MESSAGE FROM THE PRESIDENT

In case you have not heard, “Health Care” is changing. Nurses are and will continue to be instrumental in making sure these changes are implemented in ways that improve patient and public health outcomes — while putting prevention at center stage. PCNA continues to stay focused on promoting patient-centric care, improving our professional education, advocating for nurses and patients, and promoting primary and secondary prevention.

PCNA’s mission is to promote nurses as leaders in cardiovascular risk reduction and disease management. We are committed to the continued education and support of nurses so that they may successfully rise to the challenge of nursing today. In 2014, PCNA educated thousands of nurses through our online library of continuing education courses, and launched a collection of Heart Failure Education Sheets to assist nurses in working with recently-discharged patients.

Cardiovascular Disease Prevention is a global problem. With this in mind, we continued our impact on the international stage, hosting the first ever international conference for nurse leaders focused on CVD Prevention. Representatives from low-, middle- and high-income countries came together to discuss how to minimize the barriers to successful cardiovascular care and prevention.

As your President, I know the value of each member of PCNA and your capabilities. I am excited to work with you to build on the progress our wonderful organization has made thus far. With our combined efforts, we know we will be successful in reducing cardiovascular disease at home and abroad.

BARBARA FLETCHER
RN, MN, FAHA, FPCNA, FAAN
2014 President, PCNA Board of Directors
The Preventive Cardiovascular Nurses Association, Inc. is a 501(c)3 non-profit professional membership organization headquartered in Madison, Wisconsin, with more than 24 active chapters across the United States and Canada.

This overview outlines finances from PCNA's 2014 fiscal year, which began on January 1, 2014 and ended December 31, 2014.
OUR GOALS

1. Increase public and political awareness of the critical role that nurses play in cardiovascular risk reduction

2. Promote individual and community education in cardiovascular risk reduction and disease management across the lifespan

3. Empower nurses by providing leadership, lifelong learning and professional development opportunities

4. Advocate for professional certification and development for nurses specializing in cardiovascular disease prevention and management

5. Disseminate information on innovative, fiscally responsible models of cardiovascular care delivery

6. Foster productive liaisons with professional organizations sharing similar goals

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

MAKING AN IMPACT

PCNA helps me by supplying free awesome relevant teaching material regarding healthy lifestyle changes and understanding certain CV disease processes. I use the booklets on angina, BP measurement, and atrial fibrillation every day. Providing patient teaching materials is very supportive of the nurses who are out in the field trying to promote the prevention of CV disease.

— ANN SUTTMAN
PCNA MEMBER SINCE 2006

ABOUT US

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 healthcare demands that nurses and advanced practice nurses play a leading role in identifying and implementing cardiovascular risk reduction strategies. PCNA is committed to helping nurses successfully rise to this challenge. Leadership, advocacy, lifelong learning and empowerment of the nursing community are at the heart of all that PCNA does.
PCNA membership continues to diversify and represents nurses and advanced practice nurses in primary and secondary prevention of cardiovascular disease, primary care and other areas. PCNA members work in hospitals, clinics and universities around the world. Through their important work, PCNA members are leaders in cardiovascular disease prevention worldwide.

THE ROLE OF NURSING IN 2014

PCNA reaches over 40,000 health care professional and over 2,600 members who work in hospitals, clinics and universities, and see over two million patients a year.

HEART DISEASE PREVENTION STARTS WITH PCNA MEMBERS

MEMBERS CARING FOR PATIENTS WITH: (check all that apply)

- HEART FAILURE (883)
- DIABETES (976)
- ATRIAL FIBRILLATION (819)
- IMPLANTED DEVICES (PACEMAKERS, ICDS) (717)
- POST PCI / STENT OR ACS (713)
- LVADS (299)
- CHRONIC ORAL ANTICOAGULATION (731)
- HYPERTENSION (1,022)
- LIPID DISORDERS (934)

% INVOLVED IN CARING FOR PATIENTS
ONLINE EDUCATION

PCNA understands that web-based learning is an important (and convenient) option for achieving CE credits. Almost 90% of our members say it is an important PCNA benefit. We are proud to say that 90% of online CE activity found on our website is free to all health care professionals. Throughout the year over 1,300 nurses have received CE credit from our online library of over 20 courses.

CURRENT ON-DEMAND CE PROGRAMS INCLUDE:

• Angina
• Behavior Change Strategies
• Exercise
• Nutrition
• Publishing and Presenting
• Women’s Health
• Writing Abstracts
• Epidemiology
• 2014 Pharmacology
• Pre-Conference Webinar

NETWORK ONLINE

PCNA provides many opportunities for health care professionals to connect via social media channels and online. Resources include PCNA website, Facebook, Twitter, LinkedIn and YouTube.

NEW EDUCATION MATERIALS

PCNA-developed patient education tools are a key way PCNA members influence their patients’ health. In 2014, PCNA continued to enrich its collection of downloadable materials. At the end of the year, PCNA launched a collection of Heart Failure Education Sheets aimed at giving recently-discharged patients the “need-to-knows” about heart failure management at what can often be an overwhelming time. Our educational booklets, Heart-Healthy Toolbox and information sheets on familial hypercholesterolemia, hypertension and antiplatelet therapy continue to be heavily utilized.
INTERNATIONAL REACH

FIRST ANNUAL GLOBAL NURSING LEADERSHIP FORUM

In October 2014, PCNA held the first annual Global Nursing Leadership Forum (GNLF) in New York City. The forum was a collective of invited internationally-recognized nurse leaders who came together for a cardiovascular disease and prevention strategy meeting. The group consisted of representatives from low, middle and high-income countries. Participants formulated a “Draft Master Plan” to address and minimize challenges and barriers to cardiovascular care and prevention on both a global and country-specific level.

The working mission of the GNLF was and is to explore ways in which nursing and global nursing organizations can support the established cardiovascular risk reduction and stroke reduction goal set by the World Heart Federation: to reduce non-communicable disease deaths 25% by 2025. Additionally, the collective aims to develop a mechanism for outreach to low-income and middle-income countries where organized nursing practice and presence is not well established for cardiovascular disease management and prevention.

LOCAL IMPACT

In 2014, PCNA chapters co-hosted a number of educational events as part of our Fall Lecture Series. Ten events were held across the country, with over 400 individuals learning about the latest in long-term management of ACS, management of Hyperlipidemia, and Familial Hypercholesterolemia.

These half-day programs are open to all professionals and provide attendees with the opportunity to earn free continuing education credits.

2014 FALL LEARNING SERIES LOCATIONS

- Atlanta, GA
- Charlottesville, VA
- Chicago, IL
- Cincinnati, OH
- Cleveland, OH
- Fort Worth, TX
- Jacksonville, FL
- New York, NY
- Sacramento, CA
- San Francisco, CA
- Scottsdale, AZ
The quality of the speakers was wonderful. Very informative, up-to-date information.

"I was blown away with the caliber of speakers, the PCNA members that I met and the topics that I learned about. I will definitely attend future PCNA conferences!"

— First Time Attendees

2014 Annual Symposium

Advocacy

2014 saw an increased focus on advocacy. With our Virtual Lobby Day, Annual Symposium attendees were able to influence Capitol Hill without traveling to Washington, DC. The focus this year was on urging Congress to eliminate health disparities in clinical trials and asking the Department of Health and Human Services’ Secretary to protect the public’s health from tobacco products. Our efforts resulted in 348 messages sent to Congress.

New this year is PCNA’s Advocacy Toolkit, available to assist you and PCNA members in local, state and federal advocacy activities. The toolkit contains valuable tools and resources for utilizing social media, how to reach out to lawmakers and schedule meetings and more. The toolkit is available on the PCNA website as a downloadable PDF.

Advocacy Toolkit

Creating a Community & Voice

Improvement of Patient Outcomes

Percentage of PCNA 20th Annual Symposium participants who reported having seen improved patient outcomes in the following categories, after attending sessions at the symposium:

<table>
<thead>
<tr>
<th>Category</th>
<th>% Improved</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diabetic/Cardiometabolic Disorders</td>
<td>35%</td>
</tr>
<tr>
<td>Exercise Adherence</td>
<td>37%</td>
</tr>
<tr>
<td>Medication Adherence</td>
<td>30%</td>
</tr>
<tr>
<td>Nutrition/Diet Adherence</td>
<td>37%</td>
</tr>
<tr>
<td>Sleep Disorders and CVD</td>
<td>29%</td>
</tr>
<tr>
<td>Heart Failure</td>
<td>27%</td>
</tr>
<tr>
<td>Hypertension</td>
<td>20%</td>
</tr>
<tr>
<td>Obesity/Weight Loss</td>
<td>36%</td>
</tr>
<tr>
<td>Overall CVD Risk Reduction</td>
<td>25%</td>
</tr>
</tbody>
</table>

PCNA 20th Annual Symposium

The PCNA 20th Annual Symposium was held at the Atlanta Marriott Marquis in Atlanta, GA from April 10-12, 2014.

The Symposium featured timely keynotes covering topics from the new cholesterol guidelines to cardiovascular risk reduction in African-American patients. New events in 2014 included a Pharmacology Preconference designed for advanced practice nurses in cardiology and primary care, which was attended by 40% of Annual Symposium participants. Also new this year was a moderated poster session which was held in addition to the regular general poster abstracts.

PCNA will continue our tradition of presenting this premium program at the 21st Annual Symposium in Anaheim, CA from April 9-11, 2015. This year’s event will also include the Pharmacology Preconference on April 8.
Developing dedicated leaders is a core value at PCNA. We used the 20th Annual Symposium as a platform to recognize leaders in the field of cardiovascular nursing.

In 2014, PCNA continued its commitment to developing leadership by hosting its Leadership Training Program. The event is held exclusively for leaders in PCNA, including chapter leaders, fellows and committee members. The program was designed to enhance leadership skills.
PARTNERS IN THIS FIGHT

WE CAN'T DO THIS ALONE
PCNA partners with more than 30 like-minded associations to reach thousands of healthcare professionals and further impact heart disease prevention.

I am proud to be associated with an organization that translates the latest science into engaging education and practical clinical tools! And best of all, one that champions nurses as leaders in the field of heart disease prevention.

— SUZANNE HUGHES RN, MSN, FAHA, FPCNA
PCNA CHIEF LEARNING OFFICER

NATIONAL PARTNERS
American Academy of Family Physicians
American Association of Cardiovascular and Pulmonary Rehabilitation
American Association of Critical Care Nurses
American Association of Heart Failure Nurses
American Association of Nurse Practitioners
American College of Cardiology
American Diabetes Association
American Heart Association
American Medical Group Association
American Nurses Association
American Society of Hypertension
Association of Black Cardiologists
Hartford Institute for Geriatric Nursing
Heart Rhythm Society
Mended Hearts
Million Hearts
National Lipid Association
Stop A-Fib
Sigma Theta Tau International Honor Society
Partnership for Prevention
Society for Cardiovascular Angiography and Interventions
Society of Cardiovascular Patient Care
Society for Vascular Nursing
Sudden Cardiac Arrest Association
WomenHeart

INTERNATIONAL PARTNERS
American Heart Association Council on Cardiovascular and Stroke Nursing
Australasian Cardiovascular Nursing College
Stroke Society of Australia
Beijing School of Nursing
British Association for Nursing in Cardiovascular Care
Canadian Society of Cardiac Nursing
Chilean Society of Nurses in Cardiology and Cardiovascular Surgery
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