2014 Annual Report:
National Asthma Education Certification Board (NAECB)

Traci D. Arney MN, FNP-C, AE-C, FAANP
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.
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.
2014 BOARD OF DIRECTORS

Crazy About Kids Pulmonary Services, LLC
Gilbert, AZ

*Jack Barnette, AE-C (2013-2015)*
Environmental Scientist
EPA- Region 5
Park Ridge, IL

*Joann Blessing-Moore, MD (2012-2014)*
Board certified Pediatric Pulmonary-Allergy/Immunology
Woodside, CA 94062

Director, Asthma and Respiratory Programs
Center for Managing Chronic Diseases
University of Michigan
Ann Arbor, Michigan

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

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 (2012-2014) 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

Capt. John Manning, RN, MSN, PNP, AE-C (2010-2015)
Pediatric Nurse Practitioner
Camp Lejeune, NC

Carolyn Martin, RPFT, AE-C (2013-2014)
Director of Health Promotions
Program Manager, Enhancing Asthma Care Project
Houston, TX

Cardiorespiratory Care
University of South Alabama
Mobile, AL

Nurse Practitioner
Allergy Partners of Central Indiana
Fishers, IN

Emmeritus:

Linda B. Ford, MD, FACAAI, 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, Immediate Past-Chair, 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 now contains the most current information including:
   a. Electronic scholarship application
   b. Electronic recertification application
   c. Up-to-date and accurate database of certificants
   d. Up-to-date library of board presentations and publications

2. Scholarship Committee
   a. 27 scholarships offered with 5 recipients passing the exam the first attempt

3. Exam Committee
   a. Recruitment of 8 previous Exam Committee members for item writing and test review was completed in June.

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 now created with a template and sent to certificants monthly
   b. Facebook page active with greater than 440 "Likes," an increase of 200 in the past year
   c. LinkedIn profile is now active
   d. Postcard redesigned and over 500 distributed to potential certificants
   e. Education Booth staffed by two board members at the national AAE conference in TX

6. Recertification
   a. Recertification by continuing education process completed with over 325 recertified in the past year

7. Administration
   a. Administrative offices now located in Gilbert AZ with a full-time administrator position
   b. All historical documents are now saved and stored electronically

Testing results for 2014

<table>
<thead>
<tr>
<th></th>
<th>Passed</th>
<th>Failed</th>
<th>Absent</th>
<th>Total number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exam - first time</td>
<td>312</td>
<td>201</td>
<td>17</td>
<td>530</td>
</tr>
<tr>
<td>Exam - recertified</td>
<td>11</td>
<td>2</td>
<td>0</td>
<td>13</td>
</tr>
<tr>
<td>Recertified by CEUs</td>
<td></td>
<td></td>
<td></td>
<td>274</td>
</tr>
<tr>
<td>SAE sales</td>
<td></td>
<td></td>
<td></td>
<td>367</td>
</tr>
</tbody>
</table>

Pass rate of 66% for current cycle
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.
   f. Obtain 501c3 status.

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 ongoing 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.
## National Asthma Educator Certification Board
### Profit & Loss
#### January through December 2014

<table>
<thead>
<tr>
<th>Ordinary Income/Expense</th>
<th>Jan - Dec 14</th>
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<tbody>
<tr>
<td><strong>Income</strong></td>
<td></td>
</tr>
<tr>
<td>4005 · Refunds</td>
<td>-3,817.10</td>
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<tr>
<td>4010 · Donations</td>
<td>34,36</td>
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<tr>
<td>4050 · Testing fees</td>
<td>160,441.00</td>
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<tr>
<td>4055 · SAE Testing Fees</td>
<td>37,241.21</td>
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<tr>
<td>4070 · Extension Certificates</td>
<td>50.00</td>
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<td>4080 · AE-C Pin</td>
<td>659.00</td>
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<tr>
<td>4090 · Recertifications</td>
<td>69,061.20</td>
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<tr>
<td>4200 · Interest</td>
<td></td>
</tr>
<tr>
<td>4201 · Bank Interest</td>
<td>52.51</td>
</tr>
<tr>
<td>4202 · Interest - Other</td>
<td>226.52</td>
</tr>
<tr>
<td><strong>Total 4200 · Interest</strong></td>
<td><strong>279.03</strong></td>
</tr>
<tr>
<td><strong>Total Income</strong></td>
<td><strong>264,748.70</strong></td>
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<table>
<thead>
<tr>
<th><strong>Expense</strong></th>
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<tbody>
<tr>
<td>5000 · Bank Fees</td>
<td>404.90</td>
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<tr>
<td>5100 · Professional Fees</td>
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<tr>
<td>5101 · Accounting Fees</td>
<td>5,159.10</td>
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<tr>
<td>5102 · Consulting Fees</td>
<td>555.45</td>
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<tr>
<td>5103 · Legal Fees</td>
<td>5,547.50</td>
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<tr>
<td>5104 · Marketing</td>
<td>1,079.02</td>
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<tr>
<td>5106 · Administrative Support</td>
<td>36,027.96</td>
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<tr>
<td>5100 · Professional Fees · Other</td>
<td>295.00</td>
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<tr>
<td><strong>Total 5100 · Professional Fees</strong></td>
<td><strong>48,664.13</strong></td>
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<tr>
<td>5150 · Board Insurance</td>
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<tr>
<td>5200 · Office Supplies</td>
<td>994.99</td>
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<tr>
<td>5250 · Conference Expenses</td>
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</tr>
<tr>
<td>5252 · Exhibit space / booth rental</td>
<td>300.00</td>
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<tr>
<td>5250 · Conference Expenses · Other</td>
<td>975.79</td>
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<tr>
<td><strong>Total 5250 · Conference Expenses</strong></td>
<td><strong>1,275.79</strong></td>
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<tr>
<td>5300 · Printing</td>
<td>904.00</td>
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<tr>
<td>5350 · Telecommunication Costs</td>
<td></td>
</tr>
<tr>
<td>5351 · Conference Calls</td>
<td>192.45</td>
</tr>
<tr>
<td>5352 · Web Hosting</td>
<td>434.98</td>
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<tr>
<td>5350 · Telecommunication Costs · Other</td>
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<tr>
<td><strong>Total 5350 · Telecommunication Costs</strong></td>
<td><strong>1,812.49</strong></td>
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<tr>
<td>5400 · Postage &amp; Shipping</td>
<td>2,397.52</td>
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<tr>
<td>6450 · Affiliations &amp; Memberships</td>
<td>323.00</td>
</tr>
<tr>
<td>5500 · Staff</td>
<td></td>
</tr>
<tr>
<td>5502 · Staff Travel</td>
<td>2,129.71</td>
</tr>
<tr>
<td>5503 · Staff Hotel</td>
<td>833.00</td>
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<tr>
<td><strong>Total 5500 · Staff</strong></td>
<td><strong>2,962.71</strong></td>
</tr>
<tr>
<td>5600 · Volunteers</td>
<td></td>
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<tr>
<td>5602 · Volunteer Travel</td>
<td>14,618.77</td>
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<tr>
<td>5603 · Volunteer Hotel</td>
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<tr>
<td>6004 · Volunteer Meals</td>
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<tr>
<td>5605 · Volunteer Awards</td>
<td>78.98</td>
</tr>
<tr>
<td>5606 · Board Meeting Rooms and AV</td>
<td>295.00</td>
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<tr>
<td>6000 · Volunteers · Other</td>
<td>-1,000.00</td>
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<tr>
<td><strong>Total 5600 · Volunteers</strong></td>
<td><strong>32,449.45</strong></td>
</tr>
<tr>
<td>5650 · Website Development</td>
<td>548.00</td>
</tr>
<tr>
<td>5800 · Exams</td>
<td></td>
</tr>
<tr>
<td>5902 · SAE Exam Costs</td>
<td>5,100.00</td>
</tr>
<tr>
<td>6003 · Contract Test Development</td>
<td>35,330.00</td>
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<tr>
<td>6005 · Exam fees</td>
<td>53,499.00</td>
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<tr>
<td>6006 · Exam Credit Card Processing Fee</td>
<td>2,244.79</td>
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<tr>
<td>6008 · Data Analysis</td>
<td>17,685.00</td>
</tr>
<tr>
<td>6900 · Exams · Other</td>
<td>-200.00</td>
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</tbody>
</table>
# National Asthma Educator Certification Board

## Profit & Loss

January through December 2014

<table>
<thead>
<tr>
<th>Description</th>
<th>Jan - Dec 14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total 6800 - Exams</td>
<td>113,638.79</td>
</tr>
<tr>
<td>Total Expense</td>
<td>210,427.76</td>
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<tr>
<td>Net Ordinary Income</td>
<td>54,320.94</td>
</tr>
<tr>
<td>Net Income</td>
<td>54,320.94</td>
</tr>
</tbody>
</table>
2014 Board Member Presentations and Publications

**Traci D. Arney MN, FNP-C, AE-C, FAANP**


**Randy Brown, MD, MPH, AE-C**


Brown: September 2014: Texas Pediatric Society Regional Rounds: Asthma 2014: Insights to Diagnosis and Management. Dallas, TX


Patel MR, Leo HL, Baptist AP, Cao Y, Brown RW. Adverse asthma outcomes in U.S. children and adolescents with multiple morbidities: findings from the National Health Interview Survey. Journal of Allergy and Clinical Immunology, 2014 (In press).

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

“Handling the ED arrival” Saturday August 2nd

“Children’s Asthma Care Coordinated by Respiratory Therapist” Saturday August 2nd 7:45 -9 am.
**Mary Hart MSHCA, RRT, FAARC, AE-C**


Illinois Society for Respiratory Care Annual Meeting, Chicago, May 2014 - Can Pulmonary Rehabilitation Decrease 30 Day Readmissions in COPD Patient?

TSRC Annual Meeting – San Antonio May 2014 – COPD Navigator

Alpha-1 Education Day – Dallas Texas – March 2014 – Importance of Exercise

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


Lim K, Conti K, Shnayderman S, Seoane-Vazquez E, Hudd T. Evaluating the impact of an interprofessional educational session led by PharmD students on nurses' knowledge of inhaler devices for chronic obstructive pulmonary disease. Presented at the 48th ASHP Midyear Clinical Meeting, December 9, 2013, Orlando, FL.

MCPHS University Online Continuing Education Activity. The Art of Asthma Management: Therapeutic Considerations & Customizing Therapy. December 12, 2014. (0.15 CEU) UAN: 0026-0000-14-060-H01-P


**Lisa Magary DNP, APRN, CPNP, FNP-BC, AE-C**

**John Manning, RN, MSN, PNP, AE-C**


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


"Reimbursement for Asthma Education." Presented at Henry Ford Hospital in Detroit, MI in August 2014.

"Colorado Summit on Pediatric Home Interventions." Presented at Children's Hospital Colorado at the Colorado Summit on Pediatric Home Interventions; co-sponsored by the U.S. Department of Housing and Urban Development, the U.S. Environmental Protection Agency and the U.S. Department of Health and Human Services in Denver, CO, in August 2014.

"Asthma Update 2014." Presented at Hurley Hospital Pediatric Grand Rounds in Flint, MI in October 2014.

**Timothy Op’t Holt EdD, RRT, FAARC, AE-C**

May 6-7, Al Kobar Saudi Arabia, Saudi Society for Respiratory Care Asthma review course.

September 14-15, Najran Saudi Arabia, Evidence-Based Care of Patients with Asthma and COPD.

August 1, San Antonio, AAE Annual Conference, Meeting the Standards for Quality and Performance: the Certified ASME Program.

August 3, San Antonio, AAE Annual Conference, Breath of Life Program: The Respiratory Therapist as Disease Manager.

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


Asthma Literature Review. American College of Allergy, Asthma and Immunology Annual Conference. Atlanta, GA.
Asthma Across the Lifespan. American College of Allergy, Asthma and Immunology Annual Conference. Atlanta, GA.

Chronic Urticaria. Genetech Pharmaceuticals. Omaha, NE.

Allergic Asthma. Genetech Pharmaceuticals. Omaha, NE.

Asthma and Allergy Update. Meda Pharmaceuticals. St. Louis, MO.

Asthma and Allergy Update. Meda Pharmaceuticals. Savannah, GA.

Asthma and Allergy Update. Meda Pharmaceuticals. Ashville, NC.

Allergic Asthma. Genetech Pharmaceutical Company. Omaha, NE.

Allergic Asthma. Genetech Pharmaceutical Company. Indianapolis, IN.

Asthma and Allergy Update. Meda Pharmaceuticals. Western Illinois Pharmacy Society Meeting.


Food Allergy: More Than Just Milk, Egg, and Peanut. American Academy of Allergy, Asthma, and Immunology Annual Conference. San Diego, CA.