State of the Association
November 2015

Katrina Crist, MBA, CAE
Chief Executive Officer
2015 membership totals

Statistics

- **15,371** total members *(as of 11/6/15)*
- **2%** increase compared to 2014 YE
- **12,022** renewing members *(78% retention rate)*
- **3,349** new members
Chapters

- No chapter: 37%
- Chapters: 63%
Domestic vs. international

- US (domestic): 95%
- Canada: 2%
- International: 3%
Three themes

- Rapid response
- Meeting members where they are
- Defining the need: Framing the future
Rapid Response

Response during a time of crisis helped us to better address day-to-day member needs and plan for the future.
Meeting members where they are

Resources to meet member needs

Communications when members are ready
<table>
<thead>
<tr>
<th>Member Needs Assessment</th>
<th>Educational Surveys</th>
</tr>
</thead>
<tbody>
<tr>
<td>Committee Conversations</td>
<td>IPTalk and member communities</td>
</tr>
<tr>
<td>Member Comments</td>
<td>Reader Surveys</td>
</tr>
<tr>
<td>Chapter Feedback</td>
<td>MegaSurvey</td>
</tr>
</tbody>
</table>
### APIC 2015 Nashville

<table>
<thead>
<tr>
<th>Category</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Registrants</td>
<td>4,603</td>
</tr>
<tr>
<td>Member/Nonmember Registration (Full conference, One day)</td>
<td>2,904</td>
</tr>
<tr>
<td>CE Exhibitor</td>
<td>127</td>
</tr>
<tr>
<td>Exhibitors</td>
<td>1,532</td>
</tr>
<tr>
<td>Exhibit Hall only</td>
<td>185</td>
</tr>
<tr>
<td>Press</td>
<td>12</td>
</tr>
</tbody>
</table>
Innovating to meet needs

**EPI Intensive**
- 6 cities in 2015, 8 cities in 2016
- Relaxed learning format
- Novice level of expertise

**Academies**
Spring & Fall Offerings include EPI and ACS

**ASC 102**
Higher level class for Ambulatory Surgery

**Advanced Practice Workshops**
Negotiations, Construction & Renovation, Budget Management

**Virtual Learning Labs**
EPI Analytics, Basic Statistics, Health IT
Expanding opportunities: HRET

Subcontractor on major federal grant program, aimed at reducing CAUTI and SSI and providing mentoring and resources to acute care, ASC, and LTC settings

- APIC member experts as mentors and faculty
- ICU-focused CAUTI video
- Sustainability Guide for improved quality healthcare (Acute inpatient care)
- 2 LTC infographics
- LTC Unit Guide (based on the APIC LTC Manual)
- Prevention Strategist LTC Supplement
APIC Text Online – enhanced platform

- 2050 individual users
- 75 institutional users
- Enhanced product features
- Increased utility

New and revised titles

- Infection Prevention Manual for Construction & Renovation
- Hand Hygiene Implementation Guide
- Certification Study Guide
Public Policy

- Lead coalition in support of federal HAI and antibiotic resistance prevention efforts
  - Garnered 53 partners including healthcare associations, corporate partners and consumer groups

- Informed CDC, CMS, HHS, and the FDA on regulatory issues

Member Outreach
- Capitol Hill visits
- VIP Action e-list (email)
- Website updates on current regulatory and legislative proposals
- Strategic Partner updates
- Chapter updates
- Webinars
Defining the Need: Framing the Future

- Increasing IP Value
  - Broadening influence
  - Expanding boundaries
  - Promoting IP leadership
  - Advancing implementation science and research
  - Creating collaborative relationships
  - Collecting data
## Strategic Plan 2020

<table>
<thead>
<tr>
<th>Strategic Priority</th>
<th>2020 Target</th>
<th>2014 Progress</th>
<th>Change from last year</th>
<th>On Track</th>
</tr>
</thead>
<tbody>
<tr>
<td>Patient Safety</td>
<td>100,000 consumer interactions</td>
<td>155,266</td>
<td>↑ 123,163</td>
<td></td>
</tr>
<tr>
<td>Patient Safety</td>
<td>60 organizational communications</td>
<td>14</td>
<td>↑ 9</td>
<td></td>
</tr>
<tr>
<td>Implementation Science</td>
<td>100 courses and published resources*</td>
<td>65</td>
<td>↑ 6</td>
<td></td>
</tr>
<tr>
<td>Implementation Science</td>
<td>1,000 facilities</td>
<td>1,589</td>
<td>↑ 1,589</td>
<td></td>
</tr>
<tr>
<td>IP Competencies/CIC</td>
<td>10,000 CICs</td>
<td>5,944</td>
<td>↑ 260</td>
<td></td>
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<tr>
<td>IP Competencies/CIC</td>
<td>1,000 advanced practice designation</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>IP Competencies/CIC</td>
<td>450 participants in research training</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Advocacy</td>
<td>3,000 subscribers to advocacy update</td>
<td>1,907</td>
<td>↑ 334</td>
<td></td>
</tr>
<tr>
<td>Advocacy</td>
<td>5,000 clicks on regulatory resources</td>
<td>3,553</td>
<td>↑ 1,117</td>
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</tr>
<tr>
<td>Advocacy</td>
<td>3,000 clicks on public policy agenda</td>
<td>n/a</td>
<td>n/a</td>
<td></td>
</tr>
<tr>
<td>Data Standardization</td>
<td>40 organizations supporting NHSN</td>
<td>31</td>
<td>↑ 2</td>
<td></td>
</tr>
<tr>
<td>Data Standardization</td>
<td>3,700 members take action*</td>
<td>1,154</td>
<td>↑ 1,154</td>
<td></td>
</tr>
</tbody>
</table>

*non-cumulative  

n/a = initiative in development  

Green = High probability of achieving 2020 target  

Yellow = Medium probability of achieving 2020 target  

Red = Low probability of achieving 2020 target
Results will allow APIC both to define the needs, lay the groundwork, and shape the future

- will give us the most far-reaching, comprehensive, industry-wide data on the IP profession
- will tell the story of the profession
- members have a role in shaping the future

Learn more apic.org/MegaSurvey
• 4,062 IPs completed the MegaSurvey (out of 12,900)
• Percent return is 31%
• Sample is highly credible and representative
• Data is currently being analyzed by independent firm
• Compensation Report anticipated to be released by end of this year
• Organizational Structure & Competencies Reports to be released in mid-2016
• Research Committee drafting executive summary for publication in AJIC next year
Educational sessions, advanced workshops, *Prevention Strategist* articles, APIC/SHEA joint leadership development program, and an advanced designation program.

Committees, editorial panels, advisory groups, and task forces

**Chapters act as incubators**
- Chapters provide IPs with opportunities for learning and demonstrating leadership

**Growth and sustainability for chapters**
- Journal Clubs
- Policies and procedures around corporate relations
- Conducted *Chapter Health Survey* in 2015
Challenges over next few years:

- Serving a diverse membership (alternate practice settings, international)
- Recruiting and educating a new generation of IPs as the first generation retires over next 5 years
- Keeping up the pace and momentum for more CICs
- Increasing data management, research, and leadership competencies
- Collecting and using data on current IPC programs to drive change and promote APIC standards for effective programs
- Increasing the value of IPs in their facilities and beyond
In Summary, 2015 focused on three themes to advance IPs and the profession

- Rapid response
- Meeting members where they are
- Defining the need: Framing the future

2016 will build on the success of this year as APIC continues to align priorities with the strategy outlined in the 2020 Vision & Strategic Plan
