EDUCATING PATIENTS
OUR REACH
ROLE IN NURSING
MAKING AN IMPACT
SPREADING THE WORD
LOCAL IMPACT

PCNA
Preventive Cardiovascular Nurses Association

2012 IMPACT REPORT
HEART DISEASE PREVENTION STARTS WITH US

PARTNERS
ADVANCING THE PROFESSIONAL
FINANCIAL HIGHLIGHTS
LEADING THE WAY
ADDRESSING THE ISSUES
2012 was a very exciting year for PCNA. This year, we reached 2,900 members worldwide, a 12% growth in membership since 2011. PCNA members reached nearly 2 million patients, attended local, regional and national PCNA continuing education programs, completed nearly 5,000 on-demand programs, ordered more than 625,000 patient education tools, and downloaded over 12,000 patient education tools from pcna.net.

Just this year, we implemented a brand new PCNA website to enhance our members’ experience online, offered four new webinars that reached nearly 10,000 health care professionals, held the second largest Annual Symposium in our nineteen year history, and introduced six new patient education tools.

2012 was also full of challenges for our members. This year our members faced budget cuts, new laws for preventive services and Medicare, an aging U.S. baby-boomer population, rising health care costs, continuation of the nursing shortage, over 65 million sedentary Americans, 81 million Americans with cardiovascular disease, and a staggering 70% of overweight or obese Americans.

Though we continue to celebrate our successes, we move into 2013 with a large agenda and much more work to do. We know cardiovascular disease prevention starts with PCNA members around the world as they educate patients and their communities, gain more knowledge about risk factors, and seek to make a difference in the health of their patients. PCNA is charged with supporting these important efforts.

To that end, we spent time in 2012 developing a new strategic plan for 2013-2017 that will serve as a blueprint to guide our work in the areas of advocacy, partnerships, awareness, leadership development, membership growth, international reach, and professional and patient education. We move into this new year with optimism that PCNA will continue to lead strong efforts towards cardiovascular disease prevention that have a lasting impact on the health of patients worldwide.

LOLA A COKE
PhD, ACNS-BC, RN-BC, FAHA, FPCNA
Rush University
College of Nursing, Chicago, IL
President, 2012 Board of Directors

SUE KOOB
MPA
Chief Executive Officer
The Preventive Cardiovascular Nurses Association, Inc. is a 501(c)3 non-profit professional membership organization headquartered in Madison, Wisconsin, with over 20 active chapters across the United States and Canada.

This overview outlines finances from the Preventive Cardiovascular Nurses Association’s 2012 fiscal year, which began on January 1, 2012 and ended December 31, 2012.

63% of PCNA revenue goes to supporting professional & public education through projects and events

Membership revenue increased by 10% since 2011

Support for events and programs increased 37% since 2011
ABOUT PCNA

The Preventive Cardiovascular Nurses Association (PCNA) is the leading nursing organization dedicated to preventing cardiovascular disease through assessing risk, facilitating lifestyle changes, and guiding individuals to achieve treatment goals.

OUR MISSION

The current state of health care demands that nurses and advanced practice nurses play a leading role in identifying and implementing cardiovascular risk reduction strategies. PCNA is committed to the continued education and support of nurses so they may successfully rise to this challenge.

GOALS

To increase public and political awareness of the critical role nurses play in comprehensive cardiovascular risk reduction.

To promote individual and community education in cardiovascular risk reduction and disease management across the lifespan.

To provide opportunities for education and professional development for nurses.

To advocate for professional certification and development for nurses specializing in cardiovascular disease prevention and management.

To disseminate information on innovative, fiscally responsible models of cardiovascular care delivery.

To foster productive liaisons with professional organizations sharing similar goals.

To support the utilization and dissemination of research and support evidence-based practice in cardiovascular risk reduction and disease management.

PCNA represents over 35,000 health care professionals, mostly nurses and advanced practice nurses, who continue to have a significant impact on cardiovascular health worldwide.

OUR REACH BY YEAR

35,000

30,000

25,000

20,000

15,000

10,000

5,000

2000 '02 '03 '04 '05 '06 '07 '08 '09 '10 '11 '12

854 1,330 1,653 2,168 2,638 3,408 4,737 8,206 11,174 26,425 30,181

PCNA’s database of health care professionals increased 18% since 2011.

PCNA reaches health care professionals in 93 countries.

Ethnic diversity among PCNA members has increased 73% over the past year.

PCNA presented at several international meetings in 2012, including the World Heart Federation’s Congress of Cardiology and the European Society of Cardiology.
HEART DISEASE PREVENTION STARTS WITH PCNA MEMBERS

PCNA membership continues to grow and represents the ever-increasing number of nurses and advanced practice nurses in primary and secondary prevention of cardiovascular disease, primary care, and other areas. PCNA represents approximately 2,900 health care professionals who work in hospitals, clinics, and universities who see over two million patients per year. PCNA has experienced a 12% increase in total members since 2011.

Through their important work, PCNA members are leaders in cardiovascular disease prevention worldwide.

45% of PCNA members suggest recommended prescriptions to physicians and/or prescribe themselves.

65% of PCNA members spend over 30 minutes with patients during their initial visit.

25% of PCNA members spend 60+ minutes with patients during their initial visit.

THE ROLE OF NURSING IN 2012

In 2012, health care professionals faced many challenges, from budget cuts, to new laws for preventive services, to an aging population.

PCNA is positioned to support nurses and advanced practice nurses worldwide as their roles and responsibilities evolve and become more and more crucial to cardiovascular disease risk reduction and management.

Nurses and advanced practice nurses continue to be driving forces in patient behavior change, improving patient outcomes, and overall heart disease risk reduction.
SPREADING THE WORD

Heart disease continues to be a major cause of death worldwide. The conversation about heart disease prevention is ongoing and PCNA continues to have a voice in the discussion about risk reduction strategies.

In 2012, PCNA distributed communication to thousands of health care professionals via email, press releases and media placements, advertising, partnerships, pcna.net, and online media. PCNA was mentioned in print and online media throughout the country, receiving mentions in the top health care media outlets including Medscape, Medpage Today, Nurse.com, and Nurse.com Magazine.

A new brand marketing campaign, Heart Disease Prevention Starts With Me, lead PCNA communication efforts by telling the stories of how four real PCNA members make an impact on heart disease prevention via a dedicated webpage, advertising, YouTube and other marketing efforts. Learn more about this campaign on page 12.

PLUGGING IN: CONNECTING WITH HEALTH CARE PROFESSIONALS ONLINE

In July of 2012 PCNA launched a new, enhanced website on pcna.net. In the first month of the launch, 16,000 health care professionals visited the new site, which offers access to on-demand CE courses, live webinars, national meetings, chapter programming, patient education, clinical tools, news, campaigns, and more.

PCNA reached thousands of others via social media campaigns and engagement. An enhanced Tell A Friend campaign kicked off heart month in February 2012. Originally launched in 2004, the campaign, which encourages health care professionals to raise awareness about heart disease in women, was enhanced in 2012 with new ways for health care professionals to share their Tell A Friend stories on the PCNA Facebook page.

In September, PCNA developed two new campaigns, including new Women & Heart Disease resources on Facebook and a YouTube video campaign in recognition of World Heart Day 2012. In this campaign, PCNA recognized nurses from around the world and their efforts to reduce the global burden of heart disease. Partnering with international partner organizations, PCNA recorded YouTube videos from four nurse leaders who are actively engaged in global efforts to fight heart disease. As a result of the campaign, hundreds of health care professionals viewed the videos and PCNA gained international recognition from the World Heart Federation and other partners.

SPECIAL MEDIA

85% of members see PCNA as a main source of information related to heart disease prevention strategies
Over 29,000 health care professionals receive email communication from PCNA
PCNA distributed 24 media announcements, receiving over 15,000 views
Media placements generated over 10 Million impressions

HEART DISEASE PREVENTION STARTS WITH PCNA MEMBERS

Learn how it can start with you, too.

Nearly 120,000 Health Care Professionals Visited pcna.net in 2012
700% Increase in Facebook Fans since December 2011
1,162 Facebook Fans
444 Twitter Followers
1,024 YouTube Video Views
STAR MEMBERS

In 2012, PCNA featured four real PCNA members in a new campaign called Heart Disease Prevention Starts with Me. The campaign aimed to show the significant impact nurses and nurse practitioners have on cardiovascular disease prevention, as well as showcase the many different areas in which PCNA members work.

The featured members include nurses and nurse practitioners in cardiac rehab, primary care, academia, cardiovascular medicine and public health. These four members represent the thousands of nurses and advanced practice nurses who make an impact on preventing heart disease worldwide.

Heart Disease Prevention Starts with Me

Read their stories and watch their interviews at pcna.net/prevention.

SHOWCASING THE ROLE OF NURSING

Member stories were featured in print advertising, online media and other marketing efforts.

500 views of campaign videos on YouTube

LOCAL IMPACT

PCNA’s 21 chapters continue to support members at a personalized, local level. Member involvement in local chapters continues to grow, and eight new regions have petitioned to become chapters. A strong network of chapters makes it possible for health care professionals to participate in local events, network and gain professional support.

PCNA chapter programs bridge the gap between science and clinical practice. This year, thousands of nurses, advanced practice nurses and other health care professionals attended 40 PCNA chapter programs across the country.

Moving into 2013, PCNA is poised to grow access and involvement in chapters by releasing new online engagement tools, providing new leadership tools to chapter leaders, and increasing funding for chapter programming.

CHAPTERS BY THE NUMBERS

In 2012, 2 new PCNA chapters were formed in New Orleans, LA and Long Island, NY.

PCNA members in 6 cities across the country are currently petitioning to become official chapters.

In 2012, 2 new PCNA chapters were formed in New Orleans, LA and Long Island, NY.

PCNA members in 6 cities across the country are currently petitioning to become official chapters.

In 2012, 2 new PCNA chapters were formed in New Orleans, LA and Long Island, NY.

PCNA members in 6 cities across the country are currently petitioning to become official chapters.

In 2012, 2 new PCNA chapters were formed in New Orleans, LA and Long Island, NY.

PCNA members in 6 cities across the country are currently petitioning to become official chapters.
ADVANCING THE PROFESSIONAL

As science and evidence-based guidelines continue to evolve and the responsibilities and leadership roles of nurses increase, continuing education has become even more crucial.

At the core of PCNA’s mission is to prepare nurses with the tools and education necessary to identify, treat and manage risk factors for heart disease. PCNA offers an annual symposium, chapter programs, live webinars, on-demand CE courses, and clinical tools to health care professionals who work in a variety of clinical settings.

IMPROVED PATIENT OUTCOMES

Percentage of PCNA 18th Annual Symposium participants who reported having seen improved patient outcomes in the following categories, after attending sessions at the symposium:

PCNA 18TH ANNUAL SYMPOSIUM

The PCNA 18th Annual Symposium was held at the Gaylord National Resort & Convention Center in National Harbor, MD from April 12-14, 2012.

At this event, PCNA expanded the ways for attendees to learn and network. With an exciting welcome gathering featuring a water & light show, a world-renowned faculty presenting in keynote and concurrent sessions, invitation-only focus groups, over 30 abstracts and poster presentations, a new PCNA Symposium lounge and laptop lounge, seven meal programs, a high-energy opening reception on Thursday evening and new and returning exhibitors, the 18th Annual Symposium kept over 500 attendees engaged and inspired about cardiovascular risk reduction and disease management during three exciting days.

PCNA will continue to deliver state-of-the-art programming from world-renowned speakers at the PCNA 19th Annual Symposium in Las Vegas from May 2-4, 2013.

96% of 2012 Annual Symposium attendees ranked PCNA among their top 3 sources for evidence-based practice recommendations related to treating CVD risk factors

2012 PCNA 18th Annual Symposium attendance rose 26% from 2011

95% of PCNA members feel that PCNA provides them with effective professional education programs

5,000 health care professionals gained CE credits by taking PCNA on-demand courses

Nearly 10,000 health care professionals attended four new webinars in 2012
LEADING THE WAY

PCNA is dedicated to developing strong leaders—in their service to PCNA and beyond the association.

At the PCNA 18th Annual Symposium in National Harbor, MD, PCNA launched the inaugural Leadership Training Program—a unique pre-symposium event held exclusively for leaders in PCNA, including chapter leaders, fellows and committee members. The ongoing program is designed to enhance leadership skills.

An ongoing P3 Mentoring Program available to PCNA members also promotes the development and exercises the leadership skills of cardiovascular nurses.

RESEARCH & AWARDS

In addition to the two new PCNA fellows inducted at the PCNA 18th Annual Symposium, PCNA also provided over $4,000 in scholarships to attend the symposium and awarded five nurses with awards and grants to fund critical research towards cardiovascular disease prevention.

PCNA has inducted 44 fellows (FPCNA) since 2010

Over 25 nurses were recognized with awards and grants over the past 5 years

13 graduate nurses have been given the opportunity to attend the PCNA Annual Symposium and a 1-year free membership through the CVD Prevention Graduation Award

2013 PCNA BOARD OF DIRECTORS

EXECUTIVE BOARD

KATHY BERRA
MSN, ANP, FAHA, FPCNA, FAAN
President
Stanford Prevention Research Center
Stanford, CA

BARBARA FLETCHER
RN, MN, FAHA, FPCNA, FAAN
President-Elect
University of North Florida
Jacksonville, FL

LOLA COKE
PhD, ACNS-BC, RN-BC, FAHA, FPCNA
Immediate Past President
Rush University College of Nursing
Chicago, IL

JERILYN ALLEN
RN, ScD, FPCNA, FAAN
Treasurer
Johns Hopkins University
School of Nursing
Baltimore, MD

JANE NELSON-WOREL
MSN, APRN-BC, APNP, FAHA, FPCNA
Chair, Project Review & Development Committee
Meriter Medical Clinic
Madison, WI

DIRECTORS

LYNNE T. BRAUN
PhD, CNP, CLS, FAHA, FPCNA, FAAN
Rush University and Heart & Vascular Institute
Chicago, IL

MARY ANN CHAMPAGNE
MSN, CNS, FAHA, FPCNA
Stanford University Medical Center
Stanford, CA

CHERYL R. DENNISON HimmelFarb
RN, ANP, PhD, FAHA, FPCNA, FAAN
Johns Hopkins University
School of Nursing
Baltimore, MD

JO-ANN EASTWOOD
RN, PhD, CCNS, CCRN
UCLA School of Nursing
Los Angeles, CA

LAURA L. HAYMAN
PhD, RN, FPCNA, FAAN
University of Massachusetts
Boston, MA

NANCY HOUSTON MILLER
RN, BSN, FAHA, FPCNA
Stanford University School of Medicine
Stanford, CA

CINDY LAMENDOLA
MSN, ANP-BC, FAHA, FPCNA
Stanford University School of Medicine
Stanford, CA

JANET B. LONG
MSN, ACNP, CLS, FAHA, FPCNA
Rhode Island Cardiology Center
Providence, RI

JOANNA D. SIKKEMA
DNP, ANP-BC, FAHA, FPCNA
University of Miami School of Nursing
Miami, FL
**EDUCATING PATIENTS ABOUT HEART ATTACK RISK**

PCNA-developed patient education tools are a key way in which PCNA members influence their patients’ health. PCNA developed six new patient education tools in 2012 to add to its suite of over 20 resources for educating patients.

In 2012 alone, over 625,000 patient tools were ordered and over 12,000 were downloaded from pcna.net. Of these were new educational booklets and tear sheets on familial hypercholesterolemia, hypertension and antiplatelet therapy.

A suite of Spanish language tools were also launched in 2012, including education about atrial fibrillation, angina and familial hypercholesterolemia.

**PARTNERING FOR THE PUBLIC**

PCNA partners with multiple patient advocacy groups to bring programming and education materials to the communities in which our members serve.

In 2012, PCNA teamed up with the Centers for Disease Control and Prevention and Centers for Medicare and Medicaid Services to improve health across communities and help Americans live longer, healthier, more productive lives through the Million Hearts™ initiative.

With the introduction of an updated “How Do You Measure Up?” blood pressure patient education brochure, PCNA participated in a 90-day “sprint” activity to improve blood pressure control by utilizing 40 PCNA members who serve as frontline health care providers for patients with hypertension. The members tracked the effectiveness of this tool over a 3-month period and engaged in virtual discussions with colleagues about public impact.

PCNA also partnered with Mended Hearts, Inc. to deliver a lecture series on angina at ten regional cluster meetings throughout the country this year. At these programs, delivered by local PCNA members, patients learned about signs and symptoms of angina, positive lifestyle changes for those suffering from angina, and how to continue dialogue with their health care professionals about positive health outcomes.

**HELPING PATIENTS HELP THEMSELVES**

- 61% of PCNA Members are using PCNA-developed patient tools with their patients at least once per week
- 42% of PCNA Members use PCNA patient tools at least once per day
- 95% of Members who used the PCNA cholesterol booklet said they have seen patients better understand how high cholesterol may cause heart attack or stroke
PCNA members continue to increase advocacy efforts by supporting legislation and proposed bills related to cardiovascular disease prevention and the integral role that nurses play in cardiovascular risk reduction and health promotion.

In 2012, health care professionals wrote letters to their legislators via the Action Center supporting the Nurse Staffing Act, the Prevention and Public Health Fund, Atrial Fibrillation Resolution, the HEART for Women Act, Prevent Further Cuts to Nondefense Discretionary Programs, and other issues.

In addition to letters distributed via nurses and other health care professionals, PCNA endorsed 23 letters and bills sent to congress through partners and sponsors including Public Comments for Sodium Reduction, the Professional Nurse Coach Rule, National Nurse Week Recognition for Capitol Hill Nurses, Cardiomyopathy Health Education, Awareness, Risk Assessment and Training in the Schools (HEARTS) Act of 2011, Heart for Women Act, and the National Nurse Act of 2011.

**ADVOCACY EVENTS**

Also in 2012, PCNA attended the National Forum for Heart Disease & Stroke Prevention Conference, held on October 17-18. The 10th National Forum for Heart Disease and Stroke Prevention brought together individuals representing more than 50 organizations committed to helping move the needle toward heart disease and stroke prevention through collaborations and partnerships. The meeting inspired, challenged, and motivated all attendees to take action to prevent heart disease and stroke so that they will no longer be the #1 and #4 causes of death for all Americans by 2020.

PCNA also attended Scaling and Spreading Innovation Strategies to Improve Cardiovascular Health. This event was a collaboration among the Agency for Healthcare Research and Quality (AHRQ), Centers for Disease Control and Prevention (CDC), Centers for Medicare and Medicaid Services (CMS), and the American Heart Association (AHA). Designed to inspire creative thinking about developing and sustaining successful community interventions for better cardiovascular health, the event highlighted the spread of innovations aimed at reducing blood pressure and cholesterol to prevent heart disease and stroke.

Moving into 2013, PCNA will continue to increase advocacy efforts, including hosting the first PCNA Virtual Lobby Day during the 2013 PCNA 19th Annual Symposium in Las Vegas.

**PREVENT FURTHER CUTS TO NDD PROGRAMS**

- Nurse Staffing Act: 47%
- The Heart Women Act: 14%
- Atrial Fibrillation Resolution: 12%
- Compose Your Own: 6%
- Tell Congress It Takes a Heart: 4%

**PCNA ADVOCACY CENTRAL RESPONSE TO 2012 ISSUES**

In 2012, PCNA endorsed 23 letters and bills sent to congress about heart disease prevention.

The PCNA Action Center was accessed by nearly over 4,000 visitors in 2012.

250 letters were sent to legislators on 7 issues via the PCNA Advocacy Action Center.
PARTNERS IN THIS FIGHT

We can’t do this alone. PCNA partners with over 30 like-minded associations to reach thousands of health care professionals and further impact heart disease prevention.

PARTNER ORGANIZATIONS

American Association of Nurse Practitioners
American Association of Cardiovascular & Pulmonary Rehabilitation
American Association of Critical Care Nurses
The American Association of Heart Failure Nurses
American College of Cardiology
American Nurses Association
American Nurses Credentialing Center
American Nurses Foundation
American Heart Association Scientific Councils on Cardiovascular Nursing
- Council on Cardiovascular Nursing
- Council on Clinical Cardiology
- Council on Epidemiology & Prevention
- Council on Nutrition, Physical Activity & Metabolism
Association of Black Cardiologists
Baylor College of Medicine
British Association of Cardiovascular Nurses
Council on Cardiovascular Nursing & Allied Professions
European Society of Cardiology
- Council on Cardiovascular Nursing & Allied Professionals (CCNAP)
Hartford Institute for Geriatric Nursing
Institute for Clinical Excellence Education & Research
International Council of Nurses (ICN)
Mended Hearts
MillionHearts
National Lipid Association
Nursing Community
Nursing Knowledge International: Sigma Theta Tau International Honor Society
Nursing Organization’s Alliance
Office on Women’s Health–Department of Health & Human Services
SCAI
Society for Vascular Nursing
StopAFib.org
Sudden Cardiac Arrest Association
The Heart Truth–National Heart, Lung, & Blood Institute
World Heart Federation
WomenHeart: The National Coalition for Women with Heart Disease

SCIENTIFIC ADVISORY BOARD

DIANE M. CANOVA, JD
American Legacy Foundation, Washington, DC

CATHERINE CHRISTIE, PhD, RD, LD/N
University of North Florida, Jacksonville, FL

WILLIAM L. HASKELL, PhD
Stanford University, Palo Alto, CA

MARThA N. HILL, RN, PhD
Johns Hopkins School of Nursing, Baltimore, MD

RONALD M. KRAUSS, MD
Lawrence Berkeley National Laboratory, Berkeley, CA

PENNY KRIS-ETHERTON, PhD, RD
Pennsylvania State University, University Park, PA

SIDNEY C. SMITH, JR., MD
UNC School of Medicine, Chapel Hill, NC

NANETTE K. WENGER, MD
Emory University School of Medicine, Atlanta, GA

NATIONAL OFFICE STAFF

SUE KOOB, MPA
Chief Executive Officer

TRACEY BOCKHOP, CMP
Meeting Planner

ABBY DESPINS
Public Relations & Marketing

MEGHAN HALVERSON
Membership & Component Relations Coordinator

SUZANNE HUGHES RN, MSN, FAHA, FPCNA
Clinical Education Project Director

DEBORA MORGAN
Executive Administrative Assistant

TIA RICE
Grants Coordinator