

2019 ANNUAL REPORT

AAPACN 
AMERICAN ASSOCIATION OF
POST-ACUTE CARE NURSING



Dear Friends and Colleagues,

2019 was a year marked with significant change in the long-term and post-acute care industry.

The shift to Patient-Driven Payment Model changed the role of skilled nursing. Healthcare delivery systems and payment models tied to value-based practices require close collaboration between experts trained in assessment, coding, reimbursement, and clinical care across post-acute settings. To better meet the needs of this changing marketplace and expand our impact within the post-acute care continuum, we launched our new parent organization, the American Association of Post-Acute Care Nursing (AAPACN).

AAPACN builds off the twenty years of achievements and legacy of the American Association of Nurse Assessment Coordination (AANAC) and the growing significance of AANAC's sister association, the American Association of Directors of Nursing Services (AADNS). The Board of Directors foresaw the increasing importance of long-term care and skilled nursing along the post-acute care continuum and felt the time was right to highlight that role and to position our members and the profession for the future. AAPACN endeavors to support these leaders through education, certification, professional development, advocacy, and peer support.

Through AANAC and AADNS, AAPACN represents nearly 17,000 long-term and post-acute care nurses and professionals working in an estimated 5,800 facilities and caring for approximately 750,000 residents. In 2019, AAPACN embarked on a mission to lead the industry with innovative and relevant education and to provide the resources and support to help our members better understand and navigate regulatory changes. We also expanded our membership model to align with a growing need among organizational members, who see the increased value AAPACN membership and education can have on staff retention rates.

As we look to the future, AAPACN will continue to address the changes in healthcare delivery and payment models, break down barriers within the care continuum, and foster a new paradigm of teamwork and innovation.



Stephanie Kessler, CHP
AAPACN Board Chair



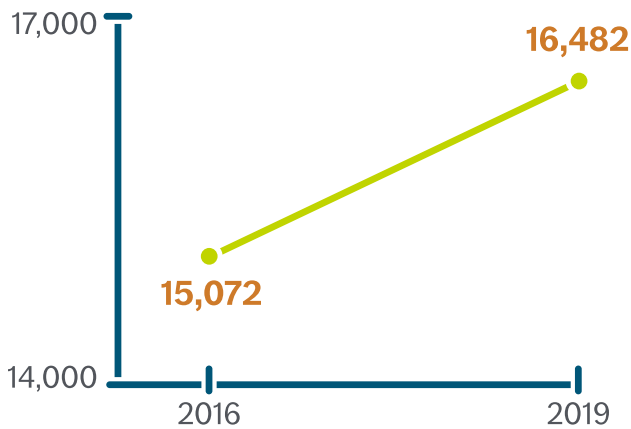
Tracey Moorhead, CEO
AAPACN President



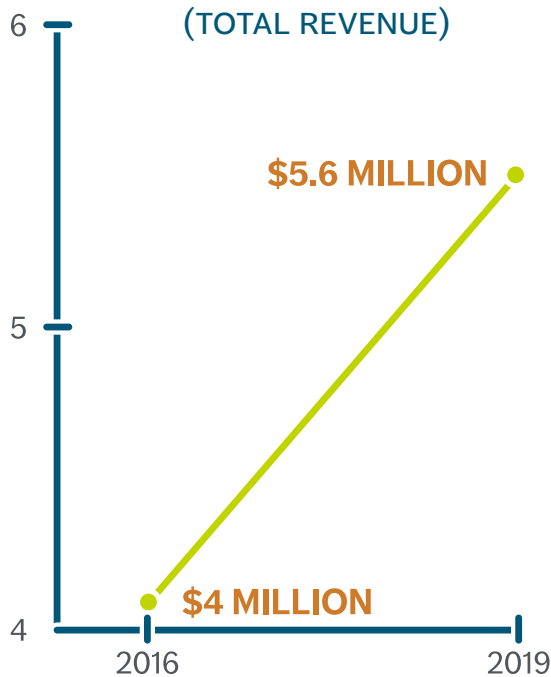
Who is AAPACN?

Through AAPACN's subsidiary associations, the American Association of Nurse Assessment Coordination (AANAC) and the American Association of Directors of Nursing Services (AADNS), AAPACN is dedicated to supporting long-term and post-acute care nurses and healthcare professionals in providing quality care for their residents through best in-class education, certification, resources, and strong collaborative communities.

TOTAL AAPACN MEMBERSHIP



REVENUE GROWTH (TOTAL REVENUE)



We serve our members and the long-term and post-acute care community by upholding a core set of values:

-  Innovation
-  Inspiration
-  Integrity
-  Influence

These values shape the way we operate as an organization and are reflected in our accomplishments.

AAPACN 2019 Accomplishments



AAPACN collaborates with thought-leaders in the industry to create positive change with best-practices and cutting-edge, relevant curriculum and tools that enable nurses to lead with confidence. We provide the gold-standard in nurse certifications, highlighting the importance of competencies in an ever-changing industry.



4,127

Organizational Memberships represent 4,127 individuals within 91 organizations, a 12.3% increase over 2018



4,901

LTPAC professionals certified and recertified in 2019



12,221

RAC-CT, RAC-CTA, QCP, and DNS-CT certified professionals



2,348

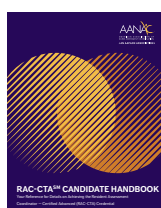
LTPAC professionals participated in AAPACN education workshops in 2019



4,590

Individual tools, resources, and other educational programs purchased in 2019

NEW PROGRAMS AND PRODUCTS LAUNCHED IN 2019



RAC-CTA

An education and certification program providing advanced principles of clinical reimbursement.



PDPM Intensive Series For SNFs

Workshop training designed to help SNFs ensure ongoing success under PDPM.



ICD-10-CM Coding Certificate

A first of its kind certificate program to guide SNFs through the ICD-10 Coding Manual.



PDPM Game Plan

A comprehensive and interactive resource developed to help SNFs develop, implement, and monitor their transition to PDPM.

INSPIRATION

AAPACN inspires LTPAC professionals to further their careers by investing in professional development, to aspire to higher standards of accuracy, and to be better leaders. We remind nurses about the magic and importance of making a difference to their staff, co-workers, and the residents in their care.



20,550

Education courses
attended in 2019



1,158

Attendees at the
AAPACN 2019
Conference



93%

All members
engaged in online
AANAC and AADNS
community groups



Celebrated LTPAC
professionals who
embody the vision and
values of AAPACN
with the 2019
AAPACN Awards

INTEGRITY

AAPACN strives to always do and advocate for what is right for nurses in our industry. We teach the value and importance of being honest and accurate, as well as the importance of creating an interdisciplinary team that functions effectively as a whole.



Recognized by the American Nurses Credentialing Center (ANCC) as an accredited continuing nursing education provider.



All education and certification programs developed and peer-reviewed by on-staff subject matter experts as well as external LTPAC nursing experts including:

- Nurse Assessment Coordination Expert Advisory Panel
- Director of Nursing Services Expert Advisory Panel
- *LTC Leader* Editorial Advisory Board

AAPACN influences change in regulatory policy by acting as an advocate – participating in nursing and healthcare coalitions, attending government meetings and events related to our industry, and submitting comments related to regulatory changes. We influence change in the industry by participating in national events as speakers and presenters and by contributing to national publications.



Active member of coalitions that advocate for the advancement of quality care for residents and support for nurses and healthcare professionals working in LTPAC including:

- LTPAC HIT Collaborative
- Eldercare Workforce Alliance
- Coalition of Geriatric Nursing Organizations
- Observation Stays Coalition
- The Nursing Community Coalition



We serve as industry experts

- Editorial contributor to industry publications including *American Nurse Today*, *Provider Magazine*, and *McKnight's Long-Term Care News*
- Provide input to CMS briefings



Serve industry staffing needs through AANACareer and AADNS Career Center

- In 2019, the AAPACN job boards saw a 38% increase in employer registrations to post jobs and search resumes



AAPACN brand awareness increased in 2019





AAPACN Education Foundation

The Gift of Education



The Foundation was founded in 2014 with the mission of advancing long-term and post-acute care nursing through scholarships for higher education. The AAPACN Education Foundation positively impacts the lives of 1.4 million people living in nursing homes by providing educational scholarships for nurses committed to improving the quality of life and care of residents in long-term and post-acute care.

 **\$8,000**

An increase in donations allowed the AAPACN Education Foundation to grant \$8,000 in scholarships to deserving nurses looking to advance their career in long-term care through higher education.

 **60%**

In 2019, the AAPACN Education Foundation awarded 60% more in scholarships over 2018.

Donate Now

Make a tax deductible donation directly at AAPACN.org/Donate

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President and CEO, Clinical Resources, LLC.

Kelton Swartz, BS, RAC-CT
Regulatory Strategist, Cerner

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Partner
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Senior Business Analyst, MatrixCare

2019 Business Partners

Diamond Partners



Platinum Partners



Gold Partners



Learn more about becoming an AAPACN Business Partner at AAPACN.org/about/business-partners or email busdev@AAPACN.org.