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,

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.
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.
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:** HPNFIInfo
Over 1,750 Facebook followers

**Twitter:** @HPNFoundation
200 Twitter followers

**HPCC**

**Facebook:** HPCCInfo
Nearly 3,300 Facebook followers

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### #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.

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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)*
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.

**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

**Directors**
Joseph Ebberwein, BBA, MPS
Jennifer Hale, MSN, BS, RN, CHPN
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)

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.

**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

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
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, ACNP
- **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

Nadine Barrett, PhD, MA, MS
2018 Clinical Practice Forum Keynote Speaker
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

- 31% Expense Share
- 29% Membership
- 29% Education Products & Services
- 3% Investment Gains/Losses (Includes Unrealized Loss)
- 8% Other

EXPENSE STREAMS

- 57% Payroll
- 16% Professional Services
- 12% Office
- 5% Education P&S
- 5% Other
- 2% Board Expenses
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

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

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.
2018 HPCC FINANCIALS

**REVENUE**

- 67% Initial Certifications
- 22% Recertifications
- -10% Investment Gains/Losses (Includes Unrealized Loss)
- 1% Other

**EXPENSES**

- 51% Expense Share
- 33% Testing
- 6% Office
- 3% Board
- 2% Recognition
- 2% Program: Cambia Scholarship
- 2% Program: Nurse Leadership Development
- 1% Program: Pediatric Initiative
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
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 Hantzsche, 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.

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
Abby 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

84% Major Initiatives Funding
8% Individuals
6% Corporate
2% [Investment Income/(Losses)] (Includes Unrealized Loss)

FUNCTIONAL EXPENSES

52% Program: Community Based Guidelines
16% Program: Education & Research
15% M&B
11% Fundraising
3% Program: Education Pathways
2% Program: Cambia Scholarship
1% Program: Nurse Leadership Development
0% Program: Pediatric Initiative

Hospice & Palliative Nurses Foundation
Advancing Expert Care in Serious Illness
2018 DONOR HONOR ROLL

Corporate & Foundation
Amazon Smiles Foundation
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
PSI/AMP-SAE
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 Wingertsaeh
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 Paise
David & Nancy Stott
Friend (Up to $249)
Kristi Acker
Rebecca Adam
Lucinda Adams
Tara Airoldi
Ann Aksmat
Amy Albarran
Patricia Albrecht
Lynn Allchin
Sherry Allen
Richard Allen
Carrie Allen
Donato Ancheta
Kristin Anderson
Amy Anderson
Lynn Andrejko
Linda Arcurie
Bernita Armstrong
Maria Ash
Lisa Atwell
Patricia Auer
Joanne Auger
Cheryse Austin
Wanda Ayala
Debra Bach
Blanca Backus
Anna Lyn Bagayan
Jessica Bailey
Barbara Bailey
Amy Bailey
Susan Bais
Doreen Baker
Sharon Bakken
Isabel Bales
Kathryn Ballou
Stephanie Bank
Susan Barbour
Eva Barger
Donrinda Barley
Christi Barnas
Joseph Barone
Colleen Bass
Summer Bates
Dawn Beard
Amy Beasley
Michelle Becker
Rachael Beggs
Cindy Behr
Jean Bell
Rose-Anne Bennett
Calen Bennett
Maureen Bergstrom
Amy Berman
Patricia Bevlock
June Biasci
Mary Biegel
Essie Bingham
Sandra Black
Evelyn Bollinger
Daniella Bonano
Catheine Bond
Sharon Booth
Suzette Bosveld
Paula Boycott
Christina Branch
Kimberly Brenay
Susan Brennan
Nora Brennan
Mavis Brewster
Amy Bridges
Tricia Brinkman
Cliphane Brough
Angela Brouse
Kama Brown
Cynthia Brown
Melody Brown Hellsten
Jami Broyles
Julie Broze
Catherine Buckingham
Nora Buckley
Charelne Bunts
Coleen Burchfield
Carol Burke
James Burns
Geneva Butcher
Nancy Butler
Gregorio Cadelina
Dorothy Cafran
Kelly Cahill
Mary Callahan
Jennifer Canapp
Janice Cannel
Jan Capehart
Barbara Carbajo
Joan Carpenter
Kathleen Carpenter
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.”
MaryAnne Kieran
Terry Kilbury
Woon-Ok Kim
Sujeong Kim
Betsy King
George King
Dianna Kinniklee
Jennifer Kirkpatrick
Susan Kiser
Robin Kivett
Rose Klein-Seymour
John Knapp
Susan Koff
Andrea Krekich
Lindsay Kreps
Christine Kubicky
William Kubicky
Michael Kuiper
Harlee Kutzen
Michelle Kyle
Tracy Lado
Jim LaForge
Marcia Lahaie
Elizabeth Lambert
Aimee Laperriere-Hunt
Kristin Lueking
Debra Lum
June Lunney
Julie Lussier
Sharon Lutz
Aileen Lynch
Julie MacCluskey
Mary Maceachern-Crain
Corinne MacEgan
Bradford Macy
Cheryl Madsen
Len Mafra
Heather Maier
Kathryn Malarkey
Gayla Manary
Maria Mangini
Cheryl Marita
Jessica Markus
Donna Marrero
Jason Marsh
Lori Marsh
Mariola Martens
Nancy Martin
Heidi Martin
Heather Martin
Caroline Marzello
Katherine Matas
Cindi Matsumoto
Rosanne Mattiace
Martha Maughon
Terri Maxwell
Terri May
Polly Mazanec
Darla McBroom
Michael McCarty
Kristy McClean
Margaret McCormick
Lisa McCrory
Jeanne McCullen
Christine McCullough
James MCDaniel
Matthew McGraw
Wanda McGregor
Marlene McHugh
Susan McIntyre
Brenda McKenzie
Chun McMahon
Erin McMenamin
Allison McNeil
Deborah Medakovich
Anne Megson
Tandy Mellard
William Meredith
Jane Mergle
Kristin Metzger
Catherine Michal
Kara Lea Middleton
Linda Millar
Joanne Miller
Lisa Mills
Susan Minarik
Jennifer Misasi

Martha From
Lilly Fung
Brandi Gabriel
Megan Gagliano
Mary Gallant
Teresa Gallo
Elvira Garcia
Jennifer Garnett
Melodie Garrison
Amy Garwood
Jim Gatewood
Jennifer Gentry
Loretta Geurds
Donna Gibson
Gayla Giffen
Melodie Gill
Amy Gillespie
Kaitlin Glaeser
Jennifer Goldsborough
Jennifer Goldwag
Karen Gonyon
Catherine Gonzales
Lorraine Goodwin
Janine Goulet
Jennifer Grabot-Gomez
Joseph Graham
Theresa Grano
Lora Green
Juliette Green
Mary Greene
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Diane Grimm
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Joanne Miller
Lisa Mills
Susan Minarik
Jennifer Misasi
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
Shari Roland
Cecilia Roman
June Rosen
Martha Roy
Shirley Ruck
Lori Ruder
Julie Rudolph
Sharon Ruhl
Laura Runkle
Joan Saseiro
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Cynthia Watson
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Ashley Weetsee
Lisa Weg
Misae Wela
Cheryl Welch
Helen Wellens
Sara Welsh
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Miriam Weter
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Mary Wheeler
Tami White
Barbara Widmer-Wrenn
Michele Wiese
Justin Wilkerson
Susan Williams
Judith Williamson
Susan Williger Sidell
Mary Willis
Laura Wilson
Elizabeth Winders
Shannon Winegarner
Ginny WingertSahn
Dewey Winkler
Kathleen Witkowski
Marianne Wohler
Alexander Wolf
Marie Wolfram
Deniece Woodson
Kevin Yarrow
Jodi Yee
Jonathan Yoder
Ji Young
Victoria Young-Condon
Sandra Youngworth
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Caroline Zaworski
Judy Zeringue
Gary Zimny
Noel Zulueta

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As a charitable organization, HPNF acknowledges and thanks all of our supporters

**TO MAKE A GIFT IN SUPPORT OF HPNF PLEASE VISIT:** advancingeexpertcare.org/give-now
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.
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:

<table>
<thead>
<tr>
<th>AREAS OF IMPACT</th>
<th>STRATEGIC PRIORITIES</th>
</tr>
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<tbody>
<tr>
<td>Revenue Growth</td>
<td>Develop and implement an enterprise-wide marketing and communication program</td>
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<tr>
<td></td>
<td>Develop and make available best-in-class palliative care resources</td>
</tr>
<tr>
<td>Engagement</td>
<td>Solidify and strengthen relationships with organizations that can extend the reach of the organization</td>
</tr>
<tr>
<td>Partnership</td>
<td>Implement technology improvements and advances to position the organization for long-term growth and success</td>
</tr>
<tr>
<td></td>
<td>Expand and refine the employer program to drive continued growth</td>
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**Pillars of Excellence**

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

**Mission**
To Advance Expert Care in Serious Illness

**Vision**
To Transform the Care and Culture of Serious Illness

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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