With great pride, we present ANCC’s Annual Report for 2011.

Growth, progress, and innovation have fueled another highly successful year. We reached out to our customers with a new and improved Web site, launched the collaborative Magnet Learning Communities, formed a unique partnership with a prominent nursing journal, and added a host of fresh online learning opportunities.

Internally, we celebrated our redesignation as the world’s only ISO-certified healthcare credentialing organization. This prestigious recognition is especially important as ANCC continues to raise the bar and grow as a global leader in credentialing excellence.

We are awed and humbled by the dedicated and visionary nursing professionals we encounter every day on the job. They encourage, advance, and support ANCC’s mission to promote nursing excellence and healthcare quality around the globe. We invite you to read the many ways in which that mission came to life in 2011.

Michael Evans, PhD, RN, NEA-BC, FAAN, President

Karen Drenkard, PhD, RN, NEA-BC, FAAN, Executive Director

OUR VISION
As the recognized leader in global credentialing services, ANCC will drive nursing excellence, quality care, and improved outcomes.

OUR MISSION
The mission of ANCC is to promote excellence in nursing and health care globally through credentialing programs.

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The Certification Program enables nurses to demonstrate their specialty expertise and validate their knowledge to employers and patients. Through targeted exams that incorporate the latest nursing-practice standards, ANCC certification empowers nurses with pride and professional satisfaction.

In 2011, ANCC’s Certification Program:

- Continued its steady growth in applications for certification.
- Obtained Accreditation Board for Specialty Nursing Certification (ABSNC) re-accreditation for seven nurse practitioner certifications (through December 2016). This accreditation provides evidence to the state boards of nursing that ANCC NP certifications meet requirements for licensure.
- Provided leadership communications and resources around the upcoming changes to ANCC’s advanced practice certifications related to the implementation of the new APRN Consensus Model.

<table>
<thead>
<tr>
<th>Year</th>
<th>Initial Certification Applications</th>
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<tbody>
<tr>
<td>2009</td>
<td>12,467</td>
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<tr>
<td>2010</td>
<td>14,573</td>
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<td>2011</td>
<td><strong>15,732</strong></td>
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The Magnet Recognition Program® is the most prestigious credential a healthcare organization can receive for nursing excellence and quality patient outcomes. Organizations that achieve Magnet recognition are part of a high-performance group that demonstrates superior nursing practices and patient, nurse, and clinical outcomes.

In 2011, ANCC’s Magnet Recognition Program:

- Formed a partnership with The Journal of Nursing Administration (JONA) to share the latest news, initiatives, research findings, and other valuable information with a broad nursing audience. JONA is now the “Official Leadership Journal of the Magnet Recognition Program” and features a monthly “Magnet Perspectives” column.
- Launched the Magnet Learning Communities™ (MLC) at the 2012 ANCC National Magnet Conference®. MLC fosters discussion and learning by giving nurses the opportunity to connect and share best practices, resources, research, and strategies that have led to quality patient care, nursing excellence, and innovations in the nursing profession.
- Reviewed Sources of Evidence (SOEs) for international applicants to ensure that the cultural implications were addressed. The interpretive guidance for these SOEs was presented at the National Magnet Conference and are available on ANCC’s Web site. At year end, there were 391 Magnet designated organizations, including five hospitals outside of the United States.

<table>
<thead>
<tr>
<th>Year-End Number of Magnet Hospitals</th>
<th>100</th>
<th>200</th>
<th>300</th>
<th>400</th>
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<tbody>
<tr>
<td>1996</td>
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<td>2011</td>
<td>400</td>
<td>300</td>
<td>200</td>
<td>100</td>
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The National Magnet Conference® continues to be the largest gathering of nurses from Magnet-recognized organizations from around the world.

In 2011, the National Magnet Conference in Baltimore:

- Was attended by more than 7,500 clinical nurses and nursing executives from top hospitals, including 149 international participants from 19 countries.
- Held the first annual Magnet® Nurse of the Year Awards to recognize the contributions of patient care clinicians working in Magnet hospitals. Five awards were presented, one for each Magnet Model component.
- Awarded the 2011 Magnet Prize™ (sponsored by Cerner Corporation) to Bassett Medical Center of Cooperstown, NY, for its School-Based Health Program. The program works with local school systems to address health and social issues that make it difficult for children to learn.

Pathway to Excellence (which includes the Pathway to Excellence® Program and Pathway to Excellence in Long Term Care Program™) recognizes a healthcare organization’s commitment to creating a positive nursing practice environment. The Pathway to Excellence in Long Term Care™ program is the first to recognize this type of supportive work setting specifically in long-term care facilities. Pathway organizations focus on collaboration, career development, and accountable leadership to empower nurses.

In 2011, ANCC’s Pathway to Excellence Program:

- Hosted the first annual Pathway to Excellence Conference™ in Austin, TX. More than 250 people from 34 states attended, including representatives of Pathway-designated facilities and interested applicants. All newly designated Pathway organizations were recognized.
- Expanded awareness of both programs via articles in national nursing publications. Appearing in print and online, articles included a Journal of Nursing Administration (JONA) research supplement on work environments.
- Completed the new 2012 Pathway Application Manual, which includes updated evidence-based Practice Standards and Elements of Performance as well as streamlined instructions to improve context and make the application process more user-friendly.
The Credentialing Knowledge Center provides educational materials and guidance to support nurses and organizations in their quest to achieve success through its credentialing programs.

**In 2011, ANCC’s Credentialing Knowledge Center:**
- Developed and expanded pharmacology offerings in response to requests from the APRN community. The number of events grew from two in 2010 to six in 2011.
- Launched new online learning materials, including practice study questions for Cardiac-Vascular Nursing, Gerontological Nursing, Informatics Nursing, and Psychiatric Clinical Nurse Specialist, as well as a peer review course.
- Expanded ANCC’s Virtual World to include awarding of continuing education hours.

### CREDENTIALING KNOWLEDGE CENTER

<table>
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<th>2009</th>
<th>2010</th>
<th>2011</th>
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<tbody>
<tr>
<td>Number of publications sold</td>
<td>7,986</td>
<td>12,835</td>
<td>12,472</td>
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<tr>
<td>Number of CE hours awarded</td>
<td>150,307</td>
<td>232,183</td>
<td>250,000</td>
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The Accreditation Program recognizes the importance of high-quality continuing nursing education and skills-based competency programs. Around the world, ANCC-accredited organizations provide nurses with knowledge and skills through continuing nursing education to help improve care and patient outcomes. The Joint Accreditation Program accredits organizations that provide interprofessional continuing education activities for the healthcare team—nursing, medicine, and/or pharmacy.

**In 2011, ANCC’s Accreditation Program:**
- Hired and trained 33 new appraisers.
- Revised eligibility criteria for the Joint Accreditation Program to allow for expansion to state-based approved organizations through State Medical Societies (ACCME) or Accredited Approvers (ANCC).
- Published the new 2013 Accreditation Application Manual for Providers and Approvers.
- Maintained six international accredited providers in Lebanon, Jordan, Scotland, Singapore, and Turkey.

### NUMBER OF ANCC-ACCREDITED ORGANIZATIONS (APPROVERS AND PROVIDERS)

<table>
<thead>
<tr>
<th></th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
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<tbody>
<tr>
<td>2009</td>
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<tr>
<td>2010</td>
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<tr>
<td>2011</td>
<td></td>
<td></td>
<td>381</td>
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</table>
The Institute for Credentialing Research advances the scientific foundations of ANCC’s credentialing process while encouraging the growth of research to clarify how credentialing makes a difference.

In 2011, ANCC’s Research Program:

- Completed analytic analysis of Pathway to Excellence® and Magnet Recognition® programs. Findings were used to inform revisions to program criteria and procedures.
- Developed Pathway to Excellence site survey tools and Pathway to Excellence in Long Term Care Program organizational demographic forms.
- Organized the third ANCC Research Symposium. The event featured plenary addresses by Dr. Peter Pronovost on advancing the science of patient safety and Dr. Ingrid Nembhard on creating an environment for learning, innovation, and successful implementation in organizations.
- Managed the ANCC customer feedback survey process for all programs. See results below.

Customer Feedback

Overall satisfaction with the services and benefits received from the programs (very and moderately satisfied):

- Pathway: 94.4%
- Magnet: 82.5%
- Accreditation: 77.8%

Likelihood to recommend the services of the ANCC program to a friend or colleague (very and moderately likely):

- Pathway: 94.4%
- Magnet: 90.0%
- Accreditation: 76.8%

Quality

ISO certification is the global standard for assuring stakeholders of an organization’s ability to meet meticulous quality requirements.

Just one year after becoming the first and only healthcare credentialing enterprise to achieve organization-wide ISO 9001:2008 certification, ANCC was redesignated for another year. The rigorous audit included a review of document management control processes, management processes, design and development processes, and quality management processes.

Achieving this prestigious credential gives ANCC the ultimate credibility in granting recognition for nursing excellence to others. By conforming to these demanding service criteria, ANCC provides its customers—the nursing and healthcare community—with confidence in its ability to consistently deliver the highest-quality credentialing services.

Additionally, all of ANCC’s certification programs are accredited by the Accreditation Board for Specialty Nursing Certification (ABSNC) and the National Commission for Certifying Agencies (NCCA). 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.