Annual Business Meeting

January 27, 2017
Bob Addleton
President
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 McGuinnes, 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

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
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

ROUND TABLE NETWORKING
8:05 – 8:45 am
Bina George-Figueroa
Secretary
CONSENT: 2016 Business Meeting Minutes

Approved:
January 15, 2016 Annual Business Meeting minutes
Bob Addleton
President
Alliance Strategic Direction & Accomplishments 2016
Mission Statement

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

Vision Statement

Advancing continuing education for healthcare professionals
Professionalism

Membership

Strategic Outreach

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
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

- Objective 2.2: Develop an outreach communication plan to increase strategic alliance for engagement

- **COMPLETED** Board Strategic Task Force

- **COMPLETED** Membership Committee

(2017 UPDATE)
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
  - COMPLETED
  - Membership committee

- Objective 3.2: Develop a member engagement program to build loyalty and volunteerism to meet the associations needs
  - COMPLETED (2017 UPDATE)
  - Education committee

- Objective 3.3: Select membership model that will increase retention and new membership growth
  - COMPLETED (2017 UPDATE)
  - Board Membership Model TF
  - Finance committee
Ed Dellert

Past-President & FCEhp President
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
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
Gayla Bruner
Vice President
Incoming President
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
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
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

<table>
<thead>
<tr>
<th></th>
<th>Revenue</th>
<th></th>
<th></th>
<th>Expense</th>
<th></th>
<th></th>
<th>Margin</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Forecast</td>
<td>Budget</td>
<td>Variance</td>
<td>Forecast</td>
<td>Budget</td>
<td>Variance</td>
<td>Forecast</td>
<td>Budget</td>
</tr>
<tr>
<td>Conferences &amp; Programs</td>
<td>$1,770,140</td>
<td>$1,533,530</td>
<td>$236,610</td>
<td>$1,127,204</td>
<td>$1,140,975</td>
<td>$13,771</td>
<td>$642,936</td>
<td>$392,555</td>
</tr>
<tr>
<td>Membership</td>
<td>$541,000</td>
<td>$552,000</td>
<td>($11,000)</td>
<td>$149,170</td>
<td>$91,900</td>
<td>($57,270)</td>
<td>$391,830</td>
<td>$460,100</td>
</tr>
<tr>
<td>Foundation</td>
<td>$184,251</td>
<td>$355,868</td>
<td>($171,617)</td>
<td>$184,045</td>
<td>$355,114</td>
<td>$171,068</td>
<td>$206</td>
<td>$754</td>
</tr>
<tr>
<td>Administration</td>
<td>$166,416</td>
<td>$148,414</td>
<td>$18,002</td>
<td>$737,844</td>
<td>$753,969</td>
<td>$16,125</td>
<td>($571,428)</td>
<td>($605,555)</td>
</tr>
<tr>
<td></td>
<td>$2,661,807</td>
<td>$2,589,812</td>
<td>$71,995</td>
<td>$2,198,263</td>
<td>$2,341,957</td>
<td>$143,694</td>
<td>$463,544</td>
<td>$247,855</td>
</tr>
</tbody>
</table>

Alliance for Continuing Education in the Health Professions
Healthy Investment/Savings Balance

<table>
<thead>
<tr>
<th>Year</th>
<th>Balance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>$1,200,000</td>
</tr>
<tr>
<td>2011</td>
<td>$900,000</td>
</tr>
<tr>
<td>2012</td>
<td>$900,000</td>
</tr>
<tr>
<td>2013</td>
<td>$600,000</td>
</tr>
<tr>
<td>2014</td>
<td>$600,000</td>
</tr>
<tr>
<td>2015</td>
<td>$600,000</td>
</tr>
<tr>
<td>2016</td>
<td>$600,000</td>
</tr>
</tbody>
</table>

Forecast
## FCEhp 2016

<table>
<thead>
<tr>
<th></th>
<th>REVENUE</th>
<th>EXPENSE</th>
<th>MARGIN</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Forecast</td>
<td>Budget</td>
<td>Variance</td>
</tr>
<tr>
<td>QIE Phase II</td>
<td>$163,587</td>
<td>$180,868</td>
<td>($17,281)</td>
</tr>
<tr>
<td>QIE Phase III</td>
<td>$20,664</td>
<td>$175,000</td>
<td>($154,336)</td>
</tr>
<tr>
<td>Administration</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Governance</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td>Publications</td>
<td>$0</td>
<td>$0</td>
<td>$0</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$184,251</strong></td>
<td><strong>$355,868</strong></td>
<td><strong>($171,617)</strong></td>
</tr>
</tbody>
</table>

**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
Top Reasons to Belong

1. In-person Meetings
2. Career Advancement
3. Emerging Information

In the membership business

- Economy
- Our Industry/Profession
- Laws & Regulations
- Member Preference
- Competitors
- Products/Services
80% retention rate

1,504

Health Systems and Hospitals, 22%
Medical Specialty Societies, 16%
MECA, 18%
Medical Schools, 13%
Healthcare Education Organizations, 11%
Industry Alliance for CE, 7%
Federal Healthcare Educators, 1%
PEERS, 9%
Benefits and Resources
Benefits and Resources

National Learning Competencies
2017 Upcoming Events

**AIS** on May 22 – 24, 2017
Philadelphia, PA

**QIS** on September 25 – 27, 2017
Salt Lake City, UT
PARTY!
Swearing In Ceremony
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