OUR MISSION
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, and collaborate with professional and regulatory organizations, industry leaders, and other health care partners who support the mission.

AND VISION
To be the indispensable resource for evidence-based practice and education that establishes the standards of excellence in the delivery of perioperative nursing care.

LETTER FROM OUR CEO/EXECUTIVE DIRECTOR
Welcome to our 2011 annual report, Optimal Outcomes.

On behalf of our board of directors and our incredible staff, it’s an honor to tell you about our inspiring nurse members, our innovative industry partners, and our work in large and small health care facilities where we help guide perioperative practice. Together, we share a common mission of improving surgical outcomes and keeping patients and workers safe.

In 2011, AORN made progress in implementing our 2009 reorganization plan. Our key focus is to increase our relevance and better recruit and retain membership while collaborating in more meaningful ways with our partners in the operating room. We took an ever-increasing closer look at how and where we might improve our value and found opportunities to:

• Increase access to perioperative education for nurses across the country by providing regional education events and free continuing education credits;
• Expand our range and depth of education products for the rapidly growing field of ambulatory surgery centers;
• Redesign our website to make it more user-friendly; and
• Grow our social media network of “friends” and fans to better represent our influence in patient and worker safety.

In 2011, we improved and expanded on:

• Congress, the largest surgical products trade show in the U.S. and the largest gathering of perioperative nurses in the world.
• Perioperative Standards and Recommended Practice, the evidence-based resource for perioperative professionals and AORN Journal, the peer-reviewed practice leader in perioperative care.

Adaptability is vital for nurses, health care organizations and medical technology companies. We must work harder and smarter just to keep up with key issues, new regulations, and technological innovations that continue to move at lightning speed. To enable innovation in our association, and to support those who share in our mission to promote safety and optimal outcomes for patients undergoing operative and other invasive procedures, we must also manage our human and financial resources.

In this report, you’ll read of our successes, our goals and our challenges to deliver new research, education products and services as we continue as your partner and indispensable resource for the perioperative nurse professional.

It is our privilege to serve you,

Linda Groah, RN, MSN, CNOR, NEA-BC, FAAN
CEO/Executive Director
WHO WE SERVE

PERIOPERATIVE NURSES
HEALTH CARE ORGANIZATIONS
INDUSTRY PARTNERS
THE 160,000 PERIOPERATIVE NURSES ON THE FRONT LINES OF PATIENT CARE.

We are committed to your professional development, safety and skill, ensuring safe surgical practices and optimal patient outcomes.

No matter where you work, how much you know, what your experience or age, AORN is your first point of reference for safe perioperative practice.

We spotlight the importance of perioperative nursing and support your growth by providing continuing education and leadership development. AORN connects you to valuable career and practice resources and a close-knit community of peers.

Through AORN, our members are connected to 160,000 perioperative registered nurses and more than 41,000 active members.
NEW IN 2011

www.aorn.org
Our redesigned website is more user friendly with improved searchability for our 1 million+ visitors annually.

Periop Insider
We introduced Periop Insider, a weekly e-newsletter with exclusive, up to the minute insights on federal regulation, state policy, best practices, and technology adoption for the perioperative nurse, educator, and leader.

Free Continuing Education Credits
We now offer members 25 free continuing education credits each year.

Facebook and ORNurseLink
ORNurseLink, our community platform, opened to non-members to generate more discussion, while our growing community of fans enjoyed bite-sized Q&As for their daily practice, and community connection on AORN’s Facebook page.

LOOKING FORWARD

Nurse Executive Division
Networking, education, information. The AORN Nurse Executive Division is expanding our reputation for excellence in the clinical setting to include the business side of the OR. The new division will meet the unique needs of perioperative nurse leaders.

Universal Access
We are providing greater value by developing customized membership packages for individual health care organizations. With Universal Access, AORN is opening perioperative care to a wider level of professional engagement.
HEALTH CARE ORGANIZATIONS

THE 5,000 HOSPITALS AND 6,000 AMBULATORY SURGERY CENTERS THAT RECRUIT, EDUCATE AND RETAIN THE NATION’S BEST PERIOPERATIVE NURSES.

Health care facilities need perioperative nurses steeped in the disciplines of infection control, electronic documentation, patient safety practices, case management and staff leadership.

Our evidence-based education brings current research and knowledge to the nursing practice setting with products and services that are planned, developed and managed with input from perioperative practitioners, accrediting and regulatory agencies.
NEW IN 2011

Career Center
A top 5 job board for nursing professionals, connects job seekers to prestigious health care organizations.

Nurse Education and Nurse Residencies Expansion
We partnered with six national distribution partners to bring *Periop 101*, the gold standard for OR nurse on-boarding, to more facilities and into nursing residency programs.

Distribution partners:
• HealthStream
• MC Strategies
• Net Learning
• Versant
• Cine-Med
• Association of Women’s Health, Obstetric and Neonatal Nurses (AWHONN)

LOOKING FORWARD

Partnerships
We are developing long-term relationships with key health care organizations, including hospitals and ambulatory surgery centers, helping them address long-term recruitment and retention issues. We will continue to develop educational solutions to support competent perioperative practices that reduce costs and save lives wherever invasive procedures are performed.

500+ POSTED JOBS
4,000+ REGISTERED EMPLOYERS
37,000+ PAGE VIEWS PER MONTH
40,000+ AORN MEMBERS
250+ LINKS TO ASSOCIATIONS IN JOB BOARD NETWORKS (NHON)
The operating room environment is rich with technology and, within it, the medical technology industry plays an essential role in product innovation. That’s why working with AORN is an indispensable part of the medical industry’s technology research and go-to market plans.

AORN’s 41,000 members make or influence hundreds of purchasing decisions in the perioperative environment. Our evidence-based standards define best practices in the OR and set the context for product development. In partnership with industry, AORN brings education resources to the perioperative professional. Educated nurses are influential nurses.
NEW IN 2011

In 2011, we worked closely with the medical technology leaders to:

• Create and host sponsored regional education events on the topics of infection prevention, medication safety, tissue management, electrosurgery, ultrasonics and stapling techniques allowing AORN to present no-cost education and hands-on training opportunities for perioperative nurses.
• Add Prevention of Retained Surgical Items as a Confidence-Based Learning module, present the annual Leadership Conference and the AORN Ambulatory Certificate program.

LOOKING FORWARD

In the next several years, AORN’s industry-focused team will:

• Continue to present regional education events with help from industry grants.
• Develop market research opportunities for our industry partners to gain greater insight into the surgical setting.
• Work with industry partners to sponsor and develop new implementation tools for Perioperative Standards and Recommended Practices.
THE DIFFERENCE WE MAKE

EDUCATION
CONGRESS
PUBLICATIONS
ADVOCACY
EDUCATING NEW AND EXPERIENCED PERIOPERATIVE NURSES IN BEST PRACTICES, REGULATORY STANDARDS AND NEW TECHNOLOGY, ALL WITH A FOCUS ON PATIENT SAFETY AND OPTIMAL OUTCOMES.

Our education materials help new perioperative nurses succeed in their essential role of ensuring operating room patient safety and the best possible outcomes.

Our education materials help experienced perioperative nurses, leaders, nurse managers, and facility administrators safeguard patient and worker safety, comply with regulations, staff appropriately and guard against infection.

In 2011, 116,000 nurses used our education resources to earn 246,000 contact hours.
WHAT WE OFFER

**Periop 101: A Core Curriculum**
For new or returning perioperative nurses, our **26** education modules are continually updated for all surgical settings to reflect AORN’s peer-reviewed *Perioperative Standards and Recommended Practices*.

**Ambulatory Education:**
Ambulatory specific education tools are developed by experienced ASC nurses and now include an infection prevention tool for use in ASCs to align with the CMS Infection Control and Surveyor Worksheet.

**Confidence-Based Learning:**
This online program confirms what knowledge the experienced nurse has and what areas they may need to review. Learners continue through each module until they have achieved mastery.

**Continuing Education:**
AORN provides standards and education materials necessary to achieve certification in perioperative nursing (CNOR) and information necessary to meet the "AORN standards for RN first assistant education programs" (RNFA).

NEW IN 2011

AORN education services and products closely align with the Institute of Medicine’s recommendations presented by the IOM and the Robert Wood Johnson Foundation in the report, the *Future of Nursing: Leading Change, Advancing Health*.

In addition to evidence based, peer reviewed material for safe practices in the OR, AORN now provides extensive education programs that address the IOM report’s recommendations for nurses to take on a greater leadership role.

**Expanded regional education events**
We expanded our free, hands-on education events to provide new courses on infection prevention, medication safety, tissue management, electrosurgery, ultrasonics, and stapling techniques.
CONGRESS

12 TRACKS, 6 DAYS, 1 AMAZING ANNUAL EVENT
WITH 5,000 NURSES AND 5,000 MEDICAL
INDUSTRY REPRESENTATIVES.

AORN’s Congress, now in its 59th year, is the largest gathering of perioperative professionals in the world, and the largest surgical products trade show in the U.S.

Congress combines inspirational, world-class speakers, hot topic discussions about issues affecting perioperative nurses and surgical safety with the chance to meet old and new friends. Perioperative nurses and industry leaders come together as a team to collaborate on patient safety, product use and cost-effective purchasing decisions.
NEW IN 2011

The 58th AORN Congress was held in Philadelphia and generated more than $70 million in revenue for the “City of Brotherly Love”.

• 5,235 perioperative professionals attended from 2,226 health care facilities and 39 countries.

• 100+ sessions awarded CEs and covered education topics on 12 tracks that ranged from ambulatory surgery to leadership management, to infection control and professional development.

• 5,348 industry partners represented 515 exhibiting companies. More than 86% of exhibitors were happy with the quality of the booth traffic, because:
  – 78% of attendees influence the purchasing decision, and
  – 18% are a part of a purchasing evaluation committee.
  – 71% spend more than five hours on the exhibit floor.

LOOKING FORWARD

eCongress

This year AORN will present an online extension of Congress featuring select Congress education sessions. Registrants will be able to interact with speakers and exhibitors for a two-day, live event in May. They can also continue building peer networks with eCongress all year.
PERIOPERATIVE STANDARDS AND RECOMMENDED PRACTICES IS THE GOLD STANDARD TO SUPPORT SAFE SURGICAL PRACTICES IN THE INPATIENT AND AMBULATORY SETTINGS.

Our family of nationally acclaimed publications includes AORN Journal, the voice of perioperative nursing; our Perioperative Standards and Recommended Practices; independent study guides; policy and practice manuals; and job descriptions and competency evaluation tools.

OR nurses, facility managers and industry innovators turn to our Perioperative Standards and Recommended Practices, available in print, e-subscription or on CD-Rom, for the final word on optimal surgical patient care and safe work environments.

Our recommended practices are acknowledged as “best in class” by worldwide regulatory and scientific agencies, including The Joint Commission, the World Health Organization (WHO), and the Centers for Medicare and Medicaid Services (CMS).
NEW IN 2011

3 new recommended practices:
• Prevention of Deep Vein Thrombosis
• Medication Safety in the Perioperative Setting
• Perioperative Health Care Information Management

In response to requests from members for assistance with implementing the AORN recommended practices (RPs), AORN proudly presented newly created RP Summaries and RP Implementation Guides. The RP Summary provides the key elements of an RP document at a glance and can be used as an adjunct document to the complete RP. The RP Implementation Guide is designed to assist perioperative nurses with implementing AORN RPs in hospital ambulatory and other perioperative practice settings. RP Summaries and Implementation Guides have become a regular feature in the AORN Journal.

LOOKING FORWARD

Evidence rating is a widely accepted process for supporting recommendations about clinical decisions. In 2010, the AORN board of directors voted to create a process for rating the scientific evidence that supports our recommended practices.

In 2011, we created a new authoring tool to support evidence rating and in 2012, we will begin to publish the evidence rating for all of our recommended practices.
ADVOCACY AND PUBLIC POLICY

GIVING OUR 41,000 MEMBERS A VOICE IN LAWS THAT IMPROVE PATIENT CARE AND SAFEGUARD THE PERIOPERATIVE NURSE’S ROLE.

AORN Government Affairs department supports advocacy on behalf of perioperative nurses before legislative and regulatory bodies at both the state and federal levels.

Based on recommendations from the AORN National Legislative Committee and the President-elect, each year the AORN board of directors establishes legislative priorities for the Government Affairs department to pursue in legislative and regulatory arenas nationwide.
RN AS CIRCULATOR

AORN maintains that every surgical patient deserves a perioperative registered nurse for the duration of any operation or other invasive procedure and actively promotes laws to ensure the supervisory presence of the professional RN in perioperative settings.

NEW IN 2011

At the state level, we worked to pass RN circulator legislation. In Michigan, we secured passage of legislation so that hospitals will report on whether they have a nurse in every operating room.

We monitor and respond to nursing workplace and allied health-related legislation that affects perioperative nurses’ scope of practice.

We work with policy makers to develop rules that require ASCs to meet quality measures. We support health care reforms that value perioperative nursing’s essential role.

COLLABORATION

Our mission to support patient safety and optimal outcomes depends on continued collaboration with partners who support the AORN mission. In 2011 this included more than 30 associations and professional groups where AORN professionals serve on boards and committees to evaluate evidence and shape policies and best practices.

Professional Affiliations (partial list)

- Alliance for Nursing Informatics (ANIA)
- American Association for Accreditation of Ambulatory Surgery Facilities (AAAASF)
- American College of Surgeons (ACS)
- American Nurses Association (ANA)
- Association for the Advancement of Medical Instrumentation (AAMI)
- Association for Professionals in Infection Control (APIC)
- Centers for Disease Control and Prevention (CDC)
- Council on Surgical & Perioperative Safety (CSPS)
- Facility Guidelines Institute (FGI)
- Institute of Medicine (IOM)
- International Association of Healthcare Central Service Materials Management (IAHCSMM)
- National Patient Safety Foundation (NPSF)
- National Quality Forum (NQF)
- Occupational Safety and Health Administration (OSHA)
- The Joint Commission (TJC)
- The World Health Organization (WHO)

Across the U.S. AORN annually works with health care organizations and perioperative professionals to promote continued awareness of Time Out for Every Patient, Every Time in June, Perioperative Nurse Week in October, and Fire Safety Awareness Month in November.
Standardized, evidence-based terminology documents perioperative patient care.

The AORN Syntegrity® Standardized Perioperative Framework drives what is needed to document safe patient care for quality reporting purposes. The AORN Syntegrity Framework provides structure by utilizing the 3rd edition of the Perioperative Nursing Data Set (PNDS) to automate standardized documentation based upon evidence based practice.

A web-based online Companion Guide accompanies the AORN Syntegrity Standardized Perioperative Framework and has been redesigned to facilitate easier system integration, is user friendly, and easy to navigate. The online Companion Guide will assist perioperative nurses to better understand the PNDS language and to design an electronic perioperative record that addresses their needs for documenting quality patient care.

SYNTEGRITY® INCLUDES:

- 1800 procedures;
- 153 nursing interventions;
- 74 nursing diagnoses;
- 38 outcomes;
- 19 regulatory agency standards; and
- 4 phases of care

NEW FOR 2011

- Our list of vendor partners is growing and now includes Picis, Cerner Corp. and Surgical Information Systems (SIS).
- AORN signed a partnership agreement with the American Nursing Association (ANA) and National Database of Nursing Quality Indicators to add two perioperative nursing quality measures.
- SYNTEGRITY procedures are now mapped to ICD-10, an upcoming, mandatory coding language.
PROVIDING SCHOLARSHIPS AND EDUCATION
SUPPORT TO HELP NURSES SECURE CONTINUED
PROFESSIONAL ADVANCEMENT.

For 20 years the AORN Foundation has focused on improving patient safety by supporting perioperative nurses through funding educational learning resources, scholarships to support the continued advancement of perioperative nurses, and patient safety initiatives and research.

A separate philanthropic arm of AORN, the AORN Foundation funds academic scholarships, research grants, professional development scholarship and patient safety resources such as Tool Kits, webinars, regional education events and seminars.

In 2011, the Foundation provided academic scholarships to 71 nurses and nurse students. 270 professional development scholarships were awarded for members to attend Congress. The Foundation will celebrate its 20th Anniversary throughout 2012.
AORN WORKS

AORN WORKS’ INTERIM NURSE MANAGEMENT STAFFING SERVICE SIMPLIFIES HEALTH CARE FACILITIES’ SEARCH FOR QUALIFIED, EXPERIENCED PERIOPERATIVE LEADERS.

As a subsidiary of AORN, AORN Works has the inside knowledge that’s necessary to fill health care facilities’ interim nursing management needs.

In 2011, AORN Works streamlined the business model to focus exclusively on interim staffing. Along with years of experience, AORN Works’ nurses bring the latest knowledge, best practices from AORN’s Perioperative Standards and Recommended Practices. Every professional is evaluated for their cultural fit, keeping facilities’ volume, needs, location and skill requirements top of mind.
In 2011, the Association produced strong financial results. Revenues increased from $18.9M to $19.4M, a 2.5% annual growth and profits for the third consecutive year were positive.

Similar to many organizations, the recession of 2008 impacted AORN, as noted by the significant loss. During late 2008 and early 2009, management and the board of directors reviewed various member programs and operations and made difficult decisions to ensure the long-term viability of the association. Those tough decisions turned around the financial performance of the association. Since then, the organization has been able to maintain expenses, improve the efficiencies of member programs and return back to an appropriate level of profitability. Fiscal year 2011, marked seven out of the last eight years of positive income.

Historically, Congress accounts for the largest funding (37%) of AORN revenues. In 2011, Congress was in Philadelphia, attracting more than 5,200 nursing professionals and over 500 exhibiting companies. Both figures were increases from 2010.

In 2011, had a second consecutive year of membership growth. Membership ended the year at 40,878, the largest year-end figure since 2008. Programs such as 25 free continuing education credits to members, the introduction of weekly e-mail newsletter, Periop Insider, improvements in social media and other programs helped achieved this figure.

Finally, 2011 reported record highs in the licensing and usage of the Periop 101 program (an on-boarding program educating nurses at their hospitals for the perioperative environment) and purchasing the Perioperative Standards and Recommended Practices (print and e-subscription).

Going forward, the association expects continued growth in member programs, while we use the surplus dollars to invest in new initiatives to advance the mission.
2011 AORN BOARD OF DIRECTORS

The AORN board of directors is very proud of the work and accomplishments achieved by the association in 2011. We thank our team of dedicated professionals for their continued commitment to our mission and our ability to make AORN the leader in advocating for excellence in perioperative practice and health care.

Anne Marie Herlehy, DNP, RN, CNOR; President
Deborah Spratt, MPA, BSN, RN, CNOR, NEA-BC, CRCST; President-Elect
Rosemarie Schroeder, BSN, RN, CNOR; Vice President
Jane Kusler-Jensen, MBA, BSN, RN, CNOR; Secretary
Anne Fairchild, MS, BSN, RN, CNOR; Treasurer
Renae Battie, MN, RN, CNOR
Denise Jackson, MSN, RN, CNS, CRNFA
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