



ACADEMY OF MEDICAL-SURGICAL NURSES

compassion • commitment • connection



A 12-month
report of AMSUN®
activities to the
membership

2022 Annual Report

January 1 – December 31, 2022

2022: Facing Revenue Shortfalls and Moving Forward

2022

2022 continued to see COVID flares around the country, but as the pandemic moved into a more endemic phase, much of the year was seen as one of recovery. Staffing challenges continued and workforce support remained a focus of AMSN® for the year. Nurses continued to leave the profession due to concerns related to workload, personal safety, and job satisfaction. Employers struggled to recover financially from the pandemic which negatively impacted their ability to support professional development for their staff. This impacted AMSN's® revenue-generating ability in 2022. While a challenging year, AMSN® continued to provide valuable products and experiences to its members.

In 2022, AMSN® returned to in-person board meetings while continuing to embrace the flexibility and connectedness virtual offerings provided for committees and volunteers. We held our first in-person convention in three years in San Antonio, Texas and enjoyed seeing attendees in person. Convention was a hybrid event, with both in-person and virtual attendees participating simultaneously. We enjoyed the opportunity to bring in-person and virtual attendees together via our web-based conference platform and seeing the engagement between all attendees. It was wonderful to spend time meeting colleagues, collaborating, and learning together.

We continued our commitment to increasing diversity, equity, and inclusion (DEI) within the organization. Our DEI task force work was completed, and volunteers from the task force were invited and encouraged to join other committees within AMSN® to continue to embed a focus on DEI across the organization. We formed a new committee within the education program to ensure DEI is considered and included in all AMSN® educational products going forward. While the DEI Task Force's important work was completed, AMSN's® focus on ensuring diversity, equity, and inclusion is present in all we do remains paramount.

From a programmatic perspective, we worked on several programs/products for AMSN® that will be available in 2023. These programs/products include:

- The third program in AMSN's® Elevate Series, the DEI program, is in beta testing currently and will fully launch in 2023.
- Ongoing revisions to AMSN's® Core Curriculum, which is due to be completed in 2023 and available for purchase at AMSN's® convention in Las Vegas.
- Updates to the Scope and Standards of Medical-Surgical Nursing. The 6th edition of the Scope and Standards will launch in 2023.
- Implementation of technology to improve our customer service management using help guides and a chatbot on the AMSN® website.

The Board approved an updated Strategic Plan for 2022-2024 in late 2021, which focuses on the following four Goals:

- The medical-surgical nurse will be a well-equipped, highly respected professional with career satisfaction and a strong professional identity.
- The global healthcare community will look to AMSN® as the thought leader on all aspects of med-surg nursing practice through advocacy, education, certification, and scholarship.
- AMSN® shapes the field of medical-surgical nursing through a diverse workforce and equitable opportunities for all nurses.
- AMSN's® health and continued organizational growth will be advanced through the effective integration of products, programs, technology, systems, and people.

This report provides an overview of 2022 performance and the goals we will be focused on as we move into 2023.



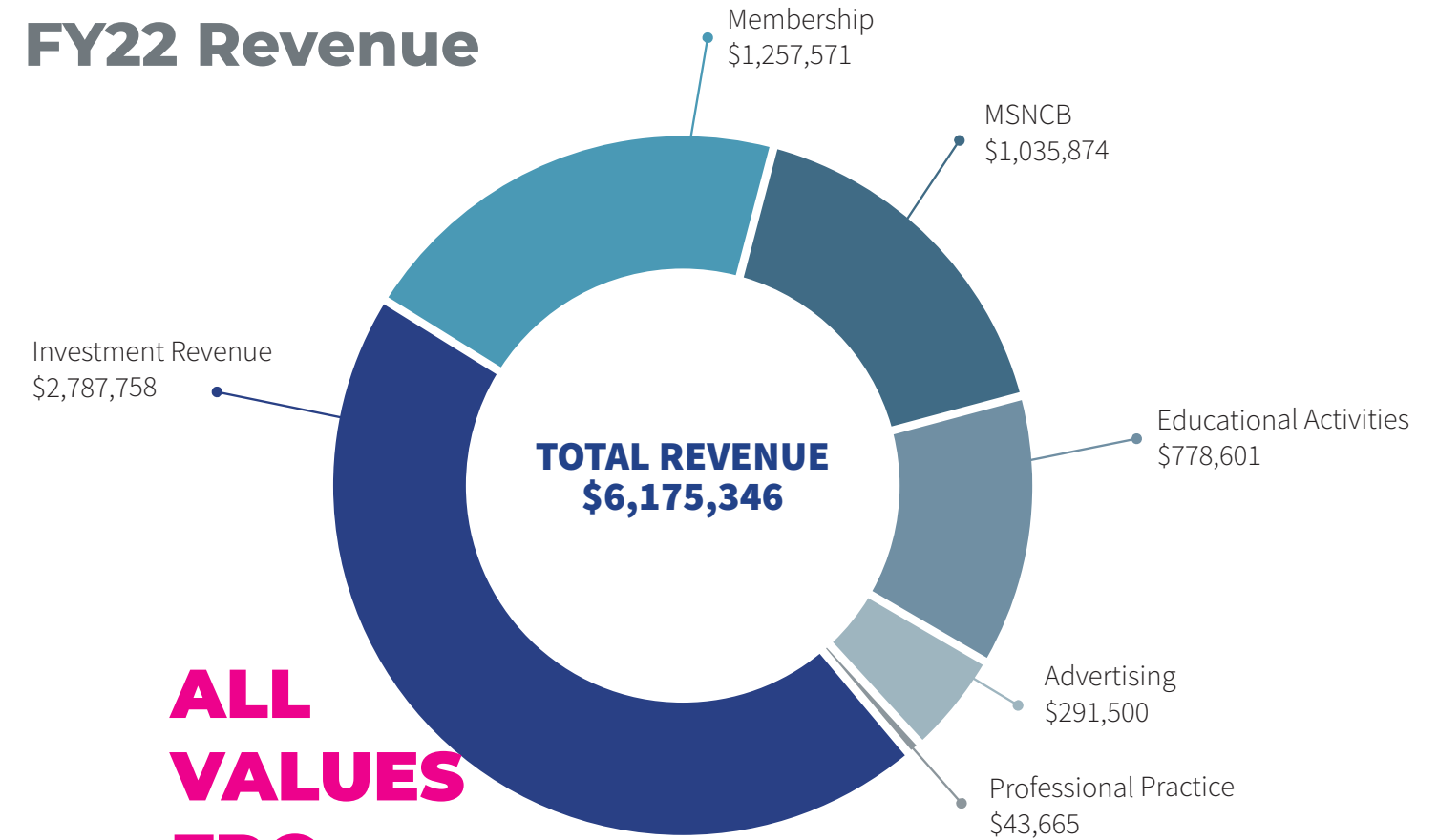
Summer Bryant
DNP, RN, CENP, CMSRN
2022 Board President
AMSN®



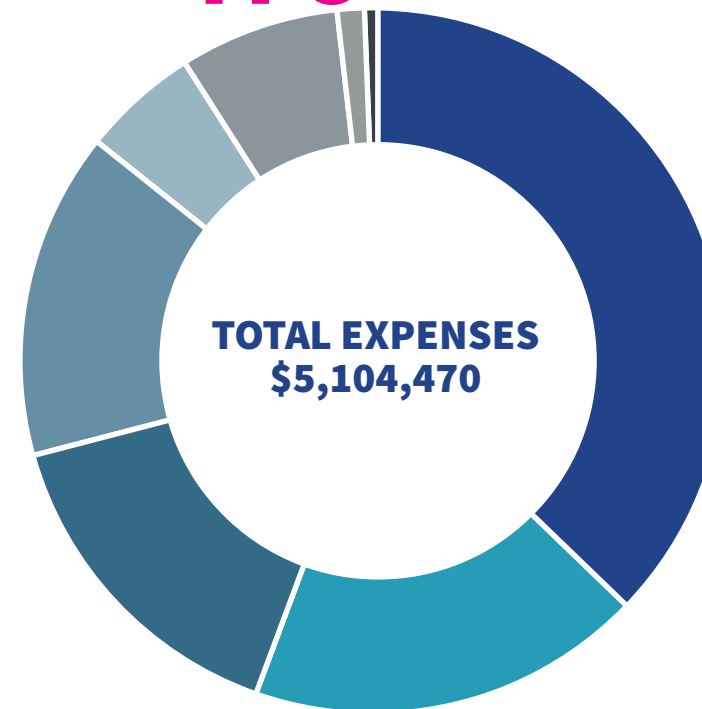
Terri Hinkley
EdD, MBA, BScN, RN, CAE
CEO, AMSN® and MSNCB

FINANCIALS

FY22 Revenue



ALL VALUES FPO



FY22 Expenses

- Central Office Management \$1,896,222
- Administrative Operations \$740,704
- Volunteers \$59,980
- Membership Services \$947,115
- Marketing & Business Development \$276,350
- Advertising \$29,531
- Education \$789,539
- Professional Practice \$365,030

MEMBERSHIP

In FY22, the AMSN® membership and customer service departments launched new technologies and improved processes to ensure we are providing our members with the best resources.

AMSN® partnered with Marketing General Inc. for email, telemarketing, and digital ad campaigns for new and renewing members. Using AMSN's® records of over 10,000 former members, MGI created a 12-part email series to reinstate lapsed members. The telemarketing campaign targeted 2020 and 2021 lapsed members as well as monthly lapsed members after their grace period. MGI used platforms Facebook and Google for the digital ad campaign.

AMSN® reviewed and updated the chapter process and conducted a chapter audit. We completed pilot testing for the new process and began rolling it out in late 2022.

AMSN® launched a new membership category. The “New to Practice” membership targets nurses within their first two years of practice. The two-year membership offers career resources and connections at a discounted rate.

Finally, the customer service department launched a chatbot on the AMSN® website. This new feature allows users to find articles for quick solutions, or to contact customer service on any page of the website, vastly improving the user experience. Additionally, it allows AMSN® to determine what areas users struggle with and how we can better assist them.



10,161
AMSN® MEMBERS
FROM AROUND
THE WORLD

PROFESSIONAL PRACTICE

AMSN® continues to focus on enhancements to the Professional Practice area of operations, including:

- Working to review and update awards, grants, and scholarship offerings to make members more aware of the offerings, make them more pertinent to member needs, and increase the number of applications (engagement) and awards each year.
 - o A Student Member Scholarship was created to foster engagement with nursing students as well as introduce student nurses to medical-surgical nursing as a specialty. The scholarship will roll out in the first quarter of 2023.
 - o AMSN® PRISM Award®
 - A PRISM Rubrics Task Force reviewed and revised the PRISM application/questions. The PRISM Rubrics Task Force worked diligently to provide a better experience for AMSN® PRISM Award applicants. Award recipients will know that they are a truly exemplary unit when they achieve the AMSN® PRISM Award®. The new AMSN® PRISM Award application/new rubrics will launch January 1, 2023.
 - Based on competitive analysis, a proposal to increase the price of the award was approved by the Board and phased in over time. The final price increase coincides with the roll out of the new application rubric (January 1, 2023) and we have not seen a decrease in interest among applicants.
 - o AMSN® Fellows (designation: FAMSN) was developed and approved by the Board. Fellows program details are being worked on now and the program is scheduled to roll out in late 2023.

Awards, Grants and Scholarships: Supporting Nurses and Recognizing Exemplary Leadership and Service

AMSN® also worked to update the following medical-surgical nurse professional reference materials:

- AMSN's® **Core Curriculum, 6th Edition**, was edited throughout the year by a group of subject-matter experts. The new edition will be published early in the third quarter. The Core Curriculum is an essential tool for preparing for both individuals and organizations, for medical-surgical nursing, best practices, and CMSRN® exam preparation.
- This publication describes the responsibilities and competent level of behavior expected of all Registered Nurses practicing in the specialty of Medical-Surgical Nursing, regardless of the setting. It provides a guide to understand the knowledge, skills, attitudes, and judgment that are required for practicing safely in the Medical-Surgical setting and could serve as the basis for job descriptions, performance appraisals, peer review, quality assurance systems, certification activities, databases, and educational offerings.



In 2022, AMSN® conferred **22 AMSN® PRISM Awards®** to health care organizations around the country.



In 2022, a total of **\$35,000 was awarded to 61 members** for various grants, awards, and scholarships.



AMSN dispersed **\$6,000 to 12 members** from the General Needs Grant

CAREER DEVELOPMENT

AMSN® continues to focus on curating new education and updating previous offerings to support nurses throughout their career continuum. FY22 saw AMSN® continue to prioritize diversity, equity, and inclusion (DEI) through an increase in DEI educational offerings. This focus will continue and AMSN® will provide a variety of DEI topics offered via convention sessions, monthly webinars, blog posts, magazine articles, educational experiences, and roundtable recordings. AMSN® is also committed to continue to include more diverse subject matter experts and presenters.

AMSN® is working hard to expand the online assessment-based education program, called the AMSN® Elevate™ Series. This fiscal year, AMSN® created a new Elevate program focused on DEI in health care. The first module of this program has been made available free of charge to AMSN® members as a demonstration of our commitment to upholding these values. We worked on developing the remainder of the high-quality content for the DEI program throughout the year and excitedly anticipate the full program to be launched in the spring of 2023.

The AMSN® Elevate Series also includes The Clinical Leadership Development Program (CLDP): Essential Leadership Competencies for Nurses at Every Level, and the Behavioral Health Certificate Program. Both launched in early 2022 and the feedback we've received so far has been very encouraging.

AMSN® has updated the online Certification Review Course as an offering to help nurses prepare for the CMSRN® exam, and as a review of required medical-surgical clinical knowledge. This program also launched in early 2022. AMSN® continues to offer the Certification Review Course (in-person and virtually) and asynchronously as a multi-media experience.

AMSN® continues to increase awareness of the specialty of medical-surgical nursing through strategically partnering with organizations to bring medical-surgical subject matter experts to educational engagements for our members, including many subject matter experts in all facets of clinical and organizational topics of value to med-surg nurses, and from corporate sponsors such as Medtronic.



Increased
DEI education offerings



Expanded
ONLINE course offerings



Leveraging
PARTNERSHIPS



Building
COMMUNITY

CMSRN® CERTIFICATION

The Medical-Surgical Nursing Certification Board (MSNCB®) administers the Certified Medical-Surgical Registered Nurse (CMSRN) certification program. Certification is the recognized path for registered nurses to build and demonstrate commitment, confidence, and credibility.

In FY22, approximately sixty beta participants pilot tested two recertification models that were developed by the Continuing Competence Task Force in 2021. The outcome of this project created a new, validated recertification model which ensures that the recertification eligibility criteria, recertification requirements, and recertification process are equivalent to a certification holder passing the current CMSRN certification examination. In addition, the recertification activities are aligned with AMSN's® Competency Framework for the medical-surgical nursing specialty. MSNCB believes the new recertification model to be valid, more aligned to the domains of practice, and to offer certificants a more streamlined recertification process. The new recertification model is also more accurate than the current recertification model in reflecting the knowledge, skills and abilities needed to be a competent medical-surgical nurse. MSNCB is working on an implementation plan for new certificants and has a goal of a 2024 launch date.

MSNCB created a new CMSRN Certification Handbook for certificants and candidates. The handbook was written with best practices in mind for plain, simple language—to make the process of earning and maintaining CMSRN certification as easy as possible.

The certification section of the AMSN® website was redesigned in FY22 and the user experience for applicants, candidates, and certificants has been greatly improved.

35,085

CMSRN certificants to date

3,222

new
certificants
in 2022

22%

of AMSN®
members are
CMSRNs

3,361

recertified
in 2022

MILESTONES

615 + 219 + 40

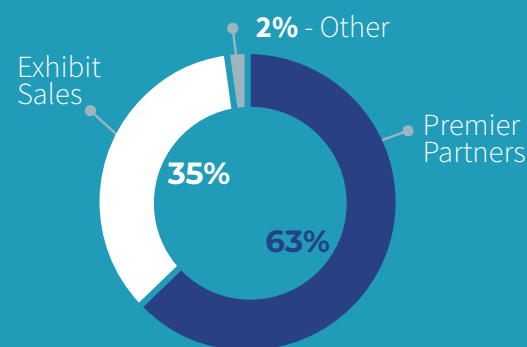
AMSN® held its first hybrid convention in San Antonio in September 2022. Content was available synchronously—with live and virtual attendees able to network in real time on a custom convention platform. The event had high satisfaction ratings and counted 615 on-site attendees, 219 virtual attendees, and 40 exhibitors. It also included a pre-conference workshop; numerous special events with volunteers and partners; a social wall; AMSN® on-site store; and keynote sessions by Joshua Lozoff and J. Taylor Harden, PhD RN FGSA FAAN—among others!

0 - \$66,000+

AMSN® believes in supporting and giving back to its members and the larger nursing community. In FY22, AMSN® awarded over \$66,000 in awards, grants, and scholarships to members and researchers. This included grants made to two research groups—one studying post-traumatic growth, and one studying moral injury (both studies born from the extreme experiences of medical-surgical nursing during the pandemic).

93% ↑ | 48% ↑

AMSN® changed career center providers to YM Careers, a Community Brands platform. AMSN® also saw a significant increase in PRISM applications in FY22 with 43 units applying for the award, an increase of 48.3% over the previous year. AMSN® also planned a two-year phased-in 400% increase in the application fee for the PRISM award with no apparent decrease in applications.



In the corporate partnerships area, AMSN® continued to work hand-in-hand with several Premier Partners to find win-win solutions for med-surg nurses. Some of these activities included custom microsites, webinars, ad placements, published articles, exhibits, and special events at convention. Exhibit sales were positive for the first on-site convention since the pandemic started.

1,000 people

We know our members have been struggling for the last two years under the weight of the pandemic, and due to this, AMSN® membership has not been top of mind for everyone. We saw a dip in membership starting in late 2021, so in 2022 we began a communications campaign to help members remember to renew their membership and keep those benefits that are important for professional and personal growth. In 2022, we were able to keep (or bring!) a total of more than 1,000 med-surg nurses to the AMSN® fold.

2022: STAYING THE COURSE

In 2022, we expelled a tentative sigh of relief after two years of the COVID pandemic. Finally, it was 2022 and we expelled a tentative sigh of relief. Of course, COVID is still with us, and is likely to stay. We still have some of the challenges of the early days, and some new challenges and opportunities that came along the way (can anyone say travel nursing?). At AMSN®, we had a great staff in place and lots of amazing long-term irons in the fire, so we made 2022 our “Stay the Course” year.

In the professional practice area, we continued to work on the next version of the Medical-Surgical Scope and Standards (7th Edition), and the next version of the Core Curriculum for Medical-Surgical Nursing (6th Edition). We continued to advocate for you at the state and local level, in partnership with our terrific group of volunteer advocates, staff, and legislative consultant. We worked on improving the awards, grants, and scholarships process; added scholarships for students; and enhanced our signature designation for exemplary medical-surgical nursing units—the AMSN® PRISM Award®.

In the education area, we vetted amazing podium and poster presentations and gave our members the best possible educational and networking experience, both in-person and online, with our annual convention in San Antonio. We continued to provide monthly free NCPD, and new and engaging content with monthly webinars. We also stayed the course with bigger projects like the Elevate series...developing the third program (on DEI), which will roll out in 2023. We reorganized our volunteer structure, consisting of amazing volunteers, to work more strategically on content that will benefit you even more in the future, enhanced by nursing experience level.

In membership, we refined our services by adding an online FAQ center and a chatbot to hopefully make your search for information on AMSN® membership and MSNCB certification requirements a bit easier. With the help of a consultant, we reached out more to you, our members, where you are—in the digital world, to remind you to renew. We also built internal processes to decrease your wait time for answers to phone calls and emails.

In governance, we continued to follow our governance roadmap (created in 2021), to enhance all governance activities. This roadmap is invisible to many of you, but is a key aspect of AMSN’s® ability to operate professionally, responsibly, and sustainably long into the future. A few of the governance issues we worked on this year included critical conversations around DEI, conflicts of interest, fiscal responsibility, and ethics.

The team continued to work tirelessly for you to make connections throughout the nursing community to enhance the profile and professional visibility of med-surg nurses.

LOOKING AHEAD TO 2023

In the approaching year, we have a lot of exciting things to look forward to! As mentioned before, we will be rolling out the new Elevate DEI module, Core Curriculum, and the monthly webinars and NCPD that is such an important part of your membership. Of course, there will be the 2023 convention—in Las Vegas this year, September 21-23—with an asynchronous virtual convention about three weeks later.

The big news is that in late 2022, the AMSN and MSNCB Boards of Directors decided as a team to end their contract with their service provider, Anthony Jannetti, Inc. So, 2023 will be a year of transition as AMSN and MSNCB move their operations to a new association management provider. Smithbucklin is well-known in the association space and has been serving non-profit associations for over 70 years and we are confident that they will exceed our—and your—expectations.

For most of you, this should be a seamless transition that will go unnoticed. Some volunteers, however, will find themselves working with new faces. The Boards ultimately decided to make this change for you, our members—so we can remain competitive and give you the top notch benefits and services you want and deserve. We so look forward to serving you in 2023!

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President



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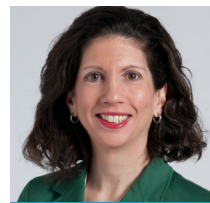
Patricia Bartzak
DNP, RN, CMSRN, TCRN, CNRN
Director



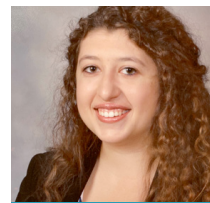
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MSNCB Representative



Terri Hinkley
EdD, MBA, BScN, RN, CAE
Chief Executive Officer

OUR MOTTO:
MED-SURG
NURSING:
IT'S
**WHAT YOU
PRACTICE,
NOT
WHERE
YOU
PRACTICE.**

Mission Statement

AMSN® is a dynamic community of medical-surgical nurses that are committed to quality patient care through professional development, certification, scholarship, and advocacy.

Vision

AMSN® is the recognized leader in medical-surgical nursing.

Core Values

AMSN®, its members, volunteers and staff are guided by:

Dedication

We are passionately devoted to the wellbeing of medical-surgical nurses and those under their care.

Transformation

We lead innovation in all aspects of medical-surgical nursing.

Collaboration

We actively seek to engage with members of the interdisciplinary team, other nursing specialties, and external stakeholders to achieve common goals that reflect and promote our strategic goals and values.

Advocacy

We are courageous and proactive in advocating for medical-surgical nurses and patients, from the point of care to the boardroom, and from the payor to the legislative arena.



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