



# PCNA

PREVENTIVE CARDIOVASCULAR  
NURSES ASSOCIATION



# 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.

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

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Provide opportunities for education and professional development for nurses.

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

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

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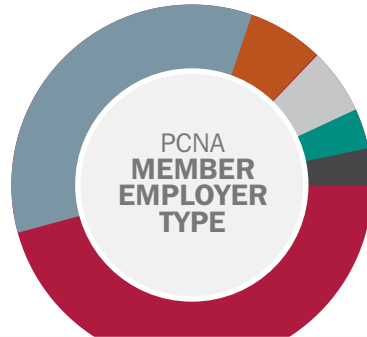
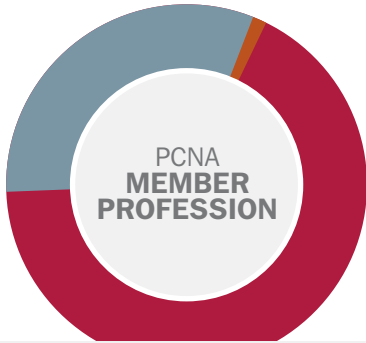
Foster productive liaisons with professional organizations sharing similar goals.

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

# WHO WE ARE

PCNA represents over 26,000 nurses, advanced practice nurses and health care professionals who play a key role in research, practice, and policy initiatives around cardiovascular risk reduction and disease management.



40% HOSPITAL OR HEALTH SYSTEM: OUTPATIENT

32% HOSPITAL OR HEALTH SYSTEM: INPATIENT

9% UNIVERSITY OR TEACHING INSTITUTION

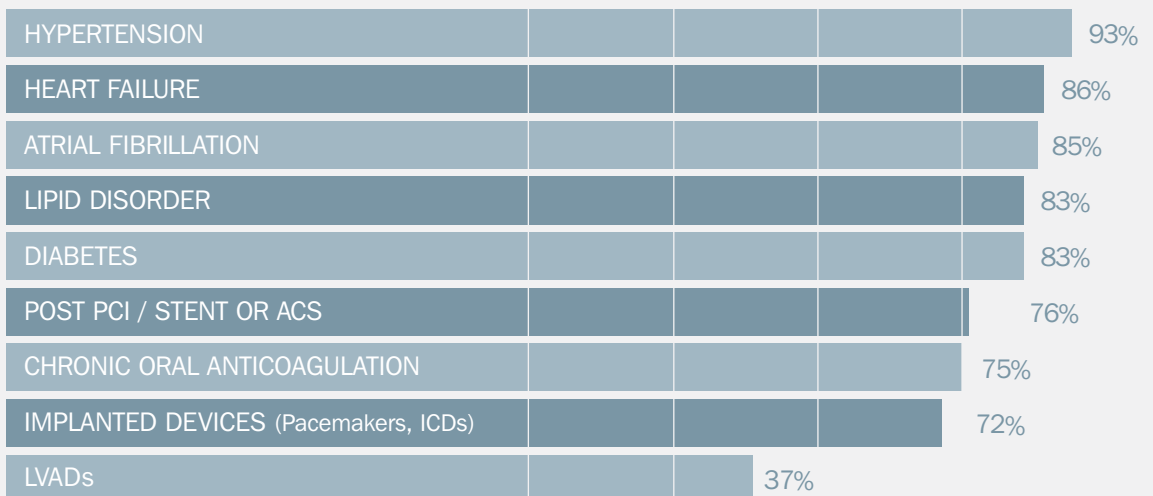
9% OTHER

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.”



**86,000**  
UNIQUE WEBSITE  
VISITORS A YEAR

**15,000**  
ACTIVE READERS  
OF OUR MONTHLY E-NEWS

**10,000**  
ACTIVE READERS  
OF THE WEEKLY SMARTBRIEF

**5,500 FANS**  
ON FACEBOOK

**2,000 TWITTER**  
FOLLOWERS

PATIENT EDUCATION TOOLS  
**20,000**  
DOWNLOADS BY HCPS

PATIENT EDUCATION TOOLS  
**220,000**  
PRINTED PIECES  
DISTRIBUTED

## CONNECTING WITH PCNA

### THE OFFICIAL JOURNAL OF PCNA

*The Journal of Cardiovascular Nursing (JCN)* is the official journal of PCNA. Published by Lippincott Williams and Wilkins, Inc., JCN is a bimonthly online publication. JCN has an impact factor of 2.17, making it the sixth most cited nursing journal.



# REACHING OUR AUDIENCE

We have many great opportunities to reach both patients and health care providers. PCNA represents over 26,000 cardiovascular RNs and NPs who have over 2 million patient-visits per year.

## 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

## 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

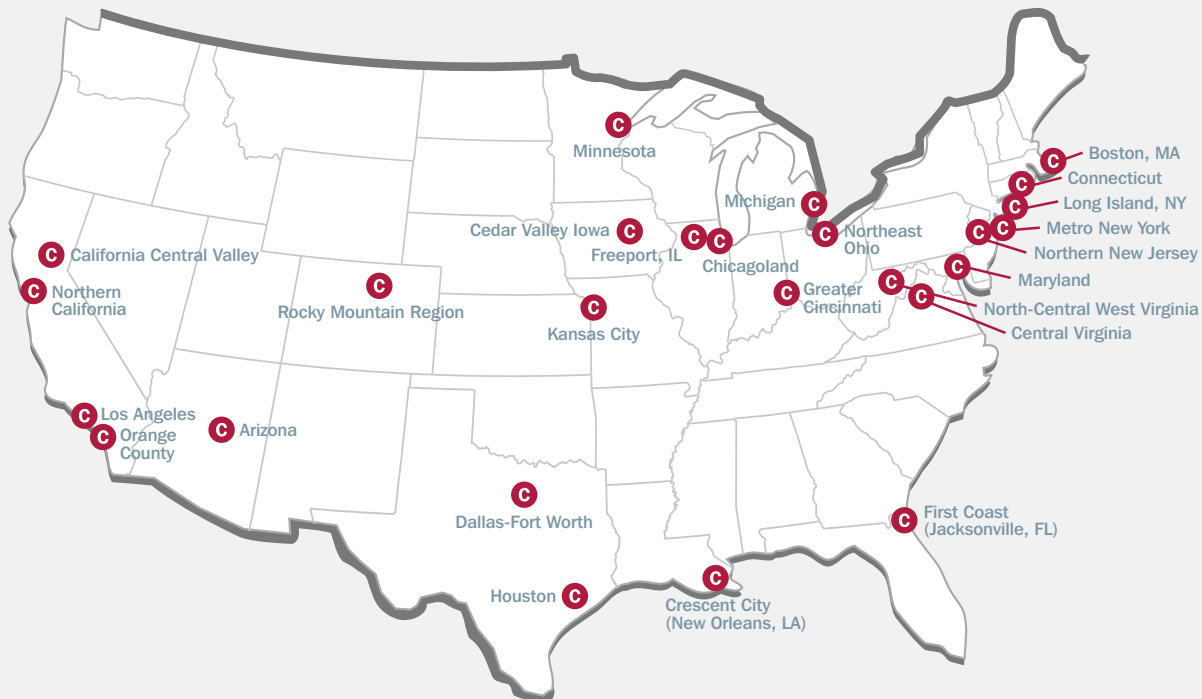
- Article or advertisement in monthly e-news
- Advertise in PCNA's official journal – *The Journal of Cardiovascular Nursing*
- Website advertising
- SmartBrief advertising





## PCNA CHAPTERS

PCNA has 26 active chapters across the United States, which provide education and support to cardiovascular professionals. Each chapter is led by a volunteer nurse leader or nurse leadership teams.



## REGIONAL PROGRAMS

PCNA chapters host live educational programs each spring and fall, where nurses come together to learn the latest in cardiovascular disease prevention and management, earn continuing education contact hours and network with colleagues.



**Calculation Performed**

**Primary Prevention**

**Baseline:** 0 patients had 10-year risk assessment. Work began with one Provider/Medical Assistant care team

**March 2017:** Work spread to include the second Provider/Medical Assistant care team

**August 2017:** 357 patients had 10-year risk assessment calculated (167 started on statin, 181 started on aspirin)

**December 2017:** 493 patients have had 10-year risk assessment calculation

**CONCLUSIONS**

Calculating 10-year cardiovascular disease risk scores and intervening at point of care seamlessly fits into primary care practice routines, and improves staff and patient satisfaction.

**REFERENCES**

## PROFESSIONAL EDUCATION

PCNA produces high-quality professional education that equips nurses and advanced practice nurses with the knowledge and skills they need to provide excellent patient care. Our professional education includes live and recorded webinars, as well as national and regional in-person events.

## ANNUAL CARDIOVASCULAR NURSING SYMPOSIUM AND WEBCAST

For more than two decades, PCNA's Cardiovascular Nursing Symposium has delivered cutting-edge science and ways to translate science into practice. Our scientific meeting is a source of continuing education contact hours and our attendees return year after year for inspiration, networking, and rejuvenation. With an exhibit hall, product theaters, and an opening reception, this is an action-packed three-day conference with numerous opportunities for sponsorship and commercial support.





## PATIENT EDUCATION MATERIALS

Our patient education tools are intended to be utilized in the clinical setting to promote and enhance the conversation between providers and patients. The tools are also a helpful follow-up resource for patients, their families, and caregivers when they return home or are discharged.

### **WE CURRENTLY HAVE TOOLS ON THE FOLLOWING TOPICS:**

- Angina
- Antiplatelet Therapy
- Atrial Fibrillation
- Blood Pressure
- Cholesterol
- Diabetes
- Familial Hypercholesterolemia
- Heart Failure
- Heart Health and Lifestyle Change
- Lipoprotein(a)
- Triglycerides
- Venous Thromboembolism/Blood Clots







## 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, as well as through partnerships with the American Heart Association, the American Nurses Association, and others, PCNA members send messages and public comments to decision-makers in Congress and federal agencies. Together, we advocate for important issues that impact nurses and our patients.

## ACCESS TO INNOVATIVE MEDICINES

PCNA hears frequently from nurses and nurse practitioners about the challenges their patients face when trying to obtain prescribed treatments, the affordability of those treatments, and the increasing amount of time spent by the practitioners themselves in navigating complex payment systems. PCNA is committed to providing clinicians with the information and tools needed to meet these challenges, including conducting live meetings and webinars, sharing tip sheets for both clinicians and patients, and providing on-demand programs on our website. In addition, we continue to be committed to working with other associations and coalitions to improve patient access to innovative medicines.



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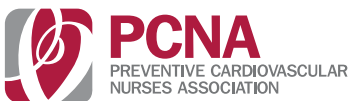
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613 Williamson St STE 200, Madison, WI 53703  
P: 608.250.2440 | W: [pcna.net](http://pcna.net)



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