



ACADEMY OF MEDICAL-SURGICAL NURSES

compassion • commitment • connection

2020

Annual Report

A Year of Innovation.





# A YEAR IN REVIEW...

## 2020: Meeting Challenges Head On

FY 2020 was a challenging year; one of the toughest on record. We have faced challenges on every front. Nurses at the point of care faced many unknowns when the pandemic was first declared. The world's leading authorities understood little about the virus or how to protect healthcare members from the risk of transmission.

Surges of the infection occurred multiple times, adding stress to an already overloaded nursing workforce. Uncertainty, and experiencing the multiple deaths of patients on a daily basis compounded the emotional and psychological impact of the pandemic – in addition to the real threat of infection from patients and other providers.

While medical-surgical units were converted to care areas for patients who have COVID-19, and many medical-surgical nurses provided care for these patients, other medical-surgical nurses worked with float staff and tried their best to ensure quality and safety continued. They did this while increasing the competency of float staff who may not have been familiar with the care of medical-surgical patients and the many intricacies required. Still other nurses faced furloughs due to the stoppage of elective procedures.

Nurses serving at the point of care have faced a population that is bitterly divided in their beliefs regarding the reality of the pandemic.



**Robin A. Hertel, EdS, MSN, RN, CMSRN**

*2018-2020 Board President, AMSN*

Some sources claimed it a hoax, refusing to abide by the recommendations of social distancing, wearing masks, and washing hands frequently.


At the organizational level, we had to make alterations to familiar processes and activities such as our board meetings and convention, which were replaced with virtual offerings.

While we were nervously excited about the possibility of an all virtual conference, we wanted the member experience to be exceptional as it always has been. The national staff and the convention planning committee worked diligently for months with the many speakers to ensure the sessions remained highly interactive and relevant. The speakers themselves were very willing to be flexible in the delivery method of their sessions.

At the same time, the work of the organization and the board of directors continued. While meetings were held virtually, much of the work was done collaboratively with board members and staff in various locations.

The strategic plan, which was updated in March, had a variety of objectives and initiatives that were implemented and, while several have been completed, others remain ongoing.

This report will provide an overview of the 2020 strategic plan and provide insight into the continued work that will take us into 2021.

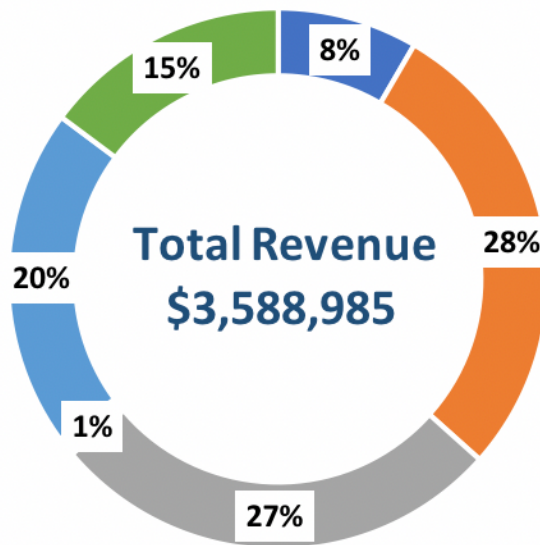


**Terri Hinkley, EdD, MBA, BScN, RN, CAE**

*CEO, AMSN & MSNCB*

# FINANCIAL STATEMENT

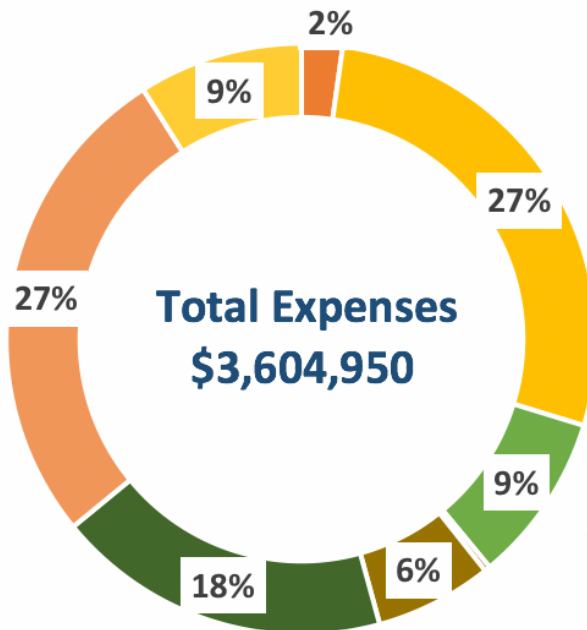
## FY20 Revenue



**Total Revenue**  
**\$3,588,985**

- Advertising
- Membership
- Educational Activities
- Professional Practice
- MSNCB
- Investments

## FY20 Expenses



**Total Expenses**  
**\$3,604,950**

- Volunteers
- Central Office Management
- Administrative Operations
- Advertising
- Marketing/Business Development
- Membership Services
- Education

# MEMBERSHIP

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In FY20, the AMSN membership department focused on streamlining membership communications and benefits for the best member experience, including leveraging marketing automation tools.

Additionally, we surveyed AMSN members on the AMSN experience with the association, convention, and legislative programs.

Our survey allowed us to identify and bolster high-value membership benefits, and begin the process for addressing gaps in member needs. Communicating directly with our members to enhance their own member experience is a key part of what AMSN does.

11,930

AMSN  
MEMBERS

FROM 12

COUNTRIES

484

student members  
all over the globe

# OUTREACH & COMMUNICATIONS

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Connection is woven into the fabric of what AMSN stands for. We continually set our sights on new, reliable, effective, and cutting-edge ways to create avenues of communication.

Through these channels, we can highlight accomplishments of our outstanding med-surg nurses, offer various platform for nurses to share their specific concerns, and address important issues that affect and matter to them.

In the spring, we launched our first glossy feature magazine for our nurses, *Med-Surg Matters Magazine*, with digital and print options available to our members. Additionally, our podcast, *Med-Surg Moments: The AMSN Podcast*, closed on its first full year, ranking in the top 100 within the category of medical podcasts.

Our increased focus on media relations created tremendous coverage of the free COVID-19 offerings AMSN curated for members and the public. Social media channels showed record engagement and followers, compared with the previous year – specifically on Instagram, LinkedIn, Facebook, and Twitter.

13,224  
followers  
on  
Facebook



# PROFESSIONAL PRACTICE

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Professional Practice focused on administering the awards, grants, and scholarships of the association in a timely manner and for the best experience of applicants and volunteers. This included adding a new Emergency Needs Grant related to COVID-19, which may become a regular grant for members in need in FY21 and beyond.

We consolidated and updated application forms for our nursing and evidence-based practice grants and began a strategic realignment of dates and financials related to these grants in order to provide more grants and to be more consistent in communicating with primary investigators, volunteers, and members.

Finally, we began product development for an important med-surg nurses competencies product, set to launch in FY21.

**\$40,000**  
WAS  
AWARDED  
FOR 4  
NURSING  
RESEARCH  
GRANTS

**29**  
**AMSN PRISM**  
Given to healthcare  
organizations  
across the globe.  
**Awards**

# CAREER DEVELOPMENT

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This year has focused on developing new educational content and looking toward the future of nursing. Members have been provided with opportunities to participate in changing the culture of the healthcare industry by pledging to end racism and engaging in socially relevant professional development.

AMSN has also been hard at work creating a new online certificate-based educational platform called the Masters Series, and is working to create the new Certification Review Course (CRC) modules, set to launch 2021.

AMSN will continue to support the professional development of med-surg nurses across the career continuum and increase knowledge, participation, and integration of evidenced-based practice.

**4,200** nurses registered to attend our educational webinars for invaluable content to further their nursing practice.

# CMSRN<sup>®</sup> CERTIFICATION

**40,107 =  
total  
number of  
CMSRN  
certificants**

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

In FY20, certification focused on quality improvement processes for certification, certification renewals, and communications to stakeholders. The improvements also helped to increase staff productivity by streamlining applications, audits, communication notifications, and other internal procedures.

MSNCB recognized certificant growth and made the decision to partner with a new vendor to administer the CMSRN exam. With the new vendor, candidates' time from application to test significantly decreased. We implemented Live Remote Proctoring to address the impact of COVID-19, and now have the ability to increase the CMSRN item bank remotely via a secure platform. Collaborating with AMSN, MSNCB recruited SMEs and worked with consultants to produce the assessment portion of the Clinical Leadership Development Program assessment-based certificate program to launch in 2021.

**50% of AMSN  
members are certified.**

## ADVOCACY

In FY20, we supported the legislative activities of medical-surgical nursing in general and of our members specifically, both locally and nationally, through the work of a paid consultant and staff administrative support to two volunteer legislative committees.

AMSN partnered with numerous other nursing and health NGOs on communicating our concerns to legislators at all levels. We contributed to the successful re-approval of Title 8 nurse workforce development programs; approval of gun violence research; and support of DEI, COVID, and social determinants of health issues.

**\$25M**

amount split between the NIH and CDC, after successful approval of gun violence research - a core issue AMSN fought for in 2019.



# M I L E S T O N E S

**2,171**  
**UNIQUE**  
**DOWNLOADS OF**  
**MED-SURG**  
**MOMENTS: THE**  
**AMSN PODCAST**

**11**

AMSN members currently participating in the global Nightingale Challenge Leadership Development Program through 2021.

**\$259.77**  
**MM**

AMSN ADVOCATED FOR THE SUCCESSFUL RE-APPROVAL OF TITLE 8 NURSE WORKFORCE DEVELOPMENT LEGISLATION, WHICH CREATED MILLIONS IN FUNDING TO SUPPORT CRUCIAL ISSUES FACING MED-SURG NURSES.

**\$10,500**  
in Emergency  
Grants was awarded  
to nurses  
in need during the  
COVID-19 crisis

**1,300+**

**NURSES**

RECORD ATTENDANCE FOR THE 2019 AMSN ANNUAL CONVENTION IN CHICAGO.



## FIGHTING FOR THE LIVES OF OUR NURSES

In early 2020, when COVID-19 hit our country, our initial strategy was a combination of limited but meaningful communications, cultivating ample resources such as PPE and relief packages, advocating for sensible legislature, disseminating useful tools, and ramping up financial support for our nurses,

We created the *Connecting Through COVID-19* newsletter that offered crucial information for nurses, as well as critical details relevant to them as members or CMSRN certificants. We ceased many transactional emails to further respect our nurses bandwidth for information.

We called governors and wrote to the President about PPE supplies and creating and maintaining safer staffing measures during the crisis. We developed and started funding for an emergency grant for members. We worked with partners and organizations from all over to offer discounts on services and products, and developed a convenient online space for our nurses to access it all.

We also created the ASAE Power of A® Award-winning resource, the AMSN COVID-19 Staffing Toolkit, which was developed for organizations, practicing nurses, and nursing schools. The free suite of online tools includes a nursing self-assessment survey for contingent nurses and employers, a crisis staffing tool, and a medical-surgical nursing pocket reference guide to use while in any practice environment.

**428** DOWNLOADS OF  
OUR COVID-19  
STAFFING  
TOOLKIT  
BY NURSE  
LEADERS AND  
ORGANIZATIONS  
NATIONWIDE





# ASCENDING TO NEW HEIGHTS IN 2021

For almost 30 years, the work of AMSN never seems finished...which is exactly how it should be. As the needs and challenges of our nurses change, so does AMSN, to meet our nurses wherever they are, and however they need us.

We continue to innovate programs and services that reach our nurses every day - and especially on days when things seem uncertain. AMSN continues to set the bar high for our association as an organization and to be vigilant in searching for solutions to support nurses in their practice. Along the way, we hope to bring some light to their lives, and provide a tightly-woven community for med-surg nurses to feel like family.

In addition to launching a new user-friendly AMSN website at the beginning of FY21, the AMSN Connect App will roll-out to bring our nurses together like never before. We will also implement a digital badging platform for easy sharing and verification of CMSRN credentials and membership status. We will also hold our first-time-ever hybrid (on-site and virtual) 2021 AMSN Annual Convention, and will commence a year-long 30th AMSN Anniversary celebration (with our nurses reaping the benefits of this special milestone all year long).

In the spring, we will debut the official AMSN Competencies, which will become the worldwide standard on the specialty of medical-surgical nursing.

While this is just a snapshot of things to come, we surely have much more planned for 2021. We look forward to the year ahead - whatever it may bring - with our partners, board, and staff working together to care for and support our med-surg nursing community.

## AMSN BOARD OF DIRECTORS

Robin A. Hertel, EdS, MSN, RN, CMSRN - President  
Summer Bryant, DNP, RN, CMSRN - President-Elect  
Andie Melendez, MSN, RN, CHTP, HTCP, HSMI, RM - Secretary  
Cynthia Rothenberger, DNP, RN, ACNS, BC - Director  
Marisa Streeleman, DNP, RN, CMSRN - Director  
Jennifer Kennedy, MS, RN-BC, CMSRN - Treasurer  
Kristi Reguin-Hartman, MSN, APRN, ACNS-BC - Director  
Terri Hinkley, EdD, MBA, BScN, RN, CAE -Chief Executive Officer (AMSN & MSNCB)

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# 2020

## Annual Report

A Year of Innovation.

### AMSN 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 well-being 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.



**AMSN**

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