



AMERICAN NURSES

CREDENTIALING CENTER

ANNUAL REPORT 2013

INNOVATE. INVOLVE. INSPIRE.



STRATEGIC GOAL: CREATE AND FOSTER A CULTURE OF INNOVATION.



Throughout the year, ANCC used clearly defined innovation processes to add value to existing program offerings and generate ideas for new products.



ANCC met its target of 120 new ideas to improve processes and revenue, and it moved three ideas to pilot.



Executive Director Karen Drenkard, PhD, RN, NEA-BC, FAAN, presented “Innovation for the 21st Century” at Massachusetts General Hospital and personally commended hospital staff who cared for victims of the Boston Marathon bombing.

➤ The Credentialing Knowledge Center™ created an ideation hub for submission and discussion of new ideas.



ANCC expanded to digital publishing and offered its first e-book for those preparing for the Nurse Executive and Nurse Executive-Advanced examinations; this e-book will be released on the largest e-book platforms: iBooks, Kindle, and Nook.

STRATEGIC GOAL: ADVANCE THE BODY OF EVIDENCE THAT DEMONSTRATES THE IMPACT OF CREDENTIALING ON NURSE, ORGANIZATIONAL, AND PATIENT OUTCOMES.

ANCC continued to promote the development of a bold national credentialing research agenda.



The ANCC-sponsored Institute of Medicine (IOM) Standing Committee on Credentialing Research in Nursing met three times in Washington, DC, to discuss methods for advancing research on the impact of credentialing. The meetings featured speakers, panel discussions, and public comment focused on the challenges involved in conducting research on credentialing and outcomes.

➤ At the ANCC National Magnet Conference®, the 5th annual Research Symposium offered advanced and skill-building sessions to help healthcare organizations establish and expand a Magnet research agenda. Featured speakers included leaders from Magnet organizations noted for exemplary performance within the Magnet component New Knowledge, Innovations, and Improvements.



The Institute for Credentialing Research selected the second Magnet® multisite study, *READI (Readiness Evaluation and Discharge Interventions): Implementation as a Standard Nursing Practice for Hospital Discharge*. ANCC’s Research Council, serving as the scientific review committee, chose this study following a competitive call for concept papers. Similar to the first multisite study, *Improving Heart Failure Outcomes*, the READI study will include approximately 35 Magnet organizations as participating sites.



Four manuscripts co-authored by ANCC staff members were submitted to peer-reviewed journals for publication.

STRATEGIC GOAL: GROW AS A GLOBAL LEADER IN CREDENTIALING.



ANCC expanded its international reach and influence, setting standards for nurse credentialing around the world.

3 New international organizations were credentialed.

7 International events were attended by staff.

5 International organizations joined the Magnet Learning Communities*.

➤ To raise international awareness of organizational credentialing programs, ANCC presented concurrent sessions, held on-site meetings, and exhibited at the International Council of Nurses 25th Quadrennial Congress in Melbourne, Australia.

➤ The Magnet Recognition Program* designated its sixth international organization, King Faisal Specialist Hospital & Research Center, in Jeddah, Saudi Arabia.

➤ Staff also presented and exhibited at conferences in Copenhagen, London, and Sydney.

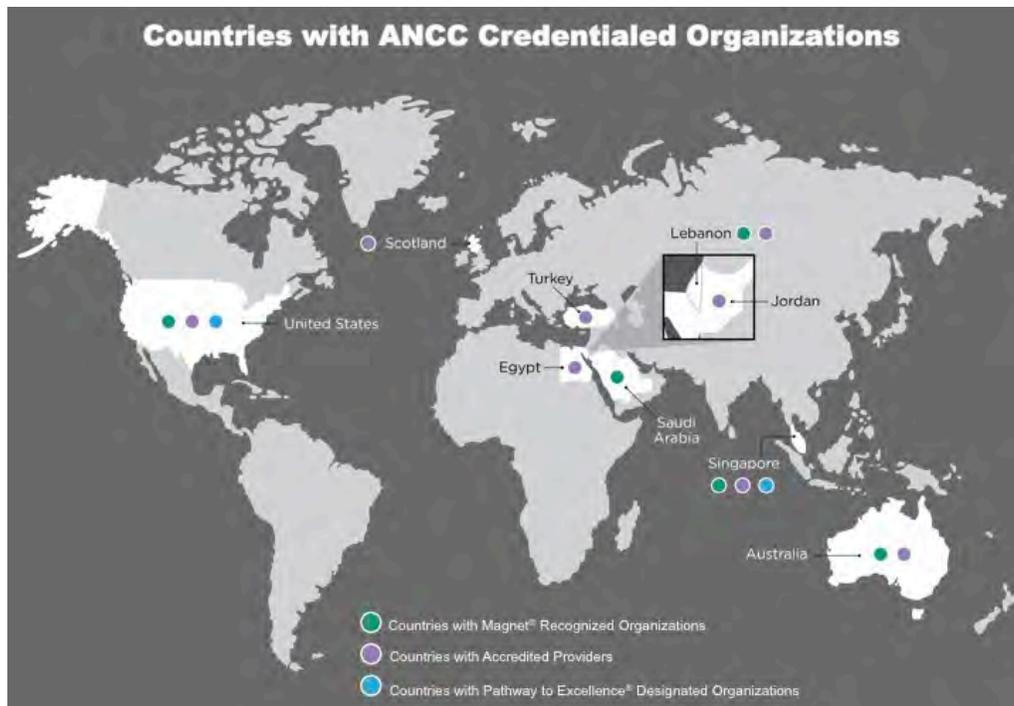
➤ The Pathway to Excellence* Program designated its first international organization, Tan Tock Seng Hospital, in Singapore.

➤ ANCC sponsored the pre-conference symposium, "Healthcare Excellence Through the Power of Nursing," and exhibited at the International Hospital Federation Oslo2013 World Hospital Congress in Oslo, Norway.

➤ The Accreditation Program designated the Training Center/King Hussein Cancer Center in Amman, Jordan, as a Provider of Continuing Nursing Education.

➤ The Credentialing Knowledge Center released "Getting Started: An Overview of the ANCC Magnet Recognition Program* and Pathway to Excellence* Program," an international guide for healthcare organizations outside the U.S.

➤ ANCC welcomed 211 international attendees from 24 countries to the ANCC National Magnet Conference.



STRATEGIC GOAL:

DIVERSIFY PROGRAMS AND PRODUCTS TO ENSURE SUSTAINABILITY AND GROWTH.



ANCC designed new products and services to meet emerging needs, and exercised fiscal responsibility to guarantee long-term viability.



ANCC launched 18 new products and services, and increased gross revenue by 5.5%.

- Measurement Services redesigned five nurse practitioner exams to comply with the new Consensus Model for APRN Regulation (APRN) Regulatory Model, resulting in the launch of new and updated certifications.



- The Certification Program launched new exams for Adult-Gerontology Acute Care NP and Adult-Gerontology Primary Care NP certifications. The Credentialing Knowledge Center developed webinars and Practice Questions for both certifications.
- The Certification Program launched the Emergency Nurse Practitioner certification through portfolio assessment. This certification is designed as a specialty certification for nurse practitioners.
- The Magnet Recognition Program released its updated 2014 Magnet® Application Manual. The revised document creates relevance for the Journey to Magnet Excellence®, updates the standards of excellence based on the latest evidence, and eliminates redundancy.
- The Pathway to Excellence Program® achieved a milestone of 100 designations in 2013.

At the 2013 ANCC National Magnet Conference® in Orlando, FL:

- More than 7,100 nurses and nurse executives attended, including international participants from 24 countries.
- Lehigh Valley Health Network of Allentown, PA, received the 2013 Magnet Prize®, sponsored by Cerner, for “Telehealth Services—Cutting Edge Programs That Have Transformed Interprofessional Practice and Enhanced Patient Care Outcomes.”

At the 2013 Pathway to Excellence™ Conference in Baltimore, MD:

- Attendance grew to a record of more than 500 people including nurses and nurse leaders from 32 states and six countries.
- Bon Secours Mary Immaculate Hospital in Newport News, VA, received the Pathway Award™, sponsored by Cerner, for its project illustrating how a state-of-the-art simulation lab can advance professional practice environments and produce positive patient outcomes.

- The program released its *Pathway to Excellence in Long Term Care® Application Manual*, as well as the *Long Term Care Elements of Performance Mini Manual* and *Pathway Resource Toolkit* to support organizations pursuing Pathway designation.
- The Accreditation Program piloted its Practice Transition Accreditation Program (PTAP) to provide credentialing criteria for residency and fellowship programs designed for RNs and APRNs.
- The Credentialing Knowledge Center launched the Fundamentals of Magnet™, an experiential leadership course to provide consultants and healthcare professionals the skills to help guide hospitals to Magnet recognition.
- The Certification and Measurement Services Programs provided the assessment-based certificate exam and credential at the end of the Fundamentals of Magnet course.
- The Credentialing Knowledge Center launched resources to support nurses earning specialty board certification, including review seminars for Family NP and Psychiatric-Mental Health NP, a peer review resource, the *Gerontological Nursing Review and Resource Manual (3rd edition)*, and the *Pediatric Nursing Review and Resource Manual (3rd edition)*.
- The Magnet Workshops content was re-engineered to reflect the program requirement changes in the 2014 Magnet® Application Manual.

STRATEGIC GOAL:

OPTIMIZE INTEGRITY, EFFICIENCY, AND OPERATIONAL EXCELLENCE OF ALL PRODUCTS AND SERVICES.



As the world's only ISO-certified healthcare credentialing organization, ANCC continued to raise the bar on standards of excellence.

➤ All ANCC departments successfully passed the 3-year re-certification audit, resulting in continued ISO 9001:2008 certification.

➤ The Accreditation Program achieved  **100%** on-time decisions.

➤ To improve the application process, the Accreditation Program conducted workshops for new Provider applicants and currently accredited Provider Units.

➤ The Magnet Program leveraged its Magnet Learning Communities to host webinars that helped clarify its application process for the new Manual.

➤ To reduce financial barriers to certifications, the Certification Program launched the "Success Pays!" hospital purchasing campaign.

➤ The Credentialing Knowledge Center re-engineered the Customer Satisfaction and Loyalty survey delivery to occur at the point of service, improving the capture of customer feedback for products and services.

➤ The Certification Program implemented the Certification Eligibility Curriculum Review Program (CECRP), which ensures that nurse practitioner and clinical nurse specialist programs in graduate schools of nursing meet ANCC certification education eligibility criteria.

➤  The Certification Program implemented a new call center software system to improve customer service and satisfaction.

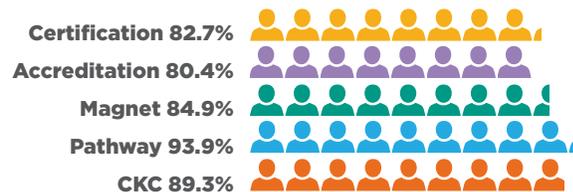
➤ The Certification Program was granted a full 5-year re-accreditation from the Accreditation Board for Specialty Nursing Certification (ABSNC) of eight specialty nursing certifications: Ambulatory Care Nursing, Cardiac-Vascular Nursing, Gerontological Nursing, Medical-Surgical Nursing, Nursing Case Management, Pain Management Nursing, Pediatric Nursing, and Psychiatric-Mental Health Nursing.

Overall satisfaction with the services and benefits that participants received from the programs*:



* Percent favorable (7-10 on 11-point scale of 0 to 10)

Percentage of participants who are likely to recommend the services of the ANCC program to a friend or colleague*:

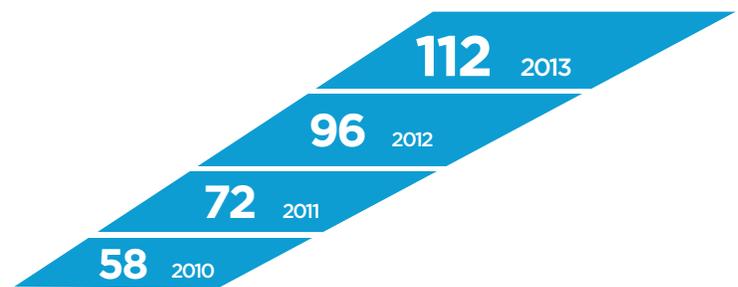
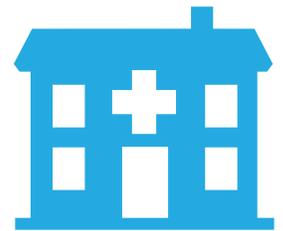


PROGRAM HIGHLIGHTS:

The Pathway to Excellence® and Pathway to Excellence in Long Term Care® Programs

recognize a healthcare organization's commitment to creating a positive nursing practice environment. Pathway organizations focus on collaboration, career development, and accountable leadership to empower nurses.

PATHWAY TO EXCELLENCE® DESIGNATIONS:



YEAR-END NUMBER OF PATHWAY-DESIGNATED HOSPITALS

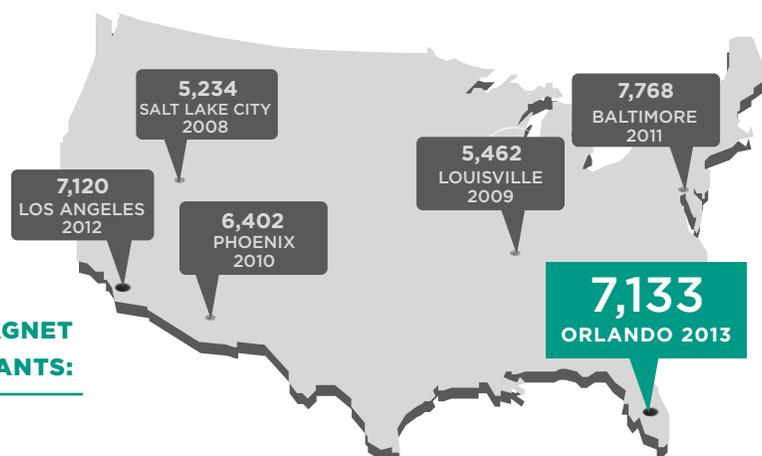
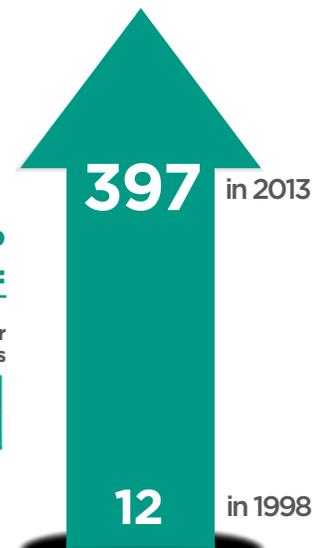
The Magnet Recognition Program®

recognizes healthcare organizations for innovative, high-quality patient care and nursing excellence.

Organizations that achieve ANCC Magnet Recognition® are part of a high-performance group that demonstrates superior nursing practices and patient, nurse, and clinical outcomes.

MAGNET®-RECOGNIZED ORGANIZATIONS:

Year-End Number of Magnet Hospitals



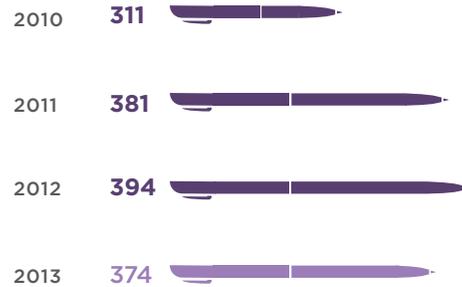
NATIONAL MAGNET CONFERENCE REGISTRANTS:

PROGRAM HIGHLIGHTS:

The Accreditation Program identifies organizations worldwide that demonstrate excellence in continuing nursing education.

The Joint Accreditation Program accredits organizations that provide interprofessional continuing education activities for the healthcare team: medical, nursing, and pharmacy.

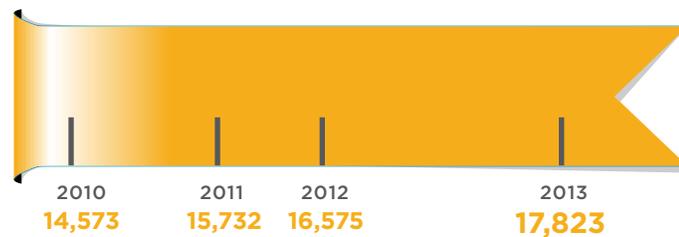
NUMBER OF ANCC-ACCREDITED ORGANIZATIONS: APPROVERS AND PROVIDERS



The Certification Program enables nurses to demonstrate their specialty expertise and validate their knowledge to employers and patients.

Through targeted exams and assessments created in-house by the Measurement Services Team that incorporate the latest standards, ANCC certification empowers nurses with pride and professional satisfaction.

INITIAL CERTIFICATION APPLICATIONS: ALL PROGRAMS



The Credentialing Knowledge Center™

provides educational materials and guidance to support nurses and organizations in their quest to achieve success through certification and credentialing programs.

CREDENTIALING KNOWLEDGE CENTER:





AMERICAN NURSES CREDENTIALING CENTER

8515 GEORGIA AVE., SUITE 400
SILVER SPRING, MD 20910-3492
1.800.284.2378 | 301.628.5000
WWW.NURSECREDENTIALING.ORG

©2014 American Nurses Credentialing Center. All rights reserved. The American Nurses Credentialing Center (ANCC) is a subsidiary of the American Nurses Association (ANA).



ANCC is the only nurse credentialing organization to successfully achieve ISO 9001:2008 certification in the design, development, and delivery of global credentialing services and support products for nurses and healthcare organizations.

AR2013V2 4/2014 .5M