

Clinical Nutrition Management

a dietetic practice group of the
eat right. Academy of Nutrition
and Dietetics

Annual Report

June 1, 2011-May 31, 2012

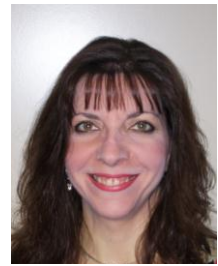
Clinical Nutrition Management (CNM) Dietetic Practice Group (DPG44)

Submitted by: Sherri Jones, MS, MBA, RD, LDN, Chair 2011-2012



CNM Executive Committee (2011-2012)

Introduction... From The 2011-2012 Chair



I am pleased to introduce the 2011-2012 annual report of the Clinical Nutrition Management (CNM) Dietetic Practice Group (DPG) of the Academy of Nutrition and Dietetics. The annual report reflects the activities of the 2011-2012 CNM Executive Committee (EC). The EC worked to support the established CNM 2010-2013 three year Strategic Plan with a primary focus of enhancing our member benefits and expanding our member incentives and resources.

In order to improve and better meet the needs of our members, the EC made the bold decision to utilize our financial reserves. The additional funds were needed to establish a contractual partnership with an administrative support company; which in turn helped to facilitate the development and maintenance of a new more robust CNM website. Through the improved website, many of our CNM strategic plan goals and strategies can be achieved.

In addition to the new website, over the past year the EC also worked to increase communication with and acknowledgement of our members, as well as raise exposure of our DPG. With increased communication, marketing, and incentives, CNM increased its membership to 2,397 as of May 31, 2012. This reflects a **16% increase in members** from the previous year. I attribute this to the hard work and dedication of our EC.

As you read through the report you should be pleased with the outcomes from the past year. CNM is made up of some very skilled and amazing people and I was lucky enough to work with them on the CNM EC. I would like to dedicate this annual report to the members of the 2011-2012 CNM Executive Committee and thank them for a successful year.

Respectfully Submitted,
Sherri Jones, MS, MBA, RD, LDN

2010-2013 CNM Strategic Plan

Vision

To be recognized as valued leaders in healthcare

Mission

To shape leadership to advance nutrition practices in healthcare

Please access the comprehensive strategic plan @ www.cnmdpg.org which outlines the goals and strategies identified to achieve the vision and mission.

2010-2013 CNM Strategic Plan Goals

GOAL 1: Current and prospective members view the CNM dietetic practice group as key to their leadership success.

GOAL 2: Advance clinical nutrition practices consistent with the six aims and five core competencies of the Institute of Medicine (IOM).

GOAL 3: Equip members to lead and manage in a rapidly changing environment.

The following activities accomplished by the CNM Executive Committee support the CNM Strategic Plan goals as outlined above:

Member Education and Development

FNCE 2011 in San Diego – CNM Sponsored Spotlight Session

CNM submitted a proposal and was subsequently accepted to provide a general educational session at FNCE. Two CNM members, **Kim Procaccino** and **Deborah Yonkoski**, represented CNM as speakers for the session and CNM Chair, **Sherri Jones** served as session moderator. The session title was: “Tackling the Challenges of Clinical Staffing and Productivity: Doing More With Less.” The session took place in the afternoon on the last day of the conference with approximately 100 people in attendance.

CNM Newsletter – “Future Dimensions”

Four newsletters were published quarterly by our newsletter committee members, **Courtney Spurlock**, Managing Editor, and **Lisa Trombley**, **Jennifer Doley**, and **Robin Aufdenkampe**, Features Editors. The committee worked hard to get the newsletters out in a timely manner. In order to get the newsletters back on track, five newsletters were actually published in membership year 2011-2012. Also, to support a “green” initiative, all newsletters were sent out electronically via member email blast.

A variety of topics were selected for features articles on subjects of particular interest to CNM members. Features articles included the following titles: “Impact of EMR Documentation on RD Productivity”, “Talent Management through an Energizing Team Vision”, “Get in Shape: Exercising Lean Management in Health Care”, “Nutrition Care Process (NCP) and Model from the Academy of Nutrition and Dietetics: A Useful Tool for Nutrition



CNM Executive
Committee Meeting
Savannah, GA
March 2012



Transition Communities”, and “Employee and Organizational Effectiveness: Influencing Thinking Styles”.

The Newsletter Committee also began to investigate the possibility of providing at least one article as a CEU opportunity for members. The work necessary for this to happen appropriately was not able to be accomplished in 2011-2012. But efforts will continue into the next fiscal year 2012-2013.

CNM Annual Symposium – Spring 2012

The 2012 CNM annual educational symposium titled “Executing Change” took place March 24-27, 2012 at the Savannah Marriott Riverfront in Savannah, Georgia. The CNM Professional Development Team (Chair-**Sara Bakert**, **Jennifer Wilson**, and **Sharron Lent**), Fundraising Committee (led by **Janet Barcroft**), and CNM Chair-Elect (**Kim Brenkus**) worked diligently to plan and execute a successful symposium. The symposium was attended by 253 participants, which reflects an increase of 15 registrants from last year’s symposium attendance.

This year was the first year to offer the speaker presentation handouts online versus part of the printed symposium materials. The EC wanted to follow the “greening” trend by saving paper and costs associated with printing. Future plans are to continue this practice with even further utilization of electronic formats, including registration and event evaluations.

The symposium kicked off with the keynote message “Zap the Gap” delivered by professional speaker, **Meagan Johnson**. There were 21 additional sessions offered, including 4 concurrent sessions. Exhibits were offered on the third day of the symposium with approximately 14 vendors and 4 CNM committee table displays. The Member Services Committee table offered special symposium T-shirts for sale to support member requests and suggestion.

A special thanks to our event sponsors for their generous financial contributions. Platinum level sponsors included: **Nestle Health Science** and **Abbott Nutrition**. And the bronze level sponsors included: **Aramark Healthcare**, the **CBORD Group, Inc.**, **Columbus State Community College**, **Computrition, Inc.**, **Diamond Crystal Sales/Hormel Health Labs**, **Dole Packaged Foods Company**, **Kellogg**, **Morrison Management Specialists**, **Nature’s One, Inc.**, **nutritionDay in the U.S.**, **Provide Nutrition**, and **Sodexo Healthcare Services**.

CNM once again contracted with **Rita Pollack** meeting services for assistance with meeting planning, registration and facilitation.

Standards of Professional Performance (SOPP) – For Clinical Nutrition Managers

The CNM Standards of Professional Performance (SOPP) workgroup (**Krista Clark, Cindy Moore, Mary Jane Rogalski, Marsha Schofield, Janet Skates, Lisa Trombley, and Janel Welch**) worked tirelessly over the past few years to create a very comprehensive set of SOPPs. The CNM SOPPs were finished and submitted this year to the Academy's Quality Management Committee (QMC). The QMC's Scope of Practice Sub-committee reviewed the documents and officially approved them with comments. It is anticipated they will be published in the Academy's October journal.

Future Connections Summit Report

CNM provided feedback to the Academy on the Future Connections Summit report. The Summit was held in March 2011 with the mission to "provide a forum to bring together educators, practitioners and employers to explore a future vision for educating, developing and advancing dietetic professionals." Each DPG/Affiliate/MIG was asked to review each pilot initiative and submit a form outlining our group's specific support of any initiatives. CNM was one of 5 DPGs to provide feedback. Members of the CNM EC reviewed the initiatives, provided feedback on the level of CNM support, and offered to serve as volunteers for the initiative leads.

Legislative & Reimbursement Committee

Frances Suen and the Legislative & Reimbursement Committee kept us informed of important legal issues and solicited input from CNM members to share with the Academy. The four pieces of legislation shared over the past year that directly affect dietitians were:

- 1) The Preventing Diabetes in Medicare Act (H.R. 2741) Economic Impact and Cost Benefit
- 2) The Preserving Access to Life-Saving Medication Act (H.R.2245)/(S. 296) and The Drug Shortage Prevention Act (H.R. 3839)
- 3) The Older Americans Act (S. 2037)
- 4) 2012 Farm Bill

House of Delegates – CNM Delegate

Ann Childers, CNM Delegate, continued to update CNM members and seek member feedback on the House of Delegates (HOD) mega issues and represent the CNM interests at the Academy House of Delegates.

The House of Delegates met in San Diego, September 23-24, 2011 for the (fall) 86th meeting of the House. The mega issues discussed included: 1) licensure and 2) interdisciplinary teams.

- 1) The importance of licensure to the future of dietetics was explored. Meeting participants identified benefits, internal barriers and external threats to licensure. Existing or potential resources for addressing each piece was discussed. Since the dialogue, the resulting motion was passed by the House.
- 2) Forces critical to or having the biggest impact on moving RDs/DTRs towards interdisciplinary teams were talked about. Barriers and corresponding opportunities that exist for creating and being effective interdisciplinary team members/leaders were identified. Since the dialogue, the resulting motion was passed by the House.

The second meeting of the year for the HOD was held April 26-27, 2012 as a virtual meeting. The issues discussed included the following: 1) Dietetics Career Development Guide and 2) advanced practice.

- 1) A discussion occurred about the Dietetics Career Development Guide and opportunities at each level of the guide, in addition to how the guide might be disseminated to members. Participants also determined what other resources and tools could be developed to implement the guide.
- 2) Participants established an understanding of the importance of advanced practice to the profession. A discussion of how the RD/DTR as an individual as well as collectively as a profession can move toward creating a demand for advanced practice. A series of guiding principles were developed. Since the dialogue, the resulting motion was passed by the House.

Informatics Sub-Unit

The Informatics Sub-Unit kept quite busy the past year. In addition to the ongoing informatics information updates on the website and in the CNM quarterly newsletters, the Informatics Sub-Unit met face-to-face at the annual CNM Symposium in Savannah. It was well attended by interested symposium participants. Evaluation feedback included positive comments such as: “Very helpful”, “Good sharing”, and “Best session of the day”. Many members and symposium attendees are glad this face-to-face opportunity is offered each year at the symposium.

CNM also experienced a change with our Electronic Mailing List (EML) and eBlast provider. The provider CNM had been using for several years (Lyris) presented us with a significant price increase in which the CNM budget could not support. **Deb Hutsler** (CNM EML Administrator) and **Young Hee Kim** (CNM Secretary) worked diligently to obtain a new, more economical service provider (Internet Tools, Inc.). As a result, in January 2012 we converted all current CNM members subscribed to the EML over to the new EML and asked that they re-subscribe.

But, the major project of the CNM Informatics Sub-Unit was making progress with development of a new improved CNM website. Based on previous member surveys and feedback, the CNM website was something members wanted enhanced. A CNM website workgroup was formed and consisted of members (Sub-Unit Chair-**Terese Scollard**, Vice-Chair-**Cathy Welsh**, **Krista Clark**, **Mary Jane Rogalski**, **Deb Hutsler**, and **Marcelle Karustis**). In order to accomplish the goal of a new website, the CNM EC voted to tap into our financial reserves to help fund this project. Then, step one of the process was to hire administrative support to help facilitate the transition to a new web design as well as provide additional administrative services to support board activities and our plan of work. The EC voted to hire “An Apple a Day, LLC” as the administrative support service. An Apple a Day, LLC then assisted with the search and hire of a website design company. CNM utilized “Dry Wash Media” to design the new CNM website. In June 2012 the Informatics Sub-Unit was happy to announce the unveiling of the new CNM website.

New Website Header



Nominating and Awards Committee

The Nominating Committee (Chair-**Kerry Scott**, Chair-Elect-**Caroline Steele**, **Debby Kasper**, and **Donna Quirk**) did a great job recruiting candidates for the 2011-2012 CNM Ballot. The election results for the incoming CNM officers are as follows:

2012-2013 Election Results:

Chair-Elect: **Young Hee Kim**, MS, RD, LDN, CNSD

Secretary: **Krista Clark**, MBA, RD, LD, CNSD

Nominating Committee Chair-Elect: **Lynn Becker**, RD, LD

Nominating Committee: **Deanna Miller**, RD, LD

Janet J. Skates, MS, RD, LDN, FADA

Janet was one of eight members presented with The American Dietetic Association's prestigious 2011 Medallion Award. The winners received their awards at an Honors Breakfast on Sunday, September 25, 2011 during the Academy's Food & Nutrition Conference & Expo in San Diego, Calif. Janet's Medallion Award application was sponsored by CNM and application assembled by the 2010-2011 CNM Nominating Committee.



Also, the 2011-2012 CNM Nominating Committee assembled and sponsored 2 applications for Academy national awards to be presented in the upcoming membership year at FNCE 2012, one for Medallion and one for Excellence in Clinical Practice. Unfortunately, the 2 applicants were not selected. But, efforts of the CNM Nominating Committee were much appreciated, and CNM should continue to support applications each year for national awards.

Academy National Election Results:

Two CNM members were elected to serve in Academy positions as follows:

Speaker-Elect: **Nancy Lewis**, PhD, RD, FADA

Nominating Committee: **Julie Grim**, MPH, RD, LD

CNM at FNCE
San Diego, CA
September 2011



CNM Symposium Savannah, GA March 2012



Member Recognition, Recruitment, and Events

FNCE DPG Member Showcase – Monday Sept. 26th

10:30am – 1:00pm

FNCE Member Welcome Reception – Monday Sept. 26th

6:00pm – 7:30pm

Symposium Welcome Reception – Saturday March 24th

6:00pm – 8:00pm

The Member Services Committee (Chair-**Kathy Allen, Janel Welch**, and **Linda Markiewicz**) kept busy the past year implementing membership recruitment incentives and organizing membership events. A membership incentive initiated in 2011-2012 included free symposium registration to a CNM member who got a new member to join. **Amanda Henderson** was selected as the winner.

Marketing efforts were also expanded with the purchase of give-a-ways and T-shirts at both the FNCE DPG Showcase and the exhibit area at the annual symposium. The T-shirts are displayed in the various pictures included in the annual report.

It was also determined by the CNM EC that regular membership dues would remain unchanged at \$30 for the 2012-2013 membership year. But, the EC voted and approved that student membership dues would increase from \$10 to \$15 for 2012-2013.

Special Academy Recognition of CNM Member:

Susan R. Roberts, MS, RD, CNSC

Susan R. Roberts, MS, RD, CNSC received third place recognition from the Academy's Council on Future Practice for her Dynamic Initiative in Dietetics Practice and Education display entitled "Sustaining and Spreading Order Writing Privileges for Registered Dietitians". The Council on Future Practice is the organizational unit that conducts the Dynamic Initiatives in Dietetics Practice and Education session during FNCE. Susan was selected by her peers to receive this recognition.

Research Committee

The Research Committee led by co-chairs, **Barbara Isaacs Jordan** and **Susan DeHoog**, continued to work on the development of productivity tracking forms we hope to make available this upcoming year. Also, with Julie Grim's term ending on the CNM EC, a new DPBRN (Dietetics Practice Based Research Network) Liaison was elected by the EC. **Jessie Pavlinac** will assume this role starting June 2012.

CNM Academy DPG Relations Manager

CNM welcomed a new Academy DPG Relations Manager over the past year. **Mya Wilson**, MPH, MBA served as the CNM DPG Relations Manager in her first year with the Academy. CNM would like to sincerely thank Mya for all of her guidance and support. CNM managed to keep her busy this past year. And, she did a tremendous job keeping on top of everything.



Financial Outcomes Fiscal Year 2012 (6/1/11-5/31/12)

The table below outlines our financial status at year end (May 31, 2012). Compared to the previous year (Fiscal Year 2011), our financial status was not as robust. Although our membership increased in fiscal year 2012, our total revenue declined by \$21,158 (11% decrease). However, our total expenses were also less in FY12 than in FY11. We spent \$6,856 less this past year than the year prior (4% decrease).

Yet, it should also be mentioned that the CNM website project accomplished this past year did cost a significant amount of money (~\$20,000). Based upon CNM member survey feedback, the website was something that needed to be addressed to improve member satisfaction. Therefore, the EC agreed to put forth the money for a new enhanced website. Although the total website project expense was significant, the Academy allows the expense to being depreciated (distributed) over the next 6 fiscal years to help offset the upfront total cost.

Moving forward regarding revenue, the Member Services Committee hopes to increase our membership through increased marketing and incentives. This will in turn increase our revenue from membership dues. Also the Fundraising Committee plans to continue to seek revenue from symposium vendor sponsorships and grants. There is also consideration to pursue revenue from newsletter and website advertisement sales.

	Actual	Budget	Variance
Total Revenue	\$167,939	\$200,835	-16.37%
Total Expenses	\$165,149	\$192,503	14.20%
Excess/Deficit	\$2,790	\$8,322	-66.51%

Table provided by: Monica Milonovich, CNM Treasurer