

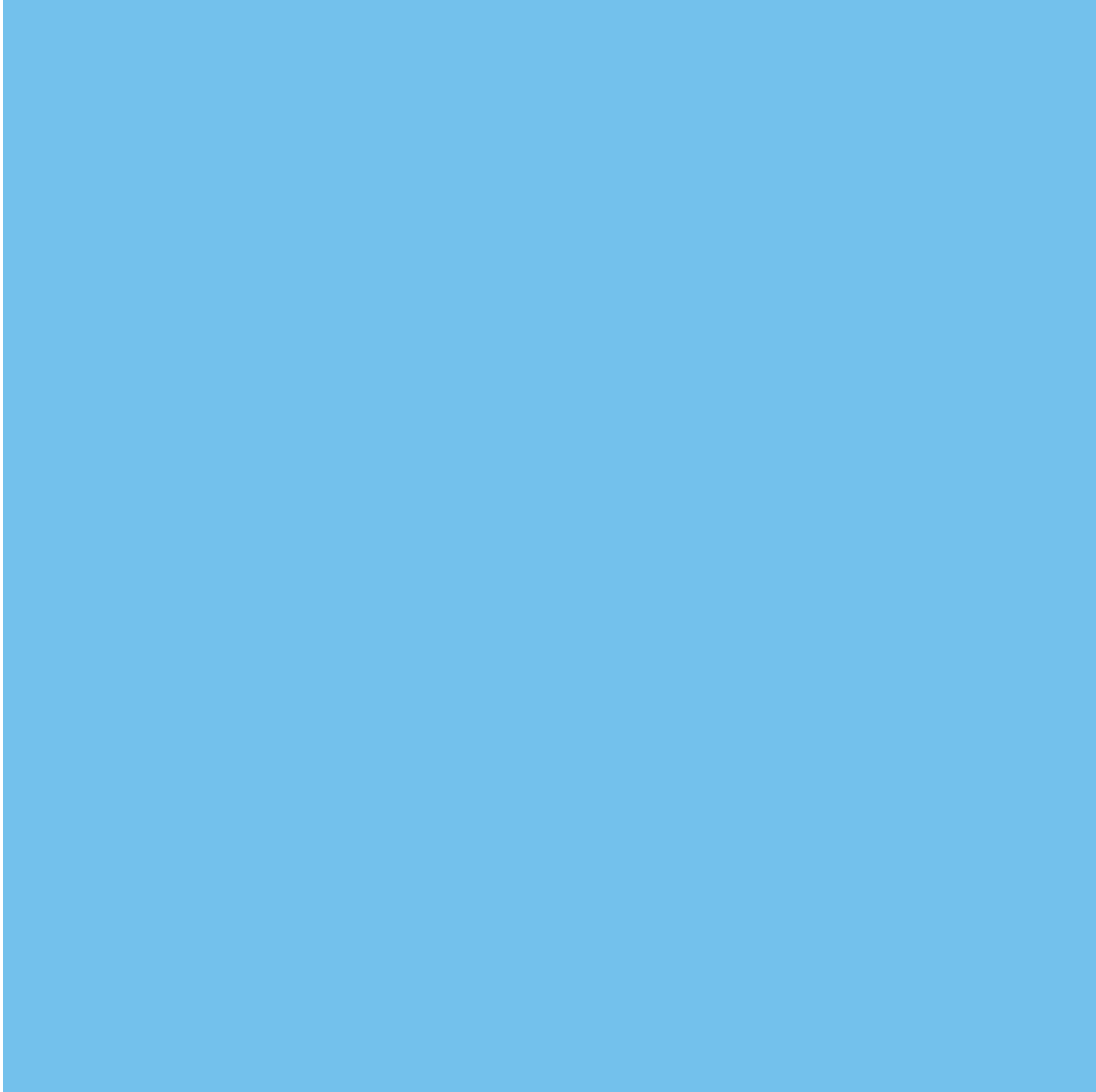
# 2007 ANNUAL REPORT

**ANCC**

AMERICAN NURSES  
CREDENTIALING CENTER



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We are pleased to present our Annual Report for 2007, showcasing ANCC's vision and continued commitment to advancing excellence for healthcare professionals and organizations around the world.

Our proudest accomplishment took place here at home, with the successful achievement of ISO 9001:2000 certification for our Accreditation Program and Magnet Recognition Program®. This world-class standard assures stakeholders of ANCC's ability to satisfy quality-related requirements, deliver consistent services, and successfully meet customer satisfaction needs. Our two-year ISO 9001 journey was a valuable learning experience and a proactive demonstration of our commitment to undergoing the same level of self-examination and improvement we expect of our clients.

We introduced a host of new programs and services in 2007—all designed to advance excellence in an ever-changing healthcare environment. Our Nursing Skills Competency Program, the only one of its kind in the country, accredits individual courses rather than the entity or organization providing them. The Premier Program Award recognizes ANCC-accredited continuing nursing education providers that continually raise the bar for quality in the field. And our new Pathway to Excellence™ Program—a national version of the Texas Nurses Association's Nurse-Friendly™ designation—recognizes healthcare organizations that have created work environments where nurses can flourish.

Much was new for Magnet in 2007. In addition to a fresh vision, the program has a dynamic new conceptual model, which clearly illustrates the interaction among the Forces of Magnetism to strengthen and synergize excellence in nursing practice. ANCC brought together expert panels to update the Magnet Manual by consolidating Sources of Evidence, eliminating redundancy, and streamlining requirements. In March, we held our first annual Magnet Leadership Summit, co-hosted with the Gallup Organization, in Washington, DC. More than 70 healthcare leaders from across the country explored the many facets of leadership and its connection to wellness.

ANCC's increasingly global influence was felt throughout the year as we welcomed international delegations and sponsored presentations abroad. At October's National Magnet Conference™ in Atlanta, a record number of international registrants from 12 countries participated in presentations, awards, and workshops.

Read more details about these—and other—innovative advancements in the pages of this report. It's an outstanding account of ANCC's commitment to advancing nursing excellence, knowledge, and prestige throughout the world.

Debbie D. Hatmaker, PhD, RN, SANE-A  
President



Jeanne M. Floyd, PhD, RN, CAE  
Executive Director




ANCC PROGRAMS

ISO CERTIFICATIONS

ACCREDITATION PROGRAMS

MEASUREMENT SERVICES

CERTIFICATION SERVICES

AVAILABLE CERTIFICATIONS

CERTIFICATION REVIEW SEMINARS

MAGNET RECOGNITION PROGRAM®

**ANCC successfully completed its ISO 9001:2000 journey in 2007. Both the Accreditation Program for excellence in continuing nursing education and the Magnet Recognition Program® for excellence in healthcare organizations are now certified.**

**ISO 9001:2000 certification is the firmly established global standard for assuring stakeholders of an organization's ability to satisfy quality-related requirements. ISO 9001 certification also measures success in meeting customer satisfaction needs in supplier-customer relationships.**

To achieve this milestone, organizations must clearly demonstrate documented processes, clear-cut responsibilities, ongoing training, internal checks for compliance, and continual improvement. ISO 9001 certification tells customers that the organization has a system in place to deliver consistent services, and conducts periodic internal audits to assure key processes are functioning as intended. It also validates that there is a system for preventive and corrective action, with an eye toward continuous overall improvement.

ANCC has spent more than two years examining its processes and procedures, and documenting them in accordance with the ISO 9001 standards. Executive Director Jeanne Floyd, PhD, RN, CAE, says, "Preparing for ISO 9001:2000 certification was worthwhile in itself, in much the same way preparing for ANCC Magnet Recognition® benefits healthcare organizations. Our decision to become ISO 9001:2000 certified is a proactive demonstration of our commitment to provide quality services. We are extremely proud of this achievement."

ANCC's certification report cites "excellent provision of obtaining and using customer feedback (complaints, peer review, etc.) for continual improvement in both the Magnet Recognition Program and Accreditation Program." ISO 9001:2000 certification is granted by Intertek, a leading international inspection and certification organization, and is renewed every three years, pending annual surveillance audits.

### International Highlights

ANCC hosted several international study tours in 2007, while also sponsoring a number of presentations abroad.

- >> A Belgian nurse delegation, accompanied by the director-general of the Ministry of Public Health of Belgium, visited ANCC to discuss the Magnet Recognition Program.
- >> Nurse researchers from Japan met with researchers from Magnet facilities in the United States during the National Magnet Conference.
- >> ANCC sponsored the presentation "Toward Better Nursing Accountability in Lebanon" at the American University of Beirut Medical Center.
- >> A delegation from the Spanish Nurses Association met with ANCC staff to discuss the possibility of using ANCC certification examinations throughout the European Union to promote cross-border mobility.
- >> A Brazilian professor visited ANCC to learn more about certification programs and help his government develop similar programs for nurses in Brazil.

Executive Director Jeanne Floyd, PhD, RN, CAE, attended the 2007 International Council of Nurses Credentialing Forum in London. ANCC participates in this annual event as a subsidiary of the American Nurses Association, which is the U.S. member of the ICN. ANCC has partnered with the ICN for several years on the creation and maintenance of its Registry of Credentialing Research.

**Accreditation strengthens and sustains the quality and integrity of continuing nursing education, while accredited organizations promote high-quality nursing practices and provide an avenue for nurses to maintain professional competence.**

ANCC focused on reinforcing the integrity of its Accreditation Program in 2007 through activities to assist newly-affiliated stakeholders.

- >> Developed a mentoring program to support new Accreditation Program appraisers
- >> Developed a pre-assessment audit option for accreditation applicants
- >> Added multiple educational resources to the web site, including a narrated PowerPoint presentation on how to establish an accredited continuing nursing provider unit

To enhance communication, ANCC met with continuing education (CE) approver units, held inter-professional focus groups, and conducted meetings with the Accreditation Council for Continuing Medical Education (ACCME) and the Accreditation Council for Pharmacy Education (ACPE).

### **Introduced the Nursing Skills Competency Program**

In 2007, ANCC introduced a new accreditation program for educational courses that validate nursing skills and skill sets. The Nursing Skills Competency Program—the only national program of its kind—accredits individual courses, rather than the entity or organization providing them.

The accredited nursing skills competency course must be designed according to ANCC criteria, which include requirements for validity, reliability, and observation of successful use of the skill or skill set in practice. Speakers' and mentors'/overseers' qualifications must be identified, and selection of those qualifications defended as part of the application process.

### **Annual Accreditation Symposium**

More than 100 ANCC-accredited providers, approvers, and approved providers of continuing nursing education came together to learn about best practices at the Second Annual Accreditation Symposium in Atlanta in July. The event was

co-located at the National Nursing Staff Development Organization's (NNSDO) Conference.

The symposium included a Consumer Update Workshop where ANCC presented its new Accreditation Program criteria (released in 2006) and an overview of the accreditation process. An alternative one-day workshop, designed especially for organizations not yet accredited by ANCC, offered strategies, tips, and techniques to navigate through the accreditation application process.

Symposium presentations included:

- >> Lifelong Learning to Improve the Quality of the Workforce
- >> Evidence-Based Practice Partnerships: Guidelines and Education
- >> Starting from Scratch: Disaster Management, Recovery, and Prevention
- >> Interpreting Commercial Support
- >> Total Program Evaluation
- >> Managing Business Relationships
- >> Marketing to the Target Audience

### **Inaugurated the Premier Program Award**

In 2007, ANCC introduced its Premier Program Award for innovation in continuing nursing education programs. The award recognizes ANCC-accredited continuing nursing education providers that continually raise the bar for quality and/or employ cutting-edge practices in continuing nursing education. These organizations provide models and act as exemplars of excellence in the continuing nursing education field.

Accredited organizations with Premier Program status are expected to mentor other continuing nursing education organizations, continually provide and disseminate best practices, publish, and assist ANCC in advancing accredited continuing nursing education nationwide. Award benefits include widespread recognition among peers and a marketing advantage in attracting nurses who value high-quality continuing nursing education programs. Premier Program status is

awarded for a 2-year period and includes a discount on the ANCC accreditation fee.

Winners of the inaugural award, announced at July's Annual Accreditation Symposium, represent the "best of the best" in continuing nursing education.

### *Association of Women's Health, Obstetric and Neonatal Nurses (AWHONN)*

This specialty nursing organization with an accredited Provider Unit teaches a patient monitoring program that is the accepted standard within obstetric and neonatal nursing practice. Not only has it achieved national recognition as a nursing education program, it is also the primary monitoring education program for select, large healthcare systems in the United States. In Illinois and elsewhere, those who complete the program pay reduced malpractice insurance premiums.

Since it began in 1993, the program has grown to a current force of more than 1,900 instructors reaching 10,000 participants annually throughout the United States, Canada, and abroad. More than 78,000 participants have attended the intermediate-level course alone.

### *Nursing Spectrum Continuing Education (CE)*

A division of Gannett Healthcare Group (GHG), Nursing Spectrum CE is a model of learning excellence for 250 healthcare organizations and systems that have accessed educational activities for their nurses through CE Direct®. Some organizations have been in this relationship for 7 years or more, and the program has a 95% renewal rate.

### **International Highlight**

In 2007 SingHealth Alice Lee Institute of Advanced Nursing in Singapore joined the group of accredited internationally-based organizations. Others include American University of Beirut in Lebanon and the University of Dundee in Scotland.

**ANCC Measurement Services conducts in-house development of certification examinations, while ensuring that the exams are psychometrically sound and meet accreditation standards. Each year, staff works with approximately 200 content experts to conduct role delineation studies; develop test blueprints; and write, edit, review, and approve test items.**

### **Shaped Certification Exams to Reflect Current Practice**

In 2007, Measurement Services demonstrated continued commitment in shaping the ANCC certification examinations to reflect the current practice of multiple nursing specialties. After conducting a national-level role delineation study to analyze the professional skills and abilities required to practice nursing administration, it updated the test blueprint for the nursing administration exam. Using logical job analyses performed by panels of experts, ANCC revised the test blueprints for the ambulatory care nurse, nursing case management, and nursing professional development specialties.

Measurement Services staff trained 26 new item writers and processed more than 3,650 new items (exam questions) during the year. In April, it offered an item writing workshop for nursing faculty at the National Organization of Nurse Practitioner Faculty (NONPF) annual conference in Denver.

To field test new exam items, 540 nurse volunteers sat for five examination forms. New examination forms were introduced for existing exams in nine nursing specialties. Seven standard-setting studies were conducted to set passing scores on the exams.

### **Updated Certification Exams**

Measurement Services introduced updated examinations in the following specialties:

- >> Cardiac Vascular Nurse
- >> Clinical Nurse Specialist in Gerontology
- >> Clinical Nurse Specialist in Pediatrics
- >> Clinical Nurse Specialist in Public/Community Health
- >> Gerontological Nurse
- >> Medical-Surgical Nurse
- >> Pediatrics Nurse
- >> Psychiatric and Mental Health Nurse

In addition, activities were launched to combine the four advanced diabetes examinations (clinical nurse specialist, nurse practitioner, dietitian, and pharmacist) into one examination.

### **Collaborative Activities**

In collaboration with the American Psychiatric Nurses Association (APNA), Measurement Services began developing an updated examination for clinical nurse specialists and nurse practitioners in advanced practice adult psychiatric and mental health nursing. The first administration is scheduled for early 2009.

In cooperation with the National Association of Clinical Nurse Specialists (NACNS), Measurement Services developed a schedule to create a new examination of core competencies for clinical nurse specialists. This exam is intended for those clinical nurse specialties that currently have no certification exams, and will begin in late 2009.

### **Instant Examination Scoring**

Through its testing vendor, Prometric, Measurement Services implemented instant, on-site score reporting for the nurse practitioner examinations, and arranged for special pencil-and-paper administration of several computer-based exams.

### **International Highlight**

Measurement Services staff worked closely with the ANCC Business Office and the Canadian Nurses Association to offer Canadian nurses (everywhere but Québec) the adult nurse practitioner and pediatric nurse practitioner examinations. ANCC Informatics Nurse Certification has been available in Canada for some time.

**The Policy Area of Certification assists the Commission on Certification (COC), performs advanced practice registered nurse (APRN) work at the national level, and conducts specialty organization work. Staff serves on task forces; facilitates communication, data collection and analysis; and recruits and retains volunteers.**

Certification operations manages data processing and verification of certifications. Staff works with the exam vendor to ensure smooth administration of all testing; coordinates special exam administration in the United States and Canada; communicates with state boards and employers; and provides applicant customer service.

Registration/Eligibility oversees the application review and eligibility appraisal process, including eligibility determination, renewal processing, candidate counseling, faculty dialogue, providing aggregate educational data reports to schools, appeals process oversight, and working with international candidates.

### **Policy Updates**

Certification Services played an active part in the APN Consensus Group, working in tandem with the National Council of State Boards of Nursing (NCSBN) Advanced Practice Registered Nurse (APRN) Council to develop a joint vision for the future of advanced practice nursing. In addition, staff participated in nationwide efforts to develop consensus-based, national-level core competencies for masters-prepared clinical nurse specialists (CNS).

As part of the Public/Community Health Task Force, Certification Services worked with the Quad Council of Public Health Nursing Organizations, an organization composed of the Association of State and Territorial Directors of Nursing (ASTDN), the American Nurses Association Council on Nursing Practice and Economics (ANA), the Association of Community Health Nursing Educators (ACHNE), and the Section of Public Health Nursing of the American Public Health Association (APHA).

In 2007, the ANCC Commission on Certification (COC) convened the Doctorate of Nursing Practice (DNP) Task Force to review the DNP and its implications for all advanced practice and graduate level nursing certifications. Certification Services helped formulate a modified Delphi study of DNP needs and credentialing.

### **Working with Volunteers to Shape Examinations**

In preparation for updating the nursing administration advanced exam, Certification Services analyzed

applications and recruited members for the role delineation study. Staff also met with the Nursing Administration Advanced Content Expert Panel to discuss needs, issues, and credentials.

Staff worked with the American Psychiatric Nurses Association (APNA) and the International Society of Psychiatric and Mental Health Nurses (ISPN) to select an Advanced Practice–Psychiatric Mental Health Content Expert Panel. The panel will provide ongoing review and development of a new advanced practice adult psychiatric mental health nurse practitioner exam.

Staff also worked with the National Association of Clinical Nurse Specialists (NACNS) to design the process for creating a core CNS exam for specialties without current certification exams, and to lay the groundwork for the exam's implementation and acceptance. Work will continue in 2008.

Certification Services hosted a meeting of content experts to develop alternative eligibility criteria proposals to allow acute, adult, and family nurse practitioners to sit the gerontological nurse practitioner exam. This alternate eligibility examination will provide recognition in gerontology for those already licensed to practice as APNs.

### **Nurse Practitioner Credential Change**

ANCC surveyed more than 6,000 NPs and CNSs to solicit input about a credential change. From the survey results, ANCC developed a proposal and worked throughout the year with other APN-certifying bodies to determine if a universal credential for nurse practitioners was possible. ANCC also worked with APNA and NACNS on the implementation of the credentials for CNSs. Changes will take place in 2008.

### **Portfolio Recognition Product Development**

In addition to policy-level work, the Certification Department continued work on the portfolio recognition project to recognize specialty nursing knowledge and competencies through on-line portfolio evaluation. Three specialty organizations worked with ANCC on

this project: the International Association of Forensic Nurses (IAFN); the Health Ministry Association (HMA); and the American College Health Association—Nursing Section (ACHA).

### **Accreditation of Certification Examinations**

Measurement Services and Certification Services jointly compiled the technical and test development reports necessary for the American Board of Nursing Specialties (ABNS) to accredit six clinical nurse specialist examinations. In late 2007, ANCC received re-accreditation on five of those exams and initial accreditation on one. All accreditations are valid for five years, through 2012, for the following:

- >> Clinical Nurse Specialist in Adult Health Nursing
- >> Clinical Nurse Specialist in Adult Psychiatric & Mental Health Nursing
- >> Clinical Nurse Specialist in Child/Adolescent Psychiatric & Mental Health Nursing
- >> Clinical Nurse Specialist in Gerontological Nursing
- >> Clinical Nurse Specialist in Pediatric Nursing
- >> Advanced Diabetes Management Clinical Nurse Specialist (new)

### **Operational Improvements**

In 2007, Certification Services took steps toward moving to a paperless office. Candidate transcripts were scanned to microfilm and housed off-site to improve sorting and matching. A needs analysis was conducted and a vendor was selected to implement a new database.

### **International Highlight**

Through its testing vendor, Prometric, Certification Services began work to allow for international deployment of exams. In 2007, ANCC offered international administration of its acute care nurse practitioner, adult nurse practitioner, family nurse practitioner, cardiac vascular nurse, gerontological nurse, and informatics nurse exams in Frankfurt, London, Seoul, and Tokyo. ANCC expects to offer all of its computer-based examinations world-wide in 2008.

### Nurse Practitioner

Acute Care  
 Adult  
 Adult Psychiatric & Mental Health  
 Diabetes Management, Advanced  
 Family  
 Family Psychiatric & Mental Health  
 Gerontological  
 Pediatric  
 School\*

### Clinical Nurse Specialist

Adult Health (formerly Medical-Surgical)  
 Adult Psychiatric & Mental Health  
 Child/Adolescent Psychiatric & Mental Health  
 Diabetes Management, Advanced  
 Gerontological  
 Home Health\*  
 Pediatric  
 Public/Community Health

### Other Advanced-Level Certifications

Diabetes Management, Advanced,  
 Registered Dietitian  
 Diabetes Management, Advanced,  
 Registered Pharmacist  
 Nursing Administration, Advanced

### Specialty Certifications

Ambulatory Care Nurse  
 Cardiac Rehabilitation Nurse\*  
 Cardiac Vascular Nurse  
 Case Management Nurse  
 College Health Nurse\*  
 Community Health Nurse\*  
 Gerontological Nurse  
 High-Risk Perinatal Nurse\*  
 Home Health Nurse\*  
 Informatics Nurse  
 Maternal-Child Nurse\*  
 Medical-Surgical Nurse  
 Nursing Administration  
 Nursing Professional Development  
 Pain Management  
 Pediatric Nurse  
 Perinatal Nurse\*  
 Psychiatric & Mental Health Nurse  
 School Nurse\*

\* *retired certification*

Since 1990, ANCC has certified more than a quarter-million nurses. Currently, more than 75,000 advanced practice nurses are certified by ANCC.

Most ANCC certification examinations are accredited by ABNS and/or the National Commission for Certifying Agencies (NCCA) of the National Organization for Competency Assurance (NOCA).



### **Seminar Specialties Included**

Adult Health Clinical Nurse Specialist  
Adult Nurse Practitioner  
Advanced Diabetes Management  
Cardiac Vascular Nurse  
Clinical Nurse Specialist Role Review  
Family Nurse Practitioner  
Gerontological Nurse Practitioner  
Gerontological Nurse  
Informatics Nurse  
Medical-Surgical Nurse  
Nursing Administration  
Nursing Case Management  
Nursing Professional Development  
Pediatric Nurse  
Psychiatric Clinical Nurse Specialist  
Psychiatric Nurse Practitioner  
Psychiatric Nurse

Several of these review seminars were held in conjunction with the annual meetings of nursing specialty organizations. For the first time, ANCC collaborated with the American Association of Cardiovascular and Pulmonary Rehabilitation Nursing (AACVPR) and the American Psychiatric Nursing Association (APNA) to provide certification review seminars at their national conferences.

### **National Teleconference Study Groups**

ANCC convened 18 national certification review study groups throughout 2007. More than 520 nurses attended these 4-8 week courses, earning 3,386 continuing education contact hours. This new, group-learning venue has grown significantly from the five study groups held in 2006 to become one of the most popular resources for nurses who prefer not to travel or use the computer.

**In 2007, ANCC conducted 66 review seminars across the United States. More than 1,720 nurses attended these events, earning 23,239 continuing education contact hours. Course evaluations have consistently rated these seminars as excellent.**

### **Study Group Specialties Included**

Adult Nurse Practitioner  
Advanced Diabetes Management  
Cardiac Vascular Nurse  
Family Nurse Practitioner  
Gerontological Nurse Practitioner  
Informatics Nurse  
Nursing Administration  
Nursing Case Management  
Nursing Professional Development  
Psychiatric/Mental Health Nurse  
Public/Community Health Clinical Nurse Specialist

### **New On-line Certification Review Courses**

Thanks to its affordability and easy access, e-learning is quickly becoming the learning method of choice for nurses studying for national certification. ANCC launched 10 new narrated PowerPoint certification review courses in 2007, bringing to 12 the total of on-line review seminars offered in support of specialty certification. More than 1377 participants enrolled in these new courses and consistently rated the experience as excellent, extremely helpful, and easy to access.

### **New Titles For 2007 Included**

Adult Nurse Practitioner  
Adult Health Clinical Nurse Specialist  
Advanced Diabetes Management  
Clinical Nurse Specialist: Foundations of Practice  
Family Nurse Practitioner  
Gerontologic Nursing  
Informatics  
Nursing Case Management  
Psychiatric Nurse Practitioner  
Psychiatric/Mental Health Clinical Nurse Specialist  
Role Review Clinical Nurse Specialist

### **Certification Review Manuals**

Each review manual is accompanied by on-line, self-directed learning modules for which the participant earns continuing education contact hours. ANCC sold more than 6,600 manuals and 546 continuing education modules in 2007.

### **Certification Review Manuals Released In 2007 Included**

Cardiac Vascular Nurse (revised)  
Medical-Surgical Nurse  
Nursing Administration (revised)  
Nursing Professional Development  
Psychiatric Mental Health Nurse (revised)

In 2007, faced with unprecedented challenges in the dynamic healthcare environment, the Commission on Magnet Recognition (COM) focused on refining the Magnet Recognition Program for the future. The pursuit of nursing excellence required a willingness to make changes and create a framework to foster transformation, and ensure innovation and exemplary professional practice to better serve nurses and patients.

The number of Magnet-recognized healthcare organizations climbed to 275 in 2007, a 14% increase from the previous year. Thirty-eight new organizations received Magnet recognition; eight organizations were renewed.

### **New Magnet Vision**

Magnet organizations will serve as the fount of knowledge and expertise for the delivery of nursing care globally. They will be solidly grounded in core Magnet principles, flexible, and constantly striving for discovery and innovation. They will lead the reformation of healthcare; the discipline of nursing; and care of the patient, family, and community.



**ANCC's Magnet Recognition Program® confers Magnet™ recognition when a healthcare organization demonstrates that it provides an environment of excellence for nursing practice and patient care.**

## New Magnet Model

Under development for most of the year, this dynamic new conceptual model clearly illustrates the interaction among the Forces of Magnetism (FOM) to strengthen and synergize excellence in nursing practice, and generate a Magnet culture. To create it, ANCC completed a multivariate structural analysis of the 14 FOMs, examining the relationships among them and investigating alternative frameworks for structuring the Sources of Evidence.

The COM presented the new Model at the National Magnet Conference in Atlanta in October, and then submitted it for public comment. Highlights include:

### >> Transformational Leadership

Today's environment demands reformation. Leaders must have vision, influence, clinical knowledge, and strong expertise in professional practice.

### >> Structural Empowerment

The structure must acknowledge, value, support, and develop strong professional practice.

### >> Exemplary Professional Practice

Excellence in nursing practice is the key driver of a Magnet organization. It requires a comprehensive understanding of the role of nursing, and application of that role using evidence-based practice and research.

### >> New Knowledge, Innovations and Improvements

Magnet organizations are in a crucial position to advance science, learning, and discovery of new knowledge.

### >> Empirical Outcomes

The true measure of an organization's success lies in its outcomes.

## Revising the Magnet Application Manual

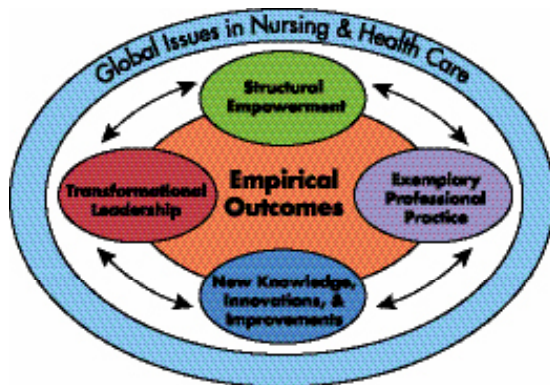
ANCC brought together expert panels to consolidate the Sources of Evidence, eliminate redundancy, and streamline requirements. Due to be released in 2008, the updated Manual emphasizes outcomes as essential to a culture of excellence and innovation. It includes a crosswalk from the 2005 application criteria.

## New Appraiser Training

In 2007, ANCC initiated strengths-based training to improve the performance of all Magnet appraisers. Educating appraisers is one of the program's most important endeavors to ensure consistency. ANCC recruited 93 new Fellows during the year, increasing the potential pool of appraisers to 243.

## International Highlight

Two healthcare organizations in Australasia achieved Magnet recognition status in 2007: Princess Alexandra Hospital in Brisbane, Australia, and Hutt Valley District Health Board in New Zealand.



- >> Attended by a record-setting 5,000 registrants from across the United States and 50 international registrants from 12 countries
- >> Co-hosted by Georgia's Magnet-recognized hospitals who provided 200 staff nurse volunteers
  - Medical Center of Central Georgia of Macon
  - St. Joseph's Hospital of Atlanta
  - St. Joseph's/Candler of Savannah
  - University Hospital of Augusta
- >> Served as testing site for 46 attendees registered to take ANCC certification exams
- >> Educational programming featured Magnet best practices and research during 120 concurrent sessions. The opening plenary presented by Brian Brim of The Gallup Organization focused on building a strengths-based organization and the closing plenary presented by Amanda Gore focused on balancing work-life demands
- >> The Gallup Organization sponsored pre-conference workshop on Employee Engagement: The Key to Quality and Productivity on how to build and maintain a high level of staff engagement, develop leadership talent, and create succession plans
- >> New in 2007—the Magnet Film Festival, where 16 Magnet-recognized facilities told compelling nursing care stories in short movies
- >> Back by popular demand—the Art of Magnet Nursing Gallery, where Magnet nursing came to life through photos, poems, stories, quilts, needlepoint, and mosaics
- >> Kimberly Clark sponsored the opening reception at the Atlanta Aquarium where attendees enjoyed the aquatic life, dined, danced, and networked

**October 3-5, 2007  
Atlanta, GA**



- >> 2007 Magnet Prize winner—Pitt County Memorial Hospital of Greenville, NC, which received a \$25,000 check from the Cerner Corporation for bariatric nursing research and to the creation of a Bariatric Nursing Consortium
- >> 2006 Magnet Prize winner, American Academy of Nursing (AAN), presented The History of Magnet, featuring renowned story teller Seth Kahn. Linda Burnes Bolton, DrPH, RN, FAAN, and Pam Mitchell PhD, FAHA, FAAN, both of AAN who supported the original magnet research, and two of the original researchers, Maggie McClure, EdD, RN, FAAN and Muriel Poulin, EdD, RN, FAAN, joined in capturing the past, the present, and the future of nursing excellence. This session was sponsored by Cerner Corporation.
- >> Several award winners were announced:
  - ANCC President’s Award: Fadwa A. Affara, RGN, SCM, MA, MSc of Scotland, for her global work supporting nursing through the International Council of Nurses and the World Health Organization
  - ANCC Valor in Nursing Award: Gladys Mouro, Assistant Hospital Director for Nursing Services at the American University of Beirut Medical Center in Lebanon, for her work in

keeping her hospital operational during 16 years of civil war

- ANCC Certified Advanced Nurse Award: Kathleen Zambo, CNP, APRN-BC of Indian Health Services in Eagle Butte, SD, for her work in underserved areas
- ANCC Certified Specialty Nurse Award: Joseph P Giles, RN, CNA-BC of Holy Cross Hospital in Teaneck, NJ, for his work in improving patient outcomes

### International Highlight

The Eleventh National Magnet Conference in Atlanta hosted 50 nurses from outside the United States. Princess Alexandra Hospital in Australia and Hutt Valley District Health Board in New Zealand presented on the importance of the Magnet Recognition Program around the globe. This was the first year that international presentations were selected. One of the messages of both the delegations to the international guests was that the Magnet Recognition Program is not an American program—it is for nurses who want to transform nursing across the world.

### Institute for Credentialing Research

The Institute for Credentialing Research works with ANCC’s Accreditation Program, Certification Services, and Magnet Recognition Program to continuously strengthen the scientific foundations of ANCC’s credentialing processes. The institute also works with external stakeholders to advance the field of nursing credentialing research.

### Updated Magnet Manual

In 2007, Research staff helped update the Magnet Recognition Program Application Manual. Staff examined the empirical relationships present in the Magnet appraisal ratings data and used a multivariate structural analysis to inform criteria revisions.

### Portfolio Recognition Product Development

Research staff worked with Certification Services' Portfolio Development Task Force to create an evaluation process for recognizing specialties with small numbers of nurses through a portfolio mechanism.

### National Magnet Conference

Research played a prominent role in the 2007 National Magnet Conference.

- >> Convened a panel of judges to select prize winners for Best Posters Exemplifying the Forces of Magnetism in three categories: innovation, evidence-based practice, and research
- >> Facilitated a translated discussion between six conference attendees from Japan and seven nurse researchers from Magnet organizations
- >> Brought together leaders in the field for two multi-part sessions: "What's the Evidence Base for Magnet?" and "Practice Innovation: A Collaborative Effort to Disseminate Magnet Best Practices"
- >> Announced ANCC's partnership with Sigma Theta Tau International inviting Magnet organizations to submit abstracts detailing innovative excellence. These will appear in the newly created on-line repository for Magnet Practice Innovations at the Virginia Henderson International Nursing Library (VHINL): [www.nursinglibrary.org](http://www.nursinglibrary.org). Practice innovations are Magnet organization-based creative strategies that address both clinical innovations and organizational innovations while promoting the expectations of a Magnet environment.

### Journal Articles

An article by Research Director Vicki Lundmark and Research Chair Joanne Hickey appeared in the Journal of Nursing Care Quality. Highlights of "The Magnet Recognition Program®: Developing a National Magnet Research Agenda" are available at <http://www.nursecredentialing.org/inside/researchagenda.html>.



**The Art of Magnet Nursing Gallery, where Magnet nursing came to life through photos, poems, stories, quilts, needlepoint, and mosaics**

## Magnet Leadership Summit

The first Magnet Leadership Summit, co-hosted by ANCC and The Gallup Organization, was held in Washington, DC in March. More than 70 healthcare leaders from across the United States discussed the critical topics of driving wellness through leadership; identifying, assessing, and developing future leaders; and staff engagement. The chief nursing officer (CNO) and chief executive officer (CEO) of Lehigh Valley Hospital and Health Network in Allentown, PA gave a presentation on Magnet leadership, and creating synergy and productive work environments.

## Journey to Nursing Excellence and Magnet Designation Workshops

In 2007, 11 workshops were held at Magnet-recognized hospitals across the United States. More than 980 nurses, academics, researchers, and healthcare industry staff attended, earning 13,925 continuing education contact hours. Co-hosts included:

- >> Alegent Health Mercy Hospital, Council Bluffs, IA
- >> Area Health Education Consortium, Columbia, SC
- >> Grand Canyon University, Phoenix, AZ
- >> Holy Cross Hospital, Fort Lauderdale, FL
- >> Inova Fairfax Hospital, Falls Church, VA
- >> Kettering Medical Center, Kettering, OH
- >> Miriam Hospital, Providence, RI
- >> Ochsner Medical Center, New Orleans, LA
- >> Ohio State University Medical Center, Columbus, OH
- >> Rochester General Hospital, Rochester, NY
- >> University of California Medical Center, Irvine, CA

## Custom-Designed Workshops

More than 721 nurses earned 5,315 continuing education contact hours at 12 different customized events in 2007. Content was tailored to each healthcare organization's specific needs or designed to provide in-depth education on concepts critical to the Magnet journey. Topics included: shared governance/shared decision-making, evidence-based practice, research, peer review, the Magnet project director role, and change management.

Nurses from 25 hospitals in the San Francisco Bay area came together to learn about Magnet best practices. The event was a collaboration among ANCC, The Gordon and Betty Moore Foundation of San Francisco, CA, and the Bay Area Magnet Consortium.

## Magnet Consulting Services

In 2007, ANCC-sponsored consultants provided services to 90 healthcare organizations around the country that have embarked on the Journey to Nursing Excellence. The earlier a healthcare organization engages in consulting and educational services, the better prepared it is to structure and execute its plan to reach the level of excellence required for Magnet recognition.

## New Pathway to Excellence™ Program

ANCC unveiled its new Pathway to Excellence™ program in 2007. The program recognizes healthcare organizations that have created work environments where nurses can flourish; substantiates nurses' professional satisfaction; and identifies best places to work.

A Pathway to Excellence-designated organization is committed to nurses and what they identify as important to their practice, as well as to valuing nurses' contributions in the workplace. The designation confirms to the public that nurses working in a Pathway to Excellence organization know their efforts are supported, and invites other nurses to join their colleagues in a desirable and nurturing environment.

## Creating the Program

In 2003, the Texas Nurses Association (TNA) established the Nurse-Friendly™ hospital designation to improve both the quality of patient care and professional satisfaction of nurses working in small, rural hospitals throughout the state. TNA received so many inquiries from other states about expansion of the Nurse-Friendly hospital designation, they sought to transfer the program to a robust, collegial organization that could build on the program's success. The program's high quality and superb reputation made it the perfect addition to ANCC's existing portfolio of credentialing activities. In 2007, ANCC acquired the Nurse-Friendly designation and re-launched it to a national audience.

## Choosing a New Program Name

ANCC surveyed CNOs at existing Nurse-Friendly designated hospitals, other prospective hospitals, nursing specialty organizations, and state nursing associations to help select a new name for the program. Respondents overwhelmingly chose Pathway to Excellence™ and the name became official in October 2007. The new certification mark/logo was made available to all designated organizations for use in their materials.

## Saying Thanks

To show its appreciation for the nurses time, ANCC made a contribution to the Margretta Madden Styles Credentialing Fund for Credentialing Research. The fund advances the nursing profession by supporting credentialing research to define the body of knowledge and scope of practice for all nurses, and to set and measure standards of competency.

## Developing a New Application Manual

The Manual Revision Task Force began work in late 2007 to revise program criteria for a national audience. ANCC worked carefully to maintain the spirit of the original Nurse-Friendly process.

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**As of December 31, 2007**

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**As Of December 31, 2007**

1199/SEIU League of Registered Nurses

AdvancMed. LLC

Adventist Healthcare Education Institute

AHC Media LLC

AFT Healthcare

AKH, Inc.

Alabama State Nurses Association

Alaska Nurses Association

Albany Medical Center Hospital

Alexian Brothers Medical Center

ALLEGRA Learning Solutions, LLC

Allina Center for Learning and Innovation

Amedisys

American Academy of CME, Inc.

American Association of Critical-Care Nurses

American Association of Diabetes Educators

American Association of Neuroscience Nurses

American Association of Nurse Anesthetists

American Association of Occupational Health Nurses, Inc.

American Association of Spinal Cord Injury Nurses

American College Health Association

American College Cardiology Foundation

American Health Information Management

American Holistic Nurses Association

American Nephrology Nurses Association

American Nurses Association

American Organization of Nurse Executives

American Pain Society

American Public Health Association

American Radiological Nurses Association

American School Health Association

American Society for Parenteral and Enteral Nutrition

American Society of Ophthalmic Registered Nurses

American Society of PeriAnesthesia Nurses

American University of Beirut Medical Center

ANA-Maine

Anderson Continuing Education

Annenberg Center for Health Sciences

Anthony J. Jannetti, Inc.

AO North America Foundation

Arizona Nurses Association

Arkansas Nurses Association

The Association of Black Cardiologists, Inc.

Association for Professionals in Infection Control and Epidemiology, Inc.

Association of Pediatric Hematology/Oncology Nurses

Association of periOperative Nurses, Inc.

Association of Rehabilitation Nurses

Association of Women's Health, Obstetric and Neonatal Nurses

Audio-Digest Foundation Education and Accreditation Department  
Baxter Healthcare Corporation  
Baylor Health Care System, Baylor University Medical Center  
Bay Pines VA Healthcare System  
BD Medical System  
Bert Rodgers Schools of Continuing Education  
BioSymposia, Inc.  
Caremark Rx  
Center for Biomedical Continuing Education  
Centers for Disease Control and Prevention  
Chartwell Diversified Services, Inc.  
Chi Eta Phi Sorority, Inc.  
Children's Hospitals and Clinics of Minnesota  
Children's National Medical Center  
Cine-Med, Inc.  
CME Consultants, Inc.  
CME Resource  
Colorado Nurses Association  
Columbia University  
Commonwealth Health Corporation  
Connecticut Nurses Association  
Contemporary Forums  
Coram Healthcare Corp.  
Corexcel (formerly Inservice Training Institute)  
Cross Country Staff/Cross Country University

Crozer-Chester Medical Center  
Dartmouth-Hitchcock Medical Center  
Delaware Nurses Association  
Department of Veterans Affairs Medical Center  
Dermatology Nurses Association  
DigitalMed, Inc. c/o Tenet Services Center  
District of Columbia Nurses Association  
Drexel University  
Eastern Kentucky University  
EdSource Communications, Inc.  
ELM Exchange, INC  
Elsevier/Mosby  
Federal Bureau of Prisons  
Gentiva Health Services  
Georgetown University, School of Nursing & Health Studies  
Georgia Nurses Association  
Goshen General Hospital  
Hamot Medical Center  
Hawaii Nurses Association  
HCA, Inc.  
HCPro, Inc.  
Health Science Center for CME  
HealthStream  
Healthy Children Project, Inc.  
Homestead Schools  
Howard University Hospital—Division of Nursing  
Idaho Nurses Association

Illinois Nurses Association  
Indian Health Service  
Indiana State Nurses Association  
Indiana State University College of Nursing  
Indiana University School of Nursing  
Infusion Nurses Society  
Institute for Continuing Healthcare Education  
Institute for Health Care Communication  
Institute for Johns Hopkins Nursing  
Institute for Natural Resources  
INTEGRIS Baptist/Southwest Medical Center  
International Medical Press  
JADE Learning  
James A. Haley Veteran's Hospital  
Joint Commission Resources, Inc.  
Joint Education and Training, Inc.  
Kindred Healthcare  
Kinetic Concepts, Inc.  
Lippincott Williams and Wilkins  
Loma Linda University Medical Center  
Louisiana Office of Public Health Nursing Services  
Louisiana State Nurses Association  
Louisiana State University Health Sciences Center  
Lovelace Clinic Foundation, NM  
Maine Medical Center

Maryland Community College Association of Continuing Education	National Committee for Quality Assurance	PESI, LLC
Maryland Nurses Association, Inc.	National Conference of Gerontological Nurse Practitioners	PMSI
Massachusetts Association of Registered Nurses	Navy Medicine Man Power Personnel Training and Education Command	Pri-Med Institute
Massachusetts Nurses Association	Nebraska Nurses Association	Professional Education Services Group
Matria HealthCare, Inc.	New Hampshire Nurses Association	Professional Resources Management Education Inc.
Mayo Continuing Nursing Education	New Jersey State Nurses Association	Respiratory and Monitoring Solutions, Covidien
McKesson Health Solutions	New Mexico Nurses Association	Rhode Island State Nurses Association
Medcom/Trainex	New York State Nurses Association	RN.com
Medscape, LLC	Nicholls State University	Rutgers, College of Nursing
Medical Center of Louisiana at New Orleans	North Carolina Nurses Association	Saint Anselm College
Medical Education Collaborative	North Dakota Nurses Association/ South Dakota Nurses Association	Sarasota Memorial Health Care System
Medical University of South Carolina	Northwestern State University of Louisiana	SC Publishing, Inc., Western Schools
Meniscus Limited	Nursing Education of America	Sibley Memorial Hospital
Michigan Nurses Association	Nursing Spectrum	Sigma Theta Tau International, Inc.
Minnesota Nurses Association	Oakstone Medical Publishing	SingHealth Alice Lee Institute of Advanced Nursing
Mississippi Nurses Association	Oakton Community College	Smiths Medical Clinical Education
Missouri Nurses Association	Ohio Nurses Association	Society of Gastroenterology Nurses and Associates, Inc.
Montana Nurses Association	Oncology Nursing Society	Society of Otorhinolaryngology and Head-Neck Nurses, Inc.
Nassau Health Care Corporation and Academic Affairs	Pace University Lienhard School of Nursing	Society of Urologic Nurses and Associates (SUNA)
National Association of Neonatal Nurses	Paradigm Health	SolutionSight
National Association of Orthopaedic Nurses	Pediatric Services of America	South Carolina Nurses Association
National Association of School Nurses	Pediatrix-Obstetrix Center for Research and Education	South Shore Hospital
National Center for Advance Medical Education, Inc.	PeerPoint Medical Education Institute	Southern Care, Inc.
National Center of Continuing Education, Inc.	Pennsylvania State Nurses Association	Stanford Hospital & Clinics

St. Elizabeth Medical Center— Nursing Staff Development	University of Louisiana at Lafayette	Washington County Hospital Association
St. Francis Hospital	University of Maryland at Baltimore, School of Nursing	Washington Hospital Center
St. Joseph's Hospital Health Center	University of Michigan Health System	Washington State Nurses Association
St. Xavier University, School of Nursing	University of Nebraska Medical Center	West Virginia Nurses Association
Sutter Health	University of North Carolina at Chapel Hill	Wisconsin Nurses Association
Symposia Medicus	University of Pennsylvania School of Nursing	Wound, Ostomy and Continence Nurses Society
Team Health	University of Pittsburgh School of Nursing	<a href="http://www.nursingcredits.com">www.nursingcredits.com</a>
Tender Loving Care Home Health Care	University of Rochester Medical Center/Strong Memorial Hospital	
Tennessee Nurses Association	University of South Florida College of Nursing	
Texas Department of State Health Services	University of Tennessee Health Science Centre	
Texas Nurses Association	University of the Sciences in Philadelphia	
Texas Tech University Health Sciences Center	University of Washington School of Nursing	
Trinity Healthforce Learning formerly Primedia Healthcare	University of Wisconsin—Madison School of Nursing, Madison	
Tufts University School of Medicine	Utah Nurses Association	
Tulane University Hospital	VA Caribbean Healthcare System	
Uniformed Services University of the Health Sciences	VA Employee Education System St. Louis Campus	
United States Air Force Nurse Corps	VA New England Healthcare System VISN	
United States Army Nurse Corps (Approver Unit)	Vermont State Nurses Association	
University Health System Consortium	VHA, Inc.	
University of California, Davis Medical Center	Villanova University College of Nursing	
University of Dundee	Virginia Nurses Association	
University of Kansas Medical Center School of Nursing		
University of Kentucky College of Nursing		

## Statement of Financial Position as of December 31, 2007

**ASSETS**

Cash & Cash Equivalents	2,395,223
Accounts Receivable	562,756
Prepaid Expenses	68,698
Inventory	173,180

**TOTAL CURRENT ASSETS** **3,199,857**

**TOTAL NONCURRENT ASSETS**

Investments	3,565,872
Furniture & Equipment	1,637,617

**TOTAL ASSETS** **8,403,346**

**LIABILITIES & NET ASSETS**

Accounts Payable & Accrued Expenses	1,093,507
Due to Related Organization	1,072,036
Deferred Revenue	170,070
Capital Lease	99,440

**TOTAL CURRENT LIABILITIES** **2,435,053**

**TOTAL NONCURRENT LIABILITIES:**

Capital Lease	265,554
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**TOTAL LIABILITIES** **2,700,607**

**NET ASSETS** **5,702,739**

**TOTAL LIABILITIES & NET ASSETS** **8,403,346**

## Statement of Activities for the period ending December 31, 2007

**REVENUE**

Accreditation	319,033
Certification & Measurement Services	11,240,037
The Institute for Credentialing Innovation	7,240,431
Magnet Recognition Program	2,533,034

**TOTAL CREDENTIALING SERVICES** **21,332,535**

Publication Sales	286,925
Interest Income	387,402

**TOTAL REVENUE** **22,006,862**

**EXPENSES**

Total Program Services (Credentialing Services & Other Programs)	12,585,498
Support Services (Governance, General & Administrative)	7,739,242

**TOTAL EXPENSES** **20,324,740**

**CHANGE IN UNRESTRICTED NET**

**ASSETS BEFORE INCENTIVE  
PLAN TRANSFER** **1,682,122**

**TRANSFER FROM ANCC TO ANA** **504,817**

**REVENUE OVER (UNDER) EXPENSES** **1,177,305**

**NET ASSETS BEGINNING OF THE YEAR** **4,525,434**

**NET ASSETS END OF YEAR** **5,702,739**



The American Nurses Credentialing Center (ANCC) provides individuals and organizations throughout the nursing profession with the tools they need on their journey to excellence. ANCC's internationally renowned credentialing programs certify nurses in specialty practice areas, recognize health organizations for nursing excellence through the Magnet Recognition Program®, and accredit providers and approvers of continuing nursing education. In addition, ANCC offers an array of informational and educational services and products to support its core credentialing programs.

ANCC is the largest and most prestigious nurse credentialing organization in the United States. ANCC certification exams validate nurses' skills, knowledge, and abilities. More than a quarter million nurses have been certified by ANCC since 1990. More than 75,000 advanced practice nurses are currently certified by ANCC.

The ANCC Magnet Recognition Program® recognizes healthcare organizations that provide the very best in nursing care and professionalism in nursing practice. The program also provides a vehicle for disseminating best practices and strategies among nursing systems. The ANCC Magnet Recognition Program® is the gold standard for nursing excellence.

ANCC Accreditation of a continuing nursing education program is the hallmark of quality. ANCC is the nation's leader in accreditation of continuing nursing education programs.

ANCC produces a variety of educational services and products to support those seeking certification, Magnet recognition, or accreditation. Review and resource manuals, review seminars, and web-based learning all support individuals who are on the path to certification. ANCC's National Magnet Conferences, workshops, and consultants support organizations on the journey to Magnet Recognition. Consultants are available to assist continuing nursing education accreditation programs in achieving the highest caliber education.

ANCC is passionate about helping nurses on their Journey to Nursing Excellence.

American Nurses Credentialing Center (ANCC) is a subsidiary of the American Nurses Association (ANA).

