

PRACTICE WITH

# PURPOSE & PASSION

2013  
AANN  
ANNUAL  
REPORT



AGNES  
MARSHALL WALKER  
FOUNDATION



# PRACTICE WITH PURPOSE & PASSION



The American Association of Neuroscience Nurses (AANN), the American Board of Neuroscience Nursing (ABNN), and the Agnes Marshall Walker Foundation (AMWF) present to you the 2013 Annual Report. The report highlights the successes of 2013 and looks at our goals for 2014. This year, we continued to drive toward our goal of being the leading authority in neuroscience nursing. With our strategic plan in mind, we made great strides in education, customer engagement, neuroscience expertise, and finance.

Our success goes hand in hand with the continued advancement of neuroscience nursing as a whole, and our members are the driving force. We thank you for your continued support and commitment and we invite you to join us on our journey for another year of success—Practice with Purpose & Passion!

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Lynn Hundley, MSN RN APRN CCNS  
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Joan Kram, MBA RN FACHE  
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## AANN MISSION

The American Association of Neuroscience Nurses (AANN) is committed to the advancement of neuroscience nursing as a specialty through the development and support of nurses to promote excellence in patient care.

## AANN VISION

The American Association of Neuroscience Nurses (AANN), as the leading authority in neuroscience nursing, inspires passion in nurses and creates the future for the specialty.

# EDUCATION

AANN leaders and volunteers continue along the path toward achieving excellence in neuroscience nursing education. One of AANN's most well-respected educational tools is the *Journal of Neuroscience Nursing (JNN)*.

In 2013, *JNN*'s impact factor remained strong for a journal of its size. Additionally, the *JNN* team launched a video abstract option, ramped up social media activity on Facebook and Twitter, improved review timeliness, and added international reviewers to the roster. *JNN*



includes content relevant to all levels of nursing practice, and offers AANN members free continuing education (CE) credits.

AANN set the gold standard for clinical practice guidelines (CPGs). Our portfolio of guidelines continues to expand, with the myasthenia gravis CPG published in 2013 and two additional CPGs in development. Partnerships were vital to the development of the guidelines, and AANN thanks its supporters.

AANN continues to promote neuroscience education in conjunction with the

American Board of Neuroscience Nursing (ABNN). ABNN developed a new stroke nursing certification, the Stroke Certified Registered Nurse (SCRN). The first SCRN exam was administered in May 2013 during Stroke Awareness Month. To help nurses prepare for this certification, AANN developed a self-assessment exam. The self assessment and other stroke certification study tools are available for purchase in the AANN online store. In addition, AANN will have a stroke study guide available in summer 2014.

The American Association of Neuroscience Nurses is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center's (ANCC) Commission on Accreditation. The approver reaccreditation process and a reaccreditation site visit were completed in 2014. AANN was awarded Accreditation with Distinction as an approver of continuing nursing education. This is the highest recognition awarded by the ANCC's Accreditation Program. Approver status from ANCC allows AANN to approve educational programs for CE credit, providing a revenue stream for the association. AANN processes many applications for approval, which net several thousand dollars annually, and we

## GOAL:

Nurses use AANN's educational products as their first choice to meet their neuroscience learning needs.

expect to receive a record number of CE applications this year.

*Neuroscience News*, the weekly AANN e-newsletter, was enhanced by incorporating association and aggregated neuroscience news stories. The enhanced content has been well received by members, and we invite you to share your updates including job promotions, awards, and chapter events by e-mailing [info@aann.org](mailto:info@aann.org).

The 46th Annual Educational Meeting held in Anaheim, CA, March 8–11, 2014, was a great opportunity for AANN members to "Practice with Purpose & Passion." Attendance was impressive, especially in a time of budget cuts, and the meeting was filled with notable presenters and exhibitors. Attendees participated in learning opportunities that met the needs of all members' backgrounds and experience levels. AANN continues to evolve and advance the profession thanks to the unmatched passion of our members.



# CUSTOMER ENGAGEMENT MEMBERSHIP

The AANN Board of Directors and key leaders held a strategic planning session in November 2013. The group of 18 leaders made AANN's goal for 2014 to boost membership retention rates and increase our membership to 6,000 brilliant neuroscience nurses. Now, we're turning to you, our members, for help. Encourage your colleagues to join this great organization. Tell them about our many membership benefits. Let's work together to achieve our wildly important goal!

The voice of the AANN customer remains in the forefront of our customer engagement goal. An important facet of the network for neuroscience nurses is access to a local AANN chapter to engage with throughout the year. Integrating the local chapters with the national organization has been an ongoing customer engagement goal. The integration plan that began in 2010 is now complete and we are near our goal of 100% dual

membership—meaning nearly all members of a chapter also are AANN national members. We've implemented online membership renewal and membership purchases to include the option to join a chapter based on your location. The new online platform automatically lists the chapters in your state so you can select the chapter you want to join as you check out and pay your membership dues. We're very excited about furthering the impact of chapters in 2014!

AANN's growing Facebook page and special focus group (SFG) Listservs continue to be robust resources for members. In the 2013 membership survey, many members identified the SFG Listservs as one of the most valuable membership benefits. The eight topic-specific e-mail Listservs are an opportunity to connect with more than 1,500 of our members who are on hand to answer your most challenging questions and offer advice.

Most questions are answered in less than 24 hours, and hundreds of shared documents are archived in the SFG resource center on our website.

AANN's Facebook page had major growth in 2013 and

## GOAL:

AANN is the first choice as a trusted resource and network for neuroscience nursing consumers.

now has more than 2,700 "likes." Visit us at [www.facebook.com/neuronurses](http://www.facebook.com/neuronurses) for the latest news in neuroscience nursing and AANN updates.

AANN is proud to be able to provide a wealth of membership benefits. AANN membership includes more than \$2,000 in benefits, a value of more than 15 times the cost of the membership dues! Our work drives our vision of being the leading authority in neuroscience nursing. In early 2014, AANN added a new membership benefit: e-membership in the American Nursing Association (ANA). AANN members now have access to all of the members-only aspects of the ANA website, Nursing World. The ANA e-membership includes digital access to ANA resources, including *American Nurse Today* and the *Online Journal of Issues in Nursing*. In addition, members have access to e-newsletters, free and discounted access to professional development resources and CE, member discounts at [www.nursesbooks.org](http://www.nursesbooks.org), and access to ANA's advocacy efforts. AANN looks forward to continued collaboration with ANA.

BENEFIT	VALUE
<i>Neuroscience News</i>	\$100
<i>Journal of Neuroscience Nursing (JNN)</i>	\$141
JNN CE	\$45
CPG CE	\$40
ANA e-membership	\$45
Annual Educational Meeting registration	\$100
Certification fee savings	\$100
Product discounts	\$230
Scholarships, grants, and awards	\$1,200
<b>SFG Listservs</b>	<b>PRICELESS</b>
<b>Total Value of AANN Membership</b>	<b>\$2,000+</b>

# NEUROSCIENCE EXPERTISE INFLUENCE

AANN continues to develop existing and new partnerships. AANN is allied with several organizations through which our nurses have the opportunity to share their neuroscience expertise.

In 2013, the AANN Institute of Medicine (IOM) Task Force completed its work. The task force made major strides in positioning AANN members as neuroscience experts by creating a PowerPoint designed to accompany the AANN white paper in response to the IOM *Future of Nursing* report. As the leading authority for neuroscience nursing, we want to help neuroscience nurses realize their full potential using the four themes endorsed by the IOM report.

AANN increased the association's influence through a strengthened partnership with the American Heart Association/American Stroke Association (AHA/ASA). A free webinar for members in spring 2013 and mutual conference presentations were just the beginning of this collaboration. AANN continues to nominate qualified members for key committees, and we've expanded our reach to influence stroke research and treatment.

In addition, AANN made the decision to support ANA's *Safe Patient Handling and Mobility* position statement. Injuries are common in nurses and often are caused by manually lifting or moving patients. AANN supports ANA's work to prevent injuries and protect nurses through their programs and advocacy.

AANN also joined the Nursing Community, a forum for national professional nursing associations to build consensus on and advocate for a wide spectrum of healthcare and nursing issues, including practice, education, and research.

The AANN Advocacy Committee continues to position AANN as a thought leader in the neuroscience community. The committee reviewed several requests for endorsement this past year, and we anticipate many more exciting opportunities to come our way for review by this group. The committee continues to use their checklist for reviewing requests for endorsement, and they launched the Advocacy Tool Kit in spring 2014. Check the advocacy page of the AANN website for more information and updates on the committee's work.

Members continue to access the World Federation of Neuroscience

## GOAL:

AANN influences the advancement of the field of neurosciences.

Nurses (WFNN) benefits, which are included in AANN membership dues. This connection offers members the ability to gain nursing knowledge and experience from 32 countries. Cindi Bautista, AANN member and WFNN liaison, hosted international WFNN guests attending the annual meeting in Anaheim, CA.

AANN is proud to support mission-related partners doing work to advance neuroscience nursing in the United States. In 2013, this included ABNN, which oversees the Certified Neuroscience Registered Nurse (CNRN) and SCRNC certification and recertification in the United States, and the Neuroscience Nursing Foundation (NNF), a nonprofit organization, which provides grants to support education, research, and recertification costs. In 2013, NNF provided First-Time Attendee Travel Grants to six recipients to offset the cost of attending the AANN Annual Educational Meeting.



# FINANCE

## GOAL:

Establish a long-term financial strategy that will guarantee achievement of AANN's vision.

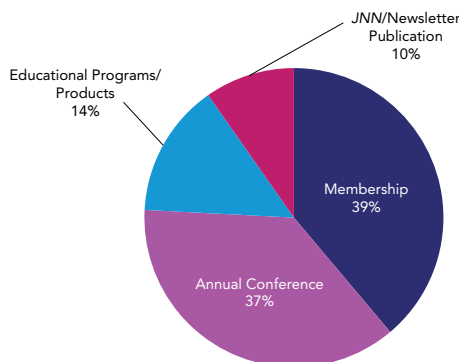
As with any important journey, AANN leaders are focused on having the financial resources to reach the association's goals. The association was profitable in 2013, and we are poised to move forward with this success.

Operating revenue for the year totaled \$1,581,033, with the membership and annual meeting revenues nearly even as the greatest revenue generators for the association. Operating expenses for the year totaled \$1,481,889.

Board leaders made finance a part of the strategic plan, recognizing its importance for securing the association's future. Work in this area has been ongoing, with cost-saving efforts and revenue growth increasing the months in reserve to 4.2. A continued focus on increasing operating revenue and adding non-dues revenue sources will propel AANN's productive path.

The figures on this page represent AANN's financial activity for 2013, ending in December.

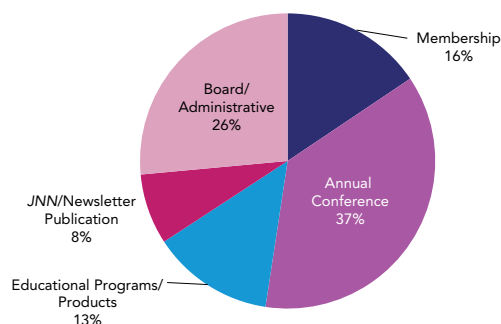
## 2013 Operating Revenue



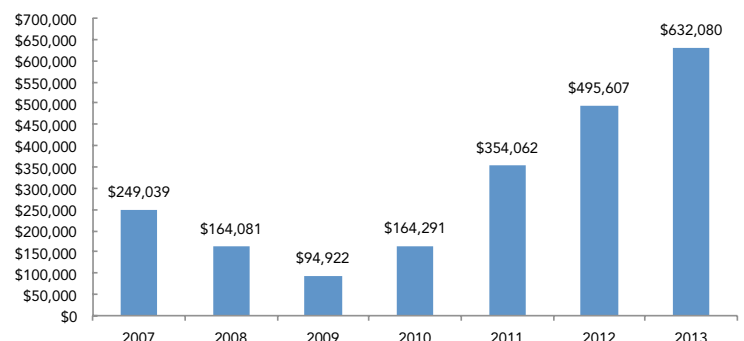
## 2002-2013 Operating Trends



## 2013 Operating Expenses



## 2007-2013 Net Assets





# ABNN REPORT

In 2013, ABNN celebrated the success of the SCRNC credential. Our goals for the first certification exam window were exceeded by 80%! A total of 441 candidates became certified SCRNCs in 2013, with even more nurses registered to sit for the exam in 2014.

It's been a long but rewarding road to the SCRNC exam launch. In 2011, the board of trustees began exploring the potential for a new certification for nurses who work with stroke patients in any setting, including stroke units, emergency departments, critical care units, or rehabilitation units or facilities. An important step was developing and administering a Role Delineation Study (RDS) for nurses who work in the prevention or treatment of stroke to help identify exam content. The RDS was completed in March 2012, and the board made the decision to move forward with developing a stroke certification exam.

A Stroke Test Development Committee was appointed and began working with ABNN's testing company to develop the exam. ABNN announced the new stroke certification at the 2013 AANN Annual Educational Meeting, and the first exam was administered in May 2013 during Stroke Awareness Month.

ABNN submitted the accreditation application for the new SCRNC exam in fall 2013 to the Accreditation Board for Specialty Nursing Certification (ABSNC). This is a lengthy but vital process completed to ensure ABNN demonstrates compliance with the highest certification standards available in the industry.

In 2013, ABNN started the process of a role delineation study for the CNRN

credential. This is required by ABSNC to maintain accreditation of the credential. The feedback from the RDS survey is invaluable and will help develop the CNRN content outline for future exam takers.

The CNRN certification program remains strong, with 554 new CNRNs in 2013. The CNRN certification continues to grow, with the passing rate increasing to 84% in 2013. We look forward to another strong year for the certification and to adding to the 4,643 current CNRNs.

ABNN joins the dozens of organizations honoring the importance of credentialing and certification on Certified Nurses Day each March 19. We are pleased to celebrate with you because we believe credentials matter! ABNN commemorated Certified Nurses Day by sending a note to our more than 4,900 certificants and celebrating on the ABNN website.

The Neuroscience Nursing Foundation (NNF) continued its support of ABNN through their certification grants and certification program for facilities. Now in its third year, the NNF certification program provided preparation materials and exam registration fees for 60 candidates in six organizations.

ABNN trustee and liaison to AANN Michele Grigaitis represented ABNN at the AHA/ASA International Stroke Conference in February 2014. ABNN exhibited at the conference to promote the CNRN and SCRNC credentials, and there was a lot of interest from the nurses in attendance.

CNRNs, SCRNCs, and AANN members are the force behind this incredible year and are responsible for moving us closer

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to our goals. With your support and participation, we will continue to move forward in advancing neuroscience nursing through certification.

# AWARD RECIPIENTS

The following award recipients were honored at the 46th Annual Educational Meeting for their contributions to and influence in advancing neuroscience nursing through their practice efforts.



**EXCELLENCE IN ADVANCED PRACTICE NURSING**  
Norma D. McNair, PhD RN ACNS-BC CNRN



**MARY DECKER MENTORSHIP**  
Cathy C. Cartwright, MSN RN PCNS



**EXCELLENCE IN CLINICAL PATIENT CARE**  
Deborah LaBelle-Scarfo, BSN RN CNRN



**ABNN MELANIE MINTON CNRN OF THE YEAR**  
Corinna Brander, RN CNRN SCRNI



**EXCELLENCE IN NEUROSCIENCE EDUCATION**  
Mary McKenna-Guanci, MSN RN CNRN SCRNI



**JNN NOVICE WRITER AWARD**  
Amy L. Hester, BSN RNC



**JNN CHRISTINA STEWART-AMIDEI WRITING EXCELLENCE AWARD**  
Cathy C. Cartwright, MSN RN PCNS



**OUTSTANDING CHAPTER**  
Rocky Mountain Chapter



# AMWF REPORT

Agnes Marshall Walker was a cofounder of AANN. She was a loved and respected leader in the neuroscience nursing profession. Some of her many accomplishments included: serving as AANN president, being a founding member and president of ABNN, being a founder of WFNN, and serving on the task force that developed the CNRN exam. Agnes passed away in September 2010, but her legacy lives on. Thanks to a generous bequest left to AANN by Agnes, we were proud to announce at the AANN 46th Annual Educational Meeting that we will

carry on her dedication to neuroscience education through the Agnes Marshall Walker Foundation (AMWF).

The foundation works collaboratively with AANN and ABNN to help support neuroscience education in Agnes's honor. AMWF will award grants and scholarships for research, leadership, and educational pursuits. Grant recipients will use the funds toward neuroscience educational materials, research, professional development, or certification to promote excellence in patient care.



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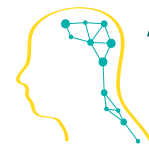
Joan Kram, MBA RN FACHE



"We can see we are now one world.

Neurosurgical nursing is being recognized as a special field of patient care in many countries of the globe. As we forge ahead, let us work together and, united, go forward with strength and determination."

—Agnes Marshall Walker,  
*Journal of Neuroscience Nursing*



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MARSHALL WALKER  
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# AMWF REPORT CONTINUED

Thank you to the generous donors who support neuroscience nursing education:

## Gold (\$500–\$999)

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Linda Littlejohns

Mona Stecker

## Silver (\$200–\$499)

Joanne Hickey

## Bronze (\$50–\$199)

Mary Kay Bader

Leah Phillips-Black

Jennifer Woods

Melissa Christiansen

Lindsey Siewert

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Jason Marzuola

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