

Annual Business Meeting

January 27, 2017



Alliance for
Continuing Education
in the Health Professions

Bob Addleton

President



Alliance for
Continuing Education
in the Health Professions

Business Agenda

- **Consent**
 - ❖ of Approved January 15, 2016 minutes
- **Strategic Session**
 - ❖ President Update
 - ❖ Past President & Foundation President Update
 - ❖ Vice President Update
 - ❖ Secretary Update
- **Fiduciary Session**
 - ❖ Treasurer Update
- **Strategic Session**
 - ❖ Executive Director & CEO Update
- **Generative Session**
 - ❖ Q&A
- **Swearing In of Board of Directors**



2016 Board of Directors

OFFICERS:

**Bob Addleton, EdD, CHCP,
FACEHP
President**

**Gayla Bruner, RN, BSN
Vice President**

**Steven Kawczak, PhD
Treasurer**

**Bina George-Figueroa, MS, CHCP
Secretary**

**Ed Dellert, RN, MBA, CHCP
Past President**

DIRECTORS:

**Rebecca DeVivo, MSW, MPH
Philip A. Dombrowski, MBA
Diana J. Durham, PhD, FACEHP
Debra L. Gist, MPH, FACEHP
Nancy Lutz Paynter, MBA, CHCP
Joan Straumanis, PhD (public)
Chitra Subramaniam, PhD
*Treasurer-Elect***

EX-OFFICIO:

**Laurie Kendall-Ellis, CAE
Executive Director/CEO**



2016 Chairs & Leaders

Advocacy Committee

Scott Weber

Almanac

Jacob Coverstone, FACEHP

Awards Committee

Janet Cline, RPh

CHCP Commission

Karen Overstreet, EdD, RPh, CHCP

Education Committee

Christina Hoffman, MS

Patty Jassak, MS, RN, CHCP, FACEHP

Membership Committee

SarahAnn Whitbeck, MBA, CHCP

Annual Conference - 2017

Deb Gist, MPH, FACEHP

Annual Conference – 2016

Jacob Coverstone, FACEHP

Alliance Industry Summit (AIS)

Sue McGuinness, PhD

John Ruggiero, PhD, MPA, CHCP

Quality & Innovation Summit (QIS)

Caroline Robinson, PhD

Jill Erickson, MPH, RD

Fundamentals

Deborah Platek, MS

Frank Berry, BS, CHCP

Medical Society Section Meeting (MSSM)

Pam Beaton, CHCP, FACEHP

Federal Health Care Education Section

Dora Bradley, MPH, RN

Health Care Education Organizations Section

Maggie DiMarco Allen, PhD

Catherine Klein

Hospital Health Systems Section

Kalen Parks, CMP

Industry Alliance for CE Section (IACE)

Patricia Jassak, MS, RN, CHCP, FACEHP

Susan Connelly, PharmD, MBA, CHCP, FACEHP

Medical Education Companies Section (MEC)

Donna Fucello, BA

Janet Cline, RPh

Medical Schools Section

Laura Worrall, MS

Medical Specialty Societies Section (MSS)

Pam Beaton, CHCP, FACEHP

State Medical Societies Section

JoAnne Wojak, BSBA

Professionals with Education Expertise Resources and Services Section (PEERS)

Karen Roy, MSc, CHCP



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2016 SIG Champions

Interprofessional Special Interest Group

Champion needed

Leadership Special Interest Group

Greselda Butler, BA, CHCP

MSS-IACE Special Interest Group

Beth Wilson, CHCP

Quality Improvement & Implementation Special Interest Group

Pam Peters, PhD

Research Special Interest Group

Ann Lichti, CHCP

Technology Special Interest Group

Jeremy Lundberg, MSSW



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Bina George-Figueroa

Secretary



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CONSENT: 2016 Business Meeting Minutes

Approved:

January 15, 2016 Annual
Business Meeting minutes



Bob Addleton

President



Alliance for
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in the Health Professions

Alliance Strategic Direction & Accomplishments 2016



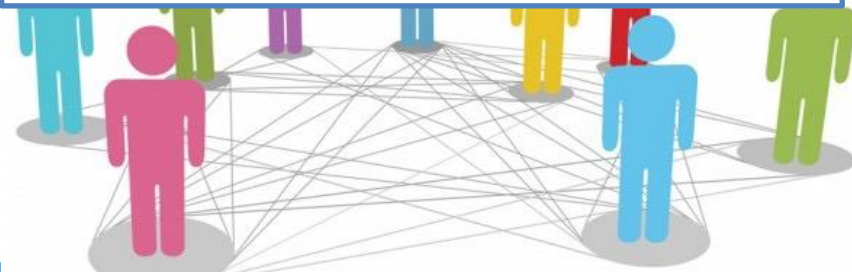
Alliance for
Continuing Education
in the Health Professions

Mission Statement

***Connecting
healthcare
education
professionals to
promote best
practices that
improve patient
care***

Vision Statement

***Advancing
continuing
education for
healthcare
professionals***





2016 -2018 Strategic Plan

Goal #1: Professionalism: Define & promote the continuing healthcare education profession

- Objective 1.1: Refine the current member competencies to reflect the broader competency requirements of additional categories of continuing healthcare education professionals

**COMPLETED
(2017 UPDATE)**

Education committee

Annual Conference committee

- Objective 1.2: Demonstrate how the continuing healthcare education professional competencies bring value to the healthcare system

**COMPLETED
(2017 UPDATE)**

Advocacy committee

Education committee

Annual Conference committee



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Goals #2: Strategic Outreach: Promote strategic alliances to attain and advance the mission and vision

- Objective 2.1: Evaluate established strategic alliances and develop criteria to prioritize outreach
 - **COMPLETED** Board Strategic Task Force
- Objective 2.2: Develop an outreach communication plan to increase strategic alliance for engagement
 - **COMPLETED (2017 UPDATE)** Membership Committee



Goal #3: Membership: Explore membership models that are relevant for today's market which will build and engage an inter-professional membership

- Objective 3.1: Obtain association market data that meets the needs of membership sections
- Objective 3.2: Develop a member engagement program to build loyalty and volunteerism to meet the associations needs
- Objective 3.3: Select membership model that will increase retention and new membership growth

- **COMPLETED** Membership committee

- **COMPLETED
(2017 UPDATE)** Membership committee

- Education committee

- **COMPLETED
(2017 UPDATE)** Board Membership Model TF

- Finance committee



Ed Dellert

Past-President & FCEhp President



Alliance for
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Appreciation of Service

2016 FCEhp Board of Directors

OFFICERS:

Ed Dellert, RN, MBA, CHCP
President

Bob Addleton, EdD, CHCP, FACEHP
Vice President

Gayla Bruner, RN, BSN
Officer

Steven Kawczak, PhD
Treasurer

Bina George-Figueroa, MS, CHCP
Secretary

DIRECTORS:

John Ruggiero, PhD, MPA, CHCP

Robert Birnbaum, MD, PhD

EX-OFFICIO

Laurie Kendall-Ellis, CAE
Executive Director/CEO



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FCEhp Board Discovery Task Force

Chair

Jann Balmer, PhD, RN

Task Force Members

Pam Mason, BS, CHCP, FACEHP

Mary Anne Celenza

Marlene Heeg, MA

Anne Marie Smith, MBA

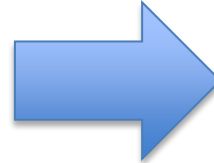




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QIE Initiative

Quality Committee



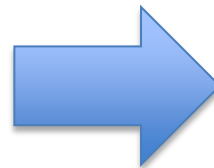
**Quality Initiative
Committee**

Research Committee



Research Committee

Assets \$134,122



Phase III



Alliance for
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Gayla Bruner

**Vice President
Incoming President**



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2017-2018 Strategic Plan

Goal 1.0: Professionalism: Define and promote the continuing healthcare education profession and professionals.

Goal 2.0: Strategic Outreach: Promote and strengthen strategic alliances to advance the mission and vision.

Goal 3.0: Membership: Explore, assess and develop a membership model with resources that are relevant for today's market to build and engage interprofessional membership.

Goal 1.0: Professionalism: Define and promote the continuing healthcare education profession and professionals.

Objective 1.1: Implement a professional credential by delivering a certification and associate certificate based on a minimum set of competencies by December 31, 2017

Objective 1.2: Demonstrate the continuing healthcare education professionals' value to healthcare stakeholders by December 31, 2017

Objective 1.3: Identify and prioritize federal and state regulations and policies on an annual basis.



Goal 2.0: Strategic Outreach: Promote and strengthen strategic alliances to advance the mission and vision.

Objective 2.1: Prioritize outreach to identified strategic organizations by March 30, 2017.

Objective 2.2: Expand strategic outreach incrementally to advance leadership development and ambassadorial relationship building by December 31, 2017.



Goal 3.0: Membership: Explore, assess and develop a membership model with resources that are relevant for today's market to build and engage interprofessional membership.

Objective 3.1: Foster the growth of the member engagement and retention program to build loyalty, volunteerism, and opportunities by March 31, 2018.

Objective 3.2: Pilot membership dues model and assess engagement by December 31, 2017.

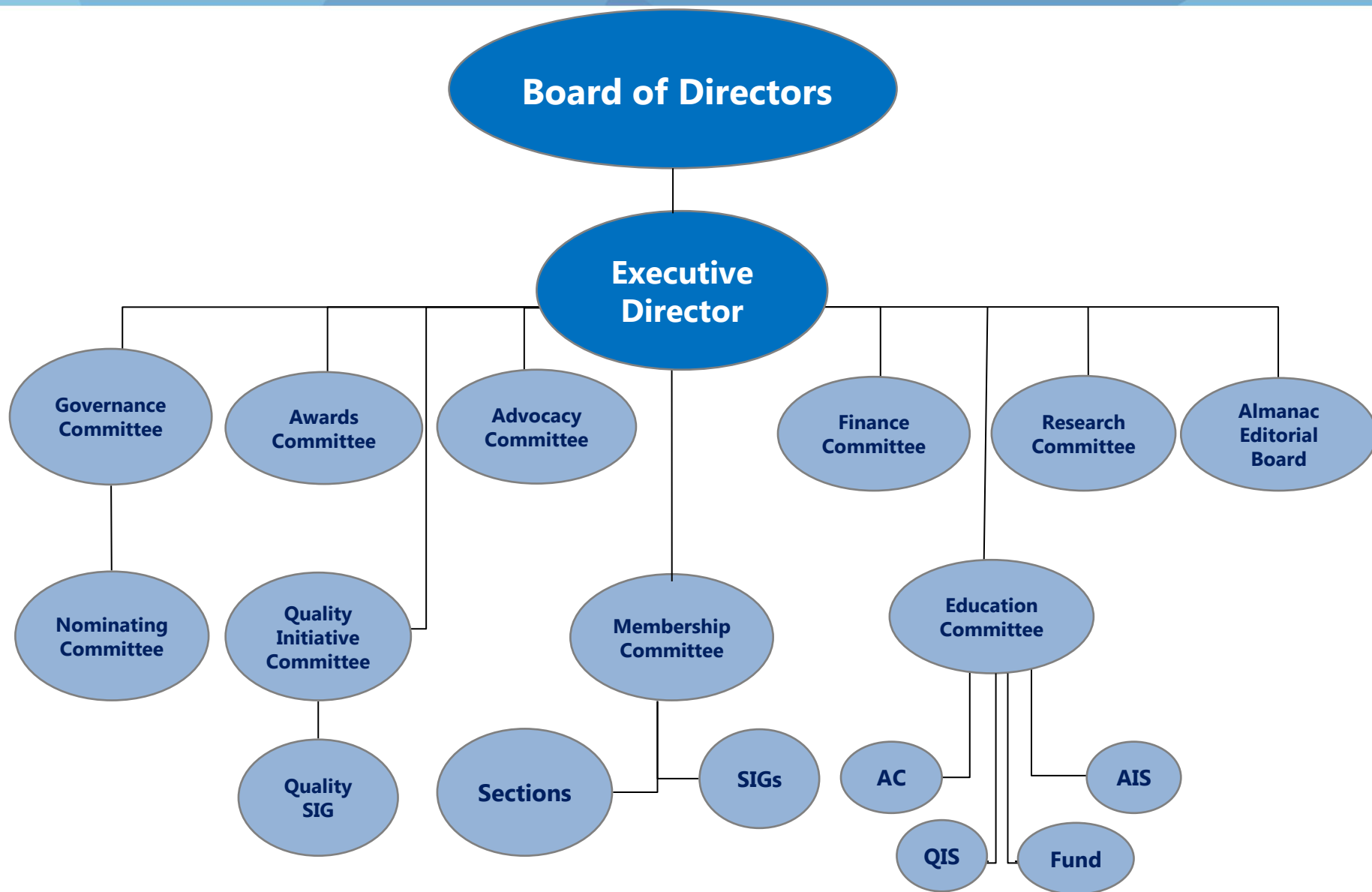


Bina George-Figueroa

Secretary



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2016 Completed Actions

- All committees have job descriptions and staggered volunteer rosters
- Updated volunteer process
- Clear communication pathways between committees, Sections, SIGs and the Board
 - Board liaison
 - Staff liaison
 - Chairs/Leaders/Champions
- Bylaw review



Steven Kawczak

Treasurer



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2016 Finance Committee Completed Actions

- 2015 Audited Financials & IRS Form 990
- 2016 Operating Budget Oversight
- 2017 Operating Budget Collaboration
- Ensure financial goals achieved

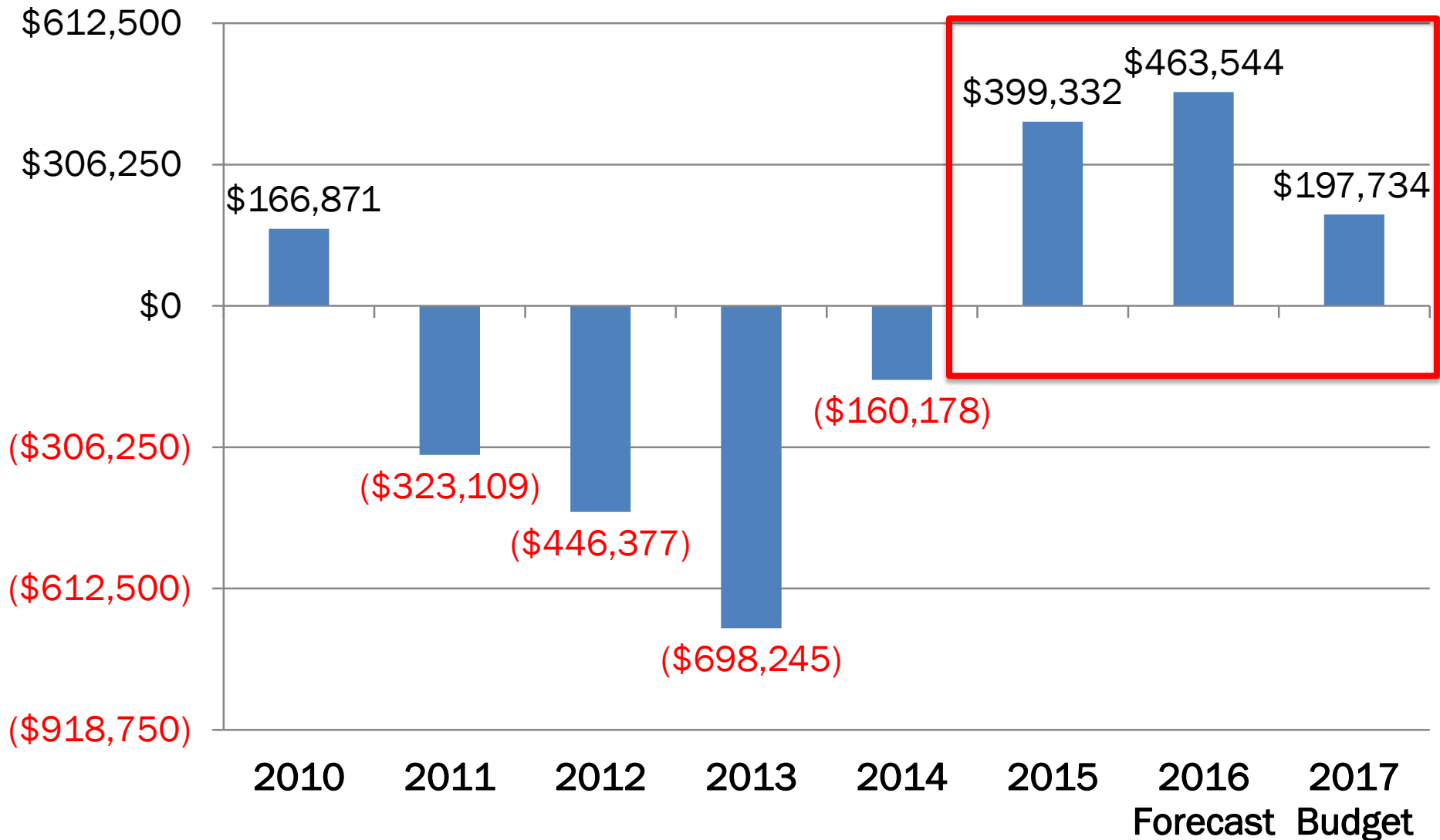


2016 Financials

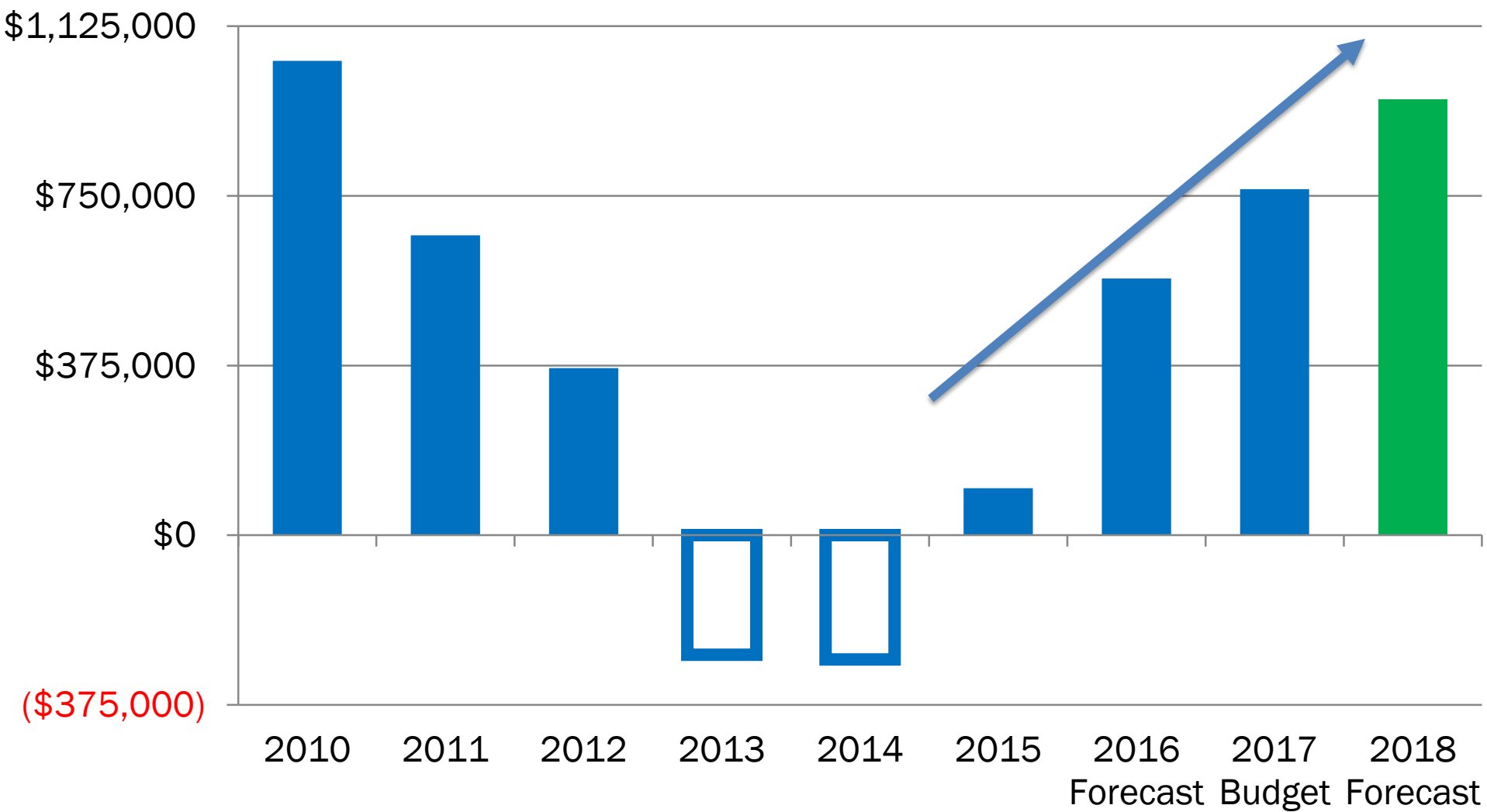
	REVENUE			EXPENSE			MARGIN		
	Forecast	Budget	Variance	Forecast	Budget	Variance	Forecast	Budget	Variance
Conferences & Programs	\$1,770,140	\$1,533,530	\$236,610	\$1,127,204	\$1,140,975	\$13,771	\$642,936	\$392,555	\$250,381
Membership	\$541,000	\$552,000	(\$11,000)	\$149,170	\$91,900	(\$57,270)	\$391,830	\$460,100	(\$68,270)
Foundation	\$184,251	\$355,868	(\$171,617)	\$184,045	\$355,114	\$171,068	\$206	\$754	(\$549)
Administration	\$166,416	\$148,414	\$18,002	\$737,844	\$753,969	\$16,125	(\$571,428)	(\$605,555)	\$34,127
Total	\$2,661,807	\$2,589,812	\$71,995	\$2,198,263	\$2,341,957	\$143,694	\$463,544	\$247,855	\$215,689



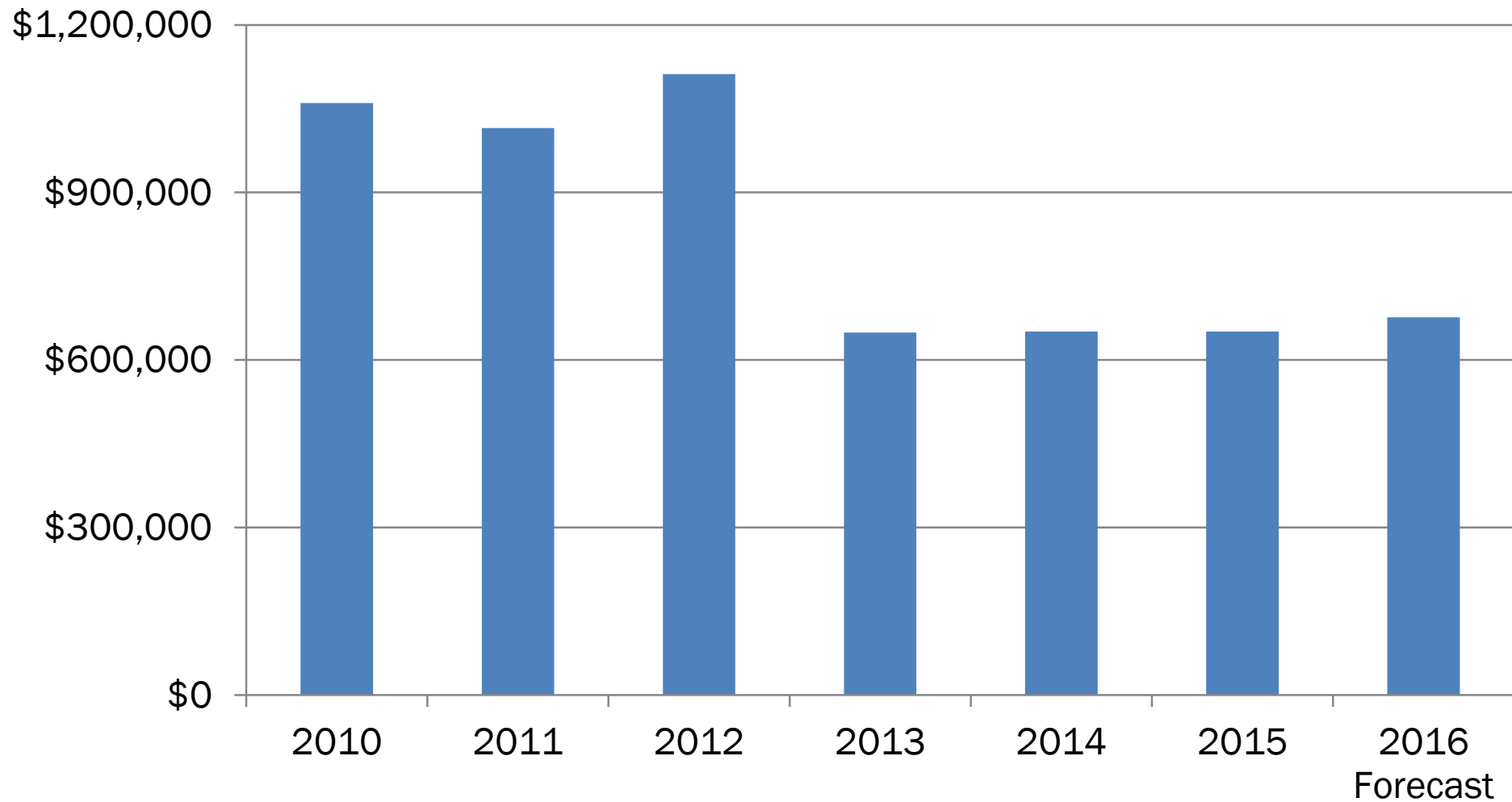
Operating Margin Summary



Reserve Balance Summary & Forecast



Healthy Investment/Savings Balance



FCEhp 2016

	REVENUE			EXPENSE			MARGIN		
	Forecast	Budget	Variance	Forecast	Budget	Variance	Forecast	Budget	Variance
QIE Phase II	\$163,587	\$180,868	(\$17,281)	\$135,898	\$176,874	\$40,975	\$27,689	\$3,994	\$23,695
QIE Phase III	\$20,664	\$175,000	(\$154,336)	\$20,533	\$165,200	\$144,667	\$131	\$9,800	(\$9,669)
Administration	\$0	\$0	\$0	\$2,800	\$4,540	\$1,740	(\$2,800)	(\$4,540)	\$1,740
Governance	\$0	\$0	\$0	\$614	\$8,500	\$7,886	(\$614)	(\$8,500)	\$7,886
Publications	\$0	\$0	\$0	\$24,200	\$0	(\$24,200)	(\$24,200)	(\$0)	(\$24,200)
Total	\$184,251	\$355,868	(\$171,617)	\$184,045	\$355,114	\$171,068	\$206	\$754	(\$549)

Grant Administrative Fee Revenue: \$37,350
Net Assets: \$134,222



2017 Budget Highlights

- Revenues from 2016 actuals, conservative assumption
- Expense reductions from 2015 & 2016 maintained in budget
- Reserve balance growth – key goal
- Increase investments in Membership value
 - Publications/Communications
 - Certification



Laurie Kendall-Ellis

Executive Director



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In the membership business

**Top Reasons
to Belong**

1

**In-person
Meetings**

2

**Career
Advancement**

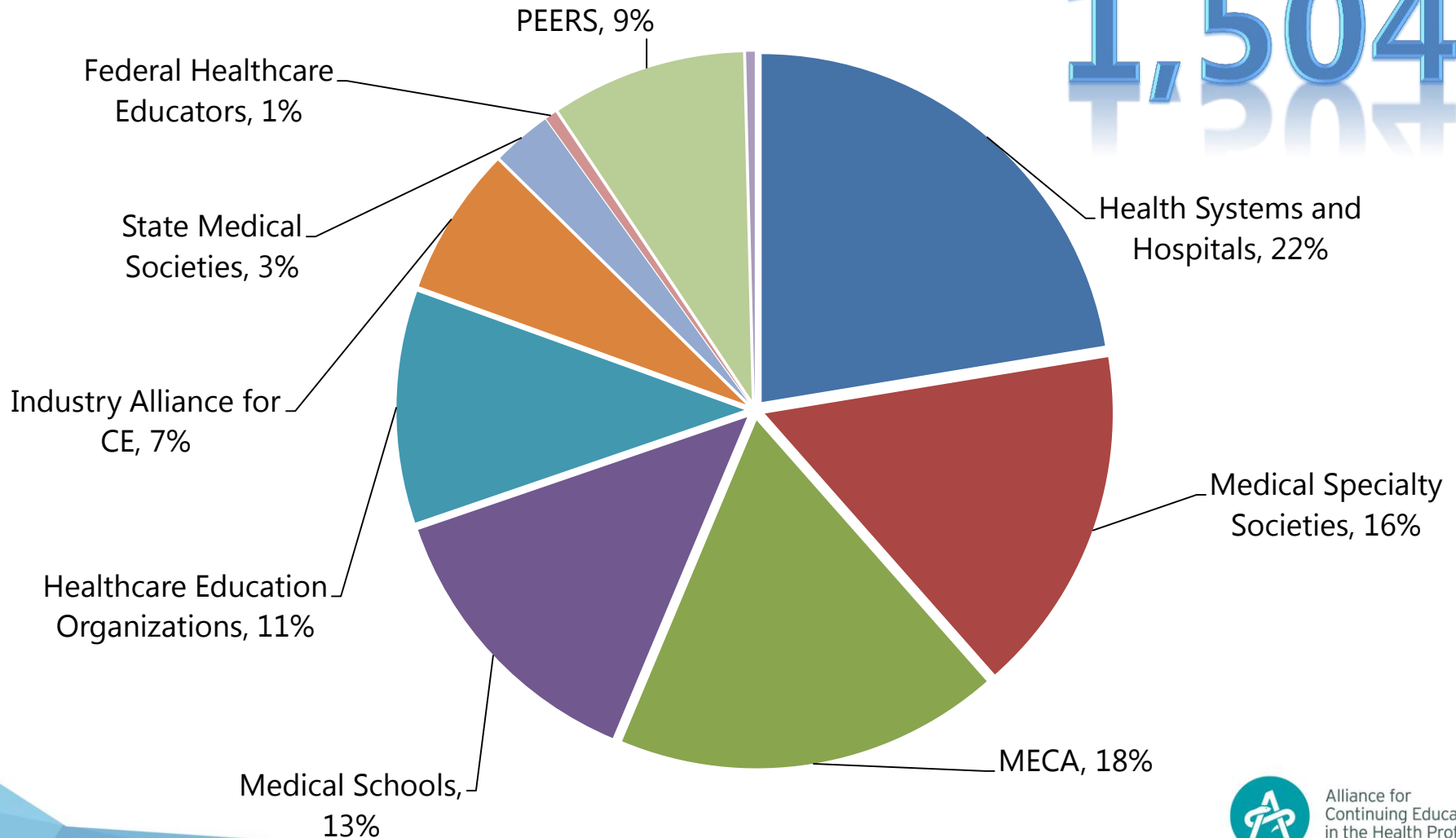
3

**Emerging
Information**

- **Economy**
- **Our Industry/Profession**
- **Laws & Regulations**
- **Member Preference**
- **Competitors**
- **Products/Services**

80% retention rate


1,504



Alliance for
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in the Health Professions

1

Benefits and Resources




Alliance

2017 ANNUAL CONFERENCE

Shaping Our Profession. Demonstrating Our Value.

January 26-29, 2017 | San Francisco Marriott Marquis
San Francisco, California



Alliance for
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in the Health Professions



ALLIANCE

for
INDUSTRY SUMMIT CEhp

May 22 - 24, 2017 | PHILADELPHIA, PA

Lead From Where You Are: Applying the
Power of Education to Improve Healthcare





QUALITY AND INNOVATION SUMMIT



ALLIANCE

for
CEhp

ALLIANCE LEARNING CENTER

Professional Development for Continuing Education Professionals



Alliance for
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2

Benefits and Resources

3

NFEI



Alliance Connect

Linking Members to the Latest Alliance News

Alliance for Continuing Education in the Health Professions



ALLIANCE for CEhp FUNDAMENTALS

for New and Early Career CEhp Practitioners

National Learning Competencies

Alliance Access

Events and Resources for CEhp Professionals

Alliance for Continuing Education in the Health Professions

SQUIRE

Powered by **BMJ** Quality

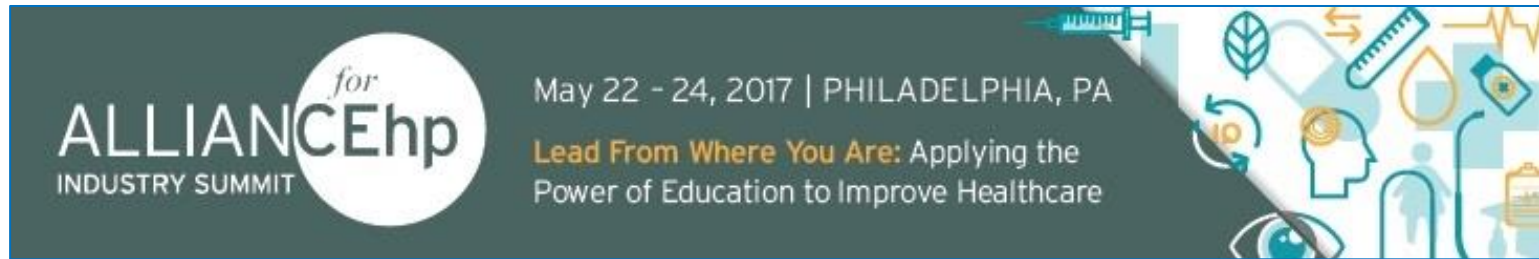
IMPROVING HEALTHCARE
Connecting Quality & Continuing Education

FCEhp QIE THE ALLIANCE
QUALITY IMPROVEMENT
EDUCATION INITIATIVE

QI News & Trends

Alliance for Continuing Education in the Health Professions

2017 Upcoming Events



AIS on May 22 – 24, 2017
Philadelphia, PA



QIS on September 25 – 27, 2017
Salt Lake City, UT



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PARTY!





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Swearing In Ceremony



Alliance for
Continuing Education
in the Health Professions

Gayla Bruner, RN, BSN – President
Steven Kawczak, PhD – Vice President
Chitra P. Subramaniam, PhD - Treasurer

Joseph Kim, MD, MPH, MBA - Director
Sally O'Neill, PhD, BS, BA, Med - Director
Charles Willis, MBA - Director
Beth Wilson, CHCP - Director



2017 Upcoming Events



AIS on May 22 – 24, 2017
Philadelphia, PA



QIS on September 25 – 27, 2017
Salt Lake City, UT



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