



2020 Annual Report: National Asthma Education Certification Board (NAECB)

Timothy R. Hudd, BS, Pharm.D., R.Ph., AE-C

MISSION

The mission of the National Asthma Educator Certification Board, a not-for-profit entity, is to promote optimal asthma management and quality of life among individuals with asthma, their families and communities, by advancing excellence in asthma education through the certified asthma educator process.

VISION

The NAECB is the global leader of accredited organizations that certify asthma educators. It is established that AE-Cs provide effective asthma education resulting in measurable improvement in health and quality of life.

DEFINITION OF AN AE-C

An AE-C is an expert in teaching, educating, and counseling individuals with asthma and their families in the knowledge and skills necessary to minimize the impact of asthma on their quality of life. The educator possesses comprehensive, current knowledge of asthma pathophysiology and management including developmental theories, cultural dimensions, the impact of chronic illness, and principles of teaching-learning. The educator is knowledgeable about objective and subjective evaluations used to diagnose asthma and assess its control. The educator capably instructs individuals with asthma on the optimal use of medications and delivery devices particularly explaining technical concepts to individuals in language each can understand.

The educator conducts thorough assessments of individuals and families to identify strengths and resources as well as negative psychological factors, the social and economic impact of asthma, educational needs, and barriers to optimal healthcare and self-management. The educator works with an individual with asthma, his/her family, and other healthcare professionals to develop, implement, monitor, and revise an asthma action plan customized to the individual's needs, environment, disease severity, and lifestyle to optimize the individual's self-management skills. The educator monitors asthma education program outcomes and recommends modifications to improve quality and effectiveness. The educator serves as a resource to the community by providing information about asthma as well as healthcare and community resources.

NATIONAL CERTIFICATION PROCESS FOR ASTHMA EDUCATORS

The role of the Asthma Educator has increased over the past decade as research has shown the importance of a well-educated, informed patient in the self-management of this chronic disease. Expertise in asthma education draws from many diverse areas and goes beyond factual content alone. For example, consideration of educational methodology and factors affecting education are two additional areas critical to the success of any asthma education program.

Prior to the National Asthma Educator Certification Board's (NAECB) Asthma Educator Certification Examination, there were multiple "certificate" programs from a variety of sources, such as local and state ALA chapters, universities, insurance and pharmaceutical companies and organizations outside of the U.S. There is no regulation of these programs and no means to measure outcomes across the spectrum. Asthma specialists recognized the need for a standardized process to certify Asthma Educators and to evaluate their effectiveness in disease management. By providing a certification process, patients, providers, and health care payers could be assured that information obtained from a Certified Asthma Educator (AE-C) is based upon scientifically sound concepts of disease management.

HISTORY OF THE NAECB

In January of 1999, representatives from over 50 stakeholder groups met to discuss the need for an asthma educator certification process. The American Lung Association served as the initial catalyst and convener of this consensus conference. A nominating committee was selected, a slate of Board members proposed, and the stakeholders elected the first volunteer Board of Directors.

The first meeting of this board was held in September of 2000. The NAECB was incorporated in February of 2001 as a private, nonprofit, tax-exempt, autonomous, voluntary credentialing organization. Officers were elected and by-laws were approved at this time. Board members are now elected by the certificants and serve a three-year term. In 2007, the board was comprised of 16 members who represent the multiple disciplines involved in asthma education, including allergy/immunology, behavioral science, environmental health, health education, medicine, nursing, patient advocacy, pediatrics, pharmacy, public health, pulmonary and respiratory therapy. Representation is by discipline and competency, not by organizational membership. The Board also includes a Public Member and an At Large Member.

2020 BOARD OF DIRECTORS

Kimberly Byrne, DNP, CPNP-PC, AE-C (2015-2021)

Parker, CO

Rebi Connors, MPH, CHES, AE-C (2019-2022) Secretary

Brooklyn, NY.

Gary Falcetano, PA-C, AE-C (2018-2020)

Punta Gorda, FL

Elizabeth Gendy-Shaker, MD, AE-C (2019-2023)

Redlands, CA

Lelia Gessner, BA, AE-C (2019-2022)

Iowa City, IA.

Chanda Nicole Holsey, DrPH, MPH, AE-C (2020-2023)

Fleming Island, FL

Kristin Homze, RN, MSN, APRN, FNP-BC, AE-C (2016-2022) Treasurer

Hogan Regional Center

Danvers, MA

Timothy R. Hudd, BS, Pharm.D. R.Ph. AE-C (2012-2022) Chair

Massachusetts College of Pharmacy and Health Sciences

Boston State, MA

Rory Johnson, Pharm. D., R.PH, AE-C (2014-2023) Chair-Elect

Outpatient Special Projects Pharmacist

University of Montana - Skaggs School of Pharmacy

Missoula, MT

Tami Kochan, RN, MSN, CPNP, AE-C (2016-2022) Vice-Chair

Oregon City, OR

Lisa Monchil, RRT-NPS, CPFT, AE-C (2018-2021)

Carmel, NY

Janay Perkins, RRT-NPS, AE-C (2019-2022)

Woodville, MS

Mark Peterson, Public Member (2017-2023)

KXLY TV

Spokane, WA

Honey Pezzimenti, M.Ed., RRT-NPS, AE-C (2020-2023)

Mount Royal, NJ

Eleanor Prowell, MSN, RN, CPNP-PC, AE-C (2020-2023)

Brooklyn, NY

William Pruitt, RRT, CPFT, FAARC, AE-C (2018-2021)

Daphne, AL

LaShonna Stodghill, MAEd, LRT, RRT, AE-C (2020-2023)

Birmingham, AL

Emeritus Members:

Traci D. Arney, MN, FNP-C, FAANP, AE-C Emeritus Member

Crazy About Kids Pulmonary Services, LLC

Mesa, AZ

Linda B. Ford, MD, FAAAAI, FAAAAI, AE-C Emeritus Member

Allergy/Immunology

The Asthma & Allergy Center, PC

Bellevue, NE

Antoinette C. Gardner, RN, BSN, M.Ed., AE-C Emeritus Member

LSUHSC Dept. of Pediatric Pulmonary/Allergy

Shreveport, LA

Karen Meyerson, MSN, RN, FNP-C, AE-C Emeritus Member

Director, Disease and Case Management

Priority Health

Grand Rapids, MI

NAECB ADMINISTRATION:

Nicole Nelson

Administrative Assistant

4227 South Meridian C662

Puyallup, WA

Accomplishments

Administrative

- Renewed AE-C® and NAECB® trademarks
- National Commission for Certifying Agencies (NCCA) accreditation achieved on 5/5/2020 valid through 4/30/2025.
 - Submitted compliance plan and compliance reports before the 7/5/2020 and 11/6/2020 deadlines, respectively.
- Approved and implemented AE-C® Certification timeframe change from 7 to 5 years to ensure certificants are current with rapidly evolving guidelines and newly approved medications.
- Reduced expenditures by approximately \$60,000 to offset losses to projected revenue by canceling in person meeting and renegotiating vendor contracts.
- Awarded renegotiate stipends to closed out research projects approved for funding previously.
 - Original approved budget \$14,726, total renegotiated expenditure \$4,486.69.
- Approved 2021 budget with reduced expenditures.
- Updated the financial transaction policy to streamline related processes and limit account access.
- Worked collaboratively with vendor PSI to develop and post new examination forms on 9/1/2020
- Approved 188 packets submitted by certificants who recertified by continuing education
- Extended Board terms by 1 year due to the COVID-19 Pandemic.
- Renewed contract for administrative services provided by Mrs. Nicole Nelson, NBZ Professional Management, LLC – contract term August 31, 2020, to December 31, 2022.

Networking & Marketing

- Engaged strategic partners such as the *American Lung Association* and *Allergy and Asthma Network* to advocate for the credential.
- Maintained social media presence on Facebook, Instagram, Twitter, LinkedIn and updated the NAECB website to announce our accreditation to compliment advocacy efforts surround the AE-C® credential.
- Published quarterly newsletters to certificants and stakeholders.
- Awarded 8 Linda B. Ford Scholarships in 2020 to the following individuals: Ashlee Horner, RRT, Daniel Hughes, RRT, Sarah Murphy, RRT, Melody Papazis, RN, Brandy McKay, RRT, Amanda Collier, RRT, Karen Campbell, RRT, Derrick Bradley, RPh.

Acknowledgements

- Congratulations to the Linda B. Ford Scholarship winners – Ms. Sarah Murphy, RRT and Ms. Melody Papazis, RN for passing the AE-C® certification examination.
- The NAECB® would like to thank Gary Falcetano, PA-C, AE-C (2018-2020) Punta Gorda, FL for his hard work and dedication to the Board.
- Kristin Topham Homze (2016-2022) RN, MSN, APRN, FNP-BC, AE-C for presenting at the Allergy and Asthma Network US asthma summit on behalf of the NAECB®.
- Dr. Allan Wachter, MD, FAAAAI, FAAAAI, FCCP, AE-C for donating \$1000 to NAECB from his 501(c) organization, FARI (Foundation for Asthma Research & Intervention).
- Dr. Linda Ford (Emeritus) MD, FAAAAI, FAAAAI, AE-C for agreeing to donate 10 scholarships to the Allergy and Asthma Network for the upcoming year (2021) to promote the AE-C credential.

Annual Report Questionnaire- For Corporations

1). ENTITY NAME: National Asthma Certification Board (NAECB)

2). Please provide any D/B/A or fictitious name: none

3). Is the corporation publicly traded: none

4). PRINCIPAL OFFICE ADDRESS:

NAECB

4227 South Meridian C662

Puyallup, WA 98373

5). SPECIFIC PURPOSE:

The mission of the National Asthma Educator Certification Board is to promote optimal asthma management and quality of life among individuals with asthma, their families and communities, by advancing excellence in asthma education through the certified asthma educator (AE-C®) process.

6). FEIN NUMBER: 74-3007132

7). FISCAL YEAR END: Dec. 31, 2020

8). CAPITALIZATION: none

A) Number of Shares Authorized:

B) Class (e.g. Common or Preferred):

C) Series (if applicable):

D) Par Value:

9). OFFICERS & DIRECTORS

****Please note we will use the Principal Office Address for all officers and directors.**

****If different addresses are required, please list the addresses below****

Traci D. Arney, MN, FNP-C, FAANP, AE-C Emeritus Member

Kimberly Byrne DNP, CPNP-PC, AE-C (2015-2021)

Rebi Connors, MPH, CHES, AE-C (2019-2022) Secretary

Gary Falcetano, PA-C, AE-C (2018-2020)

Linda B. Ford, MD, FACAAI, FAAAAI, AE-C Emeritus Member

Antoinette C. Gardner, RN, BSN, M.Ed., AE-C Emeritus Member

Elizabeth Gendy-Shaker, MD, AE-C (2020-2023)

Lelia Gessner, BA, AE-C (2019-2022)

Chanda Nicole Holsey, DrPH, MPH, AE-C (2020-2023)
Kristin Homze, RN, MSN, APRN, FNP-BC, AE-C (2016-2022) Treasurer
Timothy R. Hudd, BS, Pharm.D., R.Ph., AE-C (2012-2022) Chair
Rory Johnson, Pharm. D., R.Ph., AE-C (2014-2023) Chair-Elect
Tami Kochan, RN, MSN, CPNP, AE-C (2016-2022) Vice-Chair
Karen Meyerson, MSN, RN, FNP-C, AE-C Emeritus Member
Lisa Monchil, RRT-NPS, CPFT, AE-C (2018-2021)
Janay Perkins, RRT-NPS, AE-C (2019-2022)
Mark Peterson (2017-2023) Public Member
Honey Pezzimenti, M.Ed., RRT-NPS, AE-C (2020-2023)
Eleanor Prowell, MSN, RN, CPNP-PC, AE-C (2020-2023)
William Pruitt, RRT, CPFT, FAARC, AE-C (2018-2021)
LaShonna Stodghill, MAEd, LRT, RRT, AE-C (2020-2023)
President (or Equivalent): Timothy R. Hudd, BS, Pharm.D., R.Ph., AE-C (2012-2022) Chair

Vice President: Rory Johnson, Pharm. D., R.Ph., AE-C (2014-2023) Vice Chair
Tami Kochan, RN, MSN, CPNP, AE-C (2016-2022) Co-Vice-Chair

Secretary: Rebi Connors, MPH, CHES, AE-C (2019-2022)

Treasurer: Kristin Homze, RN, MSN, APRN, FNP-BC, AE-C (2019-2022)

**Please attach an addendum if additional officers/directors are to be listed. Most states require filings to be made online and only a limited number of officers can be listed. **

10). Please designate any of the above officers to be used as an authorized signer for electronic filings or any forms CSC prepares:

I acknowledge that prior to my making any payments to Corporation Service Company ("CSC"), CSC will be paying state fees on my behalf in order to file my company's annual reports and return any of my entities to good standing as I direct, and that these state fees to be advanced by CSC are in addition to CSC's service fees for filing the annual reports. CSC will contact me in the event that the state fees are in excess of \$1,000.00 per entity before sending those fees to the state. I acknowledge that I will be billed for the state fees and CSC's service fees upon completion of my order, and that I am responsible for making timely payment of same."



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Testing Results for 2020

		PASSED			FAILED			ABSENT	
	Total	First	Repeat	Recred	First	Repeat	Recred	First	Repeat
	Tested	Time			Time			Time	
January	18	7	0	0	9	2	0	0	1
February	23	11	2	1	7	2	0	0	1
March	11	3	1	1	5	1	0	1	1
April	0	0	0	0	0	0	0	0	0
May	18	7	1	1	4	4	1	0	0
June	28	16	3	2	6	1	0	1	0
July	32	18	0	2	8	4	0	0	0
August	26	17	0	0	6	3	0	0	0
September	25	12	2	2	3	6	0	0	0
October	27	15	0	0	9	3	0	3	0
November	20	7	3	0	7	3	0	2	0
December	19	8	1	2	6	2	0	4	1
2020 total	247	121	13	11	70	31	1	11	4

Pass rate of 63.4% for current cycle

NAECB 2018-2020 STRATEGIC PLAN

Assure financial viability and stability of the NAECB

- Develop a balanced annual operating budget.
- Be good stewards of the assets of the NAECB.
- Develop and maintain a quality examination that is consistent with the Job Matrix.
- Maintain the Self-Assessment Examination (SAE) for additional source of income.
- Maintain recertification by continuing education per policy.
- Develop sustainable partnerships regionally/nationally and encourage the promotion of AEC.

Ensure that the examination is consistent with the national standards for asthma self-management and the Role of the Asthma Educator

- Maintain an examination committee that is multidisciplinary and representative of asthma educators.
- Perform systemic assessments of questions to assure validity and accuracy of the exam.
- Recruit, develop, and maintain an adequate pool of item writers.
- Maintain Item writing course with PSI to be offered every two years.
- Obtain and maintain NCCA accreditation through ICE for the NAECB exam.

Establish brand recognition for the AE-C credential.

- Develop a comprehensive, three-year marketing plan that includes brand recognition, formulating sustainable partnerships and increasing the use of AE-C service and communicate the value to partners.
- Develop sustainable partnerships regionally/nationally to promote AE-Cs.
- Update and maintain the website to ensure accuracy of the content.
- Investigate and participate in speaking/presentation opportunities, working with professional organizations and stakeholders.
- Maintain social media campaign.

Communicate effectively with our candidates, certificants and strategic partners.

- Maintain a relational database for candidate and certificant data, to identify demographics that correlate to the exam pass rates.
- Respond to inquiries and suggestions about the examinations process and product.
- Institute an efficient way to maintain certificant contact information on our website while also allowing for the public to view information and to find an AE-C in their area.
- Provide notification of certificants about certifications that will expire at the one year, 6-month and 3-month timeline.
- Maintain the candidate handbook and submit change to PSI on an on-going basis.
- Continue a post-examination survey to assess the amount/type of preparation for exam and the candidate's impression of the exam.
- Create and distribute quarterly E-Newsletters with information on Board matters, certification, planning, reimbursement, job opportunities, AE-C scholarship opportunities, and spotlighting AE-C educators.
- Develop working partnerships with organizations providing asthma care and education.

Advocate for policies and actions that result in reimbursement/compensation for asthma education by AE-Cs.

- Establish dialogue with the National Asthma Guidelines authors on the value of AE-C in the management of asthma.
- Advocate for the acceptance of the National Standards for Asthma Self-Management education.
- Publish articles that demonstrate values of AE-C.
- Develop resources that direct AE-C to reimbursement resources.
- Apply for participation in the NAEPP

Promote research that documents the value of AE-Cs and the examination process.

- Submit abstracts to at least two national meetings using recent test performance data.
- Prepare at least one proposal for submission to evaluate the impact of asthma certification on certificant roles, responsibilities, practice, and patients.
- Review community asthma education projects for funding and abstract submission.

Ensure the quality and diversity of the board.

- Empanel a diverse board representing educators from each discipline.
- Encourage each board member to seek AE-C when eligible.
- Recruitment activities via traditional and nontraditional practice settings.
- Board member commitment to publicize and solicit new members.
- Encourage colleagues and peer's certification in conjunctions with Board participation.

5:51 PM

National Asthma Educator Certification Board

01/29/21

Profit & Loss

Cash Basis

January through December 2020

	Jan - Dec 20
Ordinary Income/Expense	
Income	
4010 - Donations	
4012 - Board donations - in-kind	1,080.37
Total 4010 - Donations	1,080.37
4060 - Testing fees	98,250.00
4065 - SAE Testing Fees	14,475.00
4070 - Extension Certificates	71.91
4080 - AE-C Pin	177.61
4090 - Recertifications	57,292.44
4200 - Interest	
4201 - Bank Interest	1.42
4200 - Interest - Other	40.08
Total 4200 - Interest	41.50
49900 - Uncategorized Income	0.20
Total Income	171,389.03
Expense	
5000 - Bank Fees	539.40
5100 - Professional Fees	
5101 - Accounting Fees	1,500.00
5103 - Legal Fees	857.70
5104 - Marketing	1,252.92
5106 - Administrative Support	50,400.00
5107 - Trademark Registration Fees	650.00
Total 5100 - Professional Fees	54,660.62
5150 - Board Insurance	7,789.00
5200 - Office Supplies	1,994.35
5300 - Printing	1,080.00
5350 - Telecommunication Costs	
5352 - Web Hosting	159.98
5350 - Telecommunication Costs - Other	1,331.87
Total 5350 - Telecommunication Costs	1,491.85
5400 - Postage & Shipping	2,089.44
5450 - Affiliations & Memberships	4,733.33
5600 - Volunteers	
5602 - Volunteer Travel	1,404.50
5605 - Volunteer Awards	108.74
Total 5600 - Volunteers	1,513.24
5650 - Website Development	880.00
5800 - Exams	
5802 - SAE Exam Costs	3,667.00
5803 - Contract Test Development	73,710.00
5805 - Exam fees	25,480.00
5806 - Exam Credit Card Processing Fee	3,427.10
Total 5800 - Exams	106,284.10
5850 - Gifts	320.86
5950 - Research grants	
5902 - Foundation grant	2,486.26
Total 5950 - Research grants	2,486.26
Total Expense	185,862.45
Net Ordinary Income	-14,473.42
Net Income	-14,473.42