



# President's Message

## The State of the Association

Donna Painter

**T**he American Nephrology Nurses' Association (ANNA) was founded in 1969, and we are over 10,500 members strong! We have members from a variety of nephrology backgrounds and experiences, including hemodialysis, peritoneal dialysis, transplantation, and chronic kidney disease, and serving in roles such as staff nurses, managers, coordinators, advanced practice nurses, corporate nurses, state and federal surveyors, researchers, educators, and case managers. ANNA serves its members through a national structure separated into four regions: Northeast, Southeast, North Central, and Western. Within these regions are over 100 local chapters. Chapters serve as the foundation of ANNA, making Association services available locally to members.

ANNA also has seven committees, each with a unique function, that perform much of the operations focus of the Association. Committees include:

- Awards and Scholarships
- Conferences
- Continuing Education Approval Board
- Health Policy
- Leadership Development
- Nominations
- Research

In addition to our committees, ANNA has Special Interest Groups (SIGs) that focus on clinical practice and the strategic initiatives of the Association. They include:

- Acute Care
- Administration
- Advanced Practice
- Chronic Kidney Disease
- Hemodialysis
- Pediatric Nephrology
- Peritoneal Dialysis
- Transplantation

Strategic planning is a tool to assist an organization to focus its energy and resources, work toward common goals, and to adjust the organization's direction in response to a dynamic and changing environment. During 2009, The Consensus Management Group was retained to facilitate ANNA's strategic planning process. The Strategic Plan was then revised and is focused on five major goals: Advocacy, Membership, Professional Development, Research, and Business. Please take an opportunity to review the strategic plan on the ANNA Web site at [www.annanurse.org/strategicplan](http://www.annanurse.org/strategicplan).

It has been a very exciting and successful year for ANNA and it is my pleasure to share just a few of our accomplishments.

### Advocacy Goal

**ANNA will be the leading advocate for nephrology nurses.**

- Kidney Disease Awareness and Education Week was held August 9-13, 2010. This week is dedicated to educating policymakers and their staff members about kidney disease, treatment options, and the legislative issues facing the kidney community. Federal, state, and local representatives visited 11 dialysis facilities, transplant centers, and chronic kidney disease (CKD) clinics.
- We continue our advocacy service relationship with CapWiz, which allows members to easily gain public policy information and write letters to their legislators. This service is available on the ANNA Web site. Over 1,100 messages were sent by members to their members of Congress.
- ANNA has maintained its contract with Drinker, Biddle and Reath to provide the services of James Twaddell and Courtney Yohe as our Health Policy Consultants. Jim and Courtney serve as our lobbyists in Washington DC, advise the Association on health policy issues, and monitor federal legislation of interest to nephrology nurses. They work with the Capitol Gang and accompany ANNA members during advocacy visits on Capitol Hill.
- The Capitol Gang is a group of ANNA members who reside in the greater Washington, DC metropolitan area and who volunteer their time and expertise to help support ANNA's health policy and advocacy efforts in the nation's capitol. Capitol Gang members may reside in Virginia, Maryland, the District of Columbia, Delaware, Pennsylvania, or New Jersey. The members of ANNA's Capitol Gang for 2010 included **Lynda Bass, Ann Compton, Zarita Pearson, Suzan Schwing, Mary Stein, and Suzann VanBuskirk.**
- ANNA continues to be an active member of the Kidney Care Partners (KCP), a coalition of patient advocates, dialysis professionals, care providers, and manufacturers working together to improve quality of care for individuals with CKD. **Gail Wick** is the ANNA representative to KCP and is active in many areas within the KCP structure. ANNA endorsed many letters from KCP, including:
  - ♦ **August 16, 2010** - Letter from KCP to the Centers for Medicare & Medicaid Services (CMS) commenting on the Proposed Rule for Payment policies under the Physician Fee Schedule and Other Revisions to Part B for Calendar Year 2011

- ◆ **September 24, 2010** – Letter from KCP to CMS commenting on the proposed rule CMS-3206-P: Medicare program; End-Stage Renal Disease (ESRD) Quality-Incentive Program
- ◆ **September 24, 2010** – Letter from KCP to CMS regarding the “End-Stage Renal Disease Prospective Payment System” Final Rule
- ◆ **December 17, 2010** – Letter from KCP to the Medicare Evidence Development & Coverage Advisory Committee outlining principles to take into account when considering the evidence related to the use of erythropoiesis-stimulating agents for treatment of anemia in adults with chronic kidney disease.

The full text of these letters is available online at [www.annanurse.org](http://www.annanurse.org) (click on Health Policy and select Activities/Endorsements).

- ANNA joined the Nursing Community in advocating for support of Nursing Workforce Development Programs.
- ANNA assisted the nephrology community to better understand and implement the CMS final rule (published in July 2010), which defines a new bundled prospective payment system for facilities that furnish renal dialysis devices and home dialysis to Medicare beneficiaries with ESRD.
- ANNA participates in KCP’s Performance Excellence and Accountability in Kidney Care (PEAK) Campaign. It is a voluntary quality improvement initiative to reduce mortality among first-year dialysis patients by 20% by the end of 2012. ANNA is well represented on the PEAK Expert Panels. Representatives include:
  - ◆ Technical/Curriculum Panel: **Norma Gomez** and **Gail Wick**
  - ◆ Patient/Family Engagement: **Jonathan Flores** and **Debra Hain**
- The Nurse in Washington Internship (NIWI) is an annual event sponsored by the Nursing Organizations Alliance, a coalition of 60 nursing associations. Participants spend a week in Washington, DC learning about health policy issues and visiting with their elected officials on Capitol Hill. In March 2011, the following ANNA-sponsored participants attended NIWI: **Glenda Payne, Sheila Deziel, Deb Kaiser, and Gayle Hall.**

## Membership

**Goal: All nephrology nurses will be members of ANNA.**

- To honor the dedicated nephrology nurses who care for patients with kidney disease, Nephrology Nurses Week was celebrated September 12-18, 2010. **Marilyn Eilert** was the advisor for ANNA’s Nephrology Nurses Week with the theme *Nephrology Nurses Guiding You Through*. The theme highlights the way nephrology nurses advocate for their patients’ best interests by guiding them through a complex health care system.
- The ANNA National Office staff provides excellent service and responds promptly and professionally to member requests. This year the

National Office had over 96,000 individual e-mail and telephone contacts with our members.

- ANNA’s Virtual World continues to grow and has three components. Be sure to check out these valuable membership services:
  1. ANNA’s Web site: **www.annanurse.org**
  2. ANNA Connected: an online social and professional networking resource exclusively for ANNA members. This resource is designed to make your experience as an ANNA member more valuable while providing you the opportunity to network and collaborate with your peers. You are automatically enrolled in an existing ANNA community of which you are a member (chapter, region, SIG, etc.). This resource makes it easy to search for members and to make connections with professionals who share similar interests and goals. It is now easier than ever to connect with your ANNA peers. If you are part of a SIG, committee, etc., you can sign up to their eGroup to receive the latest information and communicate with other members of the group. Chapters, committees, SIGs, and other groups can upload files and collaborate online.
  3. ANNA’s Online Library: Each month ANNA highlights a new free continuing nursing education (CNE) session. In addition, content for National Symposia, Fall Meetings, Audio Conferences, and Webinars is also available. Online CNE for select sessions is available for a nominal fee.
- **Anne Webber** continued as ANNA Connected Liaison, assisting the National Office in delegating questions that might be posted within the site to the appropriate experts and peers in the nephrology community.
- The *ANNA Update*, edited by Managing Editor **Kathleen Thomas** and National Secretary **Sharon Longton**, is devoted to providing news about our association, chapters, and members, and is published six times a year.
- ANNA provides up-to-date information on Association activities and the world of nephrology with our electronic news service. Members receive association news and updates in the monthly *ANNA E-News*, while nephrology news and nursing issues are delivered every other week via the *RenalWEB E-News*.
- Each year ANNA members and chapters have the opportunity to nominate colleagues and/or apply themselves for a variety of awards, scholarships, and grants. This year over \$103,000 was available through ANNA awards, scholarships, and grants.
- The ANNA Resource Corps (ARC) is an online volunteer database for all ANNA members. **Sandy Bodin** was appointed as ARC Advisor. When a volunteer need is identified, the database is queried to retrieve the criteria and qualifications that match. Then, members are contacted regarding their interest in serving. Our goal is to provide as many members as possible with meaningful opportunities to be successful volunteers within their areas of expertise while respecting their per-

sonal time. The ARC was queried 14 times this year to provide members with opportunities to volunteer in short-term projects.

- **Norma Gomez** served as editor of the *Nephrology Nursing Scope and Standards of Practice, 7th Edition* which was published this March. This publication provides current and relevant standards of practice and guidelines for care for nurses working with individuals with kidney disease.
- ANNA participated in the National Student Nurses' Association Annual Convention and Mid Year Conference. ANNA President-Elect **Rowena Elliott** presented an engaging program, "Nephrology Nursing: Across the Life Span," for student nurses at the annual convention in Orlando, FL, in April 2010. The mid year conference was held in Cincinnati, OH, in November, and **Maryann Lyon** represented ANNA at the Nursing Specialty Showcase.
- ANNA exhibited at the American Society of Nephrology (ASN) meeting. Members in attendance usually stop by to say hello, and nonmember nephrology nurses often stop to learn more about ANNA. ASN was held in Denver, CO, November 18-21, 2010. Immediate Past President **Donna Bednarski** and Executive Director **Mike Cunningham** attended, in addition to local ANNA chapter volunteers, including **Sigrid Bressler**, **Linda Pleiman**, and **Cecillio Valenueva**.
- ANNA continues our partnership with the Kidney Community Emergency Response Coalition to ensure that the kidney community has a coordinated response to an emergency or disaster.
- ANNA is a member of the Nursing Organizations Alliance, a coalition of nursing organizations that provides a forum for identification, education, and collaboration building on issues of common interest to advance the nursing profession. ANNA President **Donna Painter** represented ANNA at the Alliance's Annual Fall Summit in Portland, OR, on November 18-20, 2010.
- The American Nurses Association (ANA) Organizational Affiliates has 23 members, including ANNA. An organizational affiliate of ANA is a national nursing organization that meets criteria established by the ANA House of Delegates and is granted this status by the Board of Directors. **Debra Hain** is the ANNA representative to the ANA Congress on Nursing Practice and Economics.
- A task force was created to recommend improved services for ANNA's Special Interest Groups.
- YouTube videos were produced to support membership development initiatives.

### Professional Development Goal

#### **ANNA will advance the professional growth and development of nephrology nursing.**

- The *Nephrology Nursing Journal*, ANNA's peer reviewed scholarly journal, is published six times a year. The Editorial Board, under the leadership of Editor **Beth Ulrich** and Associate Editor **Karen Robbins**, fill each issue with innovative articles, pertinent research findings, educational supple-

ments, and department features. Our journal is respected worldwide by the nephrology community. This year several articles were audio recorded and posted as downloadable audio files in ANNA's Online Library. **Lesley Dinwiddie**, **Kathleen Garcia**, **Nancy Colobong Smith**, and **Amy Woodard** volunteered their voices.

- ANNA hosted the 41st National Symposium in San Antonio, May 2-5, 2010, with over 1,000 in attendance. The theme was *Integrating a Culture of Caring into a Technological World*.
- The Volunteer Leaders' Workshop (VLW) was held again this year for all incoming chapter officers, regional officers, committee chairpersons and designates, SIG leaders, and staff to promote a collective spirit of service among all volunteer leaders. Under the direction of **Marilyn Eilert** along with the Leadership Development Committee, attendees were able to collaborate and network with other volunteer leaders.
- The 2010 Fall Meeting was held at The Paris Las Vegas Hotel in Las Vegas, NV, October 9-11. The meeting addressed the challenges of providing care to patients with CKD within a variety of clinical settings. The program featured a new optional full-day preconference workshop titled *The New Nephrology Nurse Manager*.
- ANNA audio conferences were offered in the fall and transitioned to Webinars this winter:
  - ◆ ANNA's Fall Audio Conference was held November 2 and 9, 2010, and featured **Clara Neyhart**, who presented on *Common Gastrointestinal Complaints from Patients with CKD*.
  - ◆ ANNA's Winter Webinar, held February 15 and 22, 2011, featured Jean Colaneri presenting on *Inflammatory Gastrointestinal Disorders in Patients with CKD*.
- The 42nd National Symposium will be held in Boston, MA, on March 27-30, 2011.
- ANNA believes that certification is an essential component of specialty nursing practice and the Nephrology Nursing Certification Commission (NNCC) credentialing body is essential to serve the nephrology nursing community.
- ANNA once again joined Amgen to conduct kidney screenings at NBC-sponsored Health Fairs throughout the country. Members assisted participants by completing health assessments, identifying risk factors for kidney disease, and providing counseling to those with identified risks. **Mary Haras** coordinated the Chicago screening at the Navy Pier on June 5-6, 2010; and **Linda Takvorian** coordinated the Los Angeles screening at the Los Angeles Convention Center on June 26-27, 2010.
- **Donna Bednarski** represented ANNA at the 39th European Dialysis and Transplant Nurses Association/European Renal Care Association (EDTNA/ERCA) International Conference in Dublin, Ireland on September 18-20, 2010.
- Northeast Vice President **Kim Alleman** represented ANNA at the Canadian Association of Nephrology Nurses and Technologists (CANNT)

Annual Conference in Toronto, Ontario, November 18-20, 2010.

- A free Webinar entitled *Save the Vein: What Every Nurse Needs to Know* was presented by Advanced Practice SIG member and project director **Tim Ray**. This program focused on the importance of vein preservation in patients with CKD and is available as an archived Webinar in ANNA's Online Library.

### Research Goal

#### Goal: ANNA will promote nephrology nursing research.

- ANNA research grants, which totaled \$25,000, continue support to research in nephrology nursing.
- A comprehensive membership survey was conducted to gather information about our members, such as demographics, interests, needs, and work environment topics

### Business Goal

#### Goal: ANNA will be fiscally responsible in advancing nephrology nursing.

These have been turbulent economic times, and ANNA has certainly felt the impact. However, ANNA is well positioned and has a bright future. As a non-profit association, ANNA practices sound business and ethical principles to ensure its ongoing success. Despite many challenges, ANNA ended the year "in the black" – that is, our income exceeded our expenses for the year. Our success is due to our volunteer members and management services firm, Anthony J. Jannetti, Inc. (AJJ). The strong and successful relationship among ANNA, AJJ, and Executive Director **Mike Cunningham** is evident in our ongoing outstanding list of accomplishments. Even in these difficult financial times, we are proud that ANNA has not made any cuts to membership products and services.

- ANNA continues to develop and implement "go green" initiatives:
  - ◆ Voting for the 2011-2012 regional and national leaders was conducted electronically. It was easy and fast! We asked for member input following the voting process, and it was overwhelmingly positive. For those without an e-mail address, paper ballots were mailed. We had an 11.73% voting rate for 2011. How does that compare to previous years? 2010 – 9.04%; 2009 – 9.74%; 2008 – 11.36%; 2007 – 12.52%.
  - ◆ Electronic membership renewals were continued in 2010-2011. Renewal notices were sent to members via e-mail.
  - ◆ ANNA again hosted its virtual Town Hall Meeting so that the entire membership could participate. A call was put out for members to submit questions for ANNA leaders. ANNA leaders answered your questions and the answers were distributed via E-News for all members to review.
  - ◆ An online service called Survey Monkey was used for various market research activities and polling among members.

- ◆ All presenter handouts and PowerPoint presentations for the National Symposium and Fall Meeting are available in ANNA's Online Library for attendees to review and download in advance of the meetings.
- ◆ Attendees at the National Symposium and Fall Meeting continue to complete their evaluations online and receive their CNE certificates immediately upon submission of their evaluations.
- ◆ Leaders and committees were encouraged to enhance their meetings and conference calls with a new service called GoToWebinar, where members can meet virtually with shared computer screens and documents.
- The four regional corporations were successfully dissolved, and all chapters established a direct relationship with ANNA for tax-reporting purposes.
- This year, we continued the monthly online "Presidential Minute," which is a short audio message provided by the ANNA President each month to discuss current issues and opportunities within the Association.
- Many of the programs developed by ANNA are made possible by sponsorship from our Corporate and Sustaining Members. We are grateful for their ongoing generous support.
- ANNA's annual operating budget is approximately \$4 million dollars. It takes that much money to accomplish all of the exciting achievements that we have made this year. Treasurer **Molly Cahill** and Executive Director **Mike Cunningham** have done an excellent job managing our budget and keeping volunteers informed of our financial status.
- ANNA continues to follow a sound investment strategy for managing its assets. RBC Wealth Management manages ANNA's investments guided by formal written policies. Our strategy of looking at our investments with a long-term viewpoint has provided great success for our portfolio, despite short-term market losses and stock volatility.
- Each year ANNA hires an outside auditing/accounting firm to provide a certified audit of the Association's operations for the fiscal year. Gold, Gocial, Gerstein prepared ANNA's certified audit for the fiscal year April 1, 2010 to March 31, 2011. The preliminary results of the audit demonstrate that ANNA is operating in an extremely efficient manner. A complete report of the certified audit will be provided to members in the July/August 2011 issue of the *ANNA Update*.

### Summary

My journey as ANNA President began at the 2010 National Symposium, and it has been a wonderful experience. It is a true honor to be a part of this wonderful organization. I wish it were possible to recognize every volunteer and accomplishment in this report. Even with all of ANNA's accomplishments, there is still much more to do. Together, we can ensure the future of ANNA and nephrology nursing.

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2010-2011 ANNA President  
Dallas Chapter #208