I AM A NURSE BECAUSE...

I educate, advocate, and provide direct bedside care.

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

Compassion & competence walk hand-in-hand.

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 2019
advancingexpertcare.org
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 on 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 summitted,

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

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

2018–2021 STRATEGIC PLANS

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

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

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

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

Expand and refine the employer program to drive continued growth.

ENTERPRISE SOCIAL MEDIA

@HPNAinfo @HPCCinfo @HPNFinfo
@HPNAinfo @HPNFoundation
Hospice and Palliative Nurses Association
Hospice and Palliative Nurses Association
HPNA Podcast Corner

Professional Development & Networking:
HPNA Membership:
advancingexpertcare.org/membership

Certifications:
advancingexpertcare.org/certification

Employer Partner Program:
advancingexpertcare.org/employer-partner

Career Center:
careers.advancingexpertcare.org

HPNA Store:
advancingexpertcare.org/store

Position Statements:
advancingexpertcare.org/position-statements

Annual Assembly:
annualassembly.org
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.
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

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.

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

HPNA Podcast Corner

6 EPISODES
5,000+ STREAMS
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

**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 Wienczek, 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.
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 HPFN, 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.
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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Enclara Pharmacia
The Gideons International Hospice Corporation
Mary Ann Liebert, Inc.
Medtronic
OptumCare
Spiritual Care Association Nursing Division, University of Pittsburgh Medical Center

Visionaries ($5,000 - $49,999)
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Craig Byrum

Advocates ($1,000 - $5,000)
Margaret Avery-Robinson
Betty Ferrell
Debra Heidrich
JoAnne Reifsnyder
Cindy Stafford

Benefactors ($500 - $999)
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Ellen Martin
Jeanne Martinez
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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
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
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Susan Meskin
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

Denise Stahl
Blake Tobias
Joelle Vlahakis
Ginny Wingertsahn
"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
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 (NHPCO) 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)
- NHPCO Interdisciplinary Conference (November – Orlando, FL)
- Center to Advance Palliative Care (CAPC) National Seminar (November – Atlanta, GA)
ENTERPRISE CONTACT INFORMATION

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