



2018 ANNUAL REPORT



**Advancing
Expert Care**

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



CEO REMARKS



In 2018, our three organizations began implementation of our new strategic plan focusing on three major areas: **(1) revenue/growth**, **(2) engagement**, and **(3) strategic partnerships**. The plan also includes the following five strategies: (1) develop and implement an enterprise-wide marketing and communication program; (2) develop and make available best-in-class palliative care resources; (3) solidify and strengthen relationships with organizations that can extend the reach of the organization; (4) implement technology improvements and advances to position the organization for long-term growth and success; and (5) expand and refine the employer program to drive continued growth (*see graphic on back page*). Each organization developed a work plan with tactics identified to help us be successful in meeting our goals.

As an enterprise, we also work on joint initiatives that impact all three organizations, including enhancing our brand, image, marketing and communications; developing our IT infrastructure; and increasing the voice of palliative nursing at the national level. A few of our major initiatives this year included the implementation of two Palliative Nursing Summit Project Teams: the Pain Project Team and the Advance Care Planning Project Team. The Pain team developed the first webinar in a series related to pain assessment and management, attracting nearly 1,000 registrants. The Advance Care Planning team launched the #ISaidWhatIWant social media campaign to great success as well. Nurses from 20 nursing organizations who participated in Palliative Nursing Summit joined us to work on these initiative, and 20 additional organizations heard of our work and decided to join us, for a total of 40 participating organizations. We also finalized the implementation of our major IT initiatives in 2018, including a new membership database, learning management system, and certification platform.

Beyond our enterprise-wide successes, HPCC developed their Value Propositions, one for individual nurses and one for employers, which will both be released at the HPCC Certification Recognition Luncheon in March 2019. Additionally, HPNF had another successful year in fundraising and in supporting programs of HPNA and HPCC.

In late 2018, I announced my retirement as CEO of our three organizations, effective March 31, 2019. I am very proud of the work that the Boards, staff, volunteers, and I have been able to accomplish over the last seven years. The organizations are strong and well-poised to continue to expand and develop to achieve our vision to transform the care and culture of serious illness.

Wishing you continued success,

A handwritten signature in cursive script that reads "Sally Welsh". The ink is dark, and the signature is fluid and legible.

Sally Welsh, MSN, RN, NEA-BC, Chief Executive Officer

WHO WE SERVE

AS AN ENTERPRISE, WE SERVE THE **SPECIALTY OF PALLIATIVE NURSING**,
WHICH INCLUDES **HOSPICE & PALLIATIVE NURSES** AND
MEMBERS OF THE INTERDISCIPLINARY TEAM.



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.



ENTERPRISE INITIATIVES

Palliative Nursing Summit: Project Teams

Two project teams that grew from the 2017 Palliative Nursing Summit began meeting in March. The Pain Project Team, chaired by Polly Mazanec, held a webinar on pain management hosted by HPNA in

May that drew nearly 1,000 registrants. That team meets quarterly and has formed four work groups concentrating on clinical practice, education, regulatory/advocacy, and research. The Advance Care Planning (ACP) Project Team, led by Joanne Reifsnnyder and Todd Hultman, created materials to promote ACP for the 2018 Annual Assembly and started the #ISaidWhatIWant social media campaign, which began in the fall. Participants of the social media campaign included 14 organizations that took part in the Palliative Nursing Summit and 33 new organizations, for a total of 47.

Employer Partner Program

The Employer Partner Program continues to support nursing teams with professional development and educational opportunities at an affordable price. Organizations that have palliative care programs, hospice facilities, and home health programs, including an increasing number of large national employers and smaller regional agencies, are benefiting from volume purchases of memberships and educational resources, certification exams, and job postings. In 2018, the Employer Partner Program grew by more than 50% with similar expectations for 2019.

Palliative Nursing Leadership Development Program

In 2017, a task force led by Abraham Brody began planning to develop a program designed to provide leadership development experiences and mentoring to nurses. In May, HPNF was awarded a \$265,375 grant from the Cambia Health Foundation to develop and support a pilot program over 18 months. Criteria and content for the first cohort were created in August, and recruitment for participants took place in the fall. There were 58 applications collected for the 15 slots in the cohort. Selected cohort participants will attend a full-day preconference at the 2019 Annual Assembly.

New Database, Website, and Education Platform

It was a year of technological change for the enterprise. In May, a new member database provider and website were introduced, and in October, HPNA debuted a new education portal and learning management system called HPNA University. These changes have been met with positive responses from members, certificants, and donors.

Pediatric Palliative Care Task Force

An enterprise-wide task force created in 2018 looked at and evaluated pediatric palliative care offerings through each organization. The group's work yielded a series of recommendations that will enhance services for pediatric palliative nurses.

ENTERPRISE SOCIAL MEDIA

Our enterprise social media engagement saw significant growth in 2018. In addition to Facebook and Twitter, the three organizations also share YouTube (**HPNAInformation**) and LinkedIn accounts (**Hospice and Palliative Nurses Association**), which combined have nearly 1,600 subscribers and followers.

HPNA

Facebook: HPNAInfo

Over 8,600 Facebook followers

Twitter: @HPNAInfo

4,800 Twitter followers

HPNF

Facebook: HPNFInfo

Over 1,750 Facebook followers

Twitter: @HPNFoundation

200 Twitter followers

HPCC

Facebook: HPCCInfo

Nearly 3,300 Facebook followers

#ISaidWhatIWant



#ISaidWhatIWant Social Media Campaign

Beginning in October 2018, over 20 organizations associated with the Palliative Nursing Summit ACP Team posted messages on social media about ACP using the **#ISaidWhatIWant** hashtag to encourage nurses in all specialties to lead by example and establish their own advance directives. The initial campaign ran until January 2019, with internal HPNA social media reaching **45,860 people on Facebook** and **43,061 on Twitter**. The hashtag was retweeted over **200 times**, reaching nearly **140,000 people**. In the future, the team plans to include this hashtag in messaging and seek funding to increase the size and scope of the campaign.

 **VITAS Healthcare**
@VITAS

Follow

VITAS was proud to team up with Black Nurses Rock today in San Antonio today for the Advance Care Planning Conference. Attendees were excited to complete the HPNA's **#ISaidWhatIWant** campaign survey!

(Group pictured top of left page)



HPNA

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.

Hospice and Palliative Nurses Association Board of Directors

President

*Debra Wiegand, PhD, MBE, RN,
CCRN, CHPN, FAHA, FAAN, FPCN*

President-Elect

Beth Martin, MSN, RN, ACNP-BC, ACHPN

Secretary-Treasurer

Alicia Mooney Murray, MSN, RN, CHPN

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Anne Hughes, PhD, FNP-BC, ACHPN, FAAN, FPCN

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

Polly Mazanec, PhD, ACNP-BC, AOCN, ACHPN, FPCN

Chief Executive Officer

Sally Welsh, MSN, RN, NEA-BC (ex-officio)

In 2018, HPNA reached a **membership total of nearly 11,000 people**, with over half of our members holding an HPCC certification, and **51 active HPNA chapters and provisional groups nationwide**. Ongoing projects include delivering more benefits to HPNA chapters, using new technology to increase targeted communications to members and nonmembers, and assisting in the growth of the Employer Partner Program.

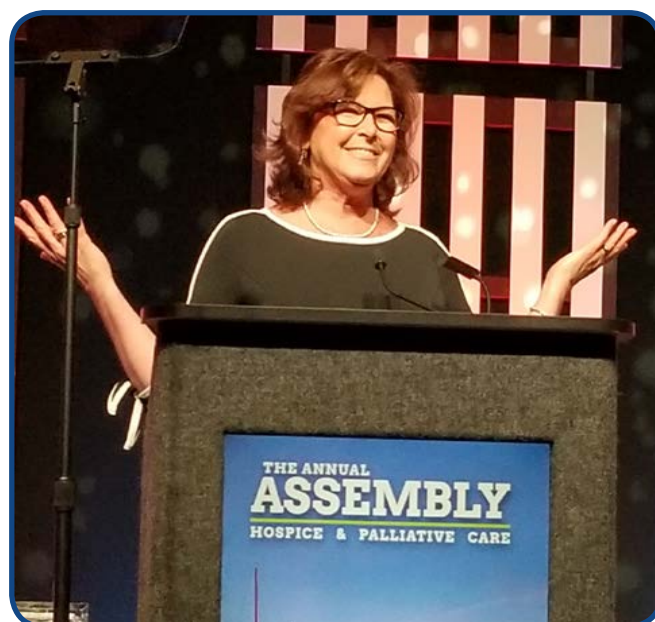
EVERY DAY, **HOSPICE & PALLIATIVE NURSES** TRANSFORM THE CARE AND CULTURE OF SERIOUS ILLNESS BY PROVIDING **PATIENT-CENTERED, FAMILY-FOCUSED CARE**

IN 2018, THE HPNA BOARD OF DIRECTORS:

- Welcomed two new members to the board:
 - Jennifer Hale, MSN, BS, RN, CHPN
 - Anne Hughes, PhD FNP-BC, ACHPN, FAAN, FPCN
- Updated the format of position statements to improve clarity
- Approved a new position statement:
 - *Medication Safety*
- Updated and approved two existing position statements:
 - *Value of the Licensed Practical/Vocational Nurse in Palliative Care*
 - *Value of the Nursing Assistant in Palliative Care*
- Celebrated the indexing on Medline for the *Journal of Hospice and Palliative Nursing*
- Hosted the National Coalition for Hospice and Palliative Care (NCHPC) Strategic Planning Retreat
- Launched a new weekly communication, *HPNA SmartBrief*, that contains both HPNA-specific and pertinent industry news that garners increased awareness of HPNA to a wider audience
- Formed new collaborations with the National Association of Home Care and Hospice, the National Black Nurses Association, and the Center to Advance Palliative Care
- Named four new Fellows in Palliative Care Nursing (FPCN):
 - Joan Carpenter, PhD, CRNP, NP-C, GNP-BC, ACHPN, FPCN
 - Lisa Lindley, PhD, RN, FPCN
 - Susan Lowey, PhD, RN, CHPN, FPCN
 - Cynthia Stafford, MSN, GNP-BC, ACHPN, FPCN



2018 HPNA Board of Directors



HPNA Board of Directors President Debra Wiegand, PhD, MBE, RN, CCRN, CHPN, FAHA, FAAN, FPCN

The HPNA Board of Directors joined HPNA staff and representatives to extend our national influence and presence in the following groups and committees:

- The Quality Care for People with Serious Illness Workgroup through the National Academies of Science, Engineering, and Medicine
- Centers for Medicare and Medicaid (CMS) Technical Expert Panel (TEP)
- Development and Maintenance of Quality Measures for Skilled Nursing Facility Quality Reporting Program, a CMS TEP project supported by NCHPC
- NCHPC National Consensus Project (NCP) Steering Committee
- NCHPC NCP Writing Committee
- Center to Advance Palliative Care Grant Project on Mapping Palliative Care Programs
- NQF Geriatric and Palliative Care Standing Committee
- Hospice Quality Composite Measure Technical Expert Panel (NQF Incubator Program)

LEADERSHIP AND STAFF REPRESENTED HPNA AT NUMEROUS ORGANIZATIONS:

- Participated in the Nurse in Washington Internship (NIWI) program
- Aided in supporting the push of the Palliative Care and Hospice Education and Training Act (PCHETA) through Congress
- Attended the Nursing Coalition Community Congressional Briefing
- Attended the Healthcare Leadership Council Summit on Opioids, and were invited to support two opioid advocacy letters to Congress
- Supported the National Academy of Medicine's Clinician Well-Being Project
- Added input about palliative care to several proposed Alternative Payment Models being considered by the Center for Medicare and Medicaid Innovation
- Attended the Nursing Alliance Leadership Academy Meeting
- Attended the Nursing Organizations Alliance meeting
- Served as editor for the HPNA column in the *American Journal of Nursing*
- Served on the NCHPC Steering Committee for Community-Based Palliative Care Guidelines
- Met with the American Bar Association and 30 other organizations on an Advancing Legal and Medical Collaboration Panel about Advance Care Planning
- Participated in the American Nursing Association's Annual Membership Meeting and Organizational Affiliates
- Attended the American Association of Ambulatory Care Nurses Summit
- Signed on to Nursing Now, an initiative through the International Council of Nurses and the World Health Organization
- Sponsored the American Hospital Association's Circle of Life Awards
- Attended the Annual Kathleen Foley Palliative Care Retreat and Research Symposium, sponsored by HPNA, the American Academy of Hospice and Palliative Medicine (AAHPM), the American Cancer Society, and the Emily Davie and Joseph S. Kornfield Foundation



HOSPICE & PALLIATIVE NURSES SERVE AS **LEADERS** TO ADVOCATE FOR
PATIENT ACCESS TO **EXPERT PALLIATIVE AND END-OF-LIFE CARE**

HPNA ANNUAL EVENTS

Annual Assembly

Sponsored by AAHPM and HPNA, the Annual Assembly of Hospice and Palliative Care was held in Boston, MA, March 13-17. The conference drew over 3,000 attendees, despite a blizzard striking the northeast days before the event.

Clinical Practice Forum

The HPNA Clinical Practice Forum celebrated its 12th year with the theme *Continuing the Path: Advancing Expert Care in Hospice and Palliative Nursing*. The event took place at the Marriott City Center in Pittsburgh, PA, September 27-29. Keynote speaker Nadine Barrett, PhD, MA, MS, from Duke University, presented *Health Disparities, Diversity, and Inclusion: Where Do We Go from Here*.

ELNEC

In 2018, HPNA hosted three End-of-Life Nursing Education Consortium (ELNEC) Train-the-Trainer courses, with both a pediatric palliative care and a core course in New Orleans, LA, in April, and a core course in Orlando, FL, in October. A full-day post-conference course, *Principles of Palliative Care Across the Care Continuum: The Nurses Role*, was also held in April. Nearly 150 people attended the courses and post-conference.

Leadership Weekend

Our annual Leadership Weekend took place July 20-22 in Pittsburgh with over 100 attendees. Representatives from the enterprise organized and attended the three-day event, which featured presentations like *Social Media for Today's Nurse Leader*, *LGBTQ Principles and Practice in Hospice and Palliative Care*, a minority/diversity interactive activity with the boards, and an update on the Leadership Development Module, due in 2019. For the fourth year in a row, HPNA, HPCC, and HPNF held a joint board meeting to discuss enterprise-wide topics and concerns.

Virtual Conference

Partnering with the National Hospice and Palliative Care Organization and AAHPM, HPNA held the annual Virtual Conference July 18-19. The conference, *Turning Points: Mastering Transitions in Care*, drew nearly 400 attendees.



The following individuals were recognized by HPNA at the 2018 Annual Assembly:

- **HPNA Presidential Citation:** The Honorable Susan Collins, United States Senator, Maine
- **Distinguished Career Achievement Award:** Patrick Coyne, MSN, ACHPN, ACNS-BC, FAAN, FPCN
- **Distinguished Nursing Practice Award:** Jennifer Gentry, MSN, APRN, ACHPN
- **Distinguished Nursing Researcher Award:** Margaret Campbell, PhD, RN, FPCN
- **New Investigator Award:** Stephanie Gilbertson-White, PhD, APRN-BC
- **Vanguard Award:** Beverly Paukstis, RN, CHPN, FPCN



Patrick Coyne, MSN, ACHPN,
ACNS-BC, FAAN, FPCN

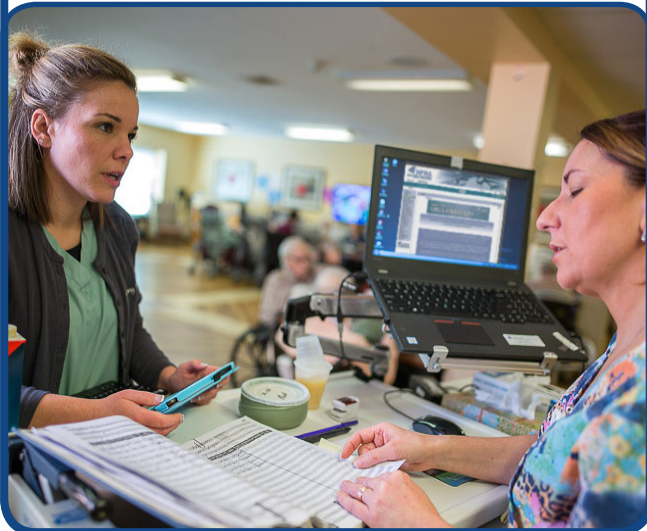
HPNA UPDATES

The American Nurses Credentialing Center's Commission on Accreditation acknowledged our commitment to lifelong learning and commended HPNA in achieving reaccreditation as a provider of continuing nursing education (CNE) valid through March 31, 2023. Our organization provided **over 500 hours of instruction for CNE** and **200 Category 1 Designated Pharmacological credits** to nearly **2,000 RN and APRN learners** in 2018.



Technology Updates

The HPNA Education Department was able to update its course catalog by switching to a new learning management system, making its courses easier to access through the new **HPNA University portal**. All previous valid content was updated and placed in the portal, and both RN and APRN monthly webinars were created for members. These webinars will be available online with CNE credits. Work also continues on the Clinical Orientation Program, which will debut in early 2019, and the RN Pathways project.



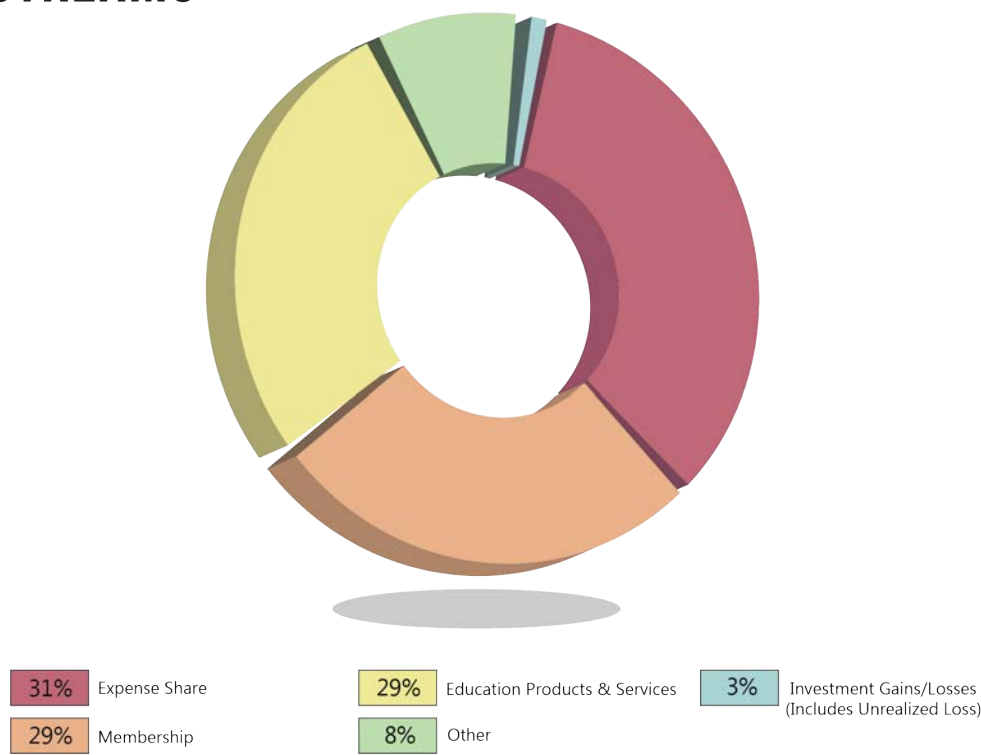
Position Statement Updates

In addition to updating the format of all existing position statements, the following HPNA position statements were published in the *Journal of Hospice and Palliative Nursing*:

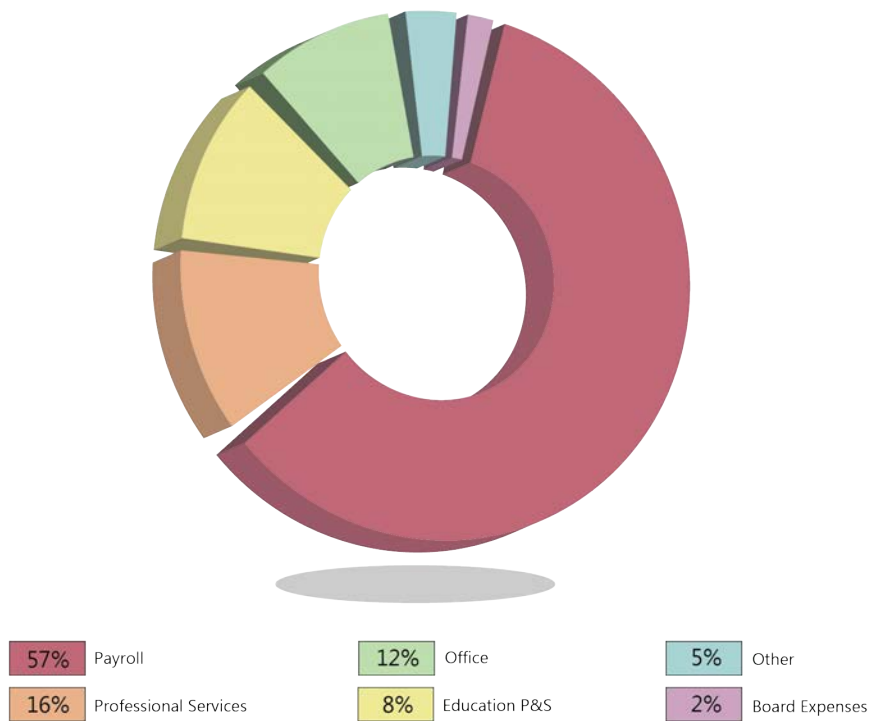
- *Advance Care Planning*
- *Assuring High-Quality Care in Palliative Nursing*

2018 HPNA FINANCIALS

REVENUE STREAMS



EXPENSE STREAMS



HPCC

The **Hospice and Palliative Credentialing Center** currently certifies over 18,000 healthcare professionals in the specialty of hospice and palliative care.

Hospice and Palliative Credentialing Center Board of Directors

President

Stacy Smith, MLS, BSN, RN, CHPPN

President-Elect

Todd Hultman, PhD, ACNP, ACHPN

Secretary

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

Treasurer

Amy Beasley, DNP, RN, CHPN

Directors

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Kimberly Kidd Brasher, RN, CHPN, CHPCA

Melinda Diaz, BS, RN, CHPN, LHRM, CHPCA

Kevin Yarrow, CHPCA

Chief Executive Officer

Sally Welsh, MSN, RN, NEA-BC (ex-officio)

Throughout 2018, HPCC offered five certification exam programs, approving **2,317 new certificants** and **recertifying 1,320 individuals**, for a total of **3,637 new certifications and recertifications** throughout the year. The seven credentials include:

- Advanced Certified Hospice and Palliative Nurse (ACHPN)
- Certified Hospice and Palliative Nurse (CHPN)
- Certified Hospice and Palliative Nursing Assistant (CHPNA)
- Certified Hospice and Palliative Pediatric Nurse (CHPPN)
- Certified in Perinatal Loss Care (CPLC)
- Certified Hospice and Palliative Licensed Practical Nurse (CHPLN) – *Recertification Only*
- Certified Hospice and Palliative Care Administrator (CHPCA) – *Recertification Only*

HPCC UPDATES

Certification Recognition Luncheon

The HPCC Certification Recognition Luncheon, held March 15 during the Annual Assembly, recognized Donna Morgan, who helped celebrate the anniversary of HPCC by speaking on *25 Years of Celebrating Certification: Engagement, Achievement, and Recognition*. The 2018 Certificant and Employer of the Year were also presented during the luncheon.

Certificant of the Year

ACHPN: Deborah Medakovich, MSN, RN, CNS, ACHPN

CHPN: Petti-Jean Sheldon, RN, CHPN

CHPPN: Deborah Lafond, DNP, PPCNP-BC, CPON, CHPPN

CHPNA: Audrey Boylan, HNA, STNA, CHPNA

CPLC: Richard Pessagno, DNP, CRNP, FT, FAANP, CPLC

Employer of the Year

Main Line Health System, Radnor, PA



Audrey Boylan, HNA, STNA, CHPNA; HPCC Board President Stacy Smith MLS, BNS, RN, CHPPN

Celebrating 25 Years

This year marked the 25th anniversary for HPCC, founded as the National Board for Certification of Hospice and Palliative Nurses in 1993. Since its inception, nearly 53,000 individuals have achieved certification through the organization. To celebrate the anniversary, reactivation fees were reduced to \$25 for the year and certification pins for all seven credentials were discounted to current certificants.

Examination/Exercise Development Committees Updates

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

Updated HPAR Process

In addition to retaining the CHPCA and CHPLN credential through Hospice and Palliative Accrual for Recertification (HPAR), the HPCC board updated the process to offer more opportunity and flexibility to obtain points and recertify. These updates, and the use of the online recertification platform for ACHPNs and CHPNs, continue to streamline the process of HPAR submissions.

Credential Update

As of January 1, 2018, the CHPCA and CHPLN exam are no longer be offered. However, those who previously earned either credential will be able to retain the credential through the HPAR process.

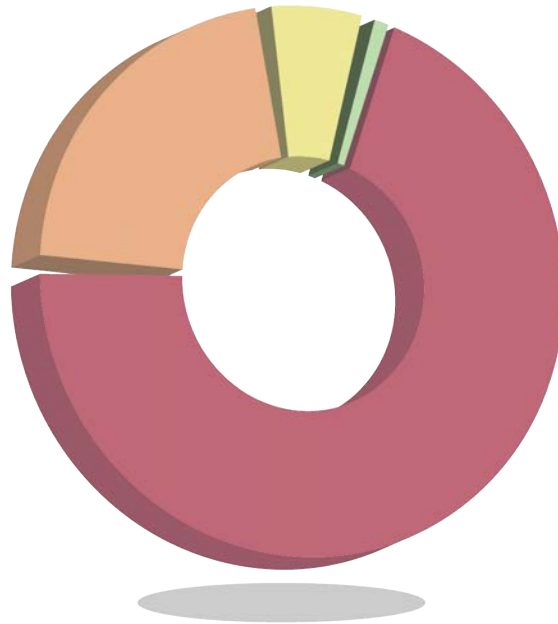
Value Propositions

Board members and staff of HPCC worked with an external consultant to develop two Value Propositions for Certification, one focusing on individual nurses and the other on employers. These Value Propositions will be announced at the 2019 Certification Recognition Luncheon, held during the 2019 Annual Assembly.

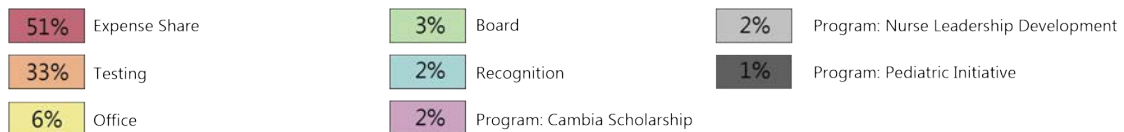
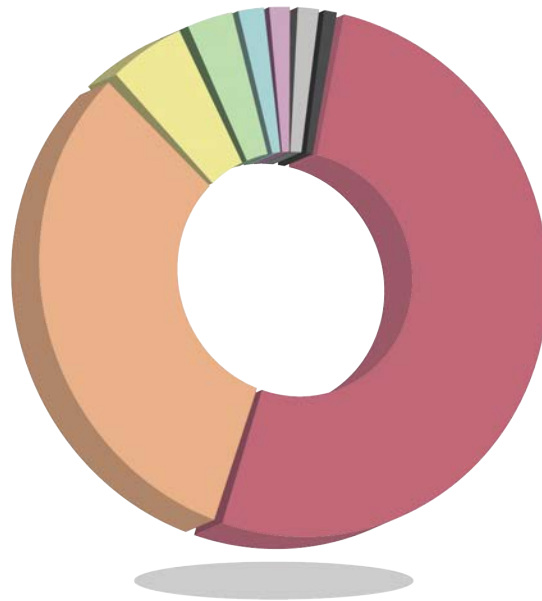
CERTIFICATION ENABLES HOSPICE & PALLIATIVE NURSES
TO VALIDATE THEIR **KNOWLEDGE AND SKILLS** IN PALLIATIVE CARE

2018 HPCC FINANCIALS

REVENUE



EXPENSES





HPNF

Hospice and Palliative Nurses Foundation Board of Directors

Chair

Diane Mead, BSN, RN, ACC, LNC

Chair-Elect

Denise Stahl, MSN, FPCN

Secretary/Treasurer

Jeremy Sibiski, MBA, MHA, FACHE

Directors

Donna Falcone, DNP, MSN, MS, FNP-BC, CRNP

Joelle Vlahakis, MD, FAAP, HMDC

Providenza Loera Rocco, JD, MSW

HPNA Representative

*Debra Wiegand, PhD, MBE, RN, CCRN,
CHPN, FAHA, FAAN, FPCN (ex-officio)*

Chief Executive Officer

Sally Welsh, MSN, RN, NEA-BC (ex-officio)

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.



Donna Falcone, DNP, MSN, MS, FNP-BC, CRNP;
Sally Welsh, MSN, RN, NEA-BC; HPNF Board
Chair Diane Mead, BSN, RN, ACC, LNC

In 2018, the HPNF Board of Directors:

- Celebrated its **20th anniversary** of service to hospice and palliative nursing
- Reached nearly **\$1,000,000 in revenue**
- Conducted a successful "Meet the Match" campaign that generated **\$43,000**, thanks to an anonymous donor who issued the challenge and hundreds of donors who responded in support

HPNF UPDATES

Scholarships

Annual Assembly Conference Scholarships

Mary Kautza, MSN, RN, APNP, FNP-C, CNOR
Kristin Levoy
Sarah Livermore, PhD, APRN, ACHPN
William Rosa, MS, AGPCNP-BC, ACHPN, AHN-BC, CCRN-CMC
Macy Stockdill, BSN, RN
Christine Westphal, NP, MSN, ACNS, ACHPN, FPCN
Wanda Youdelman, RN, MSN, CHPN

Certification Scholarships

Geraldine Abbatiello, PhD, GNP-BC, ACHPN, RN-BC
Alexander Ambuehl, RN, CHPN
Nanci Berg, ANP, ACHPN
Anne Cantine, MSN, RN, CHPN
Rayona Canty, CHPNA
Rebecca Cline, RN, CHPN
Susan Compton, RN, MSN
Georgia Hantzsch, CNA, CHPNA
Mary Ellen Levine, MSN/Ed, RN, CHPN
Lisa Ilene Machlin, RN, IBCLC, CPLC
Youngsook Theresa Olsson, DNP, FNP-BS, RN, ACHPN
Eugenia Parlet, MSN, RN, CHPN
Yvonne Patton, MSN, RN, CHPN;
Kathy Plakovic, MSN, FNP-BC, AOCNP, ACHPN
William Rosa, MS, AGPCNP-BC, ACHPN, AHN-BC, CCRN-CMC
Penny Lynn Smith, BSN, RN, CHPN
Charonne Sutherland, RN, CHPN
Lisa Wild, RN, CHPN

Clinical Practice Forum Conference Scholarship

Moriah Colon, BSN, RN, CHPN
Sheena Cupid, MSN, RN
Danielle Larkin, BSN, RN
Timothy Nicaise, MSN, RN, AGNP-BC
Kathleen Simmons, LPN
Rebecca Watry, BSN, RN, PHN
Stephanie Weatherly, ANP

ELNEC Scholarships

Dinah Anderson, MSN, RN, CHPN
Antonia Corrigan, MSN, ANP-C
Jennifer Goldsborough, DNP, CRNP, ACHPN
Shannon Henry, BS, RN, CHPN
Rakiyah Jones, DNP, MBA, MPH, FNP-BC
Danielle Larkin, BSN, RN

Grants

In 2018, HPNF *awarded* the following grants:

Chapter Education Grants

Southwest Florida Chapter of HPNA

End-of-Life Nursing Care Research Grant—Sigma Theta Tau International (STTI)

Susan Thrane, PhD, MSN, RN, CHPN

In 2018, HPNF *received* the following grants:

The **Cambia Health Foundation** awarded \$265,375 to support the Palliative Nursing Leadership Development Program through HPNA.

The **Y.C. Ho/Helen and Michael Chiang Foundation** awarded HPNF a grant of \$60,000 to support profession development and certification of pediatric palliative nurses.

The **Rita and Alex Hillman Foundation** awarded HPNF \$10,000 in support of the Palliative Nursing Leadership Development Program.



Yuki Asakura, PhD, RN, OCN,
ACNS-BC, ACHPN

Individual Education Scholarships

Doctorate

Rebecca Lynn Edwards, DNP, APRN, ACNP, AOCNP, ACHPN
Melanie Golden Henslee, BSN, RN, CHPN

Masters

Carol Daley Cook, MSN, RN, CHPN
Abbey Lynne Rouleau, RN, CHPN

Bachelors

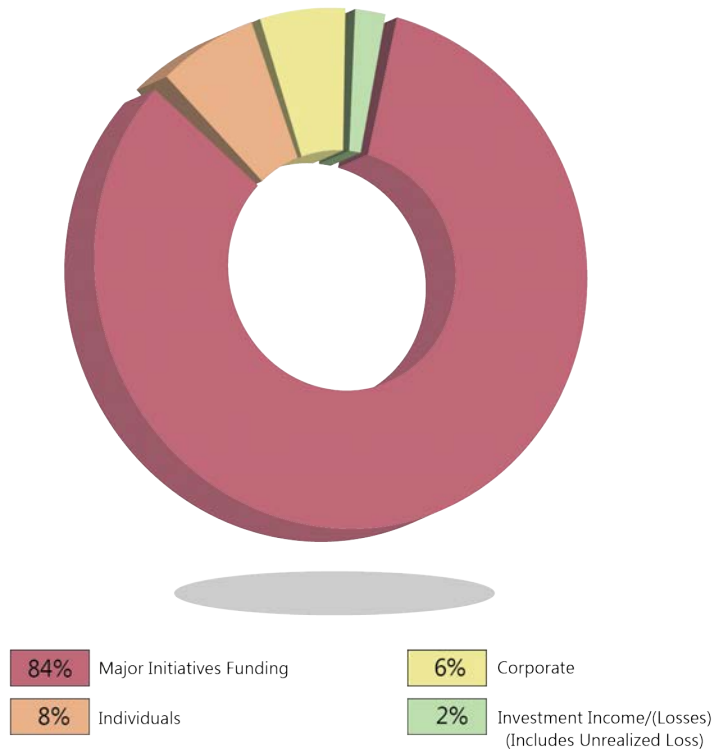
Kristen Marie Gropel, RN CHPN

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

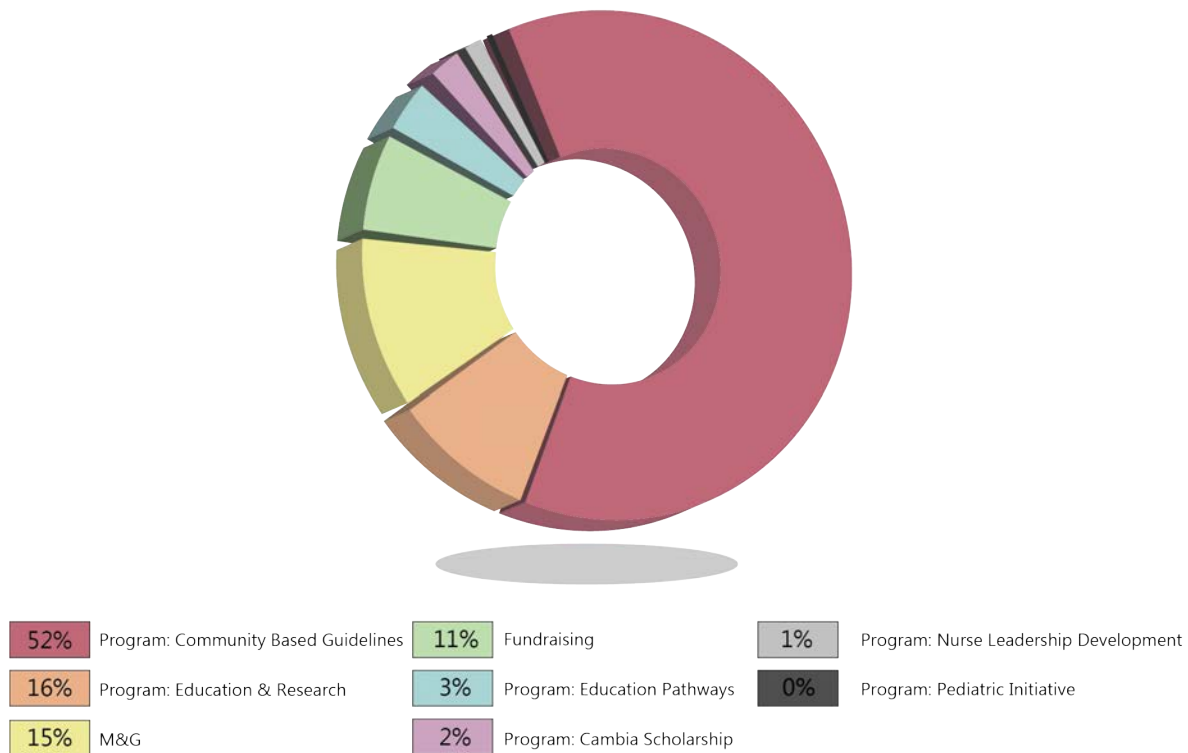
Yuki Asakura, PhD, RN, OCN, ACNS-BC, ACHPN

2018 HPNF FINANCIALS

REVENUES



FUNCTIONAL EXPENSES



2018 **DONOR** HONOR ROLL

Corporate & Foundation

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Anonymous
Bethany Hospice
Calmoseptine, Inc.
Cambia Health Foundation
Center to Advance Palliative Care
Delta Care Rx
Dickie McCamey & Chilcote, P.C.
Duquesne University
Hospicorp
HPCC
HPNA
Mary Ann Liebert, Inc. Publishers
Network for Good
PNC Charitable Trusts
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STTI
The Rita and Alex Hillman Foundation
Wells Fargo Advisors
Y.C. Ho/Helen and Michael Chiang Foundation

Advancing Expert Care Corporate Partnership Program Patrons

Purdue Pharma L.P.

Physician Giving Circle

Dr. David McGrew, Hospice and Palliative Physician Services LLC
Richard Deibert

Florence Wald Champions (Pledged \$10,000 over 5 years)

Patricia Berry
Joy Buck
Constance Dahlin
Mary Ersek
Kate Faulkner
Betty Ferrell
Bonnie Glod
Linda Gorman
Debra E. Heidrich
Mary Louise Irvine
Katy Lanz
Judy Lentz
Marge Maisto
Pam Malloy
Jeanne Martinez

Barbara Miller
Joyce Palmieri
Elizabeth Ford Pitorak
Jane C. Sidwell
Denise Stahl
Rose Virani
Sally Welsh
Debra Wiegand

Sustainer's Circle (Pledged \$5,000 over 3 years)

Marie Bakitas
Linda Gorman
Barbara Head

Builder's Circle (Pledged \$1,000 over 3 years)

Susan Breakwell
Craig Byrum
Deborah Childs
Susan Cox
Marianne Dwyer
Pam Fordham
Rita Hand
Barbara Head
Brian Jones
Jane Kirschling
Susan Mann
Sylvia Marcantel
Kerstin McSteen
Patricia Murphy
Rhonda Oakes
Della Payne
JoAnne Reifsnyder
Jeremy Sibiski
Elizabeth Smith
Sally Welsh
Ginny Wingertsahn

Leader (\$5,000+)

Craig Byrum

Patron (\$1,000 - \$4,999)

Debra Heidrich
Joanne Reifsnyder

Partner (\$500 - \$999)

Nessa Coyle
Denise Economou
Mary Kay
Virginia Marshall
Donna Morgan

Rafael Romo
Cindy Stafford
Carol Stephenson

Associate (\$250 - \$499)

Anonymous
Jason Colbert
Constance Dahlin
Beth Martin
Judith Paice
David & Nancy Stott

Friend (Up to \$249)

Kristi Acker
Rebecca Adam
Lucinda Adams
Tara Aioldi
Ann Aksamit
Amy Albarran
Patricia Albrecht
Lynn Allchin
Sherry Allen
Richard Allen
Carrie Allen
Donato Ancheta
Kristin Anderson
Amy Anderson
Lynn Andrejko
Linda Arcurie
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Moriah E. Colon, BSN, RN, CHPN

*2018 HPNF Clinical Practice Forum
 Conference Scholarship Recipient*

As an HPNF scholarship recipient, I would like to express my deep appreciation for the tremendous support that you have provided me. Being awarded the chance to attend such a remarkable conference has granted me with an opportunity for advanced learning, collaboration, and community. It has left me feeling completely inspired and empowered. The professionals working within hospice and palliative care are such a special group of people and I look forward to developing my relationships with them. I have returned to my workplace with so much new knowledge to share and even more passion, commitment, and focus to nursing excellence. I will surely be attending future conferences and will be encouraging my peers to become more involved. My professional development would not be possible without the generous support from the Hospice and Palliative Nurses Foundation. Thank you for guiding me in our shared mission to *"advance expert care in serious illness."*

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Wanda Youdelman, RN, MSN, CHPN
*2018 HPNF Annual Assembly
 Conference Scholarship Recipient*

I want to thank the scholarship committee for selecting me to attend the 2018 Annual Assembly. Since the Assembly, I find myself referring back to notes I took during the sessions and the wealth of materials I gathered while there. Specifically, I gained helpful information about working with multicultural populations and learned about the disconnect that can happen when translating and how we often forget about body language and nonverbal cues that are such a large part of communication. I also received resources for the LGBT and veteran population, which were of great help to our social work team, who are working to expand our internal training for these populations. Having an opportunity to network with and meet leaders in the hospice and palliative care community was truly inspirational. I anticipate that I will be accessing and referencing my Annual Assembly materials for quite some time. Thank you again for allowing me the opportunity to attend this year's Assembly.

Monica Rojas
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IN MEMORIAM

We lost three members of our enterprise family in 2018: two national office staff members and an HPNA Board member. Membership Assistant for HPNA Nancy Tropeck died in April, President of the HPNA Board of Directors Debra Wiegand died in November, and HPCC Director of Credentialing Sandra Lee Schafer died in December. We honor these three women and their dedication to improving and advancing our enterprise.



Nancy Tropeck
HPNA Membership Assistant

Nancy Tropeck was a valued member of our membership department staff since 2007, and many members corresponded with her by phone or email regarding membership or chapters. She always attended the Leadership Weekend event and interacted with many chapter leaders and participants at this event. Nancy was a cherished team member at HPNA and we will all miss her dearly.

**Debra Wiegand, PhD, MBE, RN,
CCRN, CHPN, FAHA, FAAN, FPCN**
HPNA Board of Directors President

Debra Wiegand, PhD, RN, CCRN, CHPN, FAHA, FPCN, FAAN, had been a member of the HPNA Board since 2016, served on HPNA's Governance, Audit and Assessment, and Research Committees, and was the Co-Chairperson of the Bioethics SIG. She served on the *Journal of Hospice and Palliative Nursing's* Editorial Advisory Board, was a faculty member for ELNEC, and accomplished much in the palliative nursing field during her prolific career.



Sandra Lee Schafer, MN, RN, AOCN
HPCC Director of Credentialing

Sandy Schafer, MS, RN, AOCN, had been with HPCC since 2004 and helped develop and lead the organization's seven certification programs. She was instrumental in the credentialing of tens of thousands of nurses and other members of the interdisciplinary team in her 14 years with HPCC. Sandy was dedicated to HPCC, always displayed great passion for professional certification, and worked tirelessly to promote the value of certification.



Mission

*To Advance Expert Care
in Serious Illness*

Pillars of Excellence

1. Education
2. Competence
3. Advocacy
4. Leadership
5. Research

Vision

*To Transform the Care and
Culture of Serious Illness*

2018-2020 Strategic Plans

In order to achieve the priorities outlined in our 2018-2020 strategic plan, the enterprise will focus its efforts on the following areas of impact:

AREAS OF IMPACT	STRATEGIC PRIORITIES
Revenue Growth	Develop and implement an enterprise-wide marketing and communication program Develop and make available best-in-class palliative care resources
Engagement	Solidify and strengthen relationships with organizations that can extend the reach of the organization
Partnership	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

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Professional Development and Networking Resources

Annual Assembly: annualassembly.org

Certifications: advancingexpertcare.org/certification

Career Center: careers.advancingexpertcare.org

Employer Partner Program: advancingexpertcare.org/employer-partner

Position Statements: advancingexpertcare.org/position-statements

Scholarships, Grants, and Awards: advancingexpertcare.org/grants-scholarships

HPNA Shop: advancingexpertcare.org/store