

NPO Conference Call
Monday, 03/08/2010
7pm

Present:

Monica Dostal, Ginny Elder, Denise Duren, Corlyn Caspers, Pam DeVisser,
Susan King, Linda Hatch, Anne Barry-Lever, Patti Brandon, Lois Eaton, Mary Grant

Membership and Marketing Update

Overview of membership reveals that current NPO membership is 319. We are losing members for various reasons. Patti Brandon reported on various suspected reasons such as a change in the number of members that employer was paying membership dues, but have now stopped paying this benefit to cut costs. Often the employee was not notified before losing the benefit of paid dues. Also a number of members are aging and moving toward retirement and limited practice hours. 2009 survey to non-members revealed barriers to joining NPO. Some of the top reasons expressed were amount of dues, disagreement with political views of organization, and already paying dues to an individual's specialty organization.

Anne Barry-Lever noted that there are no letters notifying the member that it is time for dues before the billing statement is received.

TASK: Increase awareness that membership rates are lower for retired and limited practice hour providers.

TASK: Determine how the non-renewing members get dropped. Suggested sending out letters of encouragement to renew and/or follow-up phone contact when the membership is not renewed.

Susan King clarified processes from the ONA office:

Renewal notice is sent 3 weeks prior to membership expiration the member gets a bill. At the expiration date or shortly thereafter member will get a first and second notice by ONA. Dropped members would go to the regional rep for follow-up. Three weeks has worked out to be the best timing for notifications of renewal. Member is dropped after 3 notifications and no membership payment received in 30 days.

TASK: Verification is needed to determine if this is still happening. One of the ONA goals is more outreach. ONA is working on this. Often it takes more than just billing contact to renew delinquent memberships.

TASK: Procedure in place for follow-up which includes feedback loop for regional reps to work on notification and contact of NP's in the state.

Susan King reported that lists are received from OSBN with the names of new NP's registering in the state but she has had no feedback from this if members are joining after ONA's initial mailings to the contacts. Patti reports that her lists do not consistently contain phone numbers for contact follow-up.

Regional reps have a great opportunity for ongoing communication with local NP's.
TASK: Determine if any member contacted by the regional rep has then joined ONA/NPO.

TASK: Quarterly list of members sent to regional reps for follow-up on members dropping or joining. Past use of this method has worked well.

Mary Grant shared that personal contact with another NPO member and/or professional associate is more effective than notification about NPO from a database. Lois suggested that the statement should contain a personal letter or NPO information as well. There was also the suggestion to include an NPO brochure representing what has been accomplished by the organization or using humor or other eye catching design.

TASK: Susan will ask Scott to draft some examples.

Denise shared that in her region she has found that many NP's express little interest in belonging to NPO. She would like to try local meetings and inviting all area NP's to discuss the benefits of membership.

TASK: Denise will approach Roger Fogg for assistance in NP meetings in her area. Patti suggested utilizing the regional rep for her area to also assist. Lois suggested meetings be informative but also a place for feedback from attendees as well. This would be an opportune time to find out what problems are impeding practice, what are barriers to practice. Make this a collaborative effort. Ginny expressed that in the eastern region this could be very difficult when over 100 miles can exist between providers. Suggestion was made that possibly a webinar could be set up for rural area providers to interact.

TASK: Develop webinars for connecting providers in private practice as well as rural health.

Susan King reviewed the upcoming Membership Campaign Drive that will be presented to ONA House of Delegates on 04/17/2010. Membership dues changes would require bylaw changes. One example suggested is that if a previous member re-joins within "x" years the annual dues would be reduced by "x" %.

Regional Rep Update

Dawn McElhaney is new regional representative to southern/coastal area. She has taken over the position previously held by Nancy Malone. Reps will be listed on the NPO website under regional reps and under area of student NP's.

Telephone conference was held in January 2010 because there were many new members and the need to coordinate nursing school visits and plan discussions w/ members and nonmembers to encourage NPO membership.

University meetings set for 03/30/2010 attendance at OHSU School of nursing lunch time and meet w/ students. Hope to have FNP, PMHNP, CNM to meet w/ respective schools. Also hoping to meet w/ Vancouver NP programs. University of Portland now Doctoral program. Susan King, met w/ Joanne Warner from UP and notified her that NPO wanted to meet w/ them for planning information such as the number they are planning on

admitting to their program, learning the areas of programming. ONA is unclear where DNP program is currently. Admission date unknown yet.

Linda Hatch resigned today. She will assist in finding replacement. Suggestion made to contact Linda BURGEL at Deschutes County Health Department, a long-time member, to replace Linda.

Strategic plan proposal for increasing members

Proposal allowing change in bylaws amendment required to allow demonstrations of various ideas.

Members to attend ONA House of Delegates April 17

Susan should have received ballot or suggestions from anyone who went through the ONA website to sign up. Mary Grant shared that it is very helpful to have NP's sitting with Delegates. Registrants have not received verification following completing registration online. Website should have hotel recommendations listed for the conference.

The membership campaign is huge. Campaign will also require member to member contact.

TASK: Plan briefing for delegate conference and have a short phone call to coordinate with other attendees. Anne will coordinate teleconference.

With the recent ONA shifting of jobs and duties it would be helpful to have a current list of staff and their roles and responsibilities. The organizational chart is now also on new website. Susan will supply leadership with the organizational chart and role description. Primarily go through Susan King or Pisith for the easiest way to coordinate NPO needs with appropriate staff support.

Review of some NPO approaches towards M & M – see attached.

Patti and Mary came up w/ some ideas, emailed list prior to meeting.

Update on Lane County Conference NPO marketing – Anne & Monica

Anne and Luann attended Lane County meeting. There was only slight interest from attendees, but not much on joining the organization. Talked with a rural area NP in private practice currently undergoing State Board investigation. Similar issue reported from other NP's across the state.

Recognized increased need for more brochures on NPO and on upcoming webinar(s). Suggestion was also made to have a table or other visible "presence" that could be approached by attendees.

Anne reported that at the DC meeting there was a large discussed need for stories relating to health care because these affect the politicians and lawmakers more readily.

NPO Website redesign update

NPO Website redesign update was discussed by Pam DeVisser. Leadership bios have been placed on website information. The design team is currently working on this. Each week a different block of information is added. "Go Live" date is MAY 2010.

Journal Club update

No update.

Compounding Discussion

When any formal complaint is brought forward to OSBN then other issues of practice are reviewed as well. OSBN is not going after NP's, but is investigating when complaints are brought up. Suggestion is made to have NP's address identified practice issues with each other to prevent problems as well.

TASK: Seeking volunteers for the NPO Task force involvement in OSBN Compounding discussions. Suggestions included Gateway Pharmacy and Creative Compounding, Tory Hudson, Max Tenscher, Carole Cottett. Send suggestions to Susan King and/or Lois Eaton. NPO is initiating this conversation.

Facebook

Unknown where/who is in charge of hosting NPO Facebook account. ONA has one account that Casey monitors.

TASK: Anne will call Bunny Lewis if Casey is unable to access NPO Facebook to dissolve it. No one is available to monitor NPO specific facebook at this time.

Meeting adjourned 2020 pm 03/08/2010

Submitted,
Corlyn Caspers, ANP-BC
NPO Secretary