



AORN NAMES JUDY PINS NEW PRESIDENT OF PFIEDLER ENTERPRISES

DENVER, COLO. September 22, 2016 – The Association of periOperative Registered Nurses (AORN) today announced Judy Pins, RN, MBA, MHRD, has been named President of [Pfiedler Enterprises](#), a wholly-owned, for profit subsidiary of AORN, Inc. Effective October 31, 2016, Pins will have responsibility for operations, growth, and profitability of the medical and nursing education organization. She will report directly to Linda Groah, MSN, RN, CNOR, NEA-BC, FAAN, CEO/Executive Director, [AORN Inc.](#)

Pins is a 35-year veteran in health care management, most recently as partner and vice president of business development with Pins Productions, a Chicago-based company that provides market research, educational video projects, thought leadership events and national presentations for health care professionals. Previously, she was vice president and general manager for Cardinal Health's Consulting Division where she was responsible for sales, marketing, finance, legal and ongoing development of 300 consultants. Under Pins' leadership, the consulting organization's sales grew to \$60 million. Pins has also in the past provided consulting services to AORN in support of sales, board management, and professional development for the Association's membership.

"During her career, Judy has built an impressive track record of strategic, operational and commercial accomplishments. She has proven to be a successful and trusted leader and brings to this position a strong reputation for developing people and inspiring teams. Her experience will be a valuable asset as Pfiedler Enterprises continues to accelerate growth through new and expanded educational products and services for the medical community," said Linda Groah.

Pfiedler Enterprises was founded as Education Design in 1981 to meet the learning needs of surgeons and perioperative nurses. As surgical practices' advanced, the organization's founders, Judith I. Pfister, RN, BSN, MBA and Julia A. Kneedler, RN, MS, EdD, developed live symposia with traditional lectures and panel discussions, intensive hands-on workshops, web-based and self-directed learning.

Acquired by AORN, Inc., in October, 2015, Pfiedler Enterprises today provides more than 100 online nursing courses to more than 300,000 online users. The organization is accredited by the Accreditation Council for Continuing Medical Education (ACCME) to provide continuing medical education (CME) to physicians since 2002.

About AORN

AORN represents the interests of more than 160,000 perioperative nurses by providing nursing education, standards, and practice resources—including the peer-reviewed, monthly publication AORN Journal—to enable optimal outcomes for patients undergoing operative and other invasive procedures. AORN's 40,000 registered nurse members manage, teach, and practice perioperative nursing, are enrolled in nursing education or are engaged in perioperative research. Its members include perioperative nurses who work in hospitals, ambulatory and office-based settings and in related business and industry sectors. AORN's mission is to promote safety and optimal outcomes for patients undergoing operative and other invasive procedures by providing practice support and professional development opportunities to perioperative nurses. For more information, visit www.aorn.org.