Mission Statement

The American Association of Heart Failure Nurses unites professionals, patients and caregivers in the support and advancement of heart failure practice, education and research, thus promoting optimal patient outcomes.

Vision Statement

To be the foremost nursing association across the heart failure continuum.

Main Strategic Initiatives

To align with the association’s mission:
1 - Expand financial reserves and allocate resources to organizational priorities
2 - Grow, retain, engage and develop membership
3 - Develop additional multimodal and diverse educational offerings
4 - Strengthen national recognition and partnership opportunities
5 - Cultivate nursing research and translation into practice.

MOTION: To approve the 5 strategies. Seconded and approved.

The detailed outline of the strategic initiatives is listed below:

To align with the association’s mission:

1 - Expand financial reserves and allocate resources to organizational priorities
   ● Formalize the development plan
     ○ Corporate membership.
     ○ Industry Partnerships
     ○ Diverse requests
     ○ Subset of HF (PH, MCS)
   ● Investments
   ● Evaluate what AAHFN charges across all programs
     ○ Heart and Lung
     ○ Connection
     ○ Our Journal
2 - Grow, retain, engage and develop membership
   ● Retention plan
   ● New Membership Plan
     ○ Membership committee - “task force”
     ○ Subset of HF (PH, MCS)
     ○ Develop strategies engage multi generations, members and volunteers
   ● Succession Planning
   ● Mentoring
   ● Networking

3 - Develop additional multimodal and diverse educational offerings
   ● Education - Increased
     ○ More APN education
     ○ Pharm Credits
     ○ Local meetings
     ○ Certification
   ● Online conference
     ○ Task Force
     ○ HF patient safety
   ● Skills around advanced care planning
   ● Skills based hands on training (sponsored) Linda, Lisa (AMC)

4 - Strengthen national recognition and partnership opportunities
   ● Marketing
     ○ Branding
   ● Relationships with like organizations
     ○ Partnerships
   ● Website
   ● Application of evidence based practice of evidence based practice in translation of research to improve patient outcomes, safety and decreased costs

5 - Cultivate nursing research and translation into practice
   ● Research relationships between nurse scientists and clinicians
   ● Application of evidence based practice of evidence based practice in translation of research to improve patient outcomes, safety and decreased costs