



HOSPICE & PALLIATIVE NURSES ASSOCIATION  
HOSPICE & PALLIATIVE NURSES FOUNDATION  
HOSPICE & PALLIATIVE CREDENTIALING CENTER

# 2021 **ANNUAL REPORT**



# + CEO Message



In 2021, the Hospice and Palliative Nurses Association (HPNA), the Hospice and Palliative Credentialing Center (HPCC), and the Hospice and Palliative Nurses Foundation (HPNF) participated in joint planning sessions resulting in a new strategic direction. The new direction for these organizations will be shepherded by a new mission and a strong vision for our future.

During the HPNA Year of Leadership 2021, HPNA and HPNF were proud to offer complimentary leadership resources to our members in the form of free POLARIS leadership modules, multiple leadership webinars and podcasts, nursing resource guides on research and leadership, scholarships to leadership programs, and our new mentorship program facilitated through our HPNA Community. Hundreds of our members took advantage of these resources, benefiting not only themselves but also the patients, families, and communities they serve. HPNA also launched a Diversity, Equity, Inclusion, and Belonging Task Force to promote, monitor, and evaluate the organization's progress toward the development of a culture that embraces equity, diversity, inclusion, and belonging.

During this past year, HPCC and the Advanced Palliative and Hospice Social Work Certification (APHSW-C) organization came together to discuss the best way to support the credentialing process for hospice and palliative care social workers. This involved multiple meetings, a feasibility study, and a \$20,000 grant from HPCC for APHSW-C. It is a privilege for HPCC to work so closely with this organization in support of the credentialing process for social workers working in hospice and palliative care. HPCC also began working on an initiative called reTest Assured in 2021. This initiative, which was successfully launched in early 2022, offers candidates who did not pass their certification exams an opportunity to retake the exam within the next three test windows, at a reduced cost.

In 2021, HPNF brought support and recognition to our HPNA members and HPCC certificants by securing multiple educational grants and offering numerous education and certification scholarships. HPNF also introduced a new definition of healing. HPNF defines healing which occurs outside the realm of cure and involves addressing multiple components of serious illness, including pain, loneliness, role changes, and grief. It is a practical and purposeful healing, based on a patient being fully listened to, fully informed, comfortable with all options, confident about decisions, satisfied with symptom management, and prepared for the future. This definition resonated with so many of our members, prompting them to share their pictures with the caption "I am a healer."

During 2021, the national office team which supports HPNA, HPCC, and HPNF continued to deliver 110% as they perfected their well-honed pivot skills in the setting of a pandemic in order to deliver resources and support to our members and certificants. We did this by downsizing our office space; opening remote job opportunities, which resulted in an increased candidate pool; and offering professional growth and mentoring opportunities for our HPNA employees.

I continue to be grateful for the dedication and hard work of our HPNA, HPCC, and HPNF volunteers, including our Board members, who despite the many stresses associated with the pandemic continued to give their time and expertise to strengthen our organizations.

Looking forward to the future and our new opportunities for growth,

A handwritten signature in black ink that reads "Virginia A. Marshall".

Virginia (Ginger) Marshall, MSN, ACNP-BC, ACHPN, FPCN  
Chief Executive Officer, HPNA, HPCC, HPNF

# + WHO WE SERVE



**The Hospice and Palliative Nurses Association (HPNA)** was established in 1986 and is the national professional organization that represents the specialty of palliative nursing, which includes hospice and palliative nurses. We support the profession through education programs, research initiatives, and advocacy.



**The Hospice and Palliative Nurses Foundation (HPNF)** is a 501(c)(3) nonprofit organization dedicated to supporting the education and professional development of hospice and palliative care nurses nationwide.



**The Hospice and Palliative Credentialing Center (HPCC)** is the only organization that offers specialty certification to the hospice and palliative nursing team. Over 15,000 healthcare professionals hold HPCC credentials that establish a professional commitment to safe, ethical, and evidence-based care.

## ENTERPRISE SOCIAL MEDIA



[@HPNAinfo](#) [@HPCCinfo](#) [@HPNFinfo](#)



[@HPNAinfo](#)



[HPNA LinkedIn](#)



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[HPNA Podcast Corner](#)



[@HPNA\\_info](#) [@HPCC\\_info](#)

## HPNA

### Mission

Advance nursing expertise in hospice and palliative care through education, advocacy, leadership, and research.

### Vision

Every person living with serious illness receives equitable, comprehensive, and innovative hospice and palliative nursing care.

## HPNF

### Mission

Support hospice and palliative research, education, and leadership development to advance expert nursing care.

### Vision

Every person living with serious illness receives equitable, comprehensive, and innovative hospice and palliative nursing care.

## HPCC

### Mission

HPCC is the premier national credentialing organization that advances expert care in serious illness through state-of-the-art certification of continuing competency in hospice and palliative care and research.

### Vision

Every person living with serious illness receives equitable, comprehensive, and innovative hospice and palliative care.



The Hospice and Palliative Nurses Association is the national organization which represents the specialty of palliative nursing, which includes hospice and palliative nurses, focusing its work on pillars of excellence: **education, advocacy, leadership, and research.**

## **HPNA** *Leadership*

### **President:**

Alicia Murray, DNP, MSN, RN, CHPN

### **President-Elect:**

Holli Martinez, MSN, RNP-BC, ACHPN, FPCN

### **Secretary/Treasurer:**

Michelle Webb, DNP, RN-BC, CHPCA

### **Past President:**

Jennifer Hale, MSN, RN, CHPN

### **Directors:**

Kristi Acker, DNP, PhD, FNP-BC, AOCNP, ACHPN, FAAN

Lynn Reinke, PhD, APN-BC, FAAN, FPCN

Masako Mayahara, PhD, RN, CHPN, FPCN

Abraham Brody, PhD, RN, ACHPN, FAAN, FPCN

Jennifer Aliff, MHA, BSN, RN, CHPN, CHPCA

# HPNA Financials

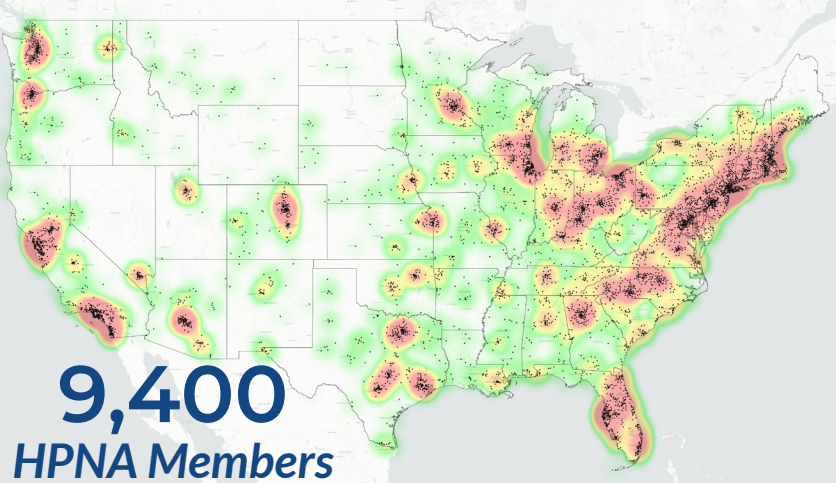


## + HPNA MEMBERSHIP

In 2021, HPNA reached a membership total of approximately 9,400 individuals, with 54 HPNA chapters and provisional chapters nationwide. Half of members hold HPCC certification.

HPNA members are creating connections through the HPNA Communities. The HPNA Communities offer a forum for members to collaborate and discuss a number of topics, such as policies, certification, advanced practice, inpatient consultations, staffing, and more. The HPNA Community continue to be a central hub for HPNA members to connect as colleagues, Special Interest Group members, mentors, experts, and HPNA volunteers.

Geographical Location of Hospice and Palliative Nurses Association Members



- EDUCATION PRODUCTS AND SERVICES.....\$1,151,397 / 33%
- EXPENSE SHARE FROM HPCC AND HPNF.....\$980,240 / 28%
- MEMBERSHIP.....\$915,497 / 27%
- OTHER INCOME .....\$252,625 / 7%
- INVESTMENTS .....\$164,862 / 5%



- PAYROLL.....\$2,153,032 / 66%
- OTHER EXPENSES.....\$82,251 / 3%
- OFFICE EXPENSES.....\$162,589 / 5%
- EDUCATION PROGRAMS AND SERVICES.....\$198,033 / 6%
- INFORMATION TECH.....\$141,632 / 4%
- PROF. SERVICES.....\$511,363 / 16%

# 97

ANCC-accredited  
continuing nursing  
education activities

## + HPNA EDUCATION

### *American Nurses Credentialing Center (ANCC) Activity*

In 2021, HPNA offered more activities that awarded more nursing continuing professional development (NCPD) credits than ever before! The activities include but are not limited to online continuing education courses, live virtual instructor-led courses, and conferences.

# 10,445

ANCC learner  
certificates issued

- HPNA's ANCC-accredited continuing nursing education total activities: 97 (79% increase from the previous year)
- Participating ANCC learner certificates issued: 10,445 (113% increase from the previous year)
- Internet enduring material offerings: 71 (108% increase from the previous year)
- Certification review courses:
  - o New: CHPNA online certification review course
  - o Live/virtual certification review course registrants: 406 (97% increase from the previous year)

# 9,596

Total podcast views

### *HPNA Year of Leadership*

- Three complimentary POLARIS modules
- Four leadership internet enduring materials
- Two podcasts
- Two nursing resource guides (NRGs)
- Six one-hour office hours
- Launched mentor program
- Four leader scholarships awarded

### *Podcast*

- 2021 total podcast views 9,596 (24% increase from the previous year)

### *Nursing Resource Guide*

- Released 13 (62% increase from the previous year)

# 13

Nursing Resource  
Guides released



## Publications

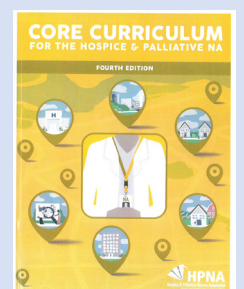
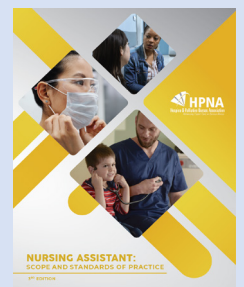
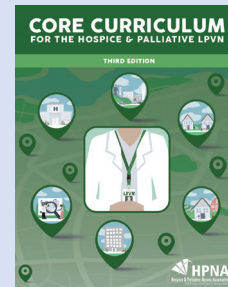
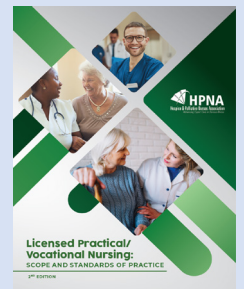
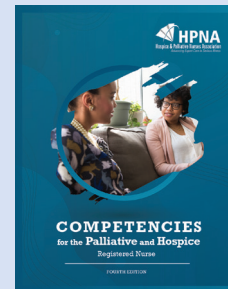
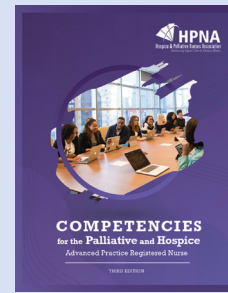
Released eight new/revised publications:

- o Competencies for the Palliative and Hospice Advanced Practice Registered Nurse, 3rd edition, 2021
- o Palliative Nursing: Scope and Standards of Practice, 6th edition, 2021
- o Competencies for the Palliative and Hospice Registered Nurse, 4th edition, 2021
- o Licensed Practical/Vocational Nursing: Scope and Standards of Practice, 2nd edition, 2021
- o Competencies for the Hospice and Palliative Licensed Practical/Vocational Nurse, 3rd edition, 2021
- o Core Curriculum for the Hospice and Palliative LPVN, 3rd edition, 2021
- o Nursing Assistant: Scope and Standards of Practice, 3rd edition, 2021
- o Competencies for the Hospice and Palliative Nursing Assistant, 3rd edition, 2021
- o Core Curriculum for the Hospice and Palliative Nursing Assistant and Study Guide, 4th edition, 2021

## Value, Position, and Policy Statement Updates

HPNA develops value, policy, and position statements relevant to palliative nursing to represent the voice of hospice and palliative nurses. These statements guide the specialty and reflect the views of the association's membership on certain issues. In 2021, HPNA made updates to the following statements:

- Assuring High Quality in Palliative Care
- Spiritual Care
- Role of Hospice and Palliative Nurses in Research
- Value of the Professional Nurse in Palliative Care
- HPNA Telehealth Policy Statement



## Advocacy Efforts

### HPNA authored the following advocacy letters:

- HPNA sends letter to Health and Human Services (HHS) Secretary Xavier Becerra on the nursing shortage.
- HPNA sends welcome letter to HHS Secretary Becerra.
- HPNA sends letter to Biden administration to highlight organizational initiatives and offer future assistance.

### HPNA signed onto the following advocacy letters:

- The National Coalition for Hospice and Palliative Care (NCHPC) recommendations for payment models involving care for people with serious illness
- The Patient Quality of Life Coalition (PQLC) letter to congressional leadership requesting The Palliative Care and Hospice Education and Training Act (PCHETA) be included in reconciliation
- The Nursing Community Coalition (NCC) letter to Veterans Administration committee leadership on U.S. Cadet Nurse Corps Service Recognition Act
- NCC to House Appropriation Subcommittee
- NCC letter to Congress outlining shared COVID-19 priorities

## HPNA Annual Events

### Annual Assembly

Presented by HPNA and the American Academy of Hospice and Palliative Medicine (AAHPM), the Annual Assembly of Hospice and Palliative Care is a three-day event that brings together hospice and palliative care clinicians to share research, clinical best practices, and practice-related guidance to advance the specialty and improve patient care. As a result of the COVID-19 pandemic, the 2021 Annual Assembly, was moved to a 100% virtual format. That event had 992 nurse registrants.

### The following individuals were selected as 2021 HPNA award winners:

#### Vanguard Award

Heather Coats, PhD, MS, ANP-BC

#### Distinguished Career Achievement Award

Diane Parker, MSN, RN, CHPN, CHPPN

#### Distinguished Nursing Practice Award

Kathleen Perko, MS, PPCNP-BC, CHPPN, CPLC, CPON, FPCN

#### Distinguished Nursing Researcher Award

Salimah H. Meghani, PhD, MBE, RN, FAAN

#### New Investigator Award

Shelli Feder, PhD, APRN, NP-C, ACHPN

#### Presidential Citation Award

Congresswoman Lauren Underwood





## Clinical Conferences

The 15th Annual HPNA Clinical Practice Forum was held virtually August 26–27, 2021. Keynote speaker Carla Cheatham, MDiv, PhD, MA, TRT, discussed emotional competencies that promote trauma-informed practice in order to implement techniques that provide attunement, presence, and value-neutral care that improves outcomes.

On May 21, 2021, HPNA hosted its first-ever Spring Mini Conference. Mary Lynn McPherson, PharmD, MA, MDE, BCPS, and a team of clinical experts discussed “Controversial Topics in the Pharmacopalliation of Serious Illness.”

On October 22, 2021, HPNA hosted a Fall Mini Conference on the topic of leadership. Keynote speaker Brian Mistler, PhD, discussed “Relationship-Based Conflict Prevention and Management Skills for Clinical Leaders.”

Together, the Clinical Practice Forum, Spring Mini Conference, and Fall Mini Conference had 675 registrants.

## ELNEC

In 2021, HPNA hosted three End-of-Life Nursing Education Consortium (ELNEC) Train-the-Trainer courses. The first ELNEC core took place May 10–11, 2021. The second ELNEC core and the pediatrics course took place December 2–3, 2021. The 2021 ELNEC core had attendance of 199, and the pediatrics course had attendance of 32. A total of 231 nurses attended an HPNA-sponsored ELNEC course in 2021.

## Virtual Conference

Partnering with the National Hospice and Palliative Care Organization (NHPCO) and the American Academy of Hospice and Palliative Medicine (AAHPM), HPNA participated in the annual Virtual Conference on July 29. The conference theme was “Transformation.” A total of 191 registrants attended the conference.

# 675

Total number of attendees  
from the Clinical Practice  
Forum, Spring Mini  
Conference, and Fall Mini  
Conference





The Hospice and Palliative Credentialing Center certifies more than **15,000 healthcare professionals** in the specialty of hospice and palliative care.

## **HPCC** *Leadership*

### **President:**

Amy Beasley, DNP, RN, CCM, CHPN

### **President-Elect:**

Nicole Martin, MBA, BSN, RN, CHPN, CHC

### **Secretary:**

Patricia Cameron, PhD, RN, CHPN

### **Treasurer:**

Mark Bertler, CAE

### **Past President:**

Todd Hultman, PhD, MSN, ACNP, ACHPN

### **Directors:**

Kimberly Brasher, ADN, RN, CHPN, CHPCA

Susan Lowey, PhD, RN, CHPN, CNE, FPCN

Karen Hayden, PhD, MSN/Ed, APN-BC, ACHPN

April Price, MSN, MBA, RN, CHPN, GC-C

Susan Cox, RN, MSN, CHPN

Joseph Ebberwein, BBA, MPS

Lawrence Fabrey, PhD



## + HPCC CERTIFICATION

Throughout 2021, HPCC offered six certification exam programs, approving 1,869 new certificants and recertifying 1,385 individuals, for a total of 3,254 new certifications and recertifications throughout the year.

*\*Recertification totals include individuals who reactivated their credentials.*

### The seven HPCC credentials are:

- Advanced Certified Hospice and Palliative Nurse (ACHPN®)
- Certified Hospice and Palliative Nurse (CHPN®)
- Certified Hospice and Palliative Pediatric Nurse (CHPPN®)
- Certified Hospice and Palliative Licensed Practical Nurse (CHPLN®) (reinstated September 1, 2020)
- Certified Hospice and Palliative Nursing Assistant (CHPNA®)
- Certified in Perinatal Loss Care (CPLC®) (available until December 31, 2021)
- Certified Hospice and Palliative Care Administrator (CHPCA®) (recertification only)



- CREDENTIALING.....\$1,482,467 / 80%
- OTHER INCOME .....\$44,142 / 2%
- INTEREST & INVESTMENTS INCOME.....\$326,010 / 18%



- EXPENSE SHARE COSTS.....\$772,747 / 55%
- OTHER EXPENSES.....\$47,718 / 3%
- PROF. SERVICES .....\$58,271 / 4%
- OFFICE EXPENSES.....\$50,370 / 4%
- CREDENTIALING.....\$485,044 / 34%

## Examination Development Committee (EDC) and Situational Judgment Exercise (SJE) Committee Updates

The EDC and SJE committee members met virtually in 2021 due to the COVID-19 pandemic. The committee members continue to write and approve items and exercises for future exams and SJE; establish test formats and exercises; review exam results, exercises, and candidate and certificant comments; and perform an annual review of the respective candidate handbooks.

## Role Delineation Study (RDS) and Standard Settings

RDSs and standard settings were conducted for the ACHPN and CHPN credentials in 2021. An RDS is a job analysis that delineates the critical components of a job and level to which the candidate is required to meet the minimum standard of the certification. A standard setting establishes a defensible cut score to ensure a fair and valid exam. An RDS and standard setting are conducted every five years for each credential.

## LearningBuilder Update

Beginning September 2021, certificants can print their certification certificates and verification of certification letters in LearningBuilder.

## 2021 Certificant of the Year Awards

**ACHPN:** William E. Rosa, PhD, MBE, ACHPN, FAANP, FAAN

**CHPN:** Amisha Parekh de Campos, PhD, MPH, RN, CHPN

**CHPPN:** Kathleen Perko, MS, PPCNP-BC, CHPPN, CPLC, CPON, FPCN

**CHPNA:** Nancy Washko, CHPNA

**CHPCA:** Judy Bartel, MSN, ACHPN, CHPCA, FPCN

**Employer of the Year**  
Care Dimensions, Inc.



*Being certified by HPCC has opened many opportunities for me. I have connected with other clinicians in the field, exchanged ideas, and brought valuable information to our team.*

**Amisha Parekh de Campos,**  
PhD, MPH, RN, CHPN





## Launch of Upgraded HPCC Exam Scheduling Platform

In late 2021, HPCC successfully migrated its online exam scheduling platform to updated and improved software. The new platform provides an enhanced experience, including:

- Mobile friendly: HPCC's online exam scheduling feature is now easy to access on a mobile device and is responsive to a mobile environment.
- Improved navigation: HPCC exam candidates now enjoy an overall improved website experience within the new scheduling software.
- Look and feel: The new platform features refreshed website graphics, online tools, and email communications.







The Hospice and Palliative Nurses Foundation is a 501(c)(3) charitable organization that supports the major initiatives of HPNA and HPCC by providing scholarships, grants, and awards to support **education, conferences, certification, and research.**

## **HPNF** *Leadership*

**Chairperson:**

Blake Tobias Jr., MS, HA-ODL

**Secretary/Treasurer:**

Amy Jacobs, MSN, AGCNS, ACHPN

**Past Chairperson:**

Denise Stahl, MSN, FPCN

**HPNA President:**

Alicia Murray, DNP, MSN, RN, CHPN

**Directors:**

JoAnne Reifsnyder, PhD, MBA, MSN, RN, FAAN

Catherine Pyke, MA, Ed

Yvonne Chan, MSN, GCNS-BC, NE-BC, CCM



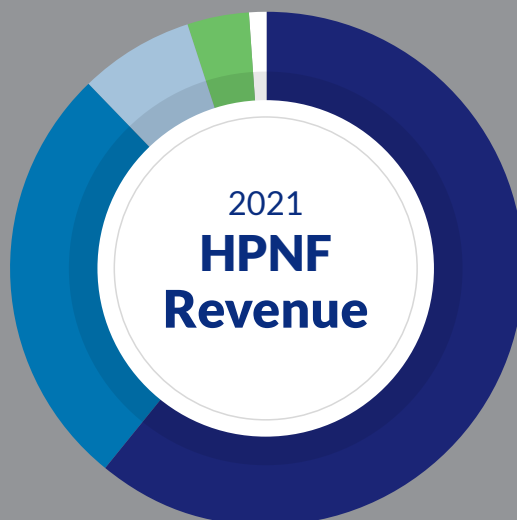
## + HPNF Scholarships and Grants

### Annual Assembly Conference Scholarships

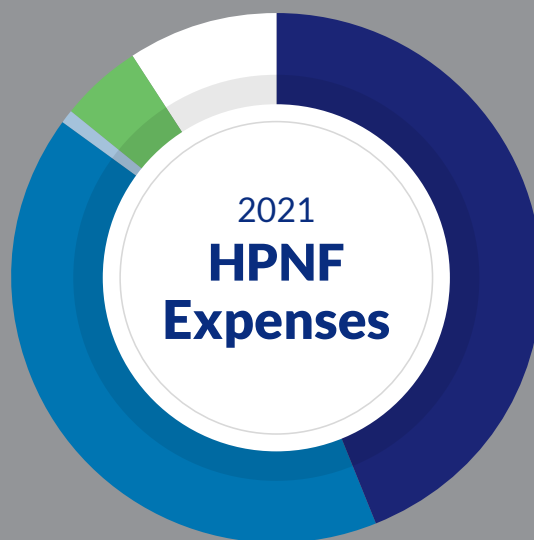
Theresa Isaacs, DNP, FNP, NP-C, ACHPN  
Caroline Martinek, MPH, MSN, CNP, FNP-BC, ACHPN  
Brianna Morgan, MSN, CRNP, ACHPN  
Lauren Shelley, MSN, RN, AGNP-BC, CHPN, OCN  
Aurora Walters, BSN, RNC-NIC

### Sandra Lee Schafer Certification Scholarships

Tracy Bier, FNP-BC  
Barbie Campbell, CHPNA, CNA  
Noelle Cooper, MS, A-GNP-C  
Natasha Curry, ACHPN  
Tiffany Dougherty, RN, MSN, FNP-BC  
Kjersten Evans, DNP, AGNPPC, ACHPN  
Tammy L. Fallert, RN, CHPN  
Lisa Fallico, BSN, RN-BC, CHPN  
Megan Flicker, BSN, MSN, RN, AGPCNP-BC  
Patricia Fogelman, DNP, ACHPN  
Kristin Fox, ANP-BC, APRN, ACHPN  
Lisa Gates, CNA  
Charla Yvonne Jacobs, BSN, RN



- MAJOR GRANT INITIATIVES...\$222,050 / 61%
- INDIVIDUAL DONORS..... \$97,742 / 27%
- CORPORATE DONORS .....
- INTEREST & INVESTMENT INCOME.....\$13,753 / 4%
- OTHER INCOME .....\$2,478 / 1%



- EDUCATION, GRANTS & SCHOLARSHIPS .....\$219,733 / 44%
- EXPENSE SHARE COSTS.....\$207,493 / 41%
- OFFICE EXPENSES.....\$5,882 / 1%
- PROF. SERVICES .....\$26,665 / 5%
- OTHER EXPENSES.....\$43,007 / 9%

## HPNF Scholarships and Grants (cont.)

*"Receiving this scholarship is such a boost of encouragement in my DNP program as well as in my teaching career. Please know how grateful I am for such a helpful and rewarding scholarship!"*

**Individual Education  
Scholarship**  
Rebecca V. Hoden, MSN,  
BA, RN-BC, CHPN

*"This is my first year attending the CPF and it has been amazing. I was honored to have been chosen as one of the Scholarship recipients. I feel that I gained so much knowledge and perspective and cannot wait to share it with my staff."*

**Clinical Practice Forum  
Scholarship**  
April Jeffries, BSN, RN

Heather Johnson, RN, MSN, CHPN  
Patricia Matthews, MHA, BSN, RN, CHPN  
Beth Lyda McKinnon, BSN, RN, CHPN  
Michelle Popek, RN, BSN, CHPN  
Julia Rivera, MSN, RN, CHPN  
Beverly San Juan, CNA  
Lindsey Rebecca Shelley, FNP-C, ACHPN  
Marsha Smith, RN, PED-BC, CCM, CHPPN  
Christy Sybrant, RN, MSN, RNC-OB

### **Clinical Practice Forum Conference Scholarships**

Moriah Colon, BSN, RN, CHPN  
Donnelle Gaston, BSN, RN-BC, CHPN  
Corinne Hendra, BSN, RN, CHPN  
April Jeffries, BSN, RN  
Laura Mooney, RN, BSN  
Kelli Vanini, BSM, RN, CDE

### **ELNEC Scholarships**

Nai-Ching Chi, PhD, RN  
Rebecca Eder, RN, CHPN  
Tracy Fasolino, PhD, APRN, FNP-BC, ACHPN  
Susan Haney, MSNE, RN, CHPN  
Catherine Mbango, PhD, MBA, RN, NE-BC, OCN  
Kathy Meyers, PhD, RN, ACNS-BC  
Jessica Odom, RN  
Cynthia Stadler, MSN, APRN, CHPN

### **Individual Education Scholarships**

Doctorate: Rebecca Vreeman  
Holden, MSN, RN, CHPN  
Master's: Adelle Kesler, BSN, RN, CHPN

### **Leader Scholarships**

Nai-Ching Chi, PhD, RN  
Tracy Fasolino, PhD, APRN, FNP-BC, ACHPN  
Lindsey Rendon, MSN, APRN, FNP-C, ACHPN  
Rachel Sabolish, RN, MSN, AGNP-C, ACHPN

### **Judy Lentz Scholarship for the Advancement of Palliative Care in Oncology Nursing**

Jessica Goldberg, RN, MSN, AGPCNP-BC, ACHPN

### **Cynthia Stutzer Palliative Care Memorial Scholarship**

Cindy Meteyer, MSN, CPNP, CPHON

### **Sigma Foundation for Nursing/ HPNF End-of-Life Nursing Care Research Grant**

Marlena Fisher, MSN, BSN

### **Chapter Education Grants**

Central Virginia Chapter of HPNA  
Phoenix Chapter of HPNA



**Leader Scholarship**  
Rachel Sabolish,  
RN, MSN, AGNP-C,  
ACHPN

# Thank You to Our 2021 Donors

For a complete list of 2021 donors, please visit our website at  
[AdvancingExpertCare.org/OurDonors](https://AdvancingExpertCare.org/OurDonors)



Jennifer D. Hale,  
MSN, RN, CHPN



Joan G.  
Carpenter, PhD,  
CRNP, ACHPN,  
FPCN



Margaret L.  
Campbell, PhD,  
RN, FPCN



Maria A. Bakitas,  
DNSc, CRNP,  
NP-C, AOCN,  
ACHPN, FAAN,  
FPCN

## 2021 Florence Wald Champions

Established in honor of Florence S. Wald, the “mother of hospice and palliative care,” these donors demonstrate their passionate commitment to high-quality end-of-life care by pledging to contribute \$10,000 to the Hospice and Palliative Nurses Foundation over the course of a maximum of five years.

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### **A special thank you to our 2021 Florence Wald Champions:**

Maria A. Bakitas, DNSc, CRNP, NP-C, AOCN, ACHPN, FAAN, FPCN

Margaret L. Campbell, PhD, RN, FPCN

Joan G. Carpenter, PhD, CRNP, ACHPN, FPCN

Jennifer D. Hale, MSN, RN, CHPN



# **Employer Partner Program**

## *Employer Partner Program*

The Employer Partner Program was introduced in 2015 and was established to create mutually beneficial relationships between employers and HPNA. Employers can support their hospice and palliative care clinicians through professional development, education, and certification at discounted rates based on volume purchases.

The Employer Partner Program continues to provide a hospice and palliative care for-profit and non-profit field perspective to internal stakeholders within the HPNA enterprise. This enables the development of more empathetic and industry-driven programs, resources, and interactions.

In 2021, the Employer Partner Program rebounded from a pandemic-impacted year

to achieve its greatest revenue totals since its inception in 2015. In addition to revenue totals, membership levels increased, with a positive shift to larger hospice systems.

## **The Employer Partner Program achieved the following benchmarks in 2021:**

- Surpassed \$1.6 million in sales
- Rolled out individual and corporate-based pricing
- Staffed the Annual Assembly, Clinical Practice Forum, and the NHPCO Interdisciplinary Conference
- Hired a new business development specialist to assist with additional partnerships and client activity
- Contributed \$37,500 to overall POLARIS revenue
- Developed an upgraded partner portal system

***The Employer Partner Program achieved its greatest revenue total of \$1.6 million since its inception in 2015.***

***Contributed \$37,500 to overall POLARIS revenue***







# 100% CHANCE OF HEALING

It may sound like an overpromise, but in the realm of serious illness, it is simply a confident prediction. It's a probability that exists, independent of the odds of cure for patient, knowing that cure can come with a cost. Or that it comes not at all.

100% chance of healing is a promise and a prediction the Hospice and Palliative Care Nurses make every day, in every case, to every patient and those nearest to them. It's a new definition of healing; a practical and purposeful healing, based on a patient being fully listened to, fully informed, comfortable with all the options, confident about decisions, with symptoms managed, and prepared for the future. A future that may be limited to days, weeks, months, or years.

100% chance of healing is a comprehensive prediction facilitated in the midst of both terminal and non-terminal serious disease, by both Hospice and Palliative Care Nurses that creates calm out of chaos, peace out of fear, and dignity by design for all patients, for their professional healthcare team, for their family and their friends.

Hospice and Palliative Care Nursing

## HEALING HAPPENS

Text "HPNF" to 855-202-2100 to give to the Hospice and Palliative Nurses Foundation.





**HOSPICE & PALLIATIVE NURSES ASSOCIATION  
HOSPICE & PALLIATIVE NURSES FOUNDATION  
HOSPICE & PALLIATIVE CREDENTIALING CENTER**



## **ENTERPRISE CONTACT INFORMATION**

.....

### **EMAIL**

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