

Report of the *American Nurses Credentialing Center (ANCC)* to the 2014 ANA Membership Assembly

Introduced By: **Michael L. Evans, PhD, RN, NEA-BC, FACHE, FAAN**
 President

The American Nurses Credentialing Center (ANCC) is a subsidiary of the American Nurses Association (ANA). ANCC is the world's largest and most prestigious nurse credentialing organization, and it works to serve the broader mission of ANA to advance the nursing profession. As the recognized leader in global credentialing services, ANCC is committed to the rigorous pursuit of evidence-based practice, nursing excellence, quality care, and improved patient outcomes. The mission of ANCC is to promote excellence in nursing and health care globally through credentialing programs.

Annual Review:

2013 was an eventful and successful year. The initiatives highlighted here derive from our strategic goals to cultivate innovation, advance research, expand our global reach, promote growth, and optimize the quality of all the products and services we offer. The number of Magnet[®]-recognized healthcare facilities grew, and the Pathway to Excellence[®] program achieved a milestone of 100 designations in 2013. ANCC recognized the first international Pathway-designated organization and implemented new certification exams and credentials that support transformative changes to the future of advanced practice nursing. 2014 brought new staff changes and the opportunity to collaborate with the enterprise.

Our collaboration with the Institute of Medicine as a sponsor for the Standing Committee on Credentialing Research in Nursing continued. It will help us develop a bold national research agenda that strengthens the link between credentialing and excellence in nursing, patient, and organizational outcomes.

ANCC Staff Changes

- Linda Lewis, MSA, RN, NEA-BC, FACHE, was named the new Chief ANCC Officer effective February 17, 2014. As the leader of ANCC's full portfolio of credentialing programs, she will guide the organization to fulfill its vision of nursing excellence, quality care, and improved outcomes. Linda joined ANCC last year as the director of the Magnet Recognition Program[®] and continues in that role while a nationwide search is conducted. She is the successor to Dr. Karen Drenkard, Executive Director of American Nurses Credentialing Center and past director of the Magnet Recognition Program[®], who joined GetWellNetwork as Chief Clinical/Nursing Officer in January 2014.
- Ellen Swartwout, PhD, RN, NEA-BC, Senior Director of Certification and Measurement Services, left ANCC after accepting a nursing research position in New Jersey. Ellen leaves a legacy of accomplishments, including the launch of the Pathway to Excellence[®] and Pathway to Excellence in Long Term Care[®] Programs, exponential growth of the Certification Program, the addition of the certification through portfolio assessment and the Certification Eligibility Curriculum Review Program (CECRP) to the Certification Program, and the introduction of conferences for both programs. The Certification and Measurement Services divisions continue under the able guidance of their respective directors, Marianne Horahan, MBA, MPH, BSN, RN,

CPHQ, and Lee Skinner, MA.

- Current ANCC Board of Directors members are:

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

Rosemary Luquire, PhD, RN, NEA-BC, FAAN, Vice President

Sheila A. Haas, PhD, RN, FAAN, Treasurer

Anne McNamara, PhD, RN, Secretary

Charles Barnett, FACHE

Karen A. Daley, PhD, MPH, RN, FAAN, ANA President

Matthew Seiler, Esq., RN

Marla J. Weston, PhD, RN, FAAN, ANA CEO

Karen Drenkard, PhD, RN, NEA-BC, FAAN, ANCC Executive Director until January 6, 2014

Linda Lewis, MSA, RN, NEA-BC, FACHE, Executive Vice President and Chief ANCC Officer

Strategic Updates

The five VISION 2015 strategic planning goals are key to the ongoing growth of ANCC and its commitment to quality, customer service, operational excellence, and excellence in program delivery.

Goal 1: Create and foster a culture of innovation.

- Throughout the year, ANCC used clearly defined innovation processes to add value to existing program offerings and generate ideas for new products.
- ANCC met its target of 120 new ideas to improve processes and revenue, and moved three ideas to pilot.
 - e-Books
 - ANCC expanded to digital publishing and offered its first e-book for those preparing for the Nurse Executive and Nurse Executive-Advanced examinations; this e-book will be released on the largest e-book platforms: iBooks, Kindle, and Nook.
 - Fundamentals of Magnet™ course
 - Review manuals moved to print-on-demand

Goal 2: Advance the body of evidence demonstrating the impact of credentialing on nurse, organizational, and patient outcomes.

- The ANCC-sponsored Institute of Medicine (IOM) Standing Committee on Credentialing Research in Nursing met three times in Washington, DC, to discuss methods for advancing research on the impact of credentialing. The meetings featured speakers, panel discussions, and public comment focused on the challenges involved in conducting research on credentialing and outcomes.
- Four manuscripts coauthored by ANCC staff members were submitted to peer-reviewed journals for publication.
- Completed pilot DNP/PhD practicum placements

Goal 3: Grow as a global leader in credentialing.

- In 2013:
 - Three new international organizations were credentialed.
 - Seven international events were attended by staff.
 - Five international organizations joined the Magnet Learning Communities®.

- To raise international awareness of organizational credentialing programs, ANCC presented concurrent sessions, held on-site meetings, and exhibited at the International Council of Nurses 25th Quadrennial Congress in Melbourne, Australia.
- ANCC sponsored the preconference symposium, “Healthcare Excellence Through the Power of Nursing,” and exhibited at the International Hospital Federation Oslo2013 World Hospital Congress in Oslo, Norway.
- ANCC presented at a Magnet workshop in Copenhagen, Denmark, hosted by the Danish Nurses Association.
 - 110 Danish nurse leaders attended and heard presentations on:
 - Overview of the Magnet Recognition Program[®]
 - The Business Case for Magnet
 - Global Issues in Nursing
 - Transformational Leadership
- Staff also presented and exhibited at conferences in London, and Sydney.

Goal 4: Diversify programs and products to ensure sustainability and growth.

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

Goal 5: Optimize integrity, efficiency, and operational excellence of all products and services.

- Joint ANA/ANCC customer service standards developed:
 - Communication
 - Seamless service
 - Customer connection
- Net Promoter Score was approved by the BOD as a new measure of assessing customer satisfaction for 2014.

Program highlights across ANCC credentialing services include:

Accreditation Program

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 pharmacy.

In 2013, the Accreditation Program

- Achieved 100% on-time decisions for applicant organizations.
- Conducted workshops for new Provider applicants and currently accredited Provider Units to improve the application process.
- Designated the Training Center/King Hussein Cancer Center in Amman, Jordan, as a new international Provider of Continuing Nursing Education.
- Granted 53 organizations Accreditation with Distinction status for completing an accreditation review and meeting 100% of the standards. There are now 114 organizations proudly carrying this credential.
- ANCC Accredited Providers delivered more than 14,206 continuing education activities, reaching more than 5,398,615 million participants.

- Accredited five organizations through the Joint Accreditation Program in partnership with the Accreditation Council for Continuing Medical Education (ACCME) and the Accreditation Council for Pharmacy Education (ACPE).
- Accreditation Program accredited three courses in the Nursing Skills Competency Program.
- Piloted its Practice Transition Accreditation Program (PTAP) to provide credentialing criteria for residency and fellowship programs designed for RNs and APRNs.
- ANCC-Accredited Organizations (Approvers and Providers):
 - 2010 = 311
 - 2011 = 381
 - 2012 = 394
 - 2013 = 374

Certification and Measurement Services Program

The Certification Program enables nurses to demonstrate their specialty expertise and validate their knowledge to employers and patients. Through targeted exams or portfolio assessments that incorporate the latest nursing-practice standards, ANCC certification empowers nurses with pride and professional satisfaction. Additionally, all ANCC's certification programs are accredited by the Accreditation Board for Specialty Nursing Certification (ABSNC) and/or the National Commission for Certifying Agencies (NCCA). ANCC's Measurement Services group is an in-house development team that builds and updates the certification programs.

In 2013, the ANCC Certification and Measurement Services Programs:

- Was granted a full 5-year reaccreditation from the Accreditation Board for Specialty Nursing Certification (ABSNC) of eight specialty nursing certifications: Ambulatory Care, Cardiac-Vascular, Gerontological, Medical-Surgical, Pain Management, Pediatric, and Psychiatric-Mental Health Nursing and Nursing Case Management.
- Launched the "Success Pays!" hospital purchasing campaign to reduce financial barriers to certifications.
- Implemented the Certification Eligibility Curriculum Review Program (CECRP), which ensures that nurse practitioner and clinical nurse specialist programs in graduate schools of nursing meet ANCC certification education eligibility criteria.
- Redesigned five nurse practitioner exams to comply with the new Consensus Model for APRN Regulation (APRN) Regulatory Model, resulting in the launch of new and updated certifications.
 - New exams for Adult-Gerontology Acute Care NP and Adult-Gerontology Primary Care NP certifications were launched.
- Launched the Emergency Nurse Practitioner certification through portfolio assessment. This certification is designed as a specialty certification for nurse practitioners.
- Implemented a new call center software system to improve customer service and satisfaction.
- Volume of Newly Certified Nurses:
 - 2010 = 14,573 certificants
 - 2011 = 15,732 certificants
 - 2012 = 16,575 certificants
 - 2013 = 17,823 certificants

Magnet Recognition Program[®]

The Magnet Recognition Program[®] is the most prestigious credential a healthcare organization can earn 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. There are currently 401 Magnet-designated organizations.

In 2013, ANCC's Magnet Recognition Program:

- Designated its sixth international organization, King Faisal Specialist Hospital & Research Center, in Jeddah, Saudi Arabia.
- Released the 2014 Magnet Application Manual, including updated education expectations for nurse leaders and managers, as well as other evidence-based requirements to support the Institute of Medicine's Future of Nursing recommendations.
- Leveraged its Magnet Learning Communities to host webinars that helped clarify its application process for the new Manual.
 - Magnet Learning Community subscriptions grew to 3,318.
- Magnet-recognized Organizations:
 - 2010 = 377
 - 2011 = 391
 - 2012 = 392
 - 2013 = 397

In 2013, at the National Magnet Conference in Orlando:

- 7,133 nurses and nurse executives attended, including 211 international participants from 24 countries.
- Lehigh Valley Health Network of Allentown, PA, received the 2013 Magnet Prize[®], sponsored by Cerner, for "Telehealth Services—Cutting Edge Programs That Have Transformed Interprofessional Practice and Enhanced Patient Care Outcomes."
- Celebrities donated services for the conference general sessions in support of bedside nurses.
- Two Florida-based organizations, Camp Boggy Creek and the Wounded Warrior Project[®], were overjoyed at the generous donations contributed by conference attendees.
- Conference Attendees:
 - 2010 = 6,402 in Phoenix, AZ
 - 2011 = 7,768 in Baltimore, MD
 - 2012 = 7,120 in Los Angeles, CA
 - 2013 = 7,133 in Orlando, FL

Pathway to Excellence[®] and Pathway to Excellence in Long Term Care[®] Programs

The Pathway to Excellence[®] 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 program 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 2013, ANCC's Pathway to Excellence Program:

- Released its Pathway to Excellence in Long Term Care Application Manual, as well as the Long Term Care Elements of Performance Mini Manual and Pathway Resource Toolkit to support organizations pursuing Pathway designations.
- Designated its first international organization, Tan Tock Seng Hospital, in Singapore.
- Presented a hugely successful concurrent session at the Magnet conference: "Live, Laugh, Lead! Creating a World-Class Culture," which was attended by 848 nurses.
- Pathway to Excellence[®]-Designated Organizations
 - 2010 = 58
 - 2011 = 72
 - 2012 = 96
 - 2013 = 112

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

- Attendance grew by an amazing 55%, from 324 to 502, with participants from 32 states and six countries.
- Bon Secours Mary Immaculate Hospital in Newport News, VA, received the Pathway Award™, sponsored by Cerner, for its project illustrating how a state-of-the-art simulation lab can advance professional practice environments and produce positive patient outcomes.

At the 2014 Pathway to Excellence Conference® in San Antonio, TX:

- The conference growth continued, with 669 total registrants representing 44 states and 4 countries.
- Nash Hospitals, Inc., in Rocky Mount, NC, received the 2014 Pathway Award™, sponsored by Cerner.
 - Their winning proposal—the CareAware Connect™ project—will equip nurses in the emergency department with state-of-the-art technology to improve practice. CareAware Connect links the hospital’s electronic health record and nurse-call systems with smartphone technology. Emergency nurses will have real-time data at their fingertips whenever and wherever they need it.

The ANCC Pathway to Excellence Conference® 2015 will be held on May 14-15 in Louisville, KY

The Credentialing Knowledge Center™

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 2013, ANCC’s Credentialing Knowledge Center:

- Released “Getting Started: An Overview of the ANCC Magnet Recognition Program® and Pathway to Excellence® Program,” an international guide for healthcare organizations outside the United States.
- Launched the Fundamentals of Magnet™, an experiential leadership course to provide consultants and healthcare professionals with the skills to help guide hospitals to Magnet recognition.
- Developed webinars and practice questions for the two new exams for Adult-Gerontology Acute Care NP and Adult-Gerontology Primary Care NP certifications.
- Launched resources to support nurses earning specialty board certification, including review seminars for Family NP and Psychiatric-Mental Health NP, a peer review resource, the Gerontological Nursing Review and Resource Manual (3rd edition), and the Pediatric Nursing Review and Resource Manual (3rd edition).
- The Magnet Workshops content was reengineered to reflect the program requirement changes in the 2014 Magnet Application Manual.
- Reengineered the customer satisfaction and loyalty survey delivery to occur at the point of service, improving the capture of customer feedback for products and services.

The Institute for Credentialing Research

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 2013, ANCC’s Research Program:

- Selected the second Magnet® multisite study, READI (Readiness Evaluation and Discharge Interventions): Implementation as a Standard Nursing Practice for Hospital Discharge.
 - ANCC’s Research Council, serving as the scientific review committee, chose this study following a competitive call for concept papers.
 - Similar to the first multisite study, Improving Heart Failure Outcomes, the READI study will include approximately 35 Magnet organizations as participating sites.
- At the ANCC National Magnet Conference, the 5th annual Research Symposium offered advanced and skill-building sessions to help healthcare organizations establish and expand a Magnet research agenda.
 - Featured speakers included leaders from Magnet organizations noted for exemplary performance within the Magnet component New Knowledge, Innovations, and Improvements.

Plans for the Future:

Over the next year, ANCC will continue to execute on the strategic goals set out by the Board of Directors to meet the 2015 vision of ANCC driving nursing excellence, quality care, and improved outcomes. ANCC also welcomes the opportunity to leverage resources with the enterprise for synergy and growth of all entities consistent with its mission.

Concluding Comments:

The leadership of ANCC extends its gratitude to the many volunteer leaders who serve so faithfully and without whom ANCC could not continue to thrive. These volunteers include our ANCC Board members and the members of the Commissions on Accreditation, Certification, Magnet[®], Pathway to Excellence[®], and the ANCC Research Council. In addition, volunteers serve as content expert panel members, item writers, Magnet[®] conference volunteers, Magnet[®] hospital cohosts during Magnet[®] conferences, and on other ad hoc volunteer committees and task forces.

ANCC also extends its gratitude to the volunteer leadership and staff of ANA, ANF, and AAN for the collaboration, partnership, leadership, and vision that are advancing the professions of nursing professional development, practice, and research. Finally, ANCC appreciates the opportunity to serve in support of the mission and vision of the American Nurses Association.

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