

## Executive Director July 15<sup>th</sup> & 16<sup>th</sup>, 2018 Board Meeting Report

### SUMMARY

#### *Mission and Goals – 2015-2020*



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NACNS transition of association management services have been transferred from Fernley & Fernley, Inc. to Virtual, Inc./DMG on completed on July 1, 2018

*To advance the unique expertise and value the clinical nurse specialist contributes to health care.*

- **Promote the full scope of practice of the CNS (H)**

- i. **LACE**

The task force provided our work report to the LACE group in June, 2018. I volunteered to be part of a different task force assigned to plan a face-to-face meeting for the LACE organizations to deal with issues raised by the work we reported in June as well as other issues brought forward by different LACE members. These issues range from the discussion of revising/reviewing the APRN Consensus Model to a discussion of how to move the LACE Network from a communications network to a decision-making group. The original meeting scheduled for August 10-11 in Minneapolis has been cancelled and a headquarters location is being sought. I will update the board on the dates and agendas as they become public.

- ii. **National Opioid Initiative & NACNS Opioid/Pain Management Task Force**

The board approved these position statements. They have undergone member review and will be posted on the web site. This task force will complete their official work at the end of June. NACNS published a press release in support of the House action on the, [H.R. 6, the Substance Use-Disorder Prevention that Promotes Opioid Recovery and Treatment \(SUPPORT\) for Patients and Communities Act](#). This legislation includes implementation of a 5 year time frame for CNSs, CNMs, CRNAs to prescribe under a medication- assistance treatment (MAT) program. This bill is to go to the Senate for consideration in July. We anticipate a strong resistance from the physician lobby.

### iii. **Legislative Issues**

- a. NACNS has been monitoring the efforts of Congress to repeal and replace the Affordable Care Act and the passage of tax reform, opioid legislation and funding and re-authorization of Title VIII.
- b. NACNS is supporting the FY 2019 Appropriations levels recommended by the Nursing Community for Title VIII and NINR. NACNS' government affairs staff has submitted testimony for the record from NACNS (both House and Senate) for support of funding for Title VIII and NINR programs. The House Energy and Commerce Committee will be taking up the reauthorization of Title VIII this summer.

### iv. **MACRA Appointments**

Mary Shellnutt (TX) and Julie Rogan (PA) were accepted to the MACRA Wave 1 Clinical Subcommittees. Mary for gastrointestinal and Julie for pulmonary. Acumen, the sub-contractor for CMS has announced the Wave 2 Clinical Subcommittee work. Mary has re-applied and Julie will not due to work requirements. Terri Nally supported NACNS in its submission of interested member names for the MACRA wave 2. All individuals (approximately 7) were appointed. NACNS hosted a call for the new and experienced members on 4 – 6- 2018. Many of the panels met in the beginning of May. Feedback from a number of those participating was quite positive. Hopefully, as the work progresses, the CNSs and other nursing appointees will build relationships and feel confident to advocate for issues important to CNSs and nursing.

Additional MACRA nominations were requested by June 6, 2018. The short deadline meant NACNS was only able to send a blast email to members to consider this opportunity.

At least two of our appointees volunteered and were accepted to participate in the work of their MACRA wave 2 specialty area. In both cases they are the only CNS, and perhaps the only nurse on these work groups.

MACRA is a topic for discussion at the 2018 Summit.

### v. **Core CNS Competencies and Revised CNS Statement**

The NACNS Core CNS Competencies have completed public comment on January 8, 2018 and the whole 3<sup>rd</sup> Ed. Revised CNS Statement for Clinical Nurse Specialist Practice and Education was closed on June 11, 2018. NACNS will has invited: 1. Interested nursing organizations to send a representative to serve on the content validation panel to be held on July 18, 2018 and 2. CNS experts identified by the task force. Ongoing electronic discussion is happening with both of these communities.

On June 28, 2018 NACNS hosted an orientation call for both groups. The topic for this call was the review of the content validation process. The content validation process has been designed to coincide with a format published by Mary J. Lynn in 1986. NACNS is using this process to identify aspects of the CNS Statement that are rated in such a manner that the topic requires discussion at the July 18, 2019 content validation meeting. NACNS has engage a facilitator to assist with the process and July 18, 2018 meeting.

### vi. **ANA**

ANA's Board of Directors has selected Dr. Loressa Cole as the ANA Enterprise CEO. She assumed this role on May 7th. Dr. Cole is an accomplished senior executive who brings more than 20 years of progressively higher leadership and management experience, most recently as Chief Officer and Executive Vice President of ANCC. NACNS will be sending a congratulations letter to her. Vince Holly, immediate past president, will attended the ANA Membership Assembly and Organizational Affiliate meeting on June 22 & 23, 2018.

### vii. **2018 CNS Census**

The 2018 CNS Census was successfully launched on [June 1, 2018](#). We have made some minor changes in the survey to make it smoother for those taking the Census. We have begun drafting blast emails and model articles in order to engage a number of other organizations in this important project. As of June 29 we have had 599 responses to the CNS Census. These responses came in after one blast email and Facebook posting. Our goal is to exceed the 2016 count of 3,100 respondents. If you haven't completed the survey yet, please click on the link in the heading. It should take less than 10 minutes to complete.

Vince Holly spoke about the 2018 CNS Census at the ANA Organizational Affiliate meeting. In addition, NACNS will be increasing our communication about this important survey after July 4, 2018

### vii. **NACNS' Family Across Lifespan Crosswalk Report**

This report has been distributed. A [press release](#) has been sent and the reports are available for free on the NACNS website. I will be working to enhance attention to the report by LACE and the state boards. The Executive Committee received a copy of the organizational affiliate email that announced this report. In addition, our materials are posted on the LACE member's web site and the announcement was made on May 7, 2018. This task force has concluded their work. A plan to distribute this information to the state boards of nursing will be developed over July and August, 2018.

**Serve as the national leader for CNS education. (H)**

**i. NACNS Annual Conference**

NACNS is actively engaged the planning for the [2019 Annual Conference in Orlando, FL](#). The call for abstracts closed on close on May 21, 2018. Abstract reviewers have been identified and the abstract review is underway. In addition, the [industry prospectus](#) is available on the NACNS web site. All exhibitors have received a personalize email letter from me with the prospectus and CNS infographic attached to help encourage them to exhibit in 2019. The 2019 planning committee led by Sue Fowler and Linda Thurby-Hay is fully engaged and they are in the process of finalizing speakers for the precon sessions and key note speeches. It is our goal to have the reviews complete and sessions slated before the end of August 2018.

**ii. ANA Subcontractor for CDC Infection Control Grant – [NICE Network](#)**

NACNS has submitted the last required paperwork for this grant on June 7, 2018. We have received the final sub-grant check. Also, the task force will complete their work as of the end of June.

**iii. CCNE Comment Period**

NACNS submitted comments in response to CCNE regarding their *Proposed Standards for Accreditation of Baccalaureate and Graduate Nursing Programs*. The due date for comments was May 8, 2018.

**iv. IU and NACNS Preceptor Program Partnership Agreement – Update**

NACNS continues to promote participation in [the program](#) as is outlined in our MOU with IU. We have not realized any profit yet for this program, but the IU project director is pleased to see the pace at which this program is making revenue. NACNS has signed an agreement with IU for the development of this program. We will continue to partner and advertise this program as we have space in the blast email schedule.

We have connected with them and will be sending blast emails and have information about the program at the Summit and Forum

**v. NACNS 2018-2019 NACNS Webinar Series**

I have been developing the [2018-2019 Webinar Series](#) and have identified speakers for May 2018 – June 2019. The CE packet was completed, submitted and we have received approval. The first webinar in this program began in June. The paperwork for the 2017-2018 webinar series has been submitted.

**vi. Educator’s Forum/Summit –**

The [Educator’s Forum and NACNS CNS Summit](#) will held at the Westin Gateway Arlington in Arlington, VA, on July 16<sup>th</sup> and 17<sup>th</sup>, 2018. NACNS will hold a board meeting prior to this meeting. This meeting will start late Saturday to accommodate media training. The content validation panel meeting will be held at the same hotel on July 18, 2018.

vii. [CNS Communique](#) –the May/June issue is underway. Staff has successfully migrated the publication to work with Constant Contact as well as incorporated the affiliate news into this publication instead of the CNS Journal newsletter. We are in the process of implementing sales of advertisements in the CNS Communique.

viii. **CEO/ED Meeting** – I attended the CEO/ED meeting from January 30 – September 3. This meeting is limited to nursing association CEOs and EDs and allows a forum to ask and answer questions. I collected some interesting information on micro-certification and using electronic badges for members when they have accomplished something.

• **Promote the benefit the CNS brings to evidence-based quality, patient safety, and cost of healthcare delivery. (H)**

**i. [Nursing Alliance for Quality Care](#)**

NACNS is a member of this coalition that is facilitated by NACNS. Tracy Chamblee has agreed to be NACNS’ representative for this group. They meet quarterly.

• **Promote CNS research to further define the value of CNS interventions. (M)**

**i. 2016 Research Priorities Task Force**

The 2018 call for abstracts for the 2019 Annual Conference included [these priorities](#). The task force work is considered completed.

- **Strengthen our financial health (H)**

- i. **Finance Committee** –The Finance Committee continues to meet and has implemented new tracking that includes past year trends. The Committee will be taking up the issue of cash flow for the association and the finance committee chair and ED have met with the new Fernley accounting department manager. Cash flow has been an issue for NACNS in the past. We will be working on a plan and policies to help alleviate this pattern. We are beginning to develop on 2018-2019 budget for NACNS and will likely coordinate its development with NACNS' new AMC once we have signed the contract.
  
- ii. **Abbott Grant – Malnutrition Follow up** – at the request of Abbott Nutrition Health Institute, NACNS submitted for a grant to fund dissemination of the Malnutrition paper to various meetings. We received \$11,000 that is included in the NACNS 2017-2018 Budget. Members of the task force have presented at the AMSN and NSNA and have recently presented at AACN's NTI. Susan Smith recently presented two papers at NSNA and reported excellent reception by the student nurses and faculty. All participants at the NTI presentation reported an excellent response from participants.  
  
NACNS signed the contract with Abbott related to the review of the Strengthwise modules. Two volunteers out of 17 members that applied to participate with the Strengthwise project and this project is completed. We should be receiving the funds from Abbott in a few weeks. We also participated in a contract to have two of our members review the pediatric slides on pediatric nutrition. These members have completed their work. NACNS is working with Abbott currently to provide them an opportunity to advertise their new CE programs – perhaps as an advertisement in the CNS Communique.
  
- iii. **Medtronic** –NACNS received a conference grant for the 2018 Annual Conference. Also, Medtronic divested itself of some product lines, including those related to nutrition. Those product line, and related Medtronic staff, have gone to Cardinal Health. This grant was somehow not captured in their system. I hope to submit to Medtronic for a grant for our Summit and Forum.
  
- iv. **Cardinal Health** – I have been discussing the opportunity to have an endoscopic feeding tube technology workshop at our Annual Conference. Cardinal Health is interested in this, but does not have a workshop written. They have requested two members to participate in developing this workshop. We have nominating Vince Holly and Melanie Schuster. There will also be 2 nutritionist assigned to this work.  
  
Also, they are interested in exploring a project on VTE reduction. NACNS will be sending out a membership opportunity request to see if we can collect the names of members interested in being part of an expert panel on VTE.
  
- v. **Sage** - Anne successfully reached her contact. They are alternating years to exhibit, so we hope to have them in 2019.
  
- vi. **Other Industry Outreach** – In November 2017, I attended the AAMI Foundation meeting in San Diego. It was an excellent meeting and opportunity to meet decision makers at different companies. I am following up on contacts with: Connexall, Ivenix, ICU Medical, Bainbridge Health, Cardinal Health and Smiths Medical. Vince and I discussed potential collaboration with Cardinal Health and will be pursuing different opportunities. They are a large diverse company, so we may find many good partnerships with them.
  
- vii. **Medtronic** – We received an invitation on May 8<sup>th</sup>, to arrange a dinner for 8 of our members to meet with Dave Giarracco at the NTI. This dinner was described as a great success.
  
- viii. **Respiratory Compromise Institute** –Donna Bond is our representative with this coalition. This work is underwritten by Medtronic. At a meeting in November, D. Giarracco with Medtronic was asking about Donna's experience. I noted that she is not being included, and again he mentioned they would be following up on this.
  
- ix. **CNS Institute** – They are selecting a revised logo, announcing the Fellowship opportunity, the video competition and announcing the names of the state members/affiliates who have received the advocacy grants.

- **(Board Related Goal) Enhance professional leadership skills (M)**

- i. **Board Development**

Orientation session was held at annual meeting and also on conference call at the end of March. In addition, information was provided for the Board for discussion on committees from BoardSource. The new Board orientation was held at the annual

meeting. The new board members received information on the APRN Consensus Model and APRN Compact. Also, an evaluation was sent to them to assess what additional information they might wish to learn.

- **Recruit and retain members (H)**

- i. **New membership categories** –These have been implemented as well as the new fees for student and retired members in the 2016 -2017 implementations of the new website, database, and membership application.

- ii. **Constant Contact**

- We have switched our blast emails and our membership renewals to Constant Contact so that we can track the delivery and opening of membership emails. We are able to track the number of blast emails opened, etc.

- iii. **Members Renewal Letter/Postcards**

- In April we sent a membership letter for the “resigned” members including a self-addressed envelope and we received a significant bump in memberships. We will be adding a hard copy letter and envelope to our membership renewal plan. In May we sent dedicated emails via Constant Contact to resigned members. These services will now be provided by DMG.

- iv. **New NACNS Website and Database**

- M. Ray, L. Manning and the Fernley team successfully accomplished the development of a new website and the conversion of our database to the IMIS system in early 2017. We will be working on Affiliate, Committee and Task Force pages after our move to DMG. We anticipate receiving information on how to improve our database with our move to DMG that uses this technology at a high level than other AMCs the board interviewed.

- v. **Committees**

- The new committee members have been selected and letters about the appointments are underway. A core orientation packet for the committees and task forces has been drafted and about 50% of the committees have completed their section of the personalized orientation package. A. Hysong has developed committee charges and we anticipate they will be circulated to the chairs and board liaisons in early July.

Submitted June 29, 2018