

AMERICAN NURSES CREDENTIALING CENTER  
**ANNUAL REPORT**

2012

INNOVATE. INVOLVE. INSPIRE.



**ANCC**  
AMERICAN NURSES CREDENTIALING CENTER

# We are pleased to present ANCC's Annual Report for 2012, which showcases our mission to promote nursing excellence and healthcare quality around the world.

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.

2012 was a banner year. The number of Magnet®-recognized healthcare facilities grew to 392 worldwide, and Pathway to Excellence® organizations increased to 96, just four shy of the milestone of 100. We recognized our first two Pathway to Excellence in Long Term Care® organizations and implemented new certification exams and credentials that support transformative changes to the future of advanced practice nursing.

In a huge step forward for nursing research, we collaborated with the Institute of Medicine to sponsor the Standing Committee on Credentialing Research in Nursing. It will help us develop a bold national research agenda that strengthens the link between credentialing and excellence in nursing, patient, and organizational outcomes.

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. We invite you to read about the many ways in which our visionary nursing professionals, in collaboration with dedicated nurse leaders and volunteers the world over, advanced these goals in 2012.



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



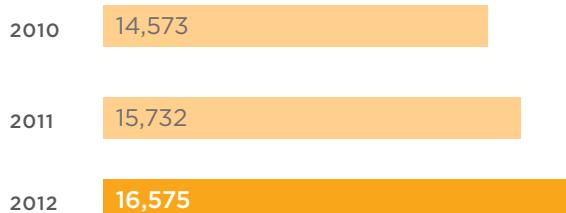
**Karen Drenkard, PhD, RN, NEA-BC, FAAN, Executive Director**

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 2012, ANCC's Certification and Measurement Services Program:

- ▶ Launched the new Adult-Gerontology Primary Care Nurse Practitioner (AGPCNP-BC) and the Adult-Gerontology Acute Care Nurse Practitioner (AGACNP-BC) certification exams and credentials to support the Consensus Model for APRN Regulation: Licensure, Accreditation, Certification, and Education.
- ▶ Launched the first two board certification credentials using the portfolio assessment methodology for Advanced Forensic Nursing and Emergency Nurse Practitioner.
- ▶ Began the Certification Eligibility Curriculum Review Program (CECRP) for nursing schools to confirm that their nurse practitioner and clinical nurse specialist programs are congruent with the eligibility criteria for ANCC certification.
- ▶ Piloted advanced test item types on two nurse practitioner certification exams.
- ▶ Conducted five role delineation studies and introduced updated exams for 11 certification specialties.

### INITIAL CERTIFICATION APPLICATIONS: ALL PROGRAMS

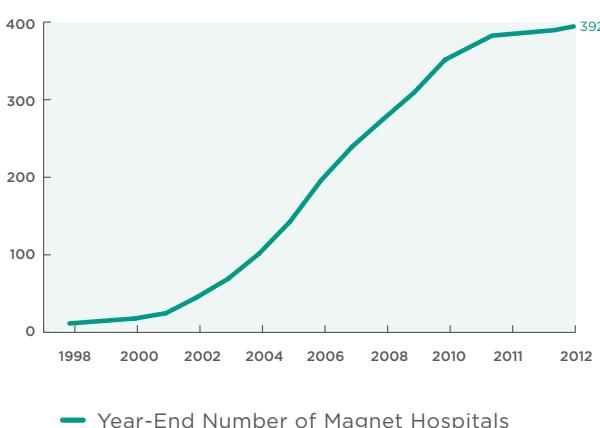


The **Magnet Recognition Program®** is the most prestigious credential a healthcare organization can receive for nursing excellence and quality patient outcomes. Organizations that achieve Magnet recognition are part of a high-performance group that demonstrates superior nursing practices and patient, nurse, and clinical outcomes.

### In 2012, ANCC's Magnet Recognition Program:

- ▶ Initiated revisions of the *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.
- ▶ Transformed the demographic information form (DIF) into a new and improved demographic data collection tool (DDTC), a user-friendly database for applicants and Magnet organizations to submit demographic data.
- ▶ Updated the Magnet Learning Communities® website to streamline content, facilitate ease of use, and stimulate community engagement. Subscription membership grew to more than 2,500 members.

### MAGNET®-RECOGNIZED ORGANIZATIONS

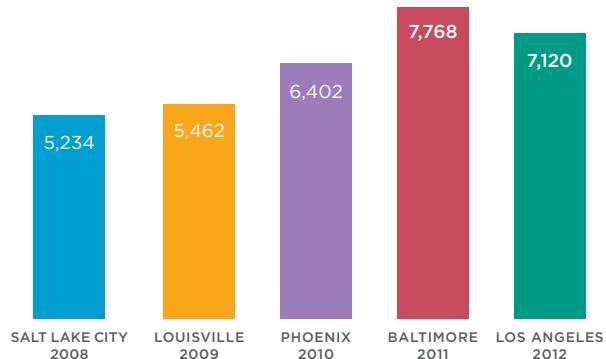


The **National Magnet Conference®** continues to be the largest gathering of nurses from Magnet-recognized organizations from around the world.

## In 2012, the National Magnet Conference in Los Angeles:

- ▶ More than 7,100 clinical nurses and nursing executives attended, including 190 international participants from 24 countries.
- ▶ Craig Hospital in Englewood, CO, received the 2012 Magnet Prize® (sponsored by Cerner Corporation) for its Specialized Nurse Advice Line, which has transformed care delivery for spinal cord injury and traumatic brain injury patients nationwide.
- ▶ The first interdisciplinary preconference was held to explore an interprofessional approach to providing nursing continuing education.
- ▶ Celebrities donated services for the conference general sessions in support of bedside nurses.
- ▶ Conference attendees raised more than \$18,500 for two LA community organizations—Para Los Ninos and Float 4 the Roses.

## NATIONAL MAGNET CONFERENCE REGISTRANTS



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 2012, ANCC's Pathway to Excellence Program:

- ▶ Designated the first two Pathway to Excellence in Long Term Care organizations: Advanced Care Center at Lakeview in New Jersey and Oaknoll Retirement Residence in Iowa.
- ▶ Designated the first ambulatory care organization: University of Pennsylvania Living Independently for Elders (UPenn LIFE) in Philadelphia.
- ▶ Expanded global awareness with the poster presentation *Team Building Project Using Pathway to Excellence Framework* at the International Forum on Quality and Safety in Healthcare in Paris.

## At the 2012 Pathway to Excellence Conference® in Crystal City, VA:

- ▶ Attendance grew by 28%, from 255 to 324, with participants from 33 states and three countries.
- ▶ Texas Health Harris Methodist Hospital Cleburne received the first annual Pathway Award™ (sponsored by Cerner Corporation) for its community case management transitional care model, which uses advanced practice nurses in the community to reduce hospital readmissions and preventable emergency department visits.

## PATHWAY TO EXCELLENCE® DESIGNATIONS



Year-End Number of Pathway-Designated Hospitals

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 2012, ANCC's Credentialing Knowledge Center:

- ▶ Rebranded from the Institute for Credentialing Innovation to the Credentialing Knowledge Center through a new logo, look, and materials. The new tagline, "Conferences, Consultation, Education" ensures that customers immediately understand the difference between the program areas. Added a website section to include information and resources on all Credentialing Knowledge Center product offerings.
- ▶ Released the following new manuals in support of nursing certification: *Acute Care Nurse Practitioner Review and Resource Manual*, *Gerontological Nurse Review and Resource Manual*, *Pediatric Nurse Review and Resource Manual*, *Psychiatric Mental Health Nurse Review and Resource Manual*, and *Nurse Case Management Review and Resource Manual*.
- ▶ Developed and launched 14 new pharmacology modules, involving 25 subject matter experts and more than 4,000 slides.
- ▶ Piloted an accreditation webinar series for Planning & Evaluating Continuing Nursing Education. Expanded to other product lines as a delivery mode for education, phasing out and replacing teleconferences.
- ▶ Relaunched the consultation program to ensure uniformity of services and quality by transitioning independent contractors into intermittent staff. Built out a new program tool including a web search engine optimizer with a "Find a consultant" feature.

### CREDENTIALING KNOWLEDGE CENTER

	2010	2011	2012
Number of publications sold	12,835	12,472	12,306
Number of CE hours awarded	232,183	250,000	283,616

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 2012, ANCC's Accreditation Program:

- ▶ Initiated a new accreditation category—Accreditation with Distinction—for organizations that complete an accreditation review meeting or exceeding 100% of the standards.
- ▶ ANCC Accredited Providers delivered more than 28,000 continuing education activities, reaching more than 8 million participants.
- ▶ Accredited nine organizations in 2012 through the Joint Accreditation Program in partnership with the Accreditation Council for Continuing Medical Education (ACCME) and the Accreditation Council for Pharmacy Education (ACPE).
- ▶ Accredited six courses in the Nursing Skills Competency Program.
- ▶ Published the Commission on Accreditation's first white paper, *The Value of Accreditation for Continuing Nursing Education: Quality Education Contributing to Quality Outcomes*.

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



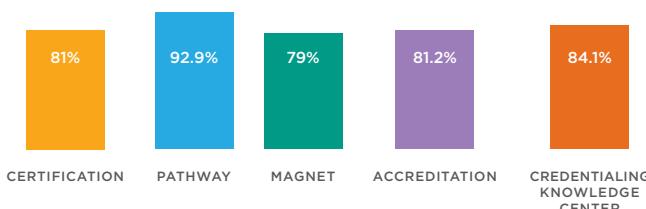
The **Institute for Credentialing Research** advances the scientific foundations of ANCC's credentialing process while encouraging the growth of research to clarify how credentialing makes a difference.

### In 2012, ANCC's Research Program:

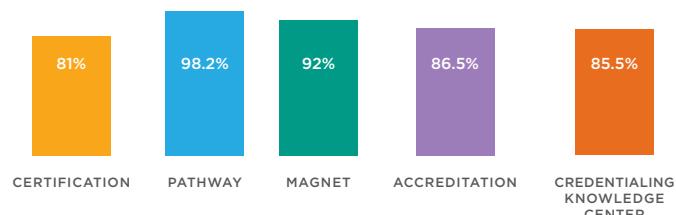
- ▶ Served as a sponsor for the Institute of Medicine's Standing Committee on Credentialing Research in Nursing to promote a bold national credentialing research agenda. The committee will provide stakeholders—including healthcare organizations, government agencies, the academic community, and the private sector—a public venue for communication.
- ▶ Launched a second multi-site research initiative to provide Magnet-recognized organizations with opportunities to participate in rigorous, large-scale, multi-site research studies that will build organizational research capacity and contribute to science.
- ▶ Wrote a report titled *A National Agenda for Credentialing Research in Nursing* that encompasses both individual and organizational credentialing, defines key terms, proposes a conceptual model, and invites feedback from researchers and other stakeholders.

### Customer Feedback

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



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



# ANCC's Strategic Goals

## Goals for 2012

### Innovation

#### Create and foster a culture of innovation.

ANCC uses new processes and methods to create original and inventive credentialing resources. Our goal is to create value for nursing practice while anticipating and meeting nurses' future needs.

### Research

#### Advance the body of evidence that demonstrates the impact of credentialing on nursing, organizational, and patient outcomes.

ANCC is actively promoting the development of a national credentialing research agenda that demonstrates the value of credentialing to nursing practice and to patient and organizational outcomes.

### Global Reach

#### Grow as a global leader in credentialing.

We are committed to expanding our credentialing programs to an international audience, meeting the needs of the global nursing community, and setting standards for nurse credentialing around the world.

### Growth

#### Diversify programs and products to ensure sustainability and growth.

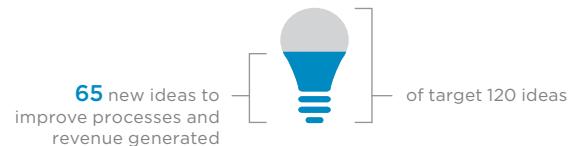
Today's emphasis on quality, efficiency, and nurse-driven operations requires credentialing programs and services that meet emerging needs. ANCC practices fiscal responsibility to ensure our long-term viability.

### Operational Excellence

#### Optimize integrity, efficiency, and operational excellence of all products and services.

As the world's only ISO-certified healthcare credentialing organization, ANCC continues to raise the bar on standards of excellence. We do this by improving program efficiency, maintaining external accreditation, and increasing customer satisfaction and loyalty.

## Goal Measures for 2012



2 of the 65 new revenue-generating ideas moved to pilot

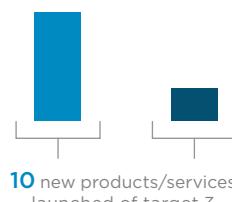


8 applicants for organizational credentials of target 5

3 new international organizations credentialed of target 3

Presence at 6 international events/conferences of target 3

190 international attendees at Magnet Conference of target 160



83% reached for all programs



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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.