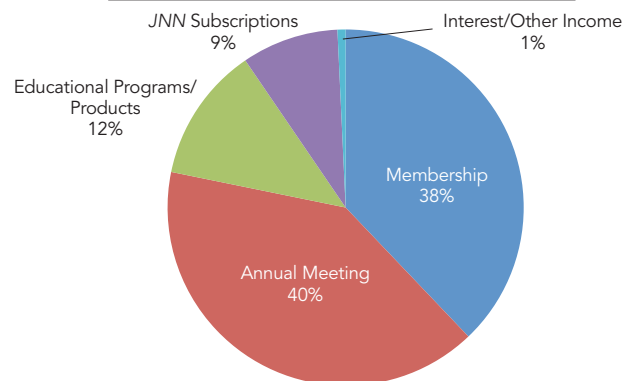
increasing operating revenue and adding nondues revenue sources will propel AANN's productive path.

The figures on this page represent AANN's financial activity for 2012, ending in December.

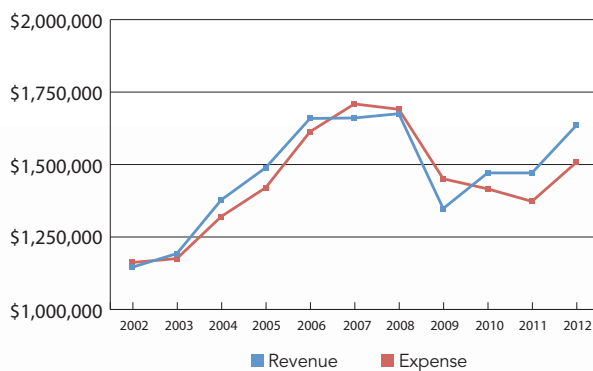
2012 OPERATING EXPENSES



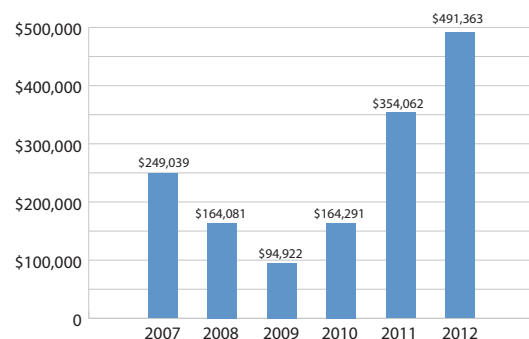
2012 OPERATING REVENUE



ANNUAL OPERATING TRENDS



ANNUAL NET ASSETS



ABNN REPORT

In 2012, ABNN celebrated the 35th anniversary of the Certified Neuroscience Registered Nurse (CNRN) credential. To commemorate this special anniversary, Kathleen Sebelius, the secretary of the U.S. Department of Health and Human Services, recognized ABNN with a letter of congratulations for 35 years of advancing the profession and patient care through the CNRN credential.

The NNF continued its support of ABNN through their certification grants as well as their certification program for facilities. Now in its second year, the NNF certification grant program provided support toward preparation materials and exam registration fees for 60 candidates in six organizations.

ABNN annually joins dozens of organizations honoring the importance of credentialing and certification on Certified Nurses Day each March 19. We were pleased to celebrate with you, because we believe credentials matter! ABNN commemorated Certified Nurses Day by sending a note to our more than 4,200 CNRNs and celebrating on the ABNN website.

In the CNRN certification program, 635 candidates became new CNRNs in 2012, up from 2011. We were thrilled to see the continued growth and also to learn that the passing rate increased to 86% in 2012! We're looking forward to another strong year for the certification and to add to the growing list of 4,233 CNRNs.



2012 BOARD OF TRUSTEES

President

Lori Kennedy Madden, MS ACNP-BC RN
CCRN CNRN

President-Elect

Lynn Hundley, MSN ARNP RN CCNS CCRN
CNRN

Immediate Past President

Jennifer Sulanke, MS RN CNRN CNS

Secretary/Treasurer

Sarah Spencer, RN CNRN

Trustees

Lori Rhudy, RN ACNS-BC CNRN CRRN

Joanne V. Hickey, PhD ACNP-BC RN CNRN
FAAN FCCM

Madona Plueger, MSN RN CNRN

Public Member

Joy Redmon

AANN Board Liaison

Michele M. Grigaitis, DNP CNRN FNP-BC

Executive Director, ex-officio

Joan Kram, MBA RN FACHE



ABNN REPORT (CONTINUED)

In July 2012, we completed our reaccreditation with the Accreditation Board of Specialty Nursing Certification (ABSNC). This is a vital process completed every 5 years to ensure ABNN continues to demonstrate compliance with the highest standards available in the industry for certification.

In 2011, the board of trustees began exploring the potential for a new certification for nurses who work with stroke patients in any setting, including stroke units, emergency departments, critical care units, or rehabilitation units or facilities. An important step was developing and administering a Role Delineation Study (RDS) for nurses who work in the prevention or treatment of stroke to help identify exam content. The RDS was completed in March 2012 and the board made the decision to move forward with developing a stroke certification exam.

A Stroke Test Development Committee was appointed and began working with ABNN's testing company to develop the new exam. ABNN announced the new stroke certification at the AANN Annual Educational Meeting and the first exam will be administered in May 2013 during Stroke Awareness Month. AANN offers a practice exam to help nurses study for the certification exam for the Stroke Certified Registered Nurse (SCRN) credential. Look for the stroke certification practice exam and other study materials in the AANN Online Store.

In 2012, ABNN changed the website URL from CNRN.org to ABNNCertification.org to embrace ABNN's two certification programs: the CNRN and the new SCRN. If you haven't been to ABNNCertification.org, we hope you'll stop by soon!

ABNN trustee and liaison to AANN Michele Grigaitis represented

ABNN at the International Stroke Conference in February 2013. ABNN exhibited at the conference to promote the new SCRN, and there was a lot of interest from the nurses in attendance.

This was a great year for CNRNs, and we're looking forward to spreading the word about ABNN with the new stroke certification. We encourage you sign up for the certification exam!

CNRNs and AANN members are the force behind this incredible year, moving us closer to our goals. With your continued support and participation, we will continue to move forward as the leading authority in neuroscience nursing.

Lori Kennedy Madden, MS ACNP-BC RN CCRN CNRN
ABNN President

Joan Kram, MBA RN FACHE
ABNN Executive Director



AWARD WINNERS

The following award recipients were honored at the 45th Annual Educational Meeting for their contributions to and influence in advancing neuroscience nursing through their practice efforts.



Excellence in Advanced Practice Nursing

Jean Luciano, MSN RN
CNRN CRNP FAHA



Mary Decker Mentorship

Nadine Nielsen, ARNP
C-PNP



Excellence in Clinical Practice

Patricia A. Zrelak, PhD RN
NEA-BA CNRN



Melanie Minton CNRN of the Year

Melissa V. Moreda, BSN
CCRN CNRN



Excellence in Neuroscience Education

Maureen T. Smith, MSN RN
CNRN



JNN Novice Writer Award

Staci Wuchner, MSN RN
ACNS-BC CCRN CNRN



JNN Christina Stewart-Amidei Writing Excellence Award

Sherly Sebastian, DNP RN
CCRN CNRN NP-C



Rising Star in Clinical Practice

Lauren Siebrase, BSN RN