



ACADEMY OF MEDICAL-SURGICAL NURSES

compassion • commitment • connection



An 18-month
report of AMSUN
activities to the
membership

2021 Annual Report

July 1, 2020 - December 31, 2021

Meeting Continued Challenges with Confidence

2021 continued to bring challenges, new variants Delta and Omicron emerged, which stressed the health care system and nurses at the point of care even further. While more was known about the virus and its variants, many areas of the country remained unvaccinated, which contributed to the spike in hospital admissions. The stoppage of elective procedures, as well as non-COVID patients postponing their care, contributed to more severity when patients sought or were forced to seek care.

Revenue in the Educational Activities area of the budget—specifically eLearning courses and the Masters Series—was down due to delays in rolling out these new products. There were a few reasons for these delays, but the primary one was finding qualified testers to test the products for assignment of accredited NCPD (which we believe was due to the strain of COVID on the availability of testers' time). However, even with these challenges and unrealized revenue targets, the budget area still achieved 85% of its target revenue for the year.

In Professional Practice we saw unrealized budgeted revenue of almost \$300K. This was due to the AMSN Nursing Competencies Framework, which had a delayed rollout due to technical challenges around building the customized software platform. These technical issues were resolved by the end of the year, and we expect to be fully operational with a rollout in January of 2022.

We strengthened our commitment to increasing diversity, equity, and inclusion within the organization. This included the formation of a Diversity, Equity, and Inclusion (DEI) Task Force and Steering Committee with respective charters, and DEI being incorporated into all governance processes, which included the updating of board and volunteer recruitment processes in 2021.



Summer Bryant
DNP, RN, CENP, CMSRN
2021 Board President
AMSN



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

Programming

From a programmatic perspective, we put the final touches on several new programs and products for AMSN, and they'll be available in early 2022. These will include:

- An updated, fully online eLearning version of AMSN's Certification Review Course with 20.5 nursing continuing professional development (NCPD) hours.
- AMSN's Competency Framework with 26 competency sub-domains in five domain areas and a noncognitive assessment, over 400 individual task and knowledge statements, all housed in a custom-built platform that offers ease of use and navigation.
- The first two programs in AMSN's Elevate Series, a series of assessment-based certificate courses that offer deep learning in specific topic areas, with completion recognized by a certificate of additional learning and a digital badge highlighting your accomplishment.
- Ongoing revisions to AMSN's Core Curriculum, which is due to be completed late in 2022 or early in 2023.
- Ongoing development of a technology integration to provide further data insights to AMSN operations, improving our efficiency, effectiveness, marketing, and membership and certification management.

Strategic Plan

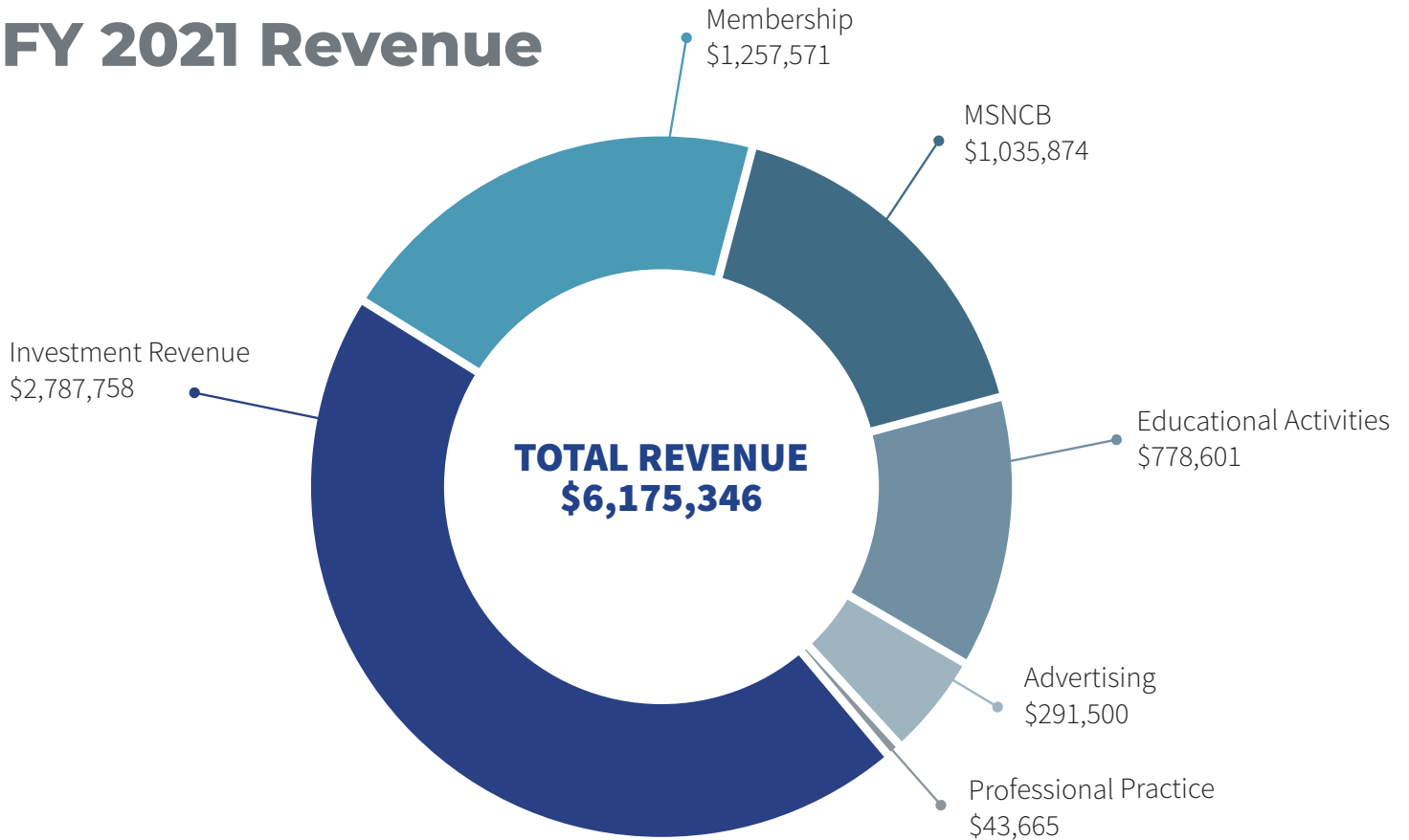
The board approved an updated Strategic Plan for 2022-2024 in late 2021, which focuses on the following four goals:

- The medical-surgical nurse will be a well-equipped, highly respected professional with career satisfaction and a strong professional identity.
- The global health care community will look to AMSN as the thought leader on all aspects of medical-surgical 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 2021 and the goals we will be focused on as we move into 2022.

FINANCIALS

FY 2021 Revenue



FY 2021 Expenses



MEMBERSHIP

In FY2021, the AMSN membership department focused on supporting our members and providing them with the tools to enhance their careers as medical-surgical nurses. The membership department particularly focused on AMSN student members to meet their unique needs as nursing students. AMSN membership hosted its first Virtual Student Symposium in August 2021. The two-day symposium was filled with virtual sessions on hot topics tailored to nursing students like the top 10 ways to survive nursing school, time management, professional networking, study tips, and self-care.

As the COVID-19 pandemic continued throughout 2021, AMSN membership felt its effects, as did so many other industries. AMSN worked to continue to provide COVID-19 resources to our members, as our No. 1 priority continues to be our nurses and their well-being.

The AMSN membership and customer service departments utilized a new customer service software to increase efficiency and accuracy for members and customers. The software allowed AMSN to track and organize correspondence for every individual. While we did experience staffing shortages, we pulled together as a team to serve our members, CMSRN's, and customers to the best of our ability.



10,466

AMSN MEMBERS
FROM AROUND
THE WORLD

PROFESSIONAL PRACTICE

Professional Practice implemented policies and procedures related to the application processes for the awards, grants, and scholarships of AMSN. The Professional Practice team continued to work on streamlining the online application processes for members to have a seamless experience in applying for an award, grant, or scholarship.

AMSN joined in a new research study, Moral Injury Among Nurses, with the George Washington University Mullan Institute for Health Workforce Equity and the American Federation of Teachers (AFT). The study is collecting data to understand the factors that contribute to moral injury and the recommended system-level changes required to improve nurse well-being.

Kathleen Singleton Award

The new Kathleen Singleton Award recognizes health care institutions that provide exemplary support to medical-surgical nurses.

The award, which will be given out annually, is cosponsored by Medtronic, Inc. It was launched this year to award facilities that have an outstanding record of promoting a healthy practice environment for medical-surgical nurses and who exemplify the role of AMSN in promoting nurse well-being, organizational engagement, as well as a commitment to continuing professional growth and development.

Cleveland Clinic was chosen as the initial recipient of this award for its robust support of nursing education and clinical competency, and for fostering respectful nurse-nurse, nurse-physician, and interprofessional collaborations.



In 2021, AMSN conferred **26 AMSN PRISM Awards** to health care organizations around the country.



In 2021, a total of **\$45,000 was awarded to 61 members** for various grants, awards, and scholarships.

CAREER DEVELOP- MENT

AMSN continues to focus on curating new education and updating previous offerings to support nurses throughout their career continuum. FY2021 saw AMSN prioritize diversity, equity, and inclusion (DEI) through an increase in DEI educational offerings. This focus will continue, and will provide a variety of DEI topics offered via AMSN Convention sessions, monthly webinars, blog posts, magazine articles, and roundtable recordings. AMSN is also committed to continue to include more diverse subject matter experts and presenters.

AMSN is working hard to launch and expand the online assessment-based education programs, called the AMSN Elevate™ Series. This fiscal year, AMSN began creating a new certificate program focused on DEI in health care. AMSN successfully launched the first module of this program during the 2021 AMSN Convention. The AMSN Elevate Series also includes the Clinical Leadership Development Program: Essential Leadership Competencies for Nurses at the Bedside Certificate and the Behavioral Health Certificate Program. Both have recently launched in early 2022. 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 will launch in early 2022. AMSN also offered the traditionally live Certification Review Course both in person and virtually in FY2021.

AMSN has worked 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.

The AMSN Hub continues to be a place to post clinical questions that are answered regularly by experts in the field.

AMSN will continue to be dedicated to the integration of evidence-based practice and being a leader in medical-surgical professional development.



Increased
DEI education
offerings



Expanded
ONLINE course
offerings



Leveraging
PARTNERSHIPS



Building
community
@ **THE HUB**

CMSRN[®] CERTIFICATION

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 FY21, we implemented the FailSafe™ portal which gave our FailSafe Certification Program partners the ability to see who participated in their program, each participant's exam outcome, and to pay for open invoices all in one place. Additionally, MSNCB took a deep dive into recertification and conducted a study to determine why or why not CMSRN credential holders recertified. The goal is not just to increase recertification, but to ensure we are meeting the ongoing needs of our CMSRN's.

The CMSRN certification has been accredited since 2008 by the Accreditation Board for Specialty Nursing Certification (ABSNC). Accreditation standards are ever-evolving and to tackle the next set of standards changes, MSNCB put together a Continuing Competency Task Force this past year to determine what and how we can make sure continuing competence is in place before the next accreditation application.

39,790

CMSRN certificants to date

4,938

new
certificants
in 2021

50%

of CMSRN
certified nurses
are AMSN
members

4,829

recertified
in 2021

MILESTONES

**\$530
million**

AMSN joined other nursing organizations in supporting Congress providing \$530 million in FY22 for Title 8 nurse workforce development and nursing workforce diversity programs as part of the Labor-HHS-Education Appropriations process.

**COVID-19
Relief**

AMSN dispersed \$11,000 to 22 members from the Emergency COVID-19 Relief Grant fund.

Competency Framework

AMSN premiered the Medical-Surgical Competency Framework in December 2021. The AMSN Medical-Surgical Nursing Competency Framework allows individual nurses and organizations to measure medical-surgical nurse competency across 26 subdomains within five overarching domain areas, coupled with a noncognitive assessment. Competency measurement helps nurses and employers better understand and communicate the level of clinical expertise and to assist with personal/team growth.

ADVOCACY

AMSN advocated for medical-surgical nurses to participate in the discussion of relevant health care issues at the state and federal levels. AMSN's advocacy efforts are conducted by a team of committed volunteers, supported by a legislative consultant and AMSN staff.

We allied with other nursing organizations to advocate for med-surg nurses at all legislative and policy levels. We contributed to major issues for patients and medical-surgical nurses, such as the American Rescue Plan Act.

\$140 MILLION

IN FUNDS FROM CONGRESS FOR MENTAL HEALTH INITIATIVES INTENDED TO HELP NURSES AND OTHER HEALTH CARE PROFESSIONALS WHO HAVE BEEN IMPACTED BY THE COVID-19 PANDEMIC.

2021: AMSN'S 30th ANNIVERSARY

Continuing to Focus on Member Needs

2021 continued to see the pandemic wreak havoc in health care, our communities, and our daily lives. We continued to focus on supporting our nurses with our COVID relief grant program, education, workforce resources, and maintained advocacy efforts for nurse safety and personal protective equipment (PPE). Over the course of the year, we began to focus on nurse well-being because we recognized early on that the pandemic was devastating nurses personally and professionally and would for years to come. AMSN partnered with the George Washington University on a research study in moral injury and data collection continues.

AMSN's website launched in July 2020, and we hope you are enjoying the completely redesigned website, increased functionality and ease of locating the information you need, when you need it. We did launch our new member app, AMSN Connect, and encourage you to download the app from your device's app store and join the conversation with your fellow med-surg nurses. AMSN also launched a long-term diversity, equity, and inclusion (DEI) initiative. While AMSN has always valued a diverse workforce, individualized patient-centered care, and fair treatment within the healthcare system, in the wake of social justice in 2020, Diversity, Equity, and Inclusion became increasingly important to AMSN. With a focus on DEI as it relates to AMSN members, the patients med-surg nurses care for, and the healthcare industry, AMSN dedicated time and resources to a DEI initiative. AMSN polled the membership to find out their needs, established a DEI Steering Committee, and created a DEI taskforce. AMSN also began focusing on structural changes for AMSN as an organization and focused on education and resources AMSN could provide to the membership.

AMSN held its 2020 convention virtually and was hoping to bring everyone back together for AMSN's 30th anniversary conference in 2021. COVID had other plans, and we found ourselves faced with another difficult decision to transition the convention to virtual in 2021. While that was not what we wanted, as always, we embraced our virtual convention and enjoyed the engagement and amazing learning we were able to bring to attendees wherever they were. The feedback from attendees demonstrated they were so grateful for the community that came together in 2020 and 2021 and the support from their colleagues did so much to alleviate the stress and anxiety associated with the pandemic.

AMSN conducted its first ever legislative fly-in, although COVID required it to be virtual, and AMSN leadership and members spoke with their elected representatives about pandemic preparedness and continued prioritization of PPE through the HEROES Act, nurse well-being and mental health resources, appropriate funding of bills such as the CARES Act, National Institutes of Nursing Research (NINR), and Agency of Healthcare Research and Quality (AHRQ) programs, and lastly that our legislators support permanent coverage of telehealth services for patients. AMSN also offered its services as an advisor on all issues relevant for medical-surgical nurses.

Work continued on AMSN's competency framework, new assessment-based certificate programs, and updated eLearning certification review course but we encountered delays in product completion due to the pandemic. AMSN felt it was critically important to support our members and volunteers during the pandemic and the board of directors recognized delays were inevitable. The program development for these products wrapped in late 2021. Please stay tuned for more information!

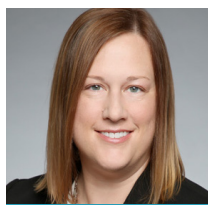
LOOKING FORWARD

Sustaining Momentum in 2022

The AMSN board of directors and staff are committed to further developing the programs and services our members need. As mentioned earlier in the annual report, the AMSN board of directors completed its next three-year strategic plan, and we will continue to strive to achieve our mission. We are finalizing our latest assessment-based certificate program on DEI, which will be available later in 2022. AMSN is also revising the Core Curriculum for Medical-Surgical Nursing, with work continuing most of 2022 and an anticipated launch in early 2023. We will continue to innovate our technology and systems to make it easier for members to engage with AMSN.

Additional initiatives on the roadmap for 2023 include updating the AMSN mentoring program, revising our certification review questions, upgrading AMSN's learning management system, or online library, further embedding the AMSN competency framework in all AMSN products and services, and updating AMSN's Scope and Standards of Medical-Surgical Nursing Practice.

Board of Directors



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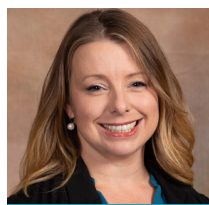
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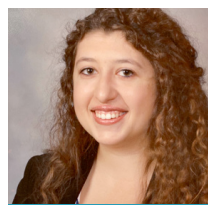
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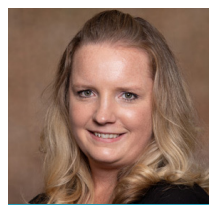
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MSNCB Representative



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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compassion • commitment • connection

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