



American Society for Healthcare Human Resources Administration 2008 Annual Report

The ASHHRA mission *is to lead the way for our members to become more effective, valued and credible leaders in health care human resources through ongoing learning and development, information, and resources and by providing opportunities for networking and collaboration.* In 2008, our mission was demonstrated by ASHHRA members who were leading with passion and purpose by participating in various ASHHRA learning opportunities and effectively applying the outcomes in their own organizations in a way that added value to health care systems across the nation. ASHHRA further accelerated the mission fulfillment by delivering results from the directions of a new Strategic Plan that provided a roadmap in the areas of delivering relevant and effective products and services, establishing strong relationships with aligned external stakeholders, and advancing the value of ASHHRA membership to health care HR professionals.

During 2008, ASHHRA advanced the transformation of health care HR. By reaching out to experts in quality and patient safety and health care workforce issues ASHHRA convened Thought Leader Forums in July and October. Also, the society focused its efforts in advancing members toward strategic leadership, engaging members in educational programs based on the ASHHRA HR Leader competencies, and by involving members in proactive advocacy efforts in the health care and human resources arenas. ASHHRA has worked diligently to change the landscape of health care Human Resources.

This kind of achievement, detailed in the report that follows, could not have been possible without the dedicated service of a collaborative team of strategic leaders on the ASHHRA Board of Directors, a strong and talented staff, and members who tirelessly volunteered on committees and task forces. In addition, these achievements were made possible by the generous contributions of sponsors and business partners who supported many of the educational programs and networking activities.

We want to give our heartfelt thanks to those who contributed to the success and growth of the ASHHRA organization in 2008.

Regards,

A handwritten signature in cursive script that reads "Jeanene Martin".

Jeanene Martin, M.Ed., MPH, SPHR
ASHHRA 2008 President

A handwritten signature in cursive script that reads "Catherine Sewell".

Catherine Sewell, CAE
ASHHRA Executive Director

ASHHRA 2008 Annual Report

The 2008 ASHHRA Annual Report provides information based on the results of the ASHHRA Strategic Plan for 2008-2010, more specifically related to three strategic directions: Delivering relevant products and services, establishing strong relationships with aligned external stakeholders, and advancing the value of ASHHRA membership to health care HR professionals.

Strategic Direction No. 1: Delivering Relevant Products and Services:

In 2008, the ASHHRA Board and Staff were committed and successful in delivering a host of new products and services to its members.

ASHHRA successfully implemented enhancements of the Resources Library on the ASHHRA Web site. ASHHRA President Jeanene Martin provided the leadership and focus for these improvements, understanding the need for health care specific information, and responding to the voices of ASHHRA membership.

The Mentoring Program was introduced at the Chapter Leadership Conference in June, and launched at the Annual Conference in Austin in mid-October. There are currently ten groups of mentees and mentors paired in this Program. The Mentoring Program includes the Mentoring Tool Kit that comprises an HR Leader Model Self Assessment, HR Leader Model Competency Guide, and Mentoring Guidelines. Each mentoring pair meets on a regular basis and the entire group meets monthly to share experiences and ideas.

A successful Chapter Leadership Conference was held in the second quarter in Chicago that included 73 attendees from across the country. Attendees included chapter leaders, the ASHHRA Board and staff, Committee Chairs, and representation from the AHA.

A new membership option was introduced to ASHHRA members. Corporate Memberships offer opportunities for hospital systems to buy volume memberships for staff. Currently, five organizations enjoy Corporate Membership status.

The eCompany Store was launched on the ASHHRA Web site for members to purchase reward and recognition promotional items for their employees at discounted prices. The niche of this store is the focus on products befitting of special events in hospitals such as Nurses' Week, Cancer Awareness Month, etc.

The Online Community concept was introduced at the 44th Annual Conference in Austin, Texas. The social network called myashhra.org will provide opportunities for members to network and share resources in an efficient and cost effective way, and will be launched at the end of the first quarter 2009.

The 2008 Annual Conference, "Leading with Passion and Purpose," enjoyed the highest attendance yet with 684 attendees and 274 exhibitors in Austin, Texas. At this conference, the Leader Institute track was introduced for senior HR leaders. In addition, the most CEU credits in the history of ASHHRA was secured (12.5) for all sessions and 5 for pre-conference activities, a total of 17.5 CEU credits.

ASHHRA conducted 18 Webinars and offered five "free" to ASHHRA members during 2008. Two Webinars were related to critically important legislative updates, including the Hill Visit by the Advocacy Committee.

A new Compensation Survey was produced in the second quarter in partnership with Integrated Healthcare Strategies, offering a variety of delivery options to ASHHRA membership, and a more comprehensive survey.

A new CEO Dashboard of the HR Metrics Tool was offered free to members, highlighting and providing six key metrics health care HR leaders need to report. Current participation rate in the metrics tool is 261 members, growing from its inception in 2006 of 87 participants.

In October, the Diversity eNews Brief, a weekly newsletter, was launched by ASHHRA and the Institute for Diversity. This partnership brings the latest diversity information available especially for ASHHRA and IFD members.

Strategic Direction No. 2: Establish Strong Relationships with Aligned External Stakeholders

Sound collaborative relationships are a key component to the growth and success of ASHHRA. ASHHRA experienced great success in 2008, building strong relationships that serve our organization and our members both today and in the future.

ASHHRA continues its collaboration with the American Hospital Association and IRI Consultants to Management to produce the monthly Health Care Labor Report, targeting not only its membership but the CEO audience.

ASHHRA collaborated for the second year with MetLife (Metropolitan Life Insurance Company) to establish the second scholarship program for the ASHHRA Foundation. Their generosity allowed eight individuals to attend the ASHHRA 44th Annual Conference in Austin, Texas.

ASHHRA collaborated with AARP in the first quarter to produce a survey on the aging workforce. The results were made available to ASHHRA members. In addition, ASHHRA partnered with AARP to deliver a workforce survey in the first quarter 2009 on generational issues in the workplace.

We continued our joint membership relationship with SHRM, and exhibited at the June 2008 SHRM Conference at McCormick Place in Chicago. In August 2008 we signed a three-year agreement securing our joint membership affiliation offerings to ASHHRA/SHRM members.

ASHHRA renewed its relationship with the Joint Commission in developing a learning session for the 2008 ASHHRA Annual Conference and the 2009 Annual Conference. The Joint Commission will host a micro site to answer member questions on the new myashhra.org Online Community.

ASHHRA continued its work with the ASHRM (Health Care Risk Managers) Executive Director and AONE (Nurse Executives) CEO in developing guidelines for reporting "dangerous practitioners." Completion date is first quarter 2009.

The ASHHRA Think Tank was implemented as a result of the new (2007) governance structure and held two Thought Leader Forums in 2008 in San Diego and Austin. Results were shared free of charge to both members and non-members via the ASHHRA Web site in the Summary of Findings and full transcripts.

In 2008, ASHHRA collaborated with Health Research and Educational Trust (HRET) in a Quality Process Improvement study. Outcomes of the study will be released in 2009.

Strategic Direction No. 3: Advance the Value of ASHHRA Membership to Health Care HR Professionals

ASHHRA conducted a member survey in the last quarter 2008, and identified topics affecting the health care HR profession and health care organizations. In addition, ASHHRA asked that members respond regarding the products and services currently offered and what they would like to see offered in the future.

ASHHRA experienced a 1.4 percent growth in membership in 2008.

The ASHHRA Career Center secured its place as a true member benefit in 2008. It allows employers to post jobs available in their health care organizations, and provides job seekers a place to post resumes. This service is exclusive to health care allowing a more focused resource for all users. During 2008, 679 new job seekers and 180 new employers entered the Career Center Network. There were 271 new job postings on the ASHHRA Career Center.

The ASHHRA Foundation was established in July 2007. The first donation to the Foundation came from MetLife for applicants who wanted to attend the 2007 ASHHRA Annual Conference but whose organizations were experiencing financial need. Nine scholarships were awarded to applicants from around the country. In 2008, there were eight scholarships awarded to applicants to attend the 2008 Annual Conference from MetLife, a research grant and a continuing education grant were also approved; all awarded through the ASHHRA Foundation.

During the last quarter, the country experienced dire economic times. We, at ASHHRA, committed to providing more low cost, efficient and effective ways for our members to be provided the resources needed to do their jobs each day using the best tools available. More low cost or free Webinars are available and the new myashhra.org Online Community will serve as a networking opportunity for our members, including the availability of chapter Web sites.

Financial Results

The 2008 ASHHRA budgeted revenue projection was at \$2,295,800 and expenses were projected at \$2,184,289 with a projected operating margin of \$111,511. Year end results were at actual revenue of \$2,034,788 and actual expenses were at \$2,073,154, with an operating margin of (\$38,366).

ASHHRA, a society of the American Hospital Association headquartered in Chicago, Illinois, is the leading voice for HR professionals in health care—linking people and organizations to leadership practices, best practices to patient outcomes, and outcomes to business results. To contact ASHHRA representatives, please use the following e-mail address or phone number:

ashhra@aha.org

312-422-3720

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