

2016 IMPACT REPORT



PCNA
PREVENTIVE CARDIOVASCULAR
NURSES ASSOCIATION



OUR STORY

PCNA was originally founded as the Lipid Nurse Task Force (LNTF) in 1992 by a small group of California nurses who were concerned about the lack of educational opportunities for nursing professionals specializing in lipid disorders.

LNTF was established shortly after an initial regional educational conference, and quickly grew beyond its California borders to become an international organization comprised of nurses and other health care professionals from the U.S. and several other countries.

As LNTF expanded, our memberships' overall focus was broadened from lipid disorders to global cardiovascular disease (CVD) risk reduction. As a result, the organization changed its name from LNTF to the Preventive Cardiovascular Nurses Association (PCNA).

Today, PCNA is an international professional organization that impacts patient outcomes through evidence-based cardiovascular care. PCNA's mission includes developing and promoting nurses as leaders in this field and supporting comprehensive risk reduction strategies for individuals and populations across the lifespan.

Over the course of the last decade, PCNA has pursued collaborative relationships with other professional organizations and industry partners where both sides embrace mutual goals and objectives. PCNA currently maintains a national office in Madison, Wisconsin as well as chapters throughout the U.S. and Canada.





OUR MISSION

The Mission of the Preventive Cardiovascular Nurses Association is to promote nurses as leaders in Cardiovascular Disease prevention and management across the lifespan.



GOALS

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

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

Provide opportunities for education and professional development for nurses.

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

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

Foster productive liaisons with professional organizations sharing similar goals.

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



2016 PCNA LEADERS

PCNA's members provide the vital support necessary to fulfill our mission of promoting nurses as leaders in cardiovascular disease prevention and management. Thank you to the following individuals for making PCNA the leading nursing organization dedicated to preventing cardiovascular disease.

CHAPTER LEADERS

KATHLEEN BALLMAN

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RN, MSN, CNP



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COMMODORE-MENSAH**
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BARBARA FLETCHER
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NANCY HOUSTON MILLER
RN, BSN, FAHA, FPCNA

SUSAN BUSH
RN, BSN, FPCNA

CAROLYN LANDOLFO
MD

YOUR PCNA

Get the most out of your membership and make a difference in cardiovascular nursing with the following opportunities.



VOLUNTEER

We have a variety of ways for members to give back to your profession, build your skill set, and be a leader in the cardiovascular nursing community. Tell us about your interests in volunteering with PCNA by filling out our Leadership Form on our website.

LEARN

PCNA's On-Demand CE Library has dozens of continuing education courses for you to access whenever you like.

Have you ever considered hosting a CE event at your hospital or local health center? We have ready-to-go slides that include speaker notes that you are welcome to use. Visit the PCNA Chapter webpage to learn more.



NETWORK

PCNA has 27 active chapters across the country that host at least two CE events a year. Network with your colleagues at these dynamic learning opportunities. PCNA members can volunteer as Chapter Leaders, as onsite volunteers, or as speakers or slide deck creators. All events are complimentary and include a light meal or refreshments.

EDUCATE

PCNA members have full access to our best in class patient education tools. Intended to be utilized in the clinical setting within the conversation between providers and patients, they also are a helpful follow-up resource for patients, their families, and caregivers when they return home or are discharged. Members can order hard copies of our patient education tools at no charge. All our tools are available for anyone to download.

STAY UP-TO-DATE

Hear the latest in CVD and nursing with our various news offerings. Members receive a print and online subscription to the Journal of Cardiovascular Nursing. PCNA SmartBrief is a news update delivered weekly to your inbox, and our monthly e-Newsletter will make sure you don't miss any PCNA news.

GET RECOGNIZED

With our five yearly awards and yearly fellowship induction, PCNA has recognized over 60 nurses and advanced practice nurses in the past 5 years alone. Nominate a colleague or yourself and be recognized for all the hard work you do!

PCNA FELLOWSHIP

Fellowship provides a means to recognize and award excellence in leadership within PCNA and volunteer service to PCNA.

2016 Inducted Fellows:

EMILY JONES, BSN, PhD, RNC-OB, FPCNA
CHERI NICHOLS, RN, BSN, FPCNA
JENNIFER TENNANT, M.Ed., RN, FPCNA

MELANIE TURNER, BSN, RN-BC, FPCNA
SIDNEY SMITH, JR., MD (Honorary)
MEG HEIM, RN, MAS (Honorary)

TERRY THOMAS CLINICAL PRACTICE AWARD

This award recognizes individuals who demonstrate delivery of outstanding patient care at any point throughout their lifespan by contributing above and beyond basic job requirements in one or more areas. Congratulation to the 2016 winner, **LISA MAHER**, DNP, ARNP.

PCNA HEART FAILURE AWARD

This award recognizes a registered or advanced practice nurse who has demonstrated an innovative, successful model of primary or secondary preventive care for patients with heart failure. Congratulation to the 2016 winner, **JULIE CHESTER WOOD**, RN, MSN, CNS, CHFN.

ADVOCACY AWARD FOR CVD PREVENTION

This award recognizes a member's leadership in advocacy at the local, state, or federal level in the areas of cardiovascular disease prevention or advancing the nursing profession. Congratulation to the 2016 winner, **ALETHEA HILL**, PhD, ANCP-BC, ANP-BC.

NURSING RESEARCH GRANT

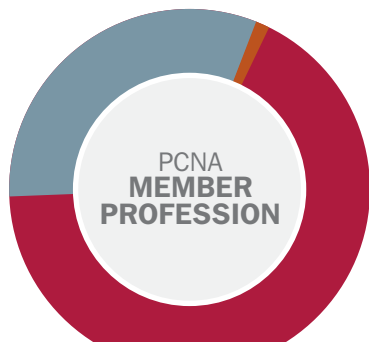
PCNA and the American Nurses Foundation have partnered to award a grant to encourage the research career development of nurses. Individuals whose research is focused on cardiovascular disease prevention may apply for this grant. Congratulation to the 2016 winner, **MARGO B. MINISSIAN**, PhDc, MSN, ACNP.

CVD PREVENTION GRADUATION AWARD

This award is for a graduate student who has demonstrated a strong commitment to the prevention of cardiovascular disease through excellence in nursing practice or research. Congratulation to the 2016 winners, **NANCY MCCABE**, RN, PhD; **JACOB KIGO KARIUKI**, PhD; and **SONAL PATERL**, NP, DNP.

WHO WE ARE

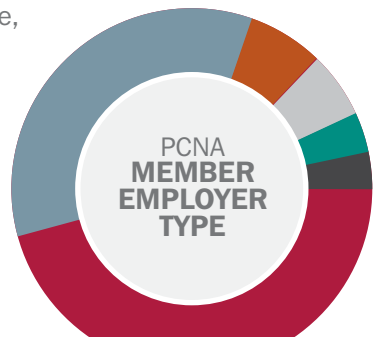
PCNA represents over 16,000 nurses and health care professionals who play a key role in research, practice, and policy initiatives around cardiovascular risk reduction and disease management.



64% REGISTERED NURSE

35% ADVANCED PRACTICE NURSE

1% OTHER



40% HOSPITAL OR HEALTH SYSTEM: OUTPATIENT

32% HOSPITAL OR HEALTH SYSTEM: INPATIENT

9% UNIVERSITY OR TEACHING INSTITUTION

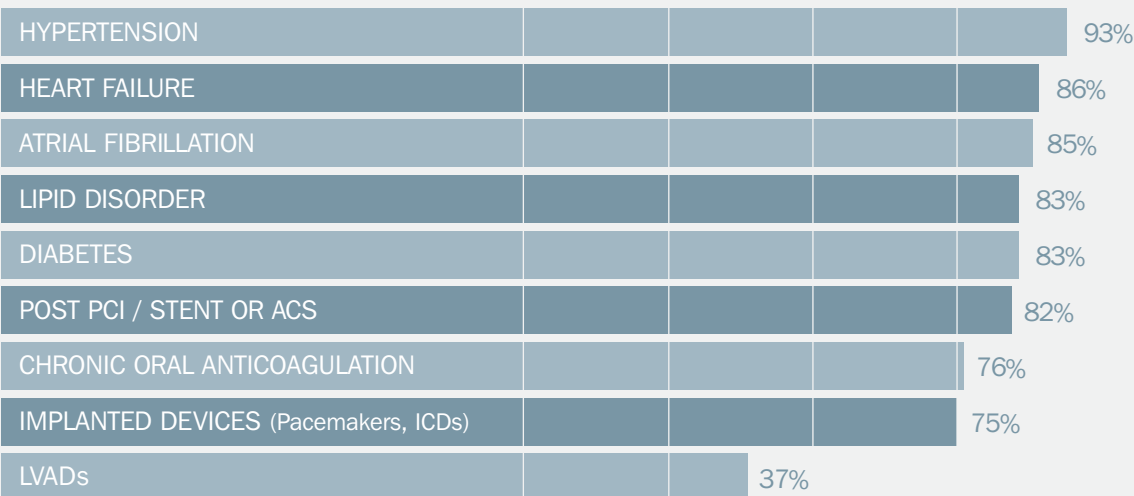
9% OTHER

5% INDEPENDENT, PHYSICIAN-OWNED PRACTICE

5% PUBLIC OR COMMUNITY HEALTH

WHO DO WE CARE FOR?

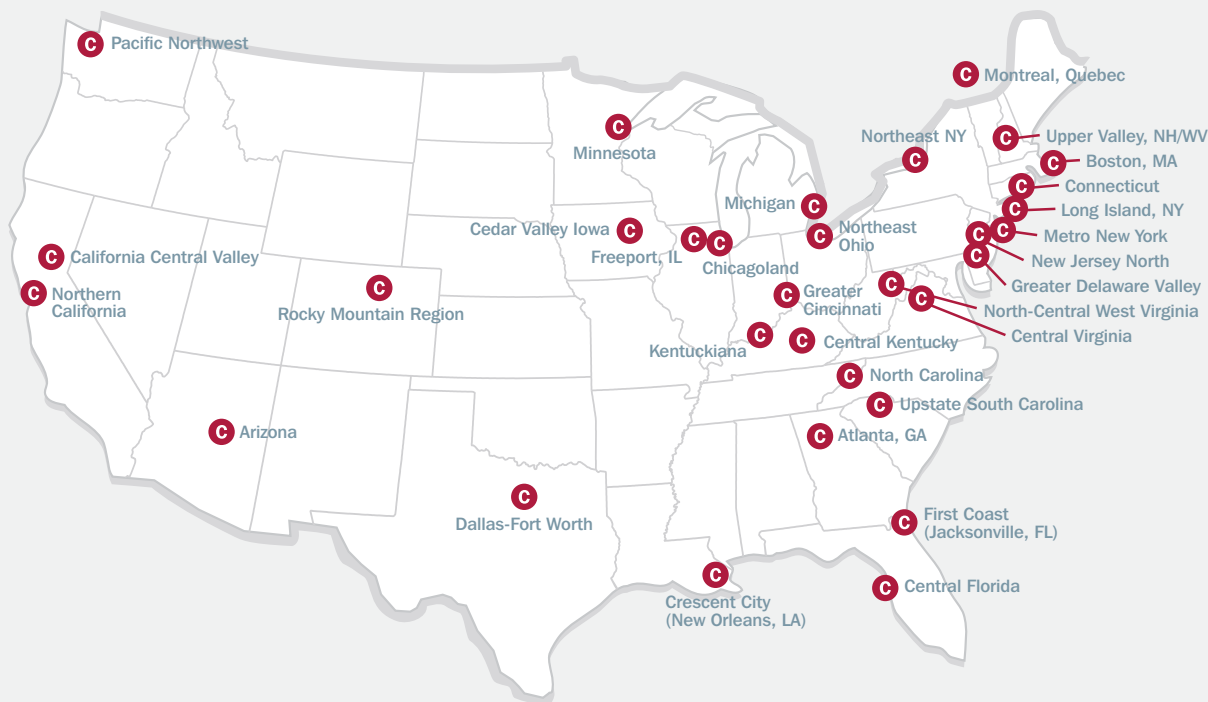
PCNA members care for a wide variety of patients. We asked 1,300 respondents “Are you involved in caring for patients with the following disease-states? Check all that apply.”





PCNA CHAPTERS

PCNA has 27 active regional chapters across the U.S. and Canada. Each is led by a volunteer CVD nurse leader team, providing education and support to PCNA members and other professionals.



2016 HIGHLIGHTS

REGIONAL PROGRAMS

While each PCNA chapter is unique (some are regional, some metropolitan, and some rural), they all host two CE programs a year. These programs vary in size based on the location and typically take place in the spring and fall. In 2016, PCNA hosted a total of 41 programs and reached a total of 1,264 healthcare professionals.

Chapter events are blended learning opportunities that include both a continuing education and product theater portion. Programs are developed to encourage interactive participation and learning. They are a great way to network with colleagues and share ideas and solutions to common challenges. Be sure to check out our events calendar regularly for new events.



GLOBAL NURSE LEADERSHIP

PCNA convened nurse leaders from around the world in Barcelona in October, 2016 to tackle the global epidemic of cardiovascular disease. The Global Cardiovascular Nursing Leadership Forum (GCNLF), whose mission is to mobilize an international community of nurse leaders, met to examine ways that nursing and global nursing organizations can contribute the World Heart Federation's goal to reduce deaths from non-communicable diseases 25% by 2025. Nurse leaders shared experiences, best practices and challenges, received a clinically-focused nurse empowerment training, and returned to their country with individualized action plans.

ADVOCACY MATTERS

As the most trusted profession in the country, nurses have a unique opportunity to make a difference in the lives of their patients through public policy. Through our Virtual Lobby Day and Action Center, PCNA members sent nearly 1000 messages to decision-makers in 2016. Together, we advocated for full practice authority for APRN's at the Veterans Health Administration and to allow NPs, PAs and CNSs to supervise cardiac rehabilitation programs on a daily basis.

GOAL REDUCE DEATHS 25% FROM NON-COMMUNICABLE DISEASES



NEW PATIENT EDUCATION

TRIGLYCERIDES PATIENT EDUCATION TOOL

Treating patients for high triglycerides often requires pharmacologic therapy, heart-healthy lifestyle counseling, and education to help them understand their “numbers.”

PCNA's newly-revised patient education sheet, *Triglycerides, What You Need to Know*, is a one-page tool that includes concrete examples of potential medical treatments as well as lifestyle action. This provides valuable conversation points for the clinical setting as well as a take-home resource to help decrease patients' risk of heart disease and increase their adherence to treatment regimens.

GET TOUGH ON ANGINA

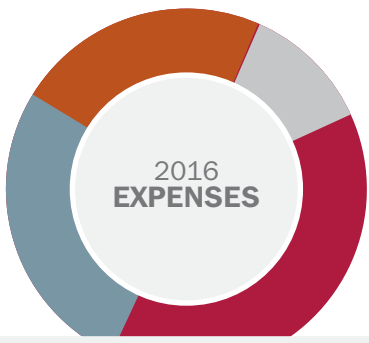
Back by popular demand is our updated *Get Tough on Angina* patient education booklet and brochure. These tools are designed for you to help patients with angina live a full and active life. The trifold brochure (in English and Spanish) and 32-page booklet (in English) have been recently updated and are now available.

ANNUAL CARDIOVASCULAR NURSING SYMPOSIUM

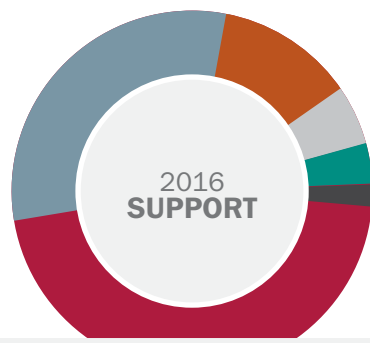
For more than two decades, PCNA's Cardiovascular Nursing Symposium has delivered cutting-edge information to clinical professionals. Our scientific meeting is more than just a source of continuing education credits – our attendees return year after year for inspiration, networking, and rejuvenation. With opportunities for networking with colleagues from across the globe in an exhibit hall, product theaters, and an opening reception, this is an action-packed three-day conference. In 2016, we introduced a peer-to-peer learning session, where attendees took time to learn from one another, sharing behavior change success stories and ideas for overcoming barriers to adherence.



FINANCIAL HIGHLIGHTS



- 31% MEMBERSHIP SUPPORT & TECH
- 30% EDUCATIONAL INITIATIVES
- 27% ANNUAL SYMPOSIUM & OTHER EVENTS
- 12% ASSOCIATION MANAGEMENT



- 48% CORPORATE SUPPORT
- 36% EDUCATIONAL PROJECTS
- 7% EVENT & EXHIBITS
- 4% MEMBERSHIP DUES
- 3% ANNUAL SYMPOSIUM REGISTRATION
- 2% PUBLICATIONS & MEDIA





A LOOK AT 2017

FOCUS ON OUR MEMBERS

In 2017, we will have a renewed focus on members, to ensure that you get the most out of your membership. Keep your eyes open for new exclusive member benefits, new member resources, and more member discounts.

MINI-CERTIFICATES

Members can maximize the benefits of their CE by enrolling in PCNA's new mini-certificate programs, launching in spring 2017 with Behavior Change. Mini-certificates offer focused training in a particular topic with practical case-based examples. These programs may include webinars, live/recorded programming, case studies, and supporting materials focused on helping you improve your knowledge and skills. Upon completion, attendees will receive a certificate that can be used to demonstrate the breadth and depth of information covered, which may be considered in career advancement opportunities.



THE CARDIOVASCULAR NURSING SYMPOSIUM WEBCAST

Keep your eyes peeled for the opportunity to attend the Cardiovascular Nursing Symposium from the comfort of your own home. In 2017, we'll be offering a webcast of our three-day meeting. You can choose to watch it as it happens or view the recording for three months afterward. Either way, you'll be earning 17.0 hours of CE (including 2.0 hours of pharmacology) while learning the latest in CVD prevention and management.



CALL FOR PRESENTATIONS

Look out for an opportunity to try your hand at creating a CE presentation for local chapter events. A call for presentations will go out periodically throughout the year for interested PCNA members to submit a CE outline on a given topic. If your outline is chosen, you will create a slide deck presentation that could potentially be used at 25 chapter meetings and reach over 800 people! This is a wonderful professional development opportunity that comes with an honorarium.



REACHING OUR AUDIENCE

PCNA represents over 16,000 cardiovascular RNs and NPs who have over 2 million patient-visits per year. We have many great opportunities to reach a key demographic of decision makers.

COLLABORATION WITH PCNA

- Partner on a disease awareness campaign
- Partner on patient education development
- Support regional CE programs
- Host a product theater at regional PCNA programs
- Promote clinical trials
- Survey PCNA database through an email newsletter

ANNUAL CARDIOVASCULAR NURSING SYMPOSIUM

- Support a CE event
- Host a product theater
- Host a focus group
- Exhibit in the Exhibit Hall
- Numerous opportunities for brand visibility

MARKETING AND ADVERTISING

- Article or advertisement in monthly e-news
- Advertise in PCNA's official journal – *the Journal of Cardiovascular Nursing*
- Website advertising
- SmartBrief advertising



RECOGNIZING LIFETIME MEMBERSHIP

We would like to recognize our members who have been part of PCNA since 2000. Thank you for your continued support!

JERILYN ALLEN

REBECCA ANGERSTEIN

NANCY ARTINIAN

REGINA BECKER

KATHY BERRA

ANNA BROZ

MARY ANN CHAMPAGNE

JUDY CHING

LYNN COFER-CHASE

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TERESA WEST

**We apologize if we missed anyone! We recently switched data system and some information may have gotten lost. Please let us know if you've been a member of PCNA prior to 2000 and we will update the online version of the Membership Report.*

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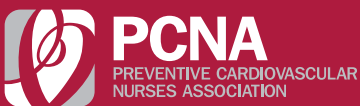
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