

ABNS Conducts Environmental Scan

At the October 2005 ABNS Assembly meeting, participants engaged in an environmental scan. The following summarizes the trends seen in Society, Government, Healthcare, Nursing, Credentialing, and the Association World. Based on these trends, the needs of the ABNS core members, members, customers and key stakeholders were identified. Lastly, the challenges and barriers to meeting these needs and responding to these trends were discussed.

Why conduct an environmental scan?

As a knowledge-based decision-making organization, the leaders of ABNS need data on which to base decisions and strategically address issues. Conducting an environmental scan allows an organization to identify trends and changes to previously identified trends that could potentially impact one's ability to achieve its vision and mission. Scanning the environment at frequently identified intervals allows an organization to be on the cutting edge of identifying those forces that will most impact the long term vision and activities it seeks to undertake.

The ABNS Vision, Mission and Success Markers

Given the ABNS Vision that Specialty nursing certification is THE standard by which the public recognizes quality nursing care, and its mission – ABNS promotes the value of specialty nursing certification to all stakeholders – the ideal state for ABNS has been identified through the following Success Markers:

- I. ABNS is the authoritative resource and voice for issues of specialty nursing certification.
- II. ABNS provides benefits that delight its members.
- III. ABNS provides a mechanism for accreditation and recognition of quality specialty nursing certification programs.
- IV. ABNS promotes research activities to advance knowledge regarding specialty nursing certification.

Identifying Trends and Forces

Forty-four participants were divided into small groups and assigned two of the categories for scanning. These categories included: Society, Government, Healthcare, Nursing, in general, Credentialing, and the Association World. To provide the context for the scan, participants were asked to look through the lenses of their own organizations as well as ABNS members as they identified trends and forces occurring in the six categories. It was noted that trends and forces could be both positive and negative. The question posed was “what are current and anticipated trends and forces impacting our vision/mission/success markers?”

A summary of the trends and forces identified are noted below.

SOCIETY

Changing/multiple careers

Global workforce

Impact on product development

Aging society

Increasing gap between haves and have nots

Baby boomers/Gen X/Gen Y
 Differing values
 Differing comfort with technology
Mobile society
 Impact on support system
Changing diversity

GOVERNMENT

Changes in Medicare
Deficits and funding of health care programs
State level decrease funding
Health care institutions asking for increased funds for disaster relief
Increase gap of uninsured
Cutting of funds for education
Disaster preparedness
Polarization of party views
 Centrists
State boards – APN
 Standardize
 Define
 Regulate
Communication between levels of government

HEALTH CARE

Aging population
 Workforce
 Caregivers
Baby boomers
Changing of wound to tomb and conglomerations
Changing of health care benefits and access to health care
Trends in specialization of nursing
Technology
 Virtual imaging
 E-records
Global migration of nursing
Acuity changes in hospital and home
Ethics
 End of life issue
 Beginning of life issues
 Cloning
Use of ancillary personnel
Regulatory issues
 Magnet Program
 JCAHO
 HIPPA

NURSING (in general)

Shortage of nursing faculty
Image of nursing
 Public
 Profession

Colleagues in healthcare – how nurses present themselves

Immigration

Commitment to professional development wide ranging

No standardized entry into practice or new levels

Use of UAP's

Nurses as "knowledge workers"

Age of nurses

Shortage

Recognized by public

New nurses

Ability to retain

Retirement

Wages/benefits

For profit mentality

Widening scope of practice

Cost of living/credentialing

Nursing as second career

Changing in population demographics

CREDENTIALING

Education to external healthcare providers

New credentialing

Excelsior

Aging nursing population

Simulation

Magnet status

Demand for competent healthcare providers

Quality Assurance

CAC efforts

Consumer access to credentialed nurses

State barriers to advance practice

CBT informatics

Portfolio

Credentialing of non-nurse care givers

Consumer knowledge

ASSOCIATION WORLD

Shifting face of member to customer

Alternative education offerings

Digitalization of assn services

"Instant" service demand

Evolution of role of volunteers

Leadership and governance training

Focus on strategy

Associations are not agents of change

Who are future customers/members?

Succession planning – future leaders

International outreach

Members more mobile

Cyberspace

Cost of doing business

Information overload
Value of membership of Gen X/Gen Y

Identifying Needs of ABNS Stakeholder Groups

Keeping in mind the vision, mission and success markers of ABNS, as well as the trends and forces identified in the previous exercise, participants were then asked to identify future needs of the stakeholder groups identified by ABNS as:

Core Members – All ABNS Regular Members/Associate Members/Potential Members
Members – Not for profit and for profit organizations that have an interest in the promotion of specialty nursing certification

Customers – MDs, Employers, Payors, Administrators, Regulators, Individual RNs, Educators

Key Stakeholders – the Public, Funding Agencies

A summary of the future needs of these groups are noted below:

CORE MEMBER NEEDS

Education re: trends in certification
Relationships with other organizations
Benchmarking best practices
Promotion of certification to stakeholder groups
Networking
Meeting certification
Research
Promoting ABNS membership
Lobbying
Promoting collaborative communication within and outside ABNS membership
Promoting nursing careers
Promoting relationships with other disciplines

MEMBER NEEDS

Understand value of certification
Differentiation between licensure certification and membership certification
Understand magnet initiative
ROI
 For profit/not for profit
 Bottom line
 PT safety
 Outcomes
Member's organization needs more information to help drive membership
 Profile of certified nurses

CUSTOMERS

Continuing need for education on certification
 Value – what is it?
 Education of customer subsets
 Employer needs
 Competent care providers

Communication/marketing
Advocacy role
Non-certified RN's need education

KEY STAKEHOLDERS

Dissemination of research re: care, competencies
JCAHO standard
Lobbying public, funders
How care is affected

Identifying Challenges, Issues and Barriers to Achieving the ABNS Vision, Mission, Success Markers and Meeting Future Needs of Its Stakeholder Groups

Lastly, participants identified the following challenges, issues and barriers to achieving the ABNS vision, mission, success markers and meeting future needs of its stakeholder groups:

- Financial resources limited
- Limited person-power in a small group
- Lack of recognition by other healthcare “institutions”
- Viability of individual organizations
- Impact of ABNS
- Understanding of benefit of certification
- Lack of clinical validation of value of certification?
- Lack of public awareness
- Nursing shortage
- Who's the care provider?
- Title problem for care providers

Summary

The ABNS Board of Directors would like to thank those participants for their thoughtful review and discussion of this environmental scan. Individual organizations are encouraged to compare their own data with that identified in this exercise and to discuss strategies to overcome the identified challenges, issues and barriers. The ABNS Board of Directors will use this valuable information to update its strategic plan and shape its future initiatives and programs.