



# 2015 Annual Report:

National Asthma Education Certification Board (NAECB)

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**John Manning, CPNP, AE-C**

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## **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.

## **2015 BOARD OF DIRECTORS**

**CAPT (ret) John Manning, CPNP, CPHS, AE-C (2010-2017) Chair**  
Pediatric Nurse Practitioner  
Camp Lejeune, NC

**Traci D. Arney, MN, NP-C, AE-C, FAANP (2007-2015) Past Chair**  
Crazy About Kids Pulmonary Services, LLC  
Gilbert, AZ

**Randall W. Brown, MD, MPH (2013-2015)**  
Director of Asthma Programs  
University of Michigan  
Holly, MI

**Kimberly Byrne, RN, BSN, CPN, AE-C (2015-2017)**  
Pediatric Asthma Program Manager  
Banner Desert  
Mesa, AZ

**Clifton Dennis, RRT, AE-C (2011-2016) Chair Elect**  
GR Health- Children's Hospital of Georgia  
Martinez, GA

**Linda Goodfellow, Ed.D, RRT, AE-C, FAARC (2014-2016)**  
Associate Dean Academic Affairs  
Byrdine F. Lewis School of Nursing and Health Professions  
Peachtree City, GA

**Mary Hart, MSHCA, RRT, AE-C, FAARC (2014-2016)**  
Director of Clinical Education/Assistant Professor-  
San Antonio, TX

**Timothy R. Hudd, BS, Pharm.D., R.Ph., AE-C (2012-2017) Vice-Chair**  
Massachusetts College of Pharmacy and Health Sciences  
Boston State, MA

**Rory Johnson, Pharm. D., R.PH, AE-C (2014-2016)**  
Outpatient Special Projects Pharmacist  
(VA Montana)/Clinical Specialist (University of Montana)  
Fort Harrison, MT

**Carol Jones, RN, AE-C (2010-2015)**  
Allergy Guardian  
Tucson, AZ

**Gina M. Ksiazek, RRT, AE-C (2010-2015) Secretary**  
Educator for Respiratory Care  
Parkview Medical Center  
Pueblo, CO

***Lisa Magary, DNP, APRN, CPNP, FNP-BC, AE-C, RRT (2011-2016)***

Pediatric Nurse Practitioner  
Gainesville, FL

***Carol Martin, RPFT, AE-C (2013-2017) Treasurer***

Director of Health Promotions  
Program Manager, Enhancing Asthma Care Project  
Houston, TX

***Maureen O'Brien, BS, MPH, PA-C (2015-2017)***

Physician Assistant  
The Center for Gynecology & Restorative Medicine  
Coral Gables, FL

***Tim Opt' Holt, Ed.D, RTT, E-C, FAARC (2013-2015)***

Cardiorespiratory Care  
University of South Alabama  
Mobile, AL

***Karen Rance, DNP, RN, CPNP AE-C (2013-2015)***

Nurse Practitioner  
Allergy Partners of Central Indiana  
Fishers, IN

Emmeritus:

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

Allergy/Immunology  
The Asthma & Allergy Center, PC  
Bellevue, NB

***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***

Nurse Practitioner  
Asthma Network of West Michigan  
Grand Rapids, MI

**NAECB ADMINISTRATION:**

***Nicole Nelson***

Administrative Assistant

## Accomplishments

1. The web site has been extensively updated and contains the most current information including:
  - a. Electronic scholarship applications
  - b. Electronic recertification applications
  - c. Up-to-date and accurate database of certificants
  - d. Up-to-date library of board presentations and publications
2. Scholarship Committee
  - a. 23 Linda Ford scholarships awarded with 4 recipients passing the exam the first attempt
  - b. 11 Center for Disease Control (CDC) state asthma program scholarships awarded with 2 recipients passing the exam the first attempt.
3. Exam Committee
  - a. Successful sub-committee includes 10 prior Exam Committee members for item writing and test reviews. Exam review completed in June 2015.
4. Judicial and Ethics Committee
  - a. The *NAECB* acronym and *lapel pin* are now trade-marked, as well as the AE-C credential
5. Public Relations Committee
  - a. Newsletter sent to certificants monthly
  - b. Facebook page active with greater than 670 "Likes," an increase of 230 over the past year
  - c. Active NAECB LinkedIn profile with over 125 members.
  - d. Board member and recognized expert in asthma care and management invited to present at the Allergy and Asthma Network Asthma Coalition Summit, San Antonio, TX.
6. Recertification
  - a. Recertification by continuing education process completed, 442 have recertified since the program has started.
7. Research Projects
  - a. Texas Children's Pediatric Associates Asthma Clinical Improvement Project 1/1/15 - 1/30/17
  - b. An Assessment of Knowledge of Asthma and the Use of Certified Asthma Educators (AE-Cs) in a Health Law Partnership Legal Services Clinic, 7-1-15 through 6-30-16

8. Administration

- a. Administrative offices located in Gilbert AZ with a full-time administrator position
- b. All historical documents are saved and stored electronically
- c. Independent audit of the NAECB was completed by Delong and Brower, P.C. Board members subsequently agreed that independent audits will be conducted every 2 years (even years).
- d. Contracted with AMP to complete a Job Analysis in 2016.

**Testing results for 2015**

	<b>Passed</b>	<b>Failed</b>	<b>Absent</b>	<b>Total number</b>
Exam - first time	304	223	30	557
Exam - recertified	6	1	0	13
Recertified by CEUs				442
SAE sales				375

**Pass rate of 64.8% for current cycle**

## NAECB 2014-2016 STRATEGIC PLAN

1. Assure financial viability and stability of the NAECB
  - a. Develop a balanced annual operating budget.
  - b. Be good stewards of the assets of the NAECB.
  - c. Develop and maintain a quality examination that is consistent with the Job Matrix.
  - d. Maintain the Self-Assessment Examination (SAE) for additional source of income. Maintain recertification by continuing education per policy.
  - e. Develop sustainable partnerships regionally/nationally, and encourage the promotion of AEC.
  
2. Insure that the examination is consistent with the Art of Asthma Management and the Role of the Asthma Educator
  - a. Maintain an examination committee that is multidisciplinary and representative of asthma educators.
  - b. Perform systemic assessments of questions to assure validity and accuracy of the exam.
  - c. Recruit, develop, and maintain an adequate pool of item writers.
  - d. Maintain Item writing course with AMP to be offered every two years.
  - e. Obtain NCCA accreditation through ICE for the NAECB exam.
  
3. Establish brand recognition for the AE-C credential.
  - a. 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.
  - b. Develop sustainable partnerships regionally/nationally to promote AE-Cs.
  - c. Update and maintain the website to ensure accuracy of the content.
  - d. Investigate and participate in speaking/presentation opportunities, working with professional organizations and stakeholders.
  - e. Investigate the creation of a comprehensive E-Commerce plan for possible AE-C merchandise to increase branding opportunities and revenue.
  - f. Maintain social media campaign.
  
4. Communicate effectively with our candidates, certificants and strategic partners.
  - a. Maintain a relational database for candidate and certificant data, to identify demographics that correlate to the exam pass rates.
  - b. Respond to inquiries and suggestions about the examinations process and product.
  - c. 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.



- d. Provide notification of certificants about certifications that will expire and how to re-certify within 6 months of expiration.
  - e. Maintain the candidate handbook and submit change to AMP on an on-going basis.
  - f. Continue a post-examination survey to assess the amount/type of preparation for exam and the candidate's impression of the exam.
  - g. Develop a survey to send out to non-certificants to assess possible barriers to becoming certified.
  - h. Create and distribute monthly E-Newsletters with information on Board matters, certification, planning, reimbursement, AE-C scholarship opportunities, and spotlighting and AE-C educator.
5. Advocate for policies and actions that result in reimbursement/compensation for asthma education by AE-Cs.
- a. Establish dialogue with the National Asthma Guidelines authors on the value of AE-C in the management of asthma.
  - b. Publish articles that demonstrate values of AE-C.
  - c. Develop resources that direct AE-C to reimbursement resources.
  - d. Apply for participation in the NAEPP
6. Promote research that documents the value of AE-Cs and the examination process.
- a. Write at least one editorial about the importance of asthma certification; relationship to the new guidelines.
  - b. Write an article for publication on test performance and demographic analysis from former abstract.
  - c. Submit abstracts to at least two national meetings using recent test performance data.
  - d. Revise article for publication as an evidence-based evaluation study of program implementation.
  - e. Identify funding sources to support research.
  - f. Prepare at least one proposal for submission to evaluate the impact of asthma certification on certificant roles, responsibilities, practice, and patients.
7. Ensure the quality and diversity of the board.
- a. Empanel a diverse board representing educators from each discipline.
  - b. Encourage each board member to seek AE-C when eligible.
  - c. Recruitment activities via traditional and nontraditional practice settings.
  - d. Board member commitment to publicize and solicit new members.
  - e. Encourage colleagues and peers certification in conjunctions with Board participation.

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Cash Basis

**National Asthma Educator Certification Board**  
**Profit & Loss**  
January through December 2015

	Jan - Dec 15
<b>Ordinary Income/Expense</b>	
<b>Income</b>	.
4005 · Refunds	-490.00
4060 · Testing fees	181,895.00
4065 · SAE Testing Fees	24,375.00
4070 · Extension Certificates	105.00
4080 · AE-C Pin	757.00
4090 · Recertifications	28,499.82
4200 · Interest	
4201 · Bank Interest	37.69
4200 · Interest - Other	102.10
<b>Total 4200 · Interest</b>	<b>139.79</b>
<b>Total Income</b>	<b>235,281.61</b>
<b>Expense</b>	
5000 · Bank Fees	542.40
5100 · Professional Fees	
5101 · Accounting Fees	3,540.00
5102 · Consulting Fees	233.45
5103 · Legal Fees	2,449.72
5104 · Marketing	1,254.92
5105 · Advertising	39.95
5106 · Administrative Support	36,000.00
<b>Total 5100 · Professional Fees</b>	<b>43,518.04</b>
5150 · Board Insurance	8,708.00
5200 · Office Supplies	1,700.40
5250 · Conference Expenses	
5252 · Exhibit space / booth rental	450.00
5250 · Conference Expenses - Other	1,200.35
<b>Total 5250 · Conference Expenses</b>	<b>1,650.35</b>
5350 · Telecommunication Costs	
5351 · Conference Calls	351.27
5352 · Web Hosting	300.00
5350 · Telecommunication Costs - Other	1,131.05
<b>Total 5350 · Telecommunication Costs</b>	<b>1,782.32</b>
5400 · Postage & Shipping	2,205.17
5450 · Affiliations & Memberships	2,829.00
5500 · Staff	
5502 · Staff Travel	1,167.67
<b>Total 5500 · Staff</b>	<b>1,167.67</b>
5600 · Volunteers	
5602 · Volunteer Travel	11,092.86
5603 · Volunteer Hotel	10,025.74
5604 · Volunteer Meals	2,946.98
5605 · Volunteer Awards	147.46
<b>Total 5600 · Volunteers</b>	<b>24,213.04</b>
5650 · Website Development	2,058.00
5800 · Exams	
5802 · SAE Exam Costs	6,413.00
5803 · Contract Test Development	54,581.00
5805 · Exam fees	55,485.00
5806 · Exam Credit Card Processing Fee	2,797.11
<b>Total 5800 · Exams</b>	<b>119,276.11</b>

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Cash Basis

**National Asthma Educator Certification Board**  
**Profit & Loss**  
January through December 2015

	<u>Jan - Dec 15</u>
6100 - Certificate Frames- invoices	<u>-50.40</u>
Total Expense	<u>209,600.10</u>
Net Ordinary Income	<u>25,681.51</u>
Net Income	<u><u>25,681.51</u></u>

## **2015 Board Member Presentations and Publications**

### **Clifton Dennis RRT, AE-C**

Short or long end of the lever? Association between provider communication of the “asthma-action plan” and outpatient revisits for pediatric asthma. Journal of Hospital administration 2015, Vol. 4 No. 5

Georgia Asthma Management Education for Childcare Settings ( GAME-CS) training course. Presentation in seven different locations in the state of Georgia

### **Antoinette Gardner, RN, MEd, CCRC, AE-C**

Gardner, A., Kaplan, B., Brown, W., Krier-Morrow, D., Rappaport, S., Marcus, L., Conboy-Ellis, K., Mullen, A., Rance, K., Aaronson, D. National Standards for asthma self-management education. Ann Allergy Asthma Immunol 2015; 114(3):178-186.

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

American Health Resources (AHR). Lombardo's Conference Center, Randolph, MA. “Managing Stable COPD – Guideline Recommendations & Therapeutic Considerations” Dec 8, 2015 ACPE# 0280-0000-15-090-L01-P (0.15 CEU)

MCPHS University 6th Annual Stocklosa Symposium. Holiday Inn & Suites, Peabody, MA. “Managing Stable COPD: A 2015 GOLD Update & Therapeutic Considerations” October 22, 2015 ACPE# 0026-0000-15-015-L01-P (0.15 CEU)

American Health Resources (AHR). Hilton Boston/Woburn Hotel, Woburn, MA. “Utilizing GOLD Guidelines to Improve COPD Outcomes: 2015 Update” May 19, 2015 ACPE# 0280-0000-15-031-L01-P (0.2 CEU)

Massachusetts Pharmacists Association (MPHA) 2015 Spring Conference - Four Points Sheraton, Norwood, MA. “Treatment of Community-Acquired Upper Respiratory Infections” April 30, 2015. ACPE# 0106-9999-15-015-L01-P (0.1 CEU)

### **Karen Meyerson, MSN, APRN, FNP-C, AE-C**

Invited speaker - Allergy and Asthma Network Asthma Coalition Summit, San Antonio, TX Nov 6, 2015

**Karen Rance DNP, RN, CPNP, AE-C**

Garner, A., Kaplan, B., Brown, W., Krier-Morrow, D., Rappaport, S., Marcus, L., Conboy-Ellis, K., Mullen, A., **Rance, K.**, & Aaronson, D. Standards for asthma self-management education. *Annals of Allergy and Clinical Immunology*.

Developed a partnership with Allergy and Asthma Network – included complimentary ANA membership to all AE-Cs

**Gina Ksiazek, RRT, AE-C**

AAE Conference - Anaheim, California - July 31 through August 2 2015