

AANN

**2015 ANNUAL REPORT**

**Imparting  
the Wisdom**  
*of Patient-Centered  
Neuroscience Nursing*



AGNES  
MARSHALL WALKER  
FOUNDATION

Presented by the American Association of Neuroscience Nurses jointly with the American Board of Neuroscience Nursing and the Agnes Marshall Walker Foundation.

# Imparting the Wisdom of Patient-Centered Neuroscience Nursing



The American Association of Neuroscience Nurses (AANN), the American Board of Neuroscience Nursing (ABNN), and the Agnes Marshall Walker Foundation (AMWF) present the 2015 AANN Annual Report. Together we are the three pillars driving neuroscience nursing excellence. This report highlights our accomplishments after the 2015 Annual Meeting through the 2016 Annual Meeting and looks at our goals for the duration of 2016. During this past year we continued to drive toward our goal of being the leading authority in neuroscience nursing. With an updated mission, vision, and strategic plan in mind, we made great strides in the areas of membership engagement, education, neuroscience expertise, and finance.

The 2016 AANN Annual Meeting theme, Imparting the Wisdom of Patient-Centered Neuroscience Nursing, has been a driving force for our work leading up to the meeting. AANN strives to offer quality education to our members, provide networking opportunities, and empower our members to share their neuroscience expertise. The education offered by AANN keeps patients at the forefront and ultimately improves patient care. We thank you for your continued support and we invite you to join us on our journey for another year of success!

Jan Hinkle, PhD RN CNRN  
AANN President

Lori Kennedy Madden, PhD RN  
ACNP-NC CCRN CNRN  
AMWF President

Madonna Plueger, MSN RN  
ACNS-BC CNRN  
ABNN President

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### Executive Director

Joan Kram, MBA RN FACHE

## AANN MISSION

The American Association of Neuroscience Nurses (AANN) connects, educates, and inspires nurses as leaders who influence comprehensive neuroscience health.

## AANN VISION

AANN is indispensable to nurses and neuroscience healthcare.

# EDUCATION

**Goal:** Provide dynamic, relevant, educational experiences.

Education is a major part of AANN's mission and vision. One of our strategic goals is for nurses to use our educational products as their first choice to meet their neuroscience learning needs. The *Journal of Neuroscience Nursing (JNN)* is one of AANN's most respected educational tools. In 2015 the *JNN* welcomed a new editor, DaiWai Olson, PhD RN. We are very appreciative of the years Susan Carroll, MS RN BC SCRN, shared her time and talents with *JNN* and thank her for serving as editor from 2008–2015.

The *JNN* Editorial Board continued the video abstract option, ramped up Facebook and Twitter activity, decreased review turnaround time, 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 has set the gold standard for clinical practice guidelines (CPGs). Thanks to the CPG Editor Therese West, DNP APN-BC, and the entire CPG Editorial Board for all of their hard work. The CPG Editorial Board gathered at AANN headquarters in December to review the guidelines and create a timeline for the upcoming year. They also analyzed the current statistics on CPG usage, developed policies and procedures, and developed a business plan.

AANN is accredited as an approver of continuing nursing education by the American Nurses Credentialing Center (ANCC). The Education Approver Committee continued to provide quality reviews of nursing contact hours. This past year they reviewed an amazing 32 applications and brought in nearly \$8,000 in revenue.

The Education Provider Committee ensures that we are in compliance with the planning, implementation, and evaluation of educational programs according to the ANCC and the American Nurses Association (ANA) standards of continuing education. We went through the provider reaccreditation site visit in 2015, and AANN was awarded 4-year accreditation. This honor reaffirms the dedicated work and commitment of our entire team to the core values of our organization. AANN gains several benefits from being a CE provider including increased credibility, expanded visibility, customer loyalty, and higher demand. This was truly a collaborative effort—one that could only be accomplished by the teamwork of the education committee volunteers and staff.

AANN continues to promote neuroscience education. To help nurses prepare for the ABNN Stroke Certified Registered Nurse (SCRN) exam, AANN published the *AANN Comprehensive Review for Stroke Nursing* book and e-book. AANN offers many stroke certification study tools that

are available for purchase in our online store. To answer our members' call for more stroke education, the inaugural AANN Advances in Stroke Care Conference was held in September 2015 in Chicago, and the event sold out! Due to the popularity of the conference, it will be held again in 2016 from August 25–27 at the Loews Chicago O'Hare.

The 48th Annual Educational Meeting, held in New Orleans, LA, from April 9–12, 2016, was a great opportunity for AANN members to learn about *Imparting the Wisdom of Patient-Centered Neuroscience Nursing*. Attendance was impressive and the meeting was filled with notable presenters and exhibitors. One attendee said, **["INSERT QUOTE FROM EVALS."]** Attendees participated in hands-on learning opportunities including an Advanced Correlative Brain and Spine Anatomy course taught by Linda Littlejohns, MSN RN CNRN FAAN, and an Emergency Neurological Life Support (ENLS) preconference session. AANN continues to evolve and advance the profession thanks to the unmatched passion of our members.



## JNN



## Journal of NEUROSCIENCE NURSING

*Delivering the Latest Evidence  
in Neuroscience Clinical Practice*

|  |   |
|--|---|
| <b>.907</b> impact factor                  | <b>3,788</b> institutional digital subscriptions    |
| <b>179</b> institutional print subscribers | <b>66,346</b> website visits                        |
| <b>4,911</b> individual print subscribers  | <b>727</b> issues downloaded on <i>JNN</i> for iPad |

## ANNUAL MEETING

|              |   |
|--------------|---|
| <b>925</b>   | participants in the AANN Annual Educational Meeting |
| <b>42.55</b> | maximum hours of CE one attendee could have earned  |
| <b>108</b>   | educational sessions to choose from                 |
| <b>50</b>    | exhibitors  |

# RELATIONSHIP, MEMBERSHIP, ENGAGEMENT

**GOAL:** Nurture an inclusive, engaged community. Involve others in decisions affecting them.

The voice of the AANN customer remains at the forefront of our relationship, membership, engagement goal. A major benefit of AANN membership is the local chapters available to engage with throughout the year. This year AANN conducted a survey of chapter leaders to learn how we can provide better assistance. As a result of the survey, AANN supported chapter leaders through compliance reports and tax filing processes and expanded access to the chapter listserv and leadership calls. Topics covered on chapter leader calls this past year included how to obtain vendor support for chapter meetings, developing a certification review course, and obtaining CE as chapters. We also developed a speaker's bureau and vendor resource list for chapters to reference.

We're very excited about furthering the impact of chapters in 2016!

AANN's growing special focus group (SFG) Listservs and Facebook page continue to be robust resources and networking tools for members. The SFG Listservs are very active and often regarded as one of the most highly valued membership benefits. The 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. Following the SFG sessions at the Annual Meeting, a decision was made to combine the Neuromuscular/MS and Movement Disorders SFGs. There is now a combined listserv for this group and you can find more information on the SFG page of the website. AANN's Facebook page had major growth in 2015 and now has more than 4,300 likes. Visit us at [Facebook.com/neuronursing](https://www.facebook.com/neuronursing)



for the latest news in neuroscience nursing and association updates.

AANN is proud to be able to provide a wealth of membership benefits valued at more than \$2,000 for less than \$0.35 per day—a value more than 15 times the cost of the membership dues! In early 2014 AANN added a new membership benefit: e-membership in the American Nurses Association (ANA). The ANA e-membership includes digital access to ANA resources, access to e-newsletters, free and discounted access to professional development resources and CE, and access to ANA's advocacy efforts. AANN looks forward to continued collaboration with ANA.



**f 4,329**  
Facebook page likes

**9,000**  
average weekly total reach

Over **135** members serving on **16** committees

**8** Special Focus Groups (SFG)

**AANN.org**  
**15,133**  
average monthly visits

**181,598**  
total visits

**1/3** of AANN members involved in at least one SFG

# NEUROSCIENCE EXPERTISE OR INFLUENCE

**GOAL:** Represent and advocate for neuroscience health.

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

Membership in AANN includes membership to the World Federation of Neuroscience Nurses (WFNN). This connection offers members the ability to gain nursing knowledge and experience from 32 countries. Cindy Bautista, CNRN SCRN, is our representative to the WFNN. She acts as the liaison between WFNN and AANN and hosts international guests attending our annual meetings.

We continue to collaborate with the American Heart Association (AHA) /American Stroke Association (ASA). AANN and ABNN exhibited at the International Stroke Conference and several hundred nurses stopped by our booths to learn more about membership and certification. We continue to nominate qualified members for key AHA/ASA committees and expand our reach to influence stroke research and treatment. We also maintain a partnership with 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 has been doing a wonderful job positioning AANN as a thought-leader in the neuroscience community. The committee completed 22 requests through the Nursing Community and published four articles in the *Neuroscience News* e-newsletter. They also wrote two position statements: a new position on certification, the *AANN Position Statement on the Value of Certification in Neuroscience Nursing*, and an updated *AANN Position Statement on the Impact of Neuroscience Nursing on Quality of Care and Health Outcomes*. The committee also completed the Choosing Wisely document titled "12 things neuroscience nurses and patients should question." The Choosing Wisely campaign is an initiative of the American Board of Internal Medicine Foundation to encourage conversations between patients and their healthcare professionals about what care is genuinely necessary. AANN was honored to be chosen to participate in this initiative. Visit the advocacy page of the AANN website ([aann.org/advocacy](http://aann.org/advocacy)) for more information and updates on the committee's work. In 2016, the committee will further develop alliances with organizations to promote advocacy issues for the betterment of the neuroscience community.

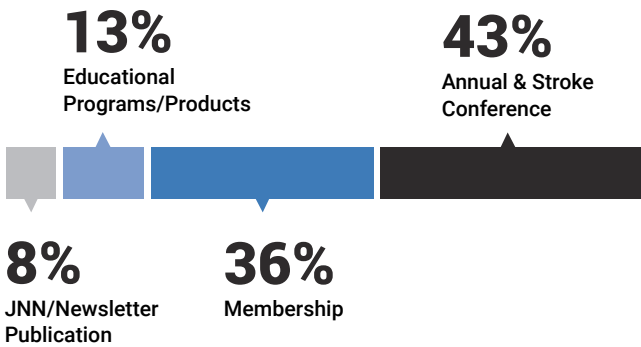


# FINANCE

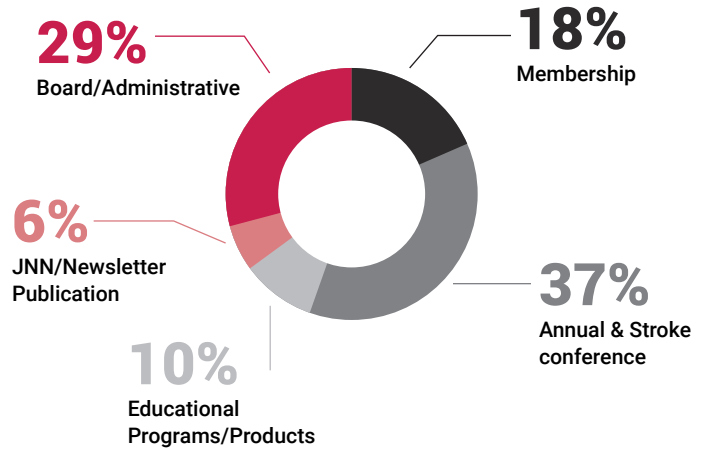
**GOAL:** Sustain a vibrant, service-minded organization.

Last year, we made great progress toward our financial goals. At the end of 2015 we were in good financial standing with 5.4 months in reserve. Operating revenue for the year was over \$2 million, with the membership and annual meeting revenues being the greatest revenue generators for the association. Operating expenses for the year totaled \$1.9 million. A continued focus on increasing operating revenue and adding non-dues revenue sources will contribute to AANN's financial success. The figures on this page represent AANN's financial activity for 2015, ending in December.

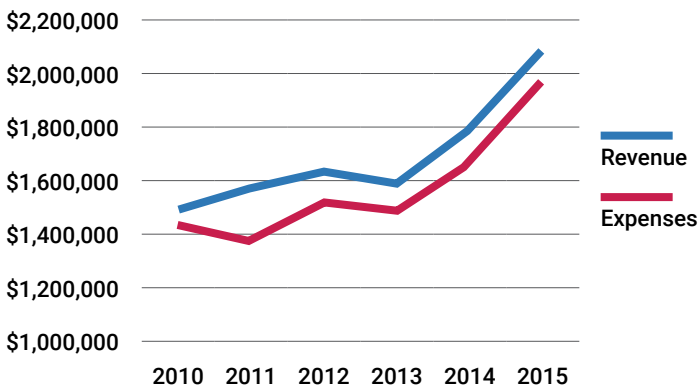
## 2015 OPERATING REVENUE



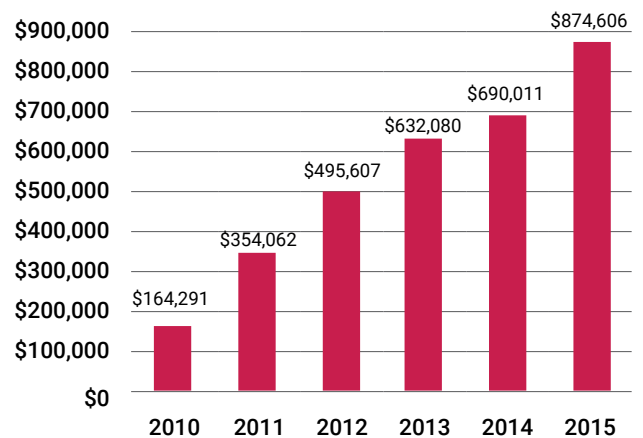
## 2015 OPERATING EXPENSES



## 2015 OPERATING TRENDS



## 2015 NET ASSETS





# AMERICAN BOARD OF NEUROSCIENCE NURSING (ABNN) REPORT



For many years AANN has collaborated with ABNN to provide the education and networking opportunities to help members grow professionally.

Your ABNN leadership made an important decision this past year to transition their exams to a new exam company, Applied Measurement Professionals, Inc., a PSI business. AMP offers more exam sites and a faster exam scheduling process, which makes certification more convenient than ever! We are excited for this new partnership and the possibilities that it will bring in the future.

The Certified Neuroscience Registered Nurse (CNRN) certification program remains strong with 334 new CNRNs in 2015. The CNRN certification continues to grow and the recertification rate was 60% in 2015. We look forward to another strong year for the certification and adding to the 4,806 current CNRNs.

It's been only a few years since we launched the Stroke Certified Registered Nurse (SCRN) credential and we are proud to celebrate its continued success. The exam is accredited by the Accreditation Board of Specialty Nursing Certification (ABSNC), a nationally recognized accrediting body. Accreditation means that ABSNC has determined that the SCRN credential is based on a valid and reliable testing process and that the structures in place to administer the examination meet and even exceed the standards of the certification industry from a legal, regulatory, and association management perspective.

The SCRN certification program has greatly exceeded our goals, and we are looking forward to another strong year. The passing rate was 71% in 2015, and we currently have over 2,000 nurses SCRN certified.

ABNN joins dozens of organizations honoring the importance of credentialing and certification on Certified Nurses Day each year on March 19. We were pleased

to celebrate with our members because we believe credentials matter. ABNN commemorated Certified Nurses Day by sending notes to our more than 6,800 certificants.

This year at the Annual Meeting, we celebrated our certified nurses at the ABNN Certification Recognition Reception. CNRN and SCRN certified nurses were invited to network, enjoy appetizers and drinks, and celebrate their certification achievements. Each attendee went home with a commemorative mug.

ABNN trustee and liaison to AANN, Missy Moreda, CNRN SCRN, represented ABNN at the AHA/ASA International Stroke Conference in February 2015. ABNN also exhibits at the ANCC National Magnet Conference each October. The purpose of exhibiting at these conferences is to promote the CNRN and SCRN credentials and increase the visibility of ABNN. We were pleased with the high level of interest from the nurses in attendance.

We are always looking for ways to promote neuroscience certification. We invite all of the certified nurses to participate in a new phone app from CertifiedNurses.org called *Certification is Transformational*. The app is available on Google Play and iTunes. Download the free app and send us a video about how CNRN or SCRN certification has transformed your life.

CNRNs, SCRNs, and AANN members are the force behind this incredible year and are responsible for moving us closer to our goals. With your support and participation, we will continue to move forward as the leading authority in neuroscience nursing.



## 2015 BOARD OF TRUSTEES

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### Public Member

Joy Redmon, JD

### AANN Board Liaison

Missy Moreda, RN CNRN SCRNLNC

### Executive Director

Joan Kram, MBA RN FACHE

### ABNN Mission

To advance neuroscience nurses' practice and contributions to neurological health through certification of registered nurses

**39%** of members have CNRN certification

**19%** of members have SCRNLNC certification

**11%** of members have both certifications

The following award recipients were honored at the 48th Annual Educational Meeting for their contributions to and influence in advancing neuroscience nursing.



**JNN Writing Excellence Award**  
Claudia C. Beal, PhD RN



**JNN Novice Writer Award**  
Hannah Rockett, MN ARNP AG-PCNP-BC CNRN



**Excellence in Advanced Practice Nursing**  
Andrea Strayer, MS AGPCNP-BC CNRN



**Excellence in Clinical Patient Care**  
Erin Fecske MSN RN CNRN CPNP



**Excellence in Neuroscience Education**  
Nicole Burnett, BSN RN CNRN SCRNP



**Rising Star in Clinical Practice Award**  
Shannon Stone, MSN RN CCRN SCRNP NEA-BC



**Outstanding Chapter**  
The Triangle Chapter of AANN



**ABNN Certificant of the Year**  
Rachel Malloy, MSN RN CNRN SCRNP ANVP



# AMWF REPORT



Agnes Marshall Walker was a loved and respected leader in the neuroscience nursing profession. Some of her many accomplishments include 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 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 awards grants and scholarships for research, leadership, and educational pursuits. Grant recipients use the funds for neuroscience educational materials, research, professional development, or certification to promote excellence in patient care.

On June 30, Agnes's birthday, AMWF held a Day of Giving. Thanks to member support, we raised over \$1,300! We challenged the AANN chapters on the Day of Giving

to see who could raise the most money. Congratulations to the winner, the MoKan Blues Chapter!

AMWF held a fundraising event at the AANN Annual Educational Meeting at The Cat's Meow in New Orleans. Attendees enjoyed karaoke, food, drinks, fun, and more! Everyone had a great time out on Bourbon Street while raising funds for neuroscience education.

This year the foundation partnered with Clean the World to assemble 1,000 hygiene kits for impoverished people. By collecting products discarded by the hospitality industry and distributing them to those in need, Clean the World prevents millions of hygiene-related illnesses and deaths. Thank you to those of you who volunteered in the exhibit hall.

Attendees at the Annual Educational Meeting had a chance to nominate a colleague for the Neuroscience Diva Award in support of AMWF. A donation of \$100 allowed people to present their neuroscience diva with a pink boa to wear at the meeting. More than \$3,005 was raised at the Annual Educational Meeting, and a total of \$XXX was raised in 2015.

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Sarah Spencer, BSN RN CNRN

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CCRN-ANVP CNRN

### Executive Director

Leah Zamora

### AMWF Mission

Supporting neuroscience nursing through education, research, professional development, and certification to promote excellence in patient care.

*Thank you to everyone who donated to AMWF in 2015. We appreciate your generous support of neuroscience education.*



Thank you to the generous donors who supported AMWF  
and neuroscience nursing education in 2014–2015.

## PLATINUM—\$1,000 AND ABOVE

**INTEGRA**  
LIMIT UNCERTAINTY  
Integra Foundation



American Board of Neuroscience  
Nursing (ABNN)



Arbor Pharmaceuticals  
Kentuckiana Chapter of AANN

Christie Artuso  
Michele Grigaitis  
Joanne Hickey  
Janice Hinkle  
DaiWai Olson

## GOLD—\$500-\$999

Cathy Cartwright  
Megan Keiser

Joan Kram  
Lori Kennedy Madden

Melissa Moreda  
Mona Stecker

Leah Zamora

## SILVER—\$200-\$499

Deborah Labelle-Scarfo  
Diane Lada  
Twyila Lay

Linda Littlejohns  
Rachel Malloy  
Leah Phillips-Black

Sarah Spencer  
Michelle Van Demark

Leigh Williams

## BRONZE—\$50-\$199

Jeanette Baumann  
Jean Brady  
Sandra Brettler  
Susan Clark  
Susan Davis  
Christi Delemos

Linda Dempsey  
Theresa Gabay  
Debby Gerhardstein  
Leslie Goddard  
Lauren Huff  
Lesley Kirkendall

Stephen Macrae  
Eileen Maloney-Wilensky  
Norma McNair  
Dorinda Nance  
Susan Nelmark  
Pegeen O'Connell

Lynette Pettit  
Matthew Reilein  
Erin Reilly  
Cindy Sullivan  
Jennifer Woods

## OTHER

Lori Augspurger  
Nimia Baldonado  
Allison Begezda  
Tracy Broomhead  
Dan Brown  
Janet Bruneau  
Victoria Camacho  
Stefanie Carbone  
Lucy Cheevers  
Amy Cheung-Taylor  
Delia Christian  
Megan Clark  
Michelle Cockrell  
Colleen Cooney  
Rosalina Dela Rosa  
Lisa Dubos  
Shirley Duvall  
Susan Effinger

Nancy Foulds  
Karen Frank  
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Susan Gordon  
Roberta Gurley  
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Nadeem Halabi  
Millie Hepburn-Smith  
Amber Hill  
Amy Hogue  
Victoria Holman  
Janet Hundley  
Faith Hunt  
Beverly Jaggars  
Lynn Klein  
Patricia Knapp  
Kimberly Koldras  
Merike Koshal

Davonna Ledet  
Wilma Mackenzie  
Robin McBrearty  
Lori Meadows  
Joan Meyer  
Vanessa Mobley  
Terry Montemayor  
Roseanne Mueller  
Prudence Musser  
Mwangi Nduati  
Julie Nemmer  
Mai Nguyen  
Jody Pedersen  
Erieka Peyton  
Kelly Podkowa  
Sarah Post  
Pamela Pourciau  
Erika Ray

Donald Richards  
Catherine Robbins  
Vivian Ruiz-Howard  
Michael Samu  
Janet Samuels  
Cheryl Sarno  
Ruth Snyder  
Jennilee St John  
Andrea Strayer  
Holli Takahashi  
Wendy Tolpa  
Lucille Vandever  
Kate Vasquez  
Sarah Waddell  
Jennifer Wahl  
Jill Walker-Markie  
Randyn Wertz  
Erika Williams