

I AM A NURSE BECAUSE...

I educate, advocate,
and provide direct
bedside care

compassion &
competence
walk hand-in-hand

it's an honor to care
for those at end of life
- and teach others
how to do the same!

I have found my place.
A career I could never
have imagined, knowing
that I have helped
others and grown
personally.



**Advancing
Expert Care**

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

ANNUAL REPORT

advancingexpertcare.org

CEO REMARKS

2019 was a year of transition for our organizations. Our previous CEO, Sally Welsh, retired and I began my tenure as CEO. I feel very fortunate to pick up the gauntlet passed to me by Sally, Judy Lentz, Marty Barber, and Madalon Amenta. These powerful and thoughtful nurse leaders paved the way for me to step into this wonderful leadership role.

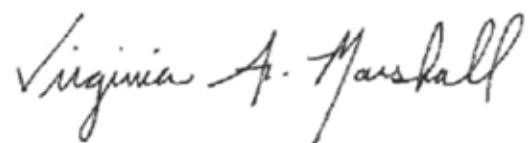
Throughout 2019 the Hospice & Palliative Nurses Association (HPNA) strengthened our chapters, improved our process for communication, significantly increased and enhanced our educational offerings, advocated for our nurses through position statements and letters to Congress, CMS, and the National Academy of Science. Our Education team skillfully pivoted a long-term educational initiative into a state-of-the-art educational platform, preparing it for a release date in 2020. The same team launched a new podcast program with rave reviews.

Our credentialing body, the Hospice & Palliative Credentialing Center (HPCC), continued to certify over 16,000 healthcare professionals in the specialty of hospice and palliative care. In its never ending quest towards the promotion of continuing competence, HPCC made the application process for Hospice and Palliative Accrual for Recertification (HPAR) faster and easier with an online application for the Hospice and Palliative recertification for our LPN, Pediatric, and administrator certifications. After careful consideration, the HPCC Board of Directors approved reinstatement of the Certified Hospice and Palliative Licensed Nurse (CHPLN) examination. This was followed by a role delineation study to identify and better understand the role of LPNs/LVNs who provide care to seriously ill patients and their families.

Our Foundation, the Hospice & Palliative Nurses Foundation (HPNF) advanced our mission of advancing expert care through numerous scholarships and grants all made possible through the generous support of our donors. HPNF also welcomed two new Florence Wald Champions, they joined the other Champions in setting a wonderful example of Philanthropic passion and commitment.

It is a privilege to work with three strong Boards and such a dedicated staff all of whom are working tirelessly to Advance Expert Care in Serious Illness.

Respectfully submitted,



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



Virginia (Ginger) Marshall (far left) with HPNA members attending the 2019 HPNA Clinical Practice Forum

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 PLANS

REVENUE GROWTH

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.

ENGAGEMENT

PARTNERSHIP

ENTERPRISE SOCIAL MEDIA



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[@HPNAinfo](#) [@HPNFoundation](#)



[Hospice and Palliative Nurses Association](#)



[Hospice and Palliative Nurses Association](#)



[HPNA Podcast Corner](#)

Professional Development & Networking:

HPNA Membership:

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Position Statements:

[advancingexpertcare.org/position-statements](#)

Annual Assembly:

[annualassembly.org](#)

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:

Beth Martin, MSN, ACNP-BC, ACHPN

President-Elect:

Jennifer Hale, MSN, RN, CHPN

Secretary/Treasurer:

Alicia A. Murray, RN, MSN, CHPN

Directors:

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

Holli Martinez, FNP, BC, ACHPN, FPCN

Donna Morgan, RN, BSN, CHPN, CHPCA

Joseph F. Ebberwein, MPS

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

Michelle Webb, DNP, MSN, RN, CHPCA

In 2019, HPNA reached a membership total of close to 10,000 people, with more than half of our members holding an HPCC certification, and 52 active HPNA chapters nationwide. Ongoing projects included delivering more benefits to HPNA chapters, using new technology to increase targeted communications to members, nonmembers, and employer Partners.

REVENUE



- EDUCATION P&S - \$1,112,564 - 31%
- OTHER - \$240,468 - 7%
- INVESTMENTS - \$99,348 - 3%
- EXPENSE SHARE - \$1,122,924 - 31%
- MEMBERSHIP - \$1,003,324 - 28%

EXPENSES



- PAYROLL - \$2,093,390 - 58%
- BOARD EXPENSES - \$85,289 - 2%
- OTHER - \$157,488 - 4%
- OFFICE - \$305,943 - 9%
- EDUCATION P&S - \$412,106 - 11%
- IT EXPENSES - \$97,667 - 3%
- PROFESSIONAL SERVICES - \$485,303 - 13%

ANCC CNE ACTIVITY

In 2019, HPNA offered more education activities with more continuing nursing education (CNE) offerings than ever before! These activities include but are not limited to webinars, online CNE courses, and conferences.

- HPNA American Nurses Credentialing Center (ANCC) accredited CNE offerings: 78 (152% increase from the previous year)
- Participating ANCC learner certificates issued: 5,182 (165% increase from the previous year)
- ANCC total hours of CNE awarded: 31,785 (199% increase from the previous year)
- ANCC APN Category 1 pharm credits issued: 13,988 (147% increase from the previous year)

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 the issues. HPNA made updates to the following position statements in 2019:

- Medication Safety in Hospice and Palliative Settings
- The Role of Palliative Care in Donation for Transplantation

ADVOCACY EFFORTS

HPNA endorsed the following advocacy efforts:

- Joint Position Statement on the Decision by WHO to Withdraw Guidance Documents
- Nurse Corps Recognition Act
- *ANA's Principles for Nurse Staffing, Third Edition*

HPNA participates in [Serious Illness Quality Hub](#)

HPNA responded to the CMS request for comment on *CMS CY 2020 Medicare Physician Fee Schedule Proposed Rule*

HPNA representative contributes to *Roundtable Prepublication: Improving Access to and Equity of Care for People with Serious Illness*

HPNA participated with National Coalition for Hospice and Palliative Care in formulation of a joint response to the 2019 OIG Report

Following the 2019 release of the OIG Report, HPNA worked with National Center for Elderly Abuse to coordinate educational efforts

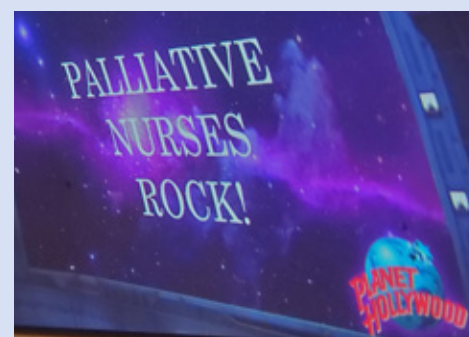
HPNA Board President Beth Martin and CEO Ginger Marshall were interviewed by the **American Journal of Nursing** on [Building a Legacy of Leadership](#).

Hospice and Palliative Nurses Association launched **Task Force to Review Advance Care Planning Tools for Nurses**

Hospice and Palliative Nurses Association **HPNA Podcast Corner** in August 2019



6 EPISODES
5,000+ STREAMS



Board members from HPNA, HPCC, and HPNF met for dinner in January 2020 at Planet Hollywood. Enthusiastic cheers arose from the other diners when this appeared on the big screen at the restaurant.

The following individuals were recognized by HPNA at the 2019 Annual Assembly:

Vanguard Award

Betty Ferrell, PhD, MA, RN, CHPN, FAAN, FPCN

Distinguished Career Achievement Award

Marie Nolan, PhD, MPH, RN, FAAN

Distinguished Nursing Practice Award

Hallie Mason, MSN, CRNP

Distinguished Nursing Researcher Award

Marcia Grant, PhD, RN, FAAN

New Investigator Award

Megan Pfitzinger Lippe, PhD, RN

Presidential Citation Award

Carolyn Jones, Filmmaker and Author



Beth Martin awarded Carolyn Jones with the Presidential Citation Award.

HPNA ANNUAL EVENTS

Annual Assembly

Sponsored by American Academy of Hospice and Palliative Medicine (AAHPM) and HPNA, the Annual Assembly of Hospice and Palliative Care was held March 13–16 in Orlando, FL. More than 3,000 attendees traveled to the Sunshine State to partake in the conference.

Clinical Practice Forum

The HPNA Clinical Practice Forum celebrated its 13th annual conference at the Marriott City Center in Pittsburgh, PA, September 19–21. Keynote speaker Clareen Wiencek, PhD, RN, ACNP, ACHPN, spoke on the topic “We Are Nurses and It Matters.” The conference had more than 220 attendees, making it the largest Clinical Practice Forum since 2014.

ELNEC

In 2019, 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 San Antonio, TX, in April, and a core course in Little Rock, AR, in October. A total of 173 nurses attended an HPNA-sponsored ELNEC course in 2019.

Leadership Weekend

In 2019, for the first time ever, Leadership Weekend was combined with the Clinical Practice Forum, September 19–20 in Pittsburgh. Attendees appreciated the “2-in-1” aspect of the event and returned to their chapters with valuable leadership skills and clinical information.

Virtual Conference

Partnering with the National Hospice and Palliative Care Organization and AAHPM, HPNA held the annual Virtual Conference July 17–18. The conference theme was Overcoming the Challenges of Community-Based Palliative Care. There were a total of 301 attendees at the 2019 conference.



HPNA members and staff recognize National Peace Day at the 2019 Clinical Practice Forum.

HOSPICE & PALLIATIVE CREDENTIALING CENTER

The Hospice and Palliative Credentialing Center currently certifies more than **16,000 healthcare professionals** in the specialty of hospice and palliative care.



President:

Todd Hultman, PhD, MSN, ACNP, ACHPN

Secretary:

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

Treasurer:

Amy Beasley, DNP, RN, CCM, CHPN

Directors:

Joyce Palmieri, MS, RN, CHPN

Kimberly Kidd Brasher, RN, CHPN, CHPCA

Mark Bertler, CAE

Kevin Yarrow, BS, CHPCA

Patricia L. Cameron, PhD, RN, CHPN

Throughout 2019, HPCC offered 3,147 certification exam programs, approving 2,093 new certificants and recertifying 1,479 individuals, for a total of 3,572 new certifications and recertifications throughout the year.

REVENUE



- CREDENTIALING INCOME
\$1,516,440 - 87%
- CERTIFICATION PINS
\$10,919 - 1%
- OTHER INCOME
\$34,836 - 2%
- INTEREST INCOME
\$169,241 - 10%

EXPENSES



- EXPENSE SHARE
\$816,469 - 50%
- RECOGNITION
\$32,246 - 2%
- OTHER
\$55,466 - 3%
- EXAM DEVELOPMENT COMMITTEES
\$37,527 - 2%
- BOARD
\$45,247 - 3%
- PROFESSIONAL SERVICES
\$55,683 - 4%
- OFFICE
\$84,241 - 5%
- EXPENSE SHARE
\$511,919 - 31%

HPCC UPDATES

Certification Recognition Luncheon

The HPCC Certification Recognition Luncheon, held March 14th during the Annual Assembly, recognized Sally Welsh, outgoing CEO of HPNA, HPCC, and HPNF, who presented on “Certification: A Value Proposition for Individuals and Employers.” The 2019 Certificants and Employer of the Year were also presented during the luncheon.

Certificants of the Year

ACHPN: Erica Frechman, MSN, AGPCNP-BC, ACHPN

CHPN: Bernadette Dugan, RN, CHPN

CHPPN: Amy Corey Haskamp, MSN, RN, PCNS-BC, CPON, CHPPN

CHPLN: Cassie Baughman, LPN, CHPLN

CHPCA: Sarah Thirlwell, MSc, MSc(A), RN, AOCNS, CHPN, CHPCA

Employer of the Year: Hospice of Miami County, Troy, Ohio

Examination Development Committees 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

The online Hospice and Palliative Accrual for Recertification (HPAR) process was extended to include applications for the CHPLN, CHPPN, and CHPCA certifications. The paper application was discontinued.

Credential Update

In the spring of 2019, the HPCC Board of Directors approved reinstatement of the Certified Hospice and Palliative Licensed Nurse (CHPLN) examination. The CHPLN examination will be available for test-takers beginning September 2020.

HPCC UPDATES

In the spring of 2019, the HPCC Board of Directors approved reinstatement of the Certified Hospice and Palliative Licensed Nurse (CHPLN) examination. Later in the year, HPCC conducted a role delineation study with the purpose of identifying critical tasks performed by LPNs/LVNs who provide care to seriously ill patients and their families. The results of this survey helped determine what updates should be made to the CHPLN examination.

The seven HPCC credentials are:

- Advanced Certified Hospice and Palliative Nurse (ACHPN)
- Certified Hospice and Palliative Nurse (CHPN)
- Certified Hospice and Palliative Pediatric Nurse (CHPPN)
- Certified Hospice and Palliative Licensed Practical Nurse (CHPLN) – to be reinstated in 2020
- Certified Hospice and Palliative Nursing Assistant (CHPNA)
- Certified in Perinatal Loss Care (CPLC)
- 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

Ex-Officio:

Diane Mead, RN, BSN, ACC, LNC

HPNA Representative:

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

Directors:

Providenza Loera Rocco, JD, MSW

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

Markita J. Billups

Amy Jacobs, MSN, RN, CHPN

Blake Tobias Jr., MS, HA-ODL

REVENUE



- CORPORATE
\$75,000 - 34%
- INTEREST & UNREALIZED GAINS
\$22,346 - 10%
- INDIVIDUALS
\$54,424 - 25%
- MAJOR INITIATIVES FUNDING
\$69,379 - 31%

EXPENSES



- *EDUCATION & RESEARCH
\$237,872 - 36%
- *CAMBIA SCHOLAR
\$17,416 - 3%
- *PEDIATRIC INITIATIVE
\$48,795 - 7%
- *NURSE LEADERSHIP DEVELOPMENT
\$63,113 - 10%
- FUNDRAISING
\$116,780 - 18%
- M&G
\$169,129 - 26%

*DENOTES AN HPNF PROGRAM

HPNF SCHOLARSHIPS

Annual Assembly Conference Scholarships

- Abbey Drummer
- Lauren Hancock
- Amy Hatton
- Brighton Loveday
- Lola Nation
- Catherine Pearson
- William Rosa
- Tammy Stokes

Certification Scholarships

- Erin Currie
- Holly Clanton
- Michelle Cooley
- Rebecca Edwards
- Brandi Holloway
- Lisa Kenney
- Katelyn Linker
- Tiffani McKenna
- Theresa Pietras
- Sharon Seaton

Clinical Practice Forum Conference Scholarships

- Caitlin Barghausen
- Marsha Ferrell
- Patricia Kuruc
- Petti-Jeanne Sheldon
- Sharon Seabolt
- Victoria Wilkinson

ELNEC Scholarships

- Tracey Alderman
- Christine Schaffer
- Carol Schank
- Marie Garcon
- Jude Kraus
- Mary Tresgallo

Individual Education Scholarships

- Doctorate – Amisha Parekh De Campos
- Doctorate – Sara Schierenbeck
- Master's – Matthew Liccketto
- Master's – Cynthia Scott
- Bachelor's – Danielle Gantner
- Associate's – Diane McCormack

National Nursing Ethics Conference Scholarship

- Joanne Auger

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

- Sarah Belcher



THANK YOU TO OUR 2019 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.

Corporate Sponsors

Cambia Health Foundation
The Y.C. Ho/Helen &
Michael Chiang Foundation

Clinical Practice Forum Sponsors & Exhibitors

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Nursing Division,
University of Pittsburgh
Medical Center

Visionaries (\$5,000 - \$49,999)

Anonymous
Craig Byrum

Advocates (\$1,000 - \$5,000)

Margaret Avery-Robinson
Betty Ferrell
Debra Heidrich
JoAnne Reifsnyder
Cindy Stafford

Benefactors (\$500 - \$999)

Nessa Coyle
Jennifer DiVito
Marylin Dodd
Denise Economou
Teresa-Lynn Hinkley
Virginia (Ginger) Marshall
Ellen Martin
Jeanne Martinez
John Mastrojohn III
Diane Mead
Donna Morgan
Rafael Romo
Steve Smith

Denise Stahl
Blake Tobias
Joelle Vlahakis
Ginny Wingertsahn

Hospice and Palliative Nurses Association Chapter Contributions

Boston Chapter
Chicagoland Chapter
Midwest Kansas City
Minnesota Chapter
Northeast Oklahoma
Chapter
Oklahoma Chapter
San Francisco Bay Area
Chapter
Southcentral Pennsylvania
Chapter
Texas Midwest Chapter
West Central Florida Chapter

Patrons (\$100 - \$499)

Elizabeth Beeson
Mark Bertler
Mary Blaney
Linda Blum
James Bradley
Anna Brock
Joan Carpenter
Dena Clayton
Jonathan Cohen
Susan Compton
Girlie Corpuz
Channin Daugherty
Wendy DePietro
Jeffrey Dodd
Joseph Ebberwein
Lars Egede-Nissen
Mary Ersek
Regina Fink
Elizabeth Freitas
Regina Geracci
Catherine Glennon
Betty Gorman
Marika Haranis
Rebel Heasley
Pam Hinds

Lisa Hood
Ann Huessener
Sharon Huff
Anne Hughes
Elizabeth Kavanagh
Terry Kilbury
Alexis Kimber
John Knapp
Katherine Kobler
Susan Koff
Deborah Kramer
Christine and Bill Kubicky
Judy Lentz
June Lunney
Sharon Lutz
Nancy MacRae
Len Mafrica
Pam Malloy
Polly Mazanec
Katherine McGraw
Erin McMenarrin
Diane Meier
Susan Meskis
Karen Mulvihill
Cindy Muron
Paula Nelson-Marten
Lynda Noll
Patricia Oren
Jane Owen
Margaret Paterson
Carel Peterson
Thomas Quinn
Scott Regan
Barbara Reville
Greg Robins
Lucia Rueckel
Sharon Ruhl
Denise Sheehan
Jane Sidwell
Gail Simburger
Timothy Sparing
Julie Steller
Julie Tanner
Kim Vandeventer
Jeanne Vogt
Nancy Walrafen
Misae Wela
Rachel Wixson

FLORENCE WALD CHAMPIONS (\$10,000)

Ginger Marshall (2019)
Anne Hughes (2019)
Katy Lanz (2018)
Denise Stahl (2018, 2013)
Joyce Palmieri (2017)
Betty Ferrell (2016, 2005)
Sally Welsh (2016)
Jeanne Martinez (2015, 2004)
Marge Maisto (2014)
Debra Weigand (2011)
Constance Dahlin (2007)
Joy Buck (2009)
Pam Malloy (2009)



Rose Virani (2009)
Kate Faulkner (2008)
Debra E. Heidrich (2008)
Mary Louise Irvine (2008)
Jane C. Sidwell (2008)
Patricia Berry (2007)
Elizabeth Ford Pitorak (2007)
Bonnie Glod (2006)
Barbara Miller (2006)
Mary Ersek (2005)
Linda Gorman (2005)
Judy Lentz (2004)

"As a palliative care nurse and educator, I support HPNF because it's important to me that people with serious illness have access to the best care possible. Through scholarships, educational programs, and research opportunities, HPNF is helping to grow the specialty of palliative nursing and to ensure a future that enables access to palliative care for everyone. I am proud to be a Florence Wald Champion and to support HPNF's mission to advance expert care in serious illness. Please join me and make a donation today!"

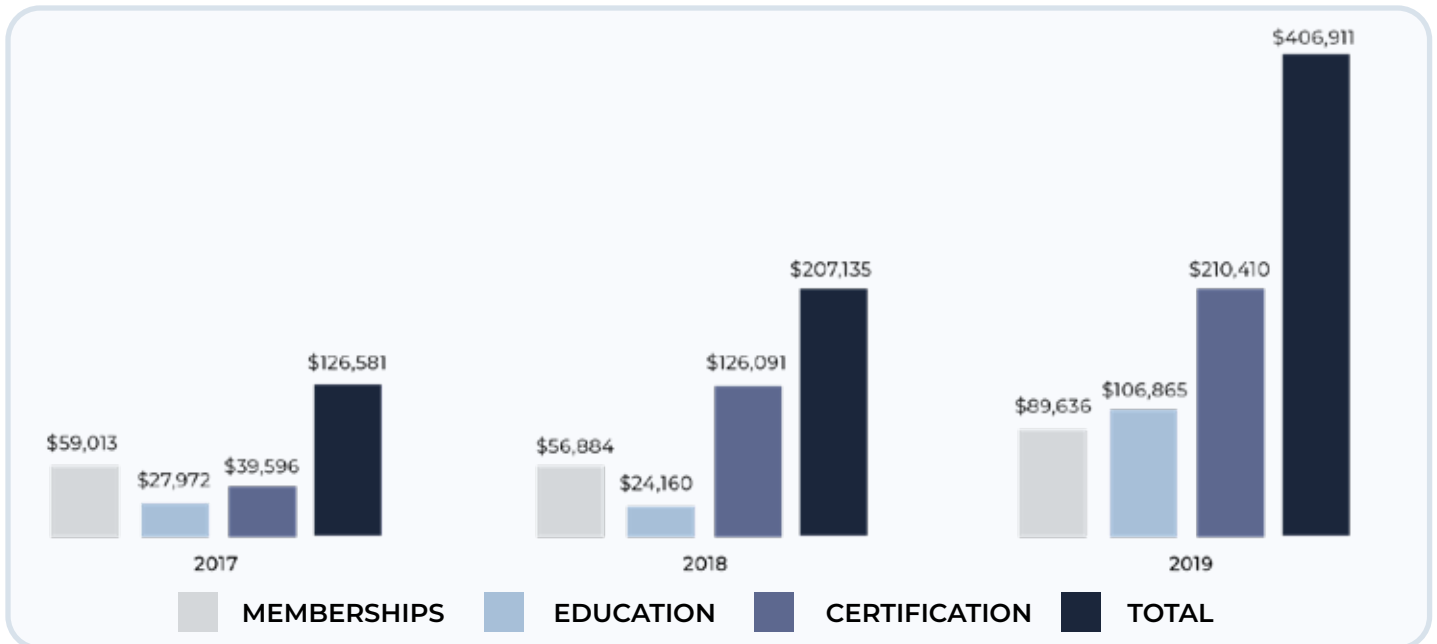
- Denise Stahl, Board Chairperson, Hospice and Palliative Nurses Foundation

**TO MAKE A GIFT IN SUPPORT OF HPNF
PLEASE VISIT: [ADVANCINGEXPERTCARE.ORG/GIVE-NOW](https://advancingexpertcare.org/give-now)**

EMPLOYER PARTNER PROGRAM

The Employer Partner Program (EPP) was developed to join forces with employers who support their nursing care teams with professional development through education and certification. This program has seen at least a 50% growth each year since 2017.

There was a 96% increase in overall revenue from 2018 to 2019. Please refer to the graph below for increases in specific areas such as membership, educational resources, and certification.



In 2019, The Employer Partner Program developed individual partner portals, which provide each employer with access to partnership agreement information along with sortable reports that include data about employee activity within the Employer Partner Program.

The Employer Partner Program had a presence at the following conferences and events:

- Annual Assembly of Hospice & Palliative Care (March – Orlando, FL)
- National Hospice and Palliative Care Organization (NHPKO) Leadership and Advocacy Conference (April – Washington, DC)
- Clinical Practice Forum (September – Pittsburgh, PA)
- National Association for Home Care and Hospice (NAHC) Annual Conference and Expo (October – Seattle, WA)
- NHPKO Interdisciplinary Conference (November – Orlando, FL)
- Center to Advance Palliative Care (CAPC) National Seminar (November – Atlanta, GA)

ENTERPRISE CONTACT INFORMATION

EMAIL

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HPNF: info@hpnf.org

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