



## CY 2023 Annual Report

2023 was a year of growth and future planning for The Pennsylvania Directors of Nursing Administration.

In January, we welcomed Angela Huffman from Real Time Medical Systems to our Board of Directors as the Area I Representative. At our January board meeting, the board approved the 2023 operating budget.

Through CY 2023, PADONA averaged over 500 members across the Commonwealth. Our membership representation by category is as follows:

Primary	314
Associate	50
Retired	2
Agency	58
Facility	51
Corporate	36
Honorary	2

PADONA members receive a variety of resources to assist with professional growth and development. Our daily, “News and Updates” is always packed full of industry information relevant to our membership. Our e-newsletter is also distributed bi-weekly. On Thursday of each week, we distribute our upcoming educational offerings. PADONA is an approved provider of nursing continuing professional development continuing education hours through PSNA, with distinction. Our approval, with distinction, represents our exemplary record-keeping and internal

processes specific to our RN professional development programs accredited through PSNA.

Our 35<sup>th</sup> annual conference was held March 28 – 31, 2023 at The Hotel Hershey. We hosted approximately 230 attendees onsite, 40 virtual attendees and 86 exhibitors. Attendees had the opportunity to earn up to 15 continuing education professional development hours through both NAB and PSNA upon successful attendance/completion of the sessions. Our Thursday evening party returned with Chris Woodward and Shindiggin' providing live music. This conference was very successful and serves as a significant source of our annual revenue.

We awarded six total scholarships with a monetary value of \$6,250 to eligible applicants, that included both monetary awards and complimentary attendance at our leadership development program. Scholarships were awarded to:

- Chris Coover and Brooke Shilling – \$1500 Awards – BSN Programs
- Amy Stalnecker – \$1000 Award – RN to BSN Program
- Maria Kiwagama, Molly McCullough, and Zackary Stringer – 2023 Leadership Development Program

In June, our Board of Directors met in Mechanicsburg for a strategic planning session intended to position the organization for future viability and success. At this meeting, the Board adopted a new logo along with updated mission and vision statements intended to represent our commitment to supporting post-acute professionals in their care of our Commonwealth seniors.

***Mission Statement:*** PADONA is committed to supporting post-acute professionals by providing resources, professional development, advocacy, and collaboration to enhance the quality of care and services to our seniors.

***Vision Statement:*** To develop post-acute professionals who advocate and demonstrate integrity, compassion, and competency in the care and services provided to our seniors.

This year was our first full year with a full-time Executive Director of Programs and Services. Sophie Campbell transitioned to PADONA full-time status in July 2022. Sophie was able to offer several new programs for our membership, including the

Inaugural Quality Symposium, Compliance Education Day, as well as a structured orientation and mentoring program for newly appointed Directors of Nursing.

A summary of the educational programming provided through this role is represented below:

<b>Programming Description</b>	<b>Number of Programs Completed</b>	<b>Number of Attendees</b>
Webinars - paid	21	195
Webinars – free		160
Summer Quality Symposium	-	25
Leadership Development Course	-	31
Directed Inservice Education	6	-
Director of Nursing Orientation / Mentoring	7	7
Other – Educational Programs	3	63
Other – Facility Clinical Engagements	20	-
Presentations on behalf of PADONA	35	-

In addition to providing education for our membership, Sophie also published and distributed 25 E-Newsletters throughout 2023. She has served on 4 committees representing the organization, including Pennsylvania HAI Committee, PHCA Workforce Committee, LAPA LTSS Committee, and Learning Network. She also exhibited at both the LeadingAge PA and PHCA Conferences.

Sophie has been integral in fostering relationships and collaborating with our partners; Teaching Nursing Home Collaborative (TNHC), AMI Rise, and The Bureau of Epidemiology. Our partnership with AMI Rise allows us to support new DON’s working within their collaborative by providing them educational programming, conference attendance, membership, and networking opportunities. PADONA is honored to be part of the AMI Rise workforce retention initiative focused on retention of new Directors of Nursing.

In August, we entered into an agreement with The Jewish Healthcare Foundation as a paid partner in the Pennsylvania Teaching Nursing Home Collaborative as part of the Revisiting Teaching Nursing Homes: Phase II Disseminating Across Pennsylvania Initiative. This three-year initiative is funded by the Jewish Healthcare Foundation

and John A. Hartman Foundation. These organizations share an interest in improving the quality of care in nursing homes, addressing workforce preparedness, and fostering better outcomes for nursing home residents.

In October, we entered a partnership with AMI RISE to provide a structured orientation, training, and mentoring program for thirty of their participating nurse leaders. This program will provide participants with a 1-year membership, annual conference attendance, routine virtual and live training programs and check-in opportunities, and peer networking. The hope is that this program will continue to evolve and be utilized to assist with nurse leaders' retention in the post-acute sector.

In October, we hosted our annual Leadership Development Course on a virtual platform. This four-day course is taught by industry experts and includes relevant topics for nurse leaders. This course serves as the prerequisite to our certification as a Nursing Director in Long-Term Care (CNDLTC). We had 38 total course participants with 22 newly becoming Certified Directors of Nursing in Long-Term Care. Both RN and NHA continuing development credits were available through participation in this program.

In preparation for our 2024 conference, speaker proposals were solicited for relevant and timely topics. We received 25 speaker proposals in response. Our 2024 conference agenda includes 17 different educational programs and offers opportunity for 15.5 credit hours. Based on 2023 attendee feedback, we made some changes to our agenda that include expanding exhibit hours, incorporating more free time throughout the conference, and beginning the full conference on Tuesday. Our Thursday evening party is also returning. For the second year, we are offering a session from CMS in addition to PA DOH and the OLTL.

In October, we received notice of our long-time Administrative Assistant's intent to retire at the end of 2023. Since 1987, Candy Jones has served PADONA members in her role. A search for her replacement commenced and LuAnn White was subsequently hired to replace Candy in her role. LuAnn joined PADONA in mid-November and worked closely with Candy during her remaining time with the organization.

In December, we welcomed Kim Ratliff, DON at Wesley Enhanced Living Main Line to our Board of Directors as Area III Representative. The Board also unanimously voted

to restructure the titles of PADONA staff. A first revision and reading of the organization's bylaws were presented during the December board meeting by the bylaws committee. A summary of proposed bylaw amendments include:

- Incorporates updated mission and vision statements
- Addition of a corporate membership category
- Changes all long-term care references to post-acute care
- Clarifies the responsibilities and powers of the board of directors
- Defines board of directors composition
- Clarifies board of directors terms limits
- Addition of board of directors attendance requirements
- Updates staff titles
- Addition of at-large member(s) of board of directors
- Addition of executive committee of board of directors
- Addition of indemnification and insurance provisions
- Updates and clarifies the bylaws revision process
- Updates and clarifies voting member actions and conditions

PADONA contracts with Smith Elliott Kearns and Company (“SEK”) to prepare quarterly financial statements, payroll management, and IRS 990 and 1099 filings. In 2023, our financial position remained stable. Our top line revenue was \$494, 124. 2023 revenue was 22% higher than 2022. Two of the biggest contributors were an increase of \$60K in 2023 conference income and \$54K increase in program income not including the AMI RISE collaborative income. Because we operate under cash-based accounting procedures, the AMI RISE collaborative income will be formally recognized in 2024. Including this income, our top line revenue was 42% higher than the prior year.

Our 2023 operating expenses were \$528K, a 38% increase from the prior year. The largest contributors were a \$65K increase in conference expenses and a \$57K increase in program expenses.

At the end of 2023, our current assets, which include cash and cash equivalents was \$555,107, which is a 5% decrease over the same prior year period. Our liabilities include a \$150k Small Business Administration Loan obtained during the COVID pandemic.

A five – year comparison of our financial performance is included in the chart below.

## 5-YEAR FINANCIAL PERFORMANCE COMPARISON

	2019	2020	2021	2022	2023
<b><i>Income</i></b>					
Total Conference Income	\$ 357,070	\$ 256,993	\$ 110,267	\$ 304,601	\$ 332,635
Total Membership Dues	\$ 49,340	\$ 39,660	\$ 38,460	\$ 38,430	\$ 42,890
Program Income	\$ 39,366	\$ 7,582	\$ 28,220	\$ 59,345	\$ 113,733
<b>GROSS INCOME</b>	<b>\$ 448,057</b>	<b>\$ 304,542</b>	<b>\$ 177,121</b>	<b>\$ 404,533</b>	<b>\$ 574,124</b>
<b><i>Expenses</i></b>					
Total Conference Expense	\$ 235,067	\$ 250,088	\$ 59,500	\$ 174,818	\$ 240,002
Total Program Expenses	\$ 4,437	\$ 2,244	\$ -	\$ 1,200	\$ 15,796
Total Operations and Consulting	\$ 144,267	\$ 135,041	\$ 130,311	\$ 188,978	\$ 239,517
Total Business Expense	\$ 27,121	\$ 9,397	\$ 8,140	\$ 16,300	\$ 28,750
<b>GROSS EXPENSES</b>	<b>\$ 412,892</b>	<b>\$ 405,270</b>	<b>\$ 202,951</b>	<b>\$ 381,295</b>	<b>\$ 528,065</b>
<b>NET INCOME(LOSS)</b>	<b>\$ 35,165</b>	<b>\$ (100,728)</b>	<b>\$ (25,830)</b>	<b>\$ 23,238</b>	<b>\$ 46,059</b>

*\*2023 includes AMI RISE collaborative income for comparison purposes.*

It has been my pleasure to serve our membership over the past six years and look forward to continuing growing the organization to meet the needs of long-term care professionals.

Respectfully Submitted,  
 Candace McMullen  
 CEO/President  
 March 18, 2024