



DEDICATION

COMPASSION

LEADERSHIP



**Advancing
Expert Care**

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

2020
ANNUAL REPORT

advancingexpertcare.org

CEO REMARKS



As I reflect on 2020, the word that continues to come to mind is gratitude. Gratitude for the dedication and compassion of our members. Gratitude for the allegiance of our members and generosity of our donors, which empowered us to continue to offer support, advocacy, education, and resiliency resources for our members and certificants despite the numerous challenges we all faced.

In the setting of a pandemic, our members and certificants adapted their practice, delivery of care, research, academic education, and administration of healthcare programs. They did this despite the uncertainty of the future, the risk to their own health, the challenges they faced with their own child or elder care, and the risk of cumulative grief from the multiple losses they may have witnessed in the care of their patients and patient families.

HPNA, HPCC, and HPNF also adapted to meet the needs of our members and certificants. HPNA formed a COVID-19 taskforce and created a COVID-19 Resource Center. We partnered with the National Coalition of Hospice and Palliative Care and with the Social Work Hospice and Palliative Care Network to offer interdisciplinary education seminars and resources. We produced multiple podcasts, webinars, COVID-19-specific Nursing Resource Guides, open-access journal articles pertaining to communication and symptom management, and panel discussions in the format of town hall meetings to give members a forum to debrief and access support. HPCC took up the banner by extending our testing windows and certification expiration dates. HPCC also created an electronic bridge for transfer of earned continuing education credits from HPNA products and services to a repository record. Our foundation, HPNF, offered numerous grants and scholarships made possible through the generous support of our donors.

In honor of our members, we asked them to share their pictures and pandemic reflections with us. So many of their reflections included sentiments related to their teams. You will find their pictures and quotes throughout this annual report.

As we enter 2021, we continue to focus our efforts on the continued support of our members and certificants as well as formulating our new strategic plan. This plan will surely benefit from the many lessons learned in 2020.

In closing, I once again return to gratitude. I wish to express my sincere appreciation for all that our members and certificants do to advance our specialty of hospice and palliative nursing. I am also extremely grateful for the strength, resiliency, and adaptability of the HPNA, HPCC, and HPNF Board of Directors and National Office Staff.

Looking forward,

A handwritten signature in cursive script that reads "Virginia A. Marshall".

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

WHO WE SERVE

Enterprise Mission

To advance expert care in serious illness

Enterprise Pillars of Excellence

Education, Competence, Advocacy, Leadership, Research

Enterprise Vision

To transform the care and culture of serious illness



The Hospice and Palliative Nurses Association (HPNA) serves hospice and palliative nurses through member engagement, networking opportunities, and educational products and services.



The Hospice and Palliative Credentialing Center (HPCC) enables hospice and palliative nurses and other members of the interdisciplinary team to demonstrate expertise in their practice, affirming their palliative nursing knowledge and skills.



The Hospice and Palliative Nurses Foundation (HPNF) supports the major initiatives of HPNA and HPCC through numerous scholarships, grants, and award opportunities.

2018–2021 STRATEGIC PLAN

REVENUE GROWTH

ENGAGEMENT

PARTNERSHIP

Develop and implement an enterprise-wide marketing and communication program.

Develop and make available best-in-class palliative care resources.

Solidify and strengthen relationships with organizations that can extend the reach of the organization.

Implement technology improvements and advances to position the organization for long-term growth and success.

Expand and refine the employer program to drive continued growth.

ENTERPRISE SOCIAL MEDIA



[@HPNAinfo](#)

[@HPCCinfo](#)

[@HPNFinfo](#)



[@HPNAinfo](#)



[Hospice and Palliative Nurses Association](#)



[Hospice and Palliative Nurses Association](#)



[HPNA Podcast Corner](#)

HPNA Membership:

[AdvancingExpertCare.org/Membership](#)

Certifications:

[AdvancingExpertCare.org/Certification](#)

Employer Partner Program:

[AdvancingExpertCare.org/Employer-Partner](#)

Career Center:

[Careers.AdvancingExpertCare.org](#)

HPNA Store:

[AdvancingExpertCare.org/Store](#)

Position Statements:

[AdvancingExpertCare.org/Position-Statements](#)

Annual Assembly:

[AdvancingExpertCare.org/Assembly](#)

2020 COVID-19 Response

The outbreak of COVID-19 in the United States has affected our home and work lives. HPNA is committed to providing resources and tools to our members to maintain your safety and well-being, as well as help you care for your patients during this time.

In March 2020, HPNA formed an internal COVID-19 Taskforce of national office staff members who were responsible for planning and executing a response to the pandemic on behalf of the entire HPNA enterprise. These efforts included but were not limited to:

- Created a COVID-19 Resource Center on our website that included links to helpful resources for hospice and palliative care clinicians

AdvancingExpertCare.org/COVID-19-Resources

- Partnered with the Social Work Hospice and Palliative Care Network (SWHPN) to offer an interdisciplinary COVID-19 webinar. This effort was made possible through a grant provided by the American Nurses Foundation (ANF).
- COVID-19 Nursing Resource Guide series

AdvancingExpertCare.org/NRG

- COVID-19 webinars
- COVID-19 podcasts

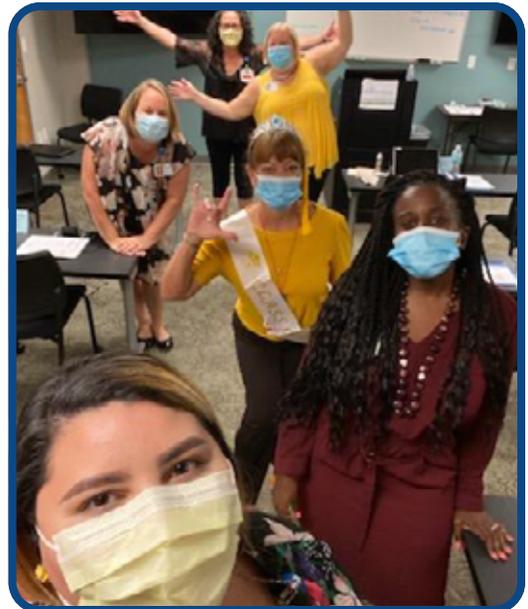
HPNA.PodBean.com

- COVID-19 townhall meetings
- Worked with the *Journal of Hospice and Palliative Nursing* to provide open access to COVID-19-related articles
- Made *POLARIS* Module 13: Integrating Self-Care Strategies available for free for several months
- Updated educational programming with COVID-19 information
- Transitioned in-person events to virtual, including the Clinical Practice Forum, Annual Membership Meeting, ELNEC Train-the-Trainer, and Live Certification Review Courses
- Delivered multiple letters to Congress regarding COVID-19 relief funding, telehealth expansion, medical supply shortages, PPE access, and additional COVID-19 priorities



“What has brought joy through all of this is the courage and resilience of our teammates.”

— HPNA Member



HOSPICE & PALLIATIVE NURSES ASSOCIATION



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.**

President:

Jennifer Hale, MSN, RN, CHPN

President-Elect:

Alicia Murray, DNP, MSN, RN, CHPN

Secretary/Treasurer:

Michelle A. Webb, DNP, MSN, RN-BC, CHPCA

Past President:

Beth Martin, MSN, ACNP-BC, ACHPN

Directors:

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

Kristi A. Acker, DNP, PhD, FNP-BC, AOCNP, ACHPN

Donna Morgan, BSN, RN, CHPN

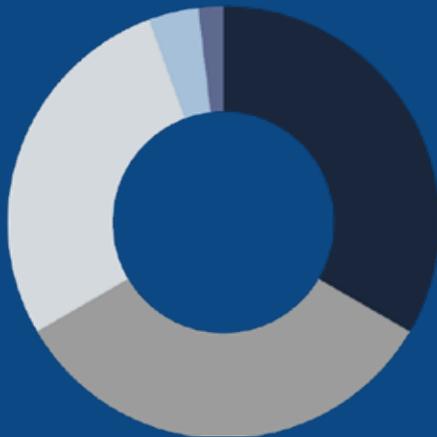
Joseph F. Ebberwein, BBA, MPS

Masako Mayahara, PhD, RN, FPCN, CHPN

Lynn F. Reinke, PhD, MSN, ANP-BC, FAAN

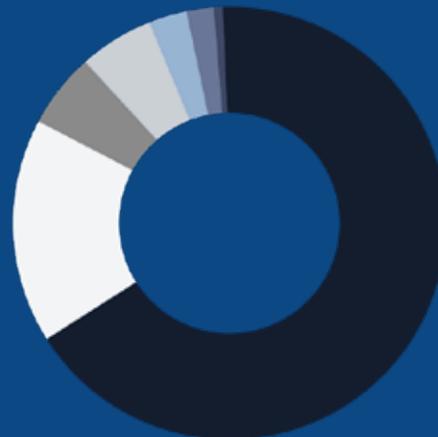
In 2020, HPNA reached a membership total of approximately 10,000 individuals, with half of our members holding an HPCC certification, and 56 HPNA chapters and provisional chapters nationwide. Ongoing projects include delivering more benefits to HPNA chapters, using new technology to increase targeted communications to members and non-members, and supporting the growth of the Employer Partner Program.

REVENUE



- EDUCATION P&S - \$852,525 - 27%
- EXPENSE SHARE - \$1,104,631 - 34%
- MEMBERSHIP - \$957,076 - 30%
- OTHER - \$214,177 - 7%
- INVESTMENTS - \$57,423 - 2%

EXPENSES



- PAYROLL \$2,071,943 - 62%
- BOARD EXPENSES \$15,028 - 0%
- OTHER \$60,524 - 2%
- OFFICE \$270,738 - 8%
- EDUCATION P&S \$278,880 - 9%
- IT EXPENSES \$107,565 - 3%
- PROFESSIONAL SERVICES \$534,347 - 16%

ANCC ACCREDITED EDUCATION

HPNA'S Target Audience

HPNA's 2020 accredited ANCC educational offerings were designed for nurses who practice either primary or specialty palliative care. This included nurses who work in hospice, palliative care programs, or other settings and provide care for patients with serious illnesses. In February 2020, in response to the emerging COVID-19 pandemic crisis, HPNA shifted our planned accredited offerings to focus on:

1. Virtual learner access to national courses to include:
 - a. ELNEC Train-the-Trainer Courses
 - b. 2020 Clinical Practice Forum
 - c. ACHPN and CHPN Certification Review Courses
 - d. National Chapter Leadership Conference
2. On-demand COVID-19 resources to include:
 - a. Formal COVID-19 just-in-time NCPD activities
 - b. COVID-19 podcasts
 - c. Collaborative town halls
 - d. National accredited COVID-19 webinars
 - e. COVID-19-specific Nursing Resource Guides aimed at primary palliative care providers
 - f. Open access to *Journal of Hospice and Palliative Nursing* for evidence-based practice articles related to the care of seriously ill patients
 - g. Open access *POLARIS* Modules on self-care and communication
 - h. Collaborative outreach with national nursing organizations to share resources and support nurses and team members caring for COVID-19 patients and families

The overall aim of our 2020 educational focus was to enhance our learners' knowledge, skills, and practice to increase competency, influence behaviors, and/or improve patient outcomes in hospice and palliative care. **85% of learners self-reported that HPNA's accredited educational offerings and supportive resources validated, enhanced, and/or led to a change in their professional practice supporting positive patient outcomes in caring for patients and families with serious illness.**

ANCC-ACCREDITED NCPD OFFERINGS	NUMBER OF NCPD CERTIFICATES ISSUED	TOTAL NUMBER OF NCPD HOURS AWARDED	TOTAL NUMBER OF CATEGORY 1 PHARM CREDITS AWARDED
53 courses	4,616 learners	12,513 hours of NCPD	1,709 credits

The number of NCPD hours awarded and learners who accessed NCPD offerings decreased year over year due to COVID-19 impact on face-to-face learning:

- Cancelled 2020 Annual Assembly
- Cancelled APN externship programs
- Moved program development to include non-accredited just-in-time learning option

POSITION STATEMENT UPDATES

HPNA develops positions relevant to palliative nursing to represent the voice of hospice and palliative nurses. These position statements guide the specialty and reflect the position of the association's membership on specific issues. HPNA released a new position statement on Medical Cannabis in December 2020.

ADVOCACY EFFORTS

HPNA endorsed the following advocacy efforts in 2020:

- Sent joint letters to Congress regarding COVID-19 relief funding, telehealth expansion, medical supply shortages, PPE access, and additional COVID-19 priorities
- Participated in the We Are Hospice Capitol Hill Resource Fair celebrating the hospice community
- Released a joint statement applauding the introduction of House and Senate resolutions recognizing and honoring 2020 as the Year of the Nurse and the Midwife
- Wrote a letter on HPNA's commitment to diversity and inclusion and updated HPNA's guiding principles
- Initiated an HPNA member "Call to Action" in support of the Palliative Care and Hospice Education and Training Act (PCHETA)
- Sent a joint letter to Congress asking for fiscal year 2021 funding to include \$278 million for Title VIII nursing workforce programs and \$182 million for the National Institute of Nursing Research (NINR)
- Aided in the passage of the Title VIII Nursing Workforce Reauthorization Act
- Issued a joint letter of support to the National Institutes of Health (NIH) for the inclusion of palliative care in the NIH Treatment Guidelines
- Formulated a joint position statement to the Centers for Medicare and Medicaid Services (CMS) providing feedback and endorsing Executive Order #13890 on Protecting and Improving Medicare for Our Nation's Seniors
- Served as a panelist at the National Coalition for Hospice and Palliative Care's (NHPCO) COVID-19 virtual town hall
- Participated in NHPCO's COVID-19 Joint Strike Team and Capability Maturity Model Integration (CMMI) Payment Model Strike Team

HOSPICE & PALLIATIVE CREDENTIALING CENTER

The Hospice and Palliative Credentialing Center currently certifies more than **14,500 healthcare professionals** in the specialty of hospice and palliative care.



President:

Todd Hultman, PhD, MSN, ACNP, ACHPN

President-Elect:

Amy Beasley, DNP, RN, CCM, CHPN

Secretary:

Patricia Cameron, PhD, RN, CHPN

Treasurer:

Mark Bertler, CAE

Directors:

Kimberly Brasher, ADN, RN, CHPN, CHPCA

Catherine Glennon, MHS, RN, NE-BC, OCN

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

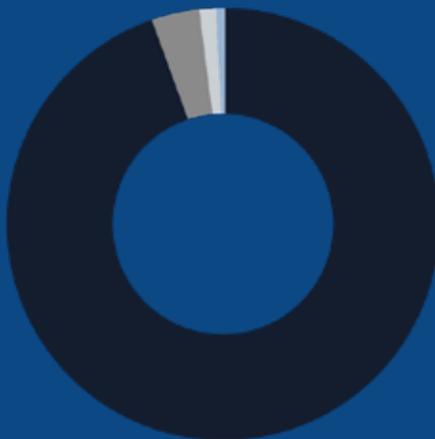
Nicole Martin, MBA, BSN, RN, CHPN, CHC

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

Throughout 2020, HPCC offered six certification exam programs, approving 1,703 new certificants and recertifying 1,317 individuals, for a total of 3,020 new certifications and recertifications throughout the year.

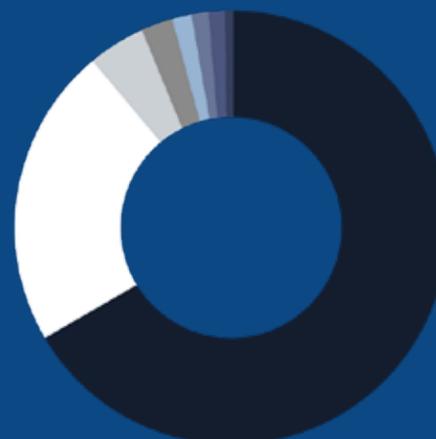
**Recertification totals include individuals who reactivated their credentials.*

REVENUE



- CREDENTIALING INCOME
\$1,307,929 - 93%
- CERTIFICATION PINS
\$9,457 - 1%
- OTHER INCOME
\$1,280 - 0%
- INTEREST INCOME
\$89,128 - 6%

EXPENSES



- EXPENSE SHARE
\$871,723 - 64%
- RECOGNITION
\$12,434 - 1%
- OTHER
\$21,524 - 2%
- EXAM DEVELOPMENT COMMITTEES
\$1,331 - 0%
- BOARD
\$14,873 - 1%
- PROFESSIONAL SERVICES
\$53,412 - 4%
- OFFICE
\$46,727 - 3%
- CREDENTIALING EXPENSES
\$329,874 - 24%

HPCC UPDATES

Certification Recognition Luncheon

Due to the COVID-19 pandemic, the 2020 Certification Recognition Luncheon, traditionally held during the Annual Assembly of Hospice and Palliative Care, was cancelled. We look forward to recognizing certification award winners in 2021.

Certificants of the Year

ACHPN – Erin Yvonne Perez, DNP, APRN, ANP-C, AGNP-C, ACHPN

CHPN – Tammy Stokes, MSN, CHPN, RN-BC

CHPLN – Krista Jackson, LPN, CHPLN

CHPNA – Michele Watson, HNA, CHPNA

Employer of the Year – Hospice of the Western Reserve (Ohio)

Examination Development Committee Updates

The Examination Development Committees continue to write and approve items for future exams, establish test formats, review exam results and test-taker comments, and perform an annual review of the respective candidate handbooks.

Updated HPAR Process

In October 2020, HPCC introduced The Next Generation Learning Plan for Recertification. Beginning October 13, 2020, all online courses completed through HPNA University and the *POLARIS* modules began automatically syncing with an individual's learning plan. Along with automatic syncing, the LearningBuilder platform underwent important design updates to make it more user friendly.

Exam Reinstatement

In September 2020, the Certified Hospice and Palliative Licensed Nurse (CHPLN) examination was reinstated and became available for test-takers.

In the fall of 2020, the HPCC Board of Directors made the decision to discontinue the Certified in Perinatal Loss Care (CPLC) examination. Since its inception in 2013, 257 hospice and palliative care professionals have earned the certification. Currently, 157 individuals hold the CPLC credential. As a result of the low number of examination candidates over the years, it has been difficult to ensure exam quality standards are met. New candidates will be able to earn the CPLC credential until December 31, 2021.

Due to the COVID-19 pandemic, HPCC extended the June, September, and December testing windows as a result of testing center closures. The testing windows were lengthened to two-month periods, June and July, September and October, and November and December. Current certificants with credentials expiring through June 2020 were also granted extensions for recertification.

The seven HPCC credentials include:

- 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

HOSPICE & PALLIATIVE NURSES FOUNDATION



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 toward **education, conferences, certification, and research.**

Chairperson:

Denise Stahl, MSN, FPCN

Chairperson-Elect:

Blake Tobias Jr., MS, HA-ODL

Secretary/Treasurer:

Amy Jacobs, MSN, AGCNS, ACHPN

Directors:

Markita J. Billhups, MSW, LCSW

JoAnne Reifsnnyder, PhD, MBA, MSN, RN, FAAN

Kit Ying Ruathaiwat (Yvonne Chan), MSN, GCNS-BC, NE-BC, CCM

REVENUE



- MAJOR INITIATIVES (GRANTS)
\$81,750 - 44%
- INDIVIDUAL DONORS
\$57,109 - 31%
- CORPORATE DONORS
\$34,785 - 19%
- INTEREST
\$12,223 - 7%

EXPENSES



- GRANTS & SCHOLARSHIPS
\$200,421 - 39%
- EXPENSE SHARING
\$232,908 - 46%
- PROFESSIONAL EXPENSES
\$38,206 - 7%
- BOARD EXPENSES
\$12,931 - 3%
- OFFICE EXPENSES
\$5,056 - 1%
- OTHER EXPENSES
\$22,445 - 4%

In addition to the above revenue, HPNF also has \$186,962 of additional donor funds restricted for specific initiatives.

HPNF SCHOLARSHIPS

Annual Assembly Conference Scholarships

- Jennifer Babcock
- Rachel Montague
- Rachel Wells

Certification Scholarships

- Amy Ballard
- Hayley Bustos
- Erin Collins
- Melody Draper
- Tyler Fair
- Dorothy Harsen
- Leighanne Hartman
- Clare Ironside
- Benjamin Keigly
- Brittany Kettles
- Samantha Langley
- Susan Lee
- Caroline Rohr Martinek
- Eleanor Melton
- Kristin Mills
- Andrea Patrick-Baudet
- Thea Peck
- Jennifer Ruff
- Cynthia Werhane
- Robin Wilson

Clinical Practice Forum Conference Scholarship

- Caroline Rohr Martinek

ELNEC Scholarships

- Erin Collins
- Kari Hill
- Marris Stebbins
- Deborah Szeto
- Kim Van De Venter

Individual Education Scholarships

- Doctorate – Katie Fitzgerald Jones
- Doctorate – Danielle Larkin

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

- Chelsea Alfagih

Cynthia Stutzer Palliative Care Memorial Scholarship

co-sponsored by the Association of Pediatric Hematology/Oncology Nurses

- Angele Phillips

End-of-Life Nursing Care Research Grant

co-sponsored by the Sigma Foundation for Nursing

- Carrie Henry

Chapter Education Grants

- Alaska Chapter
- Rocky Mountain Chapter

State of the Science Scholarship

- Djin Tay
- Tamara Gray
- Rachel Wells

“I donated because I am passionate about the mission of HPNA! Now more than ever we need to educate our frontline workers to provide quality palliative care to seriously ill patients and their families. This is only possible if we continue to support HPNF.”

– Janelle D. Williamson, APRN, ACHPN

2020 Florence Wald Champions

Established in honor of Florence S. Wald, the “mother of hospice and palliative care,” this program allows donors to 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.

A special thank you to our 2020 Florence Wald Champion:

Dr. JoAnne Reifsnyder, PhD, MSN, MBA, FAAN

Dr. JoAnne Reifsnyder (2020)	Marge Maisto (2014)	Jane C. Sidwell (2008)
Ginger Marshall (2019)	Debra Weigand (2011)	Patricia Berry (2007)
Anne Hughes (2019)	Constance Dahlin (2007)	Elizabeth Ford Pitorak (2007)
Katy Lanz (2018)	Joy Buck (2009)	Bonnie Glod (2006)
Denise Stahl (2018, 2013)	Pam Malloy (2009)	Barbara Miller (2006)
Joyce Palmieri (2017)	Rose Virani (2009)	Mary Ersek (2005)
Betty Ferrell (2016, 2005)	Kate Faulkner (2008)	Linda Gorman (2005)
Sally Welsh (2016)	Debra E. Heidrich (2008)	Judy Lentz (2004)
Jeanne Martinez (2015, 2004)	Mary Louise Irvine (2008)	

"The American Nurses Association designated 2020 as the 'Year of the Nurse' well before any of us knew what would actually come to pass in 2020. The country – indeed, the world – witnessed the myriad of ways in which nurses show up as leaders, every day. Hospice and palliative nurses were there every step of the way, providing highly skilled and compassionate care to seriously ill and dying patients who suffered both from illness and separation from those they love. Beyond caring for patients and their families, hospice and palliative nurses provided much-needed solace and support to their colleagues. I am proud to support this extraordinary group of professionals, now and into the future, as they transform our healthcare system by living HPNA's mission of advancing expert care in serious illness."

– Dr. JoAnne Reifsnyder

For a complete list of 2020 donors, please visit our website at
AdvancingExpertCare.org/OurDonors.

Thank You!

TO OUR 2020 DONORS

Your support is at the heart of our mission to advance expert care in serious illness. We thank our members, friends, foundations, and corporations for their generous contributions.



TO MAKE A GIFT IN SUPPORT OF HPNF
PLEASE VISIT: [ADVANCINGEXPERTCARE.ORG/DONATE](https://advancingexpertcare.org/donate)

EMPLOYER PARTNER PROGRAM

The Employer Partner Program was introduced in 2015 and was developed to create mutually beneficial relationships between employers and HPNA. Employers can support their hospice and palliative nurses, nurse practitioners, LPN/LVNs, nurse administrators, and nursing assistants through professional development, education, credentialing, networking, advocacy, and leadership development at discounted rates based on volume purchase.

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 empathic and industry-driven programs, resources, and interactions.

In 2020, the Employer Partner Program was able to maintain the outstanding revenue levels from 2019 in HPNA membership and educational resources, but experienced a decline in HPCC certification revenues due to a tentative closing of testing centers because of the COVID-19 pandemic.

The Employer Partner Program achieved the following benchmarks in 2020:

- Surpassed the \$1 million revenue mark since its inception
- Began refining a tiered program format to be rolled out in 2021
- Staffed virtual booths at the Clinical Practice Forum and at the National Hospice and Palliative Care Organization's Interdisciplinary Conference
- Hired a new business development specialist to assist with additional partnerships and client activity
- Contributed 58% of the 2020 total *POLARIS* revenue

“ I was working at Montefiore, in the Bronx, 3 days a week during the surge. We had 23% of all cases in New York. It was frightening , exhausting, and challenging... I saw the best in New Yorkers working together to stabilize a city.... Gives me hope for the future and I understood why you need command centers and leadership.

Without strong leadership, I couldn't keep going back.”

— HPNA Member

“The pandemic has felt like a roller-coaster ride that none of us wanted to be on. The constant fear of the unknown has led to a fatigue so deep that no amount of sleep or caffeine will provide any relief. Still, we persist. One day at a time, we are learning to adapt, survive, and in some ways even thrive. I believe it is hope that keeps us moving forward, even when we wish so desperately that we could go back.”

— HPNA Member

ENTERPRISE CONTACT INFORMATION

EMAIL

HPNA: info@hpna.org

HPCC: hpcc@gohpcc.org

HPNF: info@hpnf.org

PHONE

HPNA: 412-787-9301

HPCC: 412-787-1057

HPNF: 412-787-9316

MAIL

Hospice and Palliative

Nurses Association

400 Lydia Street, Suite 103

Carnegie, PA 15106

advancingexpertcare.org