



**California Association for Nurse Practitioners  
Monthly Chapter Communication / October 2013**

October 7, 2013

---

**Advocacy**

*SB 491*

Though it fell short of its ultimate goal, Senate Bill 491 made historic inroads through the legislative process, and raised the level of debate among state lawmakers as they come to terms with the looming demand for health care services that implementation of the Affordable Care Act will bring.

The proposal authored by Sen. Ed Hernandez (D-West Covina) to remove practice barriers for nurse practitioners in California was held on the Suspense File of the Assembly Appropriations Committee on August 30, ending its journey through the 2013 legislative session.

While most “scope of practice” bills don’t survive their first policy committee tests, the bill passed out of the upper house in the spring, and fell one step short of a full Assembly vote in the waning days of the session. Grassroots efforts on the part of CANP members and allies were instrumental to the bill’s progress. Members organized face-to-face legislative visits throughout the state, and more than 4,000 supporters sent over 16,000 messages to legislators during online campaigns conducted by CANP along the way.

Those outreach efforts had an impact, as legislators and their staff members found that nurse practitioners are incredibly passionate and articulate about their practice, and that NPs are best-positioned to educate lawmakers on how they do, and do not, work with physicians on a day-to-day basis in their practices. The legislators, who met directly with NPs from their district, either during CANP Lobby Day or in local district meetings, were very influenced by those discussions.

While Sen. Hernandez has not yet indicated whether he plans to raise the issue again in 2014, the 2013 grassroots campaigns have established a solid base from which CANP can enhance future advocacy efforts. To help facilitate this, the decision has been made to retain Stephanie Tseu as Grassroots Coordinator. It is vital to these future efforts that each chapter carries out the direction to appoint a chapter Legislative Representative.

**Action for Chapters:**

- Utilize Grassroots Coordinator Stephanie Tseu ([canpgrassroots@gmail.com](mailto:canpgrassroots@gmail.com)) as the central contact for information on grassroots efforts
- Utilize the 2013 campaign as a rallying call for non-member colleagues to join our efforts and become a member of CANP
- Designate one Legislative Representative per Chapter as one key contact for the Chapter

### Political Action Committee (PAC)

PAC funds continue to come in with membership renewals and from canpweb.org. After disbursements in September, the current PAC balance as of October 1st is \$6,998.21.

#### **Action for Chapters:**

- Support the CANP PAC using canpweb.org as a means to donate to PAC
- Host a PAC fundraiser

### **Events**

#### 37<sup>th</sup> Annual Educational Conference (2014)

The new Call for Abstract deadline for abstract submission is October 15, 2013. The *Call for Abstracts* was emailed out on twice in August and again in September seeking abstract submissions for the 37<sup>th</sup> Annual Educational Conference taking place March 20-23, 2014 at the Marriott Hotel and Spa in Newport Beach. The CANP conference discounted rate is \$179 (not including state and local tax).

#### **Action for Chapters:**

- Encourage colleagues and members to submit an abstract
- Set aside funds to provide scholarships and / or send members to conference
- Set up a plan for donating to raffle

#### HOD / Lobby Day

This year's HOD and Lobby Day will be held on May 19 & 20<sup>th</sup> in Sacramento at the Sheraton Grand Hotel. The special CANP rate for hotel reservations will be \$149 a night (excluding tax and tourism fees).

Here are some dates to remember:

- February 3, 2014 – Last day to submit delegate names
- March 10, 2014 – Deadline to submit resolutions
- April 18, 2014 – HOD Packet distributed to delegates

#### **Action for Chapters:**

- Be on the lookout for the Delegate registration information in your email
- Start the discussion on possible resolutions from your Chapter
- Encourage Chapter members to attend Lobby Day (May 20, 2014)

### **Operations**

#### Chapter Alignment Agreement

Thank you to all of the Chapters that signed and submitted their Chapter Alignment Agreement on or by the deadline. CANP is pleased to report that we have received signed agreements from all but one Chapter.

Along with the Alignment Agreement, several documents have been referenced, such as –

Document	Type	Status
Chapter Bylaws document	One set of Chapter Bylaws	In process – Committee finalizing
Chapter Quarterly Report	Online report for Chapters	In process
Chapter Income / Expense report	Spreadsheet for Chapters to complete quarterly	Finalizing
Strategic Plan review & acceptance	Online review & acceptance	Completed
Advocacy Policies & Objectives	Advocacy policies & objectives	In process
CANP Code of Ethics	Online review & acceptance	In process (BOD)

Updated Calendar:

What to expect and when:

- Chapter Bylaws document – anticipated date of arrival – Nov. 1
- CANP Strategic Plan review – delivery by Oct. 15
- Chapter Income / Expense report – spreadsheet delivered by Oct. 15
- Chapter Quarterly Report – anticipated date Nov. 1

#### **Action for Chapters:**

- Be on the lookout for Chapter Alignment Agreement documents and online reports – notification will come to you via email
- Review your Chapter Alignment Agreement for items of interest – please ensure that your Chapter is using canpweb.org as your only website

#### Board of Directors

The CANP Board of Directors attended their first of several Leadership trainings on August 10 in Sacramento. The CANP Board of Directors are currently in process of scheduling another with the idea that they will then bring the training to the Chapter leaders at a Leadership Summit. Dates for a Leadership Summit are to be determined.

#### **Actions for Chapters:**

- Set aside funds to send Chapter leaders to Leadership Summit. Date to be determined

#### **Membership**

CANP's membership is currently at 2,591 active members as of October 1, 2013. As a reminder, CANP has a new area on the [website](#) recognizing all of its corporate partners with a company description and logo.

#### Membership Renewals

CANP renewal efforts are on-going with members coming up for renewal on a monthly basis. CANP's notification efforts include placing a copy of the member's invoice in their online member account 60 days prior to their renewal date. Members are then sent an email 30 days prior to their due date and then weekly thereafter, for a month leading up to their expiration date reminding them that their membership is due and that encourages them to go online and renew their membership. Finally, around their renewal date, members are mailed a postcard reminding them to renew. CANP has also resumed sending paper renewal invoices along with a cover letter in the USPS mail.

CANP has a standing goal of growing membership by 5% annually. In order to achieve this goal, Chapters are asked to motivate members to renew on time, encourage prospective members and colleagues to join, and reach out to continue engagement between Chapter leaders and members.

**Action for Chapters:**

- Urge Chapter members who are suspended or expired to renew their membership. This can be done via phone calls or other means of outreach. Reports with contact information are available to Chapter Leaders in the Chapter Leadership toolset online at canpweb.org
- Let Chapter members know that invoices are available up to 60 days prior to their expiration date
- Contact members that haven't attended a meeting lately and re-invite them to attend meetings -- the personal contact provides a great opportunity to re-engage the member
- Offer creative incentives for people to promote CANP membership to colleagues

Membership Promotion

National Nurse Practitioner Week is November 10 – 16, 2013. Now is the time to start planning an NP Week celebration for current members and a great opportunity to reach out and invite prospects or NPs that have let their membership lapse. New members joining CANP will receive two free months of membership if joining for NP Week. Promotion extends through the month of November. This promotion is extended to brand new members and those not having held membership in the last two years in CANP.

This year CANP will be offering NP Week logo wear for purchase. The NP Week webpage offering the logo wear, and additional resources and tips for NP Week events to plan in your Chapter will be up and available by October 15.

Chapter leaders will be receiving a package of postcards in the mail this week that promote the annual conference and membership benefits. The postcard is intended to promote CANP and remind people about member benefits. CANP mailed a postcard to all members and to the BRN list of non-member NPs that reside Southern California.

**Action for Chapters:**

- Plan an event for NP Week and market the event to both CANP members and expired/suspended members
- Look for the NP Week promotional email going out to all members and Chapters
- Make available - the postcards to chapter meetings, mail them to prospects, or pass out to people interested in either the conference or CANP membership

Membership Committee

The Membership Committee will be meeting Monday, October 7 at 8:00 p.m. via conference call. Membership Committee members are conducting student presentations at all the nursing schools statewide. Committee members are also encouraged to reach out to prospective members and people that have not renewed their membership.

**Action for Chapters:**

- Refer schools and / or school contacts you may have to the Membership Committee
- Utilize the CANP Student Power Point presentation (available in the Resources section of the canpweb.org website) to present at the local school(s) in your Chapter's area
- Bring membership brochures to campuses and distribute them when you give the presentation

- Invite students to an “open house” Chapter meeting to introduce them to CANP

### *New Corporate Member*

[Novo Nordisk](#) recently joined CANP with memberships for five of their district managers. Novo Nordisk is a global healthcare company with nearly a century of innovation and achievement in diabetes care. Their portfolio of diabetes treatments and delivery systems is the most comprehensive available. They engage in programs and partnerships built on helping to improve the lives of patients with diabetes. Their aspiration is to defeat diabetes by finding better methods of diabetes prevention, detection, and treatment.

Novo Nordisk has since become a world leader in diabetes care. Their patient-centric philosophy has led to many advancements, including analog insulin, innovative delivery devices and research, and education and partnership initiatives that are helping to drive diabetes to the forefront of global health – and giving patients a voice. Novo Nordisk is dedicated to expanding pipeline of treatments to answer unmet medical needs, including hemostasis management.

Novo Nordisk has more than 4,800 employees nationwide. The headquarters of the United States core operations is located in Princeton, New Jersey. Novo Nordisk also has a research center located in Seattle, Washington. The research center builds upon Novo Nordisk's strong knowledge within the field of proteins, to further build the company's clinical pipeline of products for the treatment of chronic inflammatory diseases.

Other corporate members include Nurses Service Organization, California Casualty Home and Auto Insurance, Planned Parenthood and Registry of Physician Specialists, Shionogi Inc. and the NorCal DNP Program.

## **Strategic Plan**

CANP's Strategic Plan, was adopted by the CANP Board of Directors on November 9, 2012 and is displayed below.

### Mission

CANP is the unifying voice and networking forum for nurse practitioners, providing expert guidance and advancing the nurse practitioner profession statewide. We are committed to:

- Supporting nurse practitioners
- Bridging the gaps in health care
- Meeting the needs of patients

### Vision

CANP will revolutionize health care and the role of the nurse practitioner.

### Core Values

Integrity – We are committed to honesty and transparency in everything we do.

Compassion – We act with kindness and consideration toward others.

Respect – We are considerate of the differences of individuals and their respective contributions.

Accountability – Our ethics are demonstrated through our actions.

Communication and Collaboration – We endorse collaboration and are open to communication and feedback for continual improvement.

Professional Diversity – We are the only organization that advocates on behalf of all nurse practitioners.

Innovation – Through visionary leadership, we act with intention while encouraging creativity and new ideas.

### Strategic Goals

Membership – Increase the value and awareness of CANP to grow membership.

Board Leadership and Governance – Develop stronger governance and leadership. Develop an effective, fully integrated, synchronized statewide governance system.

Communications – Communicate and reinforce the value and role of NPs while positioning CANP as the most credible organization acting on behalf of NPs.

Advocacy / Government Relations – Advocate for NPs on policy, practice and professional development, build grassroots advocacy at the chapter level and grow the PAC fund.

Education / Professional Development – Develop and promote professional development opportunities to build influential and competent NP leaders and strengthen the NP role.