



President's Message

The State of the Association

Rowena W. Elliott

The American Nephrology Nurses' Association (ANNA) was founded in 1969, and we have 10,000 members. Our members are from a variety of nephrology backgrounds and experiences, including hemodialysis, peritoneal dialysis, transplantation, and chronic kidney disease. We are currently 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 and important role within the Association. The committees include:

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

In addition to our committees, ANNA has Specialty Practice Networks (SPNs) that focus on clinical practice issues. They include:

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

Strategic planning is an essential and vital tool used to assist an organization to:

1. Focus its energy and resources,
2. Work toward common goals, and
3. Adjust the organization's direction in response to an ever-changing environment.

During 2011, **Suzann VanBuskirk**, nephrology nurse consultant and ANNA Past President, was retained to facilitate ANNA's review of our current strategic plan. Ms. VanBuskirk prepared an ANNA trends report as a prelude to the planning work. In addition, ANNA leaders provided the results of inter-

views with stakeholders about their views related to nephrology nursing and ANNA. Planners also reviewed key ANNA documents, including the 2009 Environmental Trends Report and a summary of planner interviews assessing the needs of ANNA members and non-members. The Strategic Plan's goals, objectives, strategies, and actions were revised with a focus on our 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.

It has been a very productive year for ANNA and I am honored to share some of **our** many accomplishments based on our strategic goals.

Advocacy Goal

ANNA will be the leading advocate for nephrology nurses.

- Kidney Disease Awareness and Education Week was held August 8-12, 2011. 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 dialysis facilities, transplant centers, and chronic kidney disease (CKD) clinics.
- We continued 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. Our members continued to be active participants in writing letters to members of Congress.
- ANNA has maintained its contract with Drinker, Biddle and Reath to provide health policy consultant services. **James Twaddell** serves as our Health Policy Consultant and lobbyist in Washington, DC. Mr. Twaddell advises the Association on health policy issues and monitors federal legislation of interest to nephrology nurses. He works in collaboration with ANNA's Capitol Gang and accompanies 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. They 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.

- ANNA held the Health Policy Workshop for ANNA members who have an interest in health policy. The workshop was held June 6-7, 2011 in Washington, DC.
- ANNA continues to be an active member of the Kidney Care Partners (KCP), a coalition of patient advocates, dialysis professionals, patient care providers, and corporations working together to improve quality of care for individuals with CKD. **Gail Wick** has served as the ANNA representative to KCP and is active in many areas within the KCP structure.
- ANNA endorsed several letters from KCP, including:
 1. January 9, 2012 - Letter from KCP: National Voluntary Consensus Standards for Renal Disease, National Quality Forum (NQF) Member Comments (KCP's comments on the 13 measures recommended by NQF).
 - ANNA also sent a separate letter addressing the patient education measure.
 2. August 30, 2011- Letter from KCP: Comments about the Proposed Rule for the Changes to the End-Stage Renal Disease Prospective Payment System for CY 2012, End-Stage Renal Disease Quality Incentive Program for PY 2013 and PY 2014.
 - ANNA also sent a separate comment letter addressing this issue.
- ANNA members actively participated in efforts to communicate with legislators on the "Supercommittee" to voice the effects that budget cuts would have on patients with CKD.
- ANNA joined the Nursing Community in advocating for support of Nursing Workforce Development Programs and continued funding for nursing education and research.
- ANNA submitted a comment letter to address the "stringent" guidelines in the Federal Life Safety Code (LSC) provisions and how it directly affected nephrology nursing and dialysis units.
- ANNA continued participation in KCP's Performance Excellence and Accountability in Kidney Care (PEAK) Campaign. This is a voluntary quality improvement initiative to reduce mortality among first-year dialysis patients by 20% by the end of 2012. ANNA is represented on the PEAK Expert Panels.
- 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 February 2012, three ANNA members attended this important educational event.
- A letter of commendation was sent to Marilyn Tavenner for her nomination as Administrator of the Centers for Medicare & Medicaid Services (CMS).
- A letter of commendation was sent to Major General Horoho for her promotion to Lieutenant General and swearing-in as Surgeon General of the

Army and Commanding General of the U.S. Army Medical Command.

Membership

Goal: All nephrology nurses will be members of ANNA.

- To honor our dedicated nephrology nurses who provide the vital care needed for individuals with kidney disease, Nephrology Nurses Week was celebrated September 11-17, 2011. **Marilyn Eilert** continued as the advisor for ANNA's Nephrology Nurses Week with the theme *Soaring to New Career Heights*. The theme highlights the way nephrology nurses can challenge themselves to go beyond the status quo and advance their careers as nephrology nurses.
- The ANNA National Office staff continues to be available to provide valuable services to our members.
- ANNA's Internet services continue to grow. Be sure to check out these 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 with the opportunity to network with your peers. **Anne Webber** continued as ANNA Connected Liaison to assist members by answering questions and providing information related to use of the site.
 3. ANNA's Online Library: Each month ANNA highlights a new free continuing nursing education (CNE) session for members only. In addition, content from National Symposia, Fall Meetings, Audio Conferences, and Webinars is also available.
- The *ANNA Update*, edited by Managing Editor **Kathleen Thomas** and National Secretary **Sharon Longton**, continues to provide news about our association, chapters, and members. The *ANNA Update* is published six times a year.
- ANNA provides current information on Association activities and the renal community 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 \$100,000 was available through ANNA awards, scholarships, and grants.
- The ANNA Resource Corps (ARC) is an online volunteer database for all ANNA members. **Sandy Bodin**, ANNA Past President, continued to serve as the ARC Advisor. When a volunteer is needed for a specific job, project, task force, etc., the database is queried to retrieve the criteria and qualifications that match. Once members are identified, contact is made regarding their interest in serving. Our goal is to provide our members with meaningful oppor-

tunities to be successful volunteers within their areas of expertise. The ARC was queried several 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 March 2011. This publication provides current and relevant standards of practice and guidelines for care for nurses working with individuals with kidney disease. In July, the Board of Directors approved the publication to be made available in an electronic format.
- ANNA participated in the National Student Nurses' Association Annual Convention and Mid Year Conference. **Kristin Larson** presented at a focus session at the annual convention in April 2011 in Salt Lake City, UT. ANNA President **Dr. Rowena W. Elliott** served on a Nursing Specialty Showcase at the midyear conference that was held November 2011 in Memphis, TN.
- ANNA exhibited at the American Society of Nephrology meeting that was held November 10-13, 2011, in Philadelphia, PA. ANNA President **Rowena W. Elliott**, President-Elect **Glenda Payne**, Immediate Past President **Donna Painter**, and Executive Director **Michael Cunningham** attended. In addition, local ANNA chapter volunteers assisted at the exhibit booth.
- ANNA continued our partnership with the Kidney Community Emergency Response Coalition (KCER) 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 to build on issues of common interest to advance the nursing profession. ANNA President **Rowena W. Elliott**, President-Elect **Glenda Payne**, and Executive Director **Michael Cunningham** represented ANNA at the Alliance's Annual Fall Summit in Miami, FL, on November 17-19, 2011.
- The American Nurses Association (ANA) Organizational Affiliates has 20+ 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** continues to serve as ANNA's representative to the ANA Congress on Nursing Practice and Economics.
- ANNA has launched a "Free for 3 / Strive for 5" membership incentive program. Every ANNA member who recruits 3 new members will receive a 1-year ANNA membership free. Every ANNA member who recruits 5 or more new members will be entered into a drawing to win free registration to ANNA's 44th National Symposium (April 21-24, 2013 in Las Vegas, NV). This campaign will run from January 1 through December 31, 2012.

Partnerships and Collaborations

- ANNA established a new collaboration with two physician nephrology organizations to review and revise ANNA's position statement entitled: *Joint Position Paper on Collaboration between Nephrologists and Advanced Practice Nurses*. Representatives from the American Society of Nephrology (ASN) and Renal Physicians Association (RPA) are currently working with representatives from ANNA's Board of Directors, Advanced Practice Specialty Practice Network (SPN), and ANNA's Position Statement Advisor on this project.
- ANNA has plans to continue collaboration with ASN in publication of articles in our respective publications (*ANNA Update* and *Kidney News*). Plans are in process.
- ANNA is in the discussion stages of planning continued collaborative efforts with RPA.
- ANNA joined as partners in the Partnership for Patients, a new public-private partnership that helps improve the quality, safety, and affordability of health care for all Americans.
- ANNA was one of five major organizations that partnered with the American Kidney Fund in the "Pair Up" national campaign to increase education and screening for chronic kidney disease. ANNA President **Rowena W. Elliott** attended the official launch at Times Square in New York City in September 2011.
- ANNA has become a partner in the Fistula First Breakthrough Initiative's "Save the Vein" Campaign. **Tim Ray**, Advanced Practice SPN Leader, will serve as the ANNA representative.
- ANNA continues their partnership with the Centers for Disease Control (CDC) Clinician Outreach and Communication Activity (COCA) initiative. ANNA President **Rowena W. Elliott** attended one of COCA's stakeholders meeting in Atlanta, GA, on June 16, 2011.
- ANNA's partnerships and collaborations are highlighted on the Web site at least every other month.
- The ANNA Web site has included links to a host of organizations that may be of interest to our members. The links can be found by going to ANNA's homepage (www.annanurse.org) and clicking on "I'd Like to . . . Go to Links to ANNA Partners, Professional Organizations and other Resources." This list will be continually updated to serve the needs of our members.

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**, lead the effort in providing articles, pertinent research findings, educational supplements, and department features.

- ANNA hosted the 42nd National Symposium in Boston, MA on March 27-30, 2011. The Volunteer Leaders Workshop (VLW) was held again for all incoming chapter officers, regional officers, committee chairpersons and designates, and specialty practice network (SPN) leaders. Under the leadership of **Marianne Neumann** along with the Leadership Development Committee, attendees were able to collaborate and network with other volunteer leaders.
- The 2011 Fall Meeting was held at the Hilton Atlanta in Atlanta, GA, September 24-26, 2011. We had great numbers with 400+ in attendance.
- ANNA webinars continued and were offered in Fall 2011 and Winter 2012. ANNA's Fall Webinar, *The Tsunami of Diabetes*, was held November 2011. ANNA's Winter Webinar, *Calming the Storm: Prevention and Management of Diabetes Complications*, was held February 2012.
- The 43rd National Symposium will be held in Orlando, FL, on April 29-May 2, 2012.
- ANNA believes that certification is an essential component of specialty nursing practice and the Nephrology Nursing Certification Commission (NNCC) credentialing body is essential in serving the nephrology nursing community.
- Immediate Past President **Donna Painter** represented ANNA at the 40th European Dialysis and Transplant Nurses Association/European Renal Care Association (EDTNA/ERCA) International Conference in Ljubljana, Slovenia on September 10-13, 2011.
- President-Elect **Glenda Payne** represented ANNA at the Canadian Association of Nephrology Nurses and Technologists (CANNT) in Calgary, Alberta, Canada on October 20-23, 2011.

Research Goal

Goal: ANNA will promote nephrology nursing research.

- The Research Committee has been very busy with new initiatives that will include publications in the *Nephrology Nursing Journal* and research projects that will serve to add to the body of knowledge in nephrology nursing and contribute to evidence-based nursing.
- The Research Committee reviewed several grants that were submitted by our members. The grants, to be announced and awarded at the National Symposium, total over \$22,000.

Business Goal

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

- The National Office is currently updating our Web site to make it more user-friendly. Members were sent a survey in 2011 asking about ways to improve the site. Those comments were incorporated with the changes that are underway. The updated Web site is scheduled to be revealed before the National Symposium.
- **Dr. Hazel Dennison** was hired as ANNA's Director of Education Services. Dr. Dennison assumed the position in November 2011.

Summary

My "Soaring" journey as **your** ANNA President began at the 2011 National Symposium in Boston, MA. Although the weather was cold, I felt the warmth of your excitement as we entered into a new ANNA year! This year has definitely been a time of professional and personal growth. I had the honor and privilege to attend and/or speak at your chapter and collaborative meetings. It has been a joy to see your excitement as you accepted the challenge of "Daring to Soar." Thanks to each and every one of you. I have been blessed to serve in this role for the past 400 days. Continue in your efforts to be "eagles" and soar to greater heights as nephrology nurses.

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ANNA President
Magnolia Chapter #249

ANNA

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