

WHO WE ARE:

Mission and Core Purpose



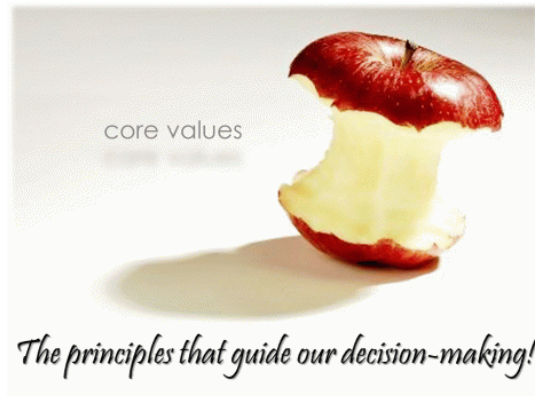
Mission

The Dermatology Nurses' Association is a professional nursing organization comprised of a diverse group of individuals committed to quality care through sharing knowledge and expertise.

Core Purpose

The core purpose of the Dermatology Nurses' Association is to promote excellence in dermatologic care.

Core Organizational Values



Core Organizational Values

- **Integrity:** Evidenced by transparent decisions, honest actions and ethical behavior consistent with an abiding respect for the dignity and value of individuals.
- **Credibility:** Evidenced by earned respect for empowering education, excellence in advocacy and quality resources that support growth and development of the individual and the profession.
- **Visionary Leadership:** Evidenced by innovative programs and services continually focused on advancing the interests and meeting the needs of our patients and profession in a changing world.
- **Collaboration:** Evidenced by an inclusive culture that appreciates the value of diverse perspectives, the power of common vision, and the satisfaction of equalitarian relationships among peers, mentors and friends.

WHO WE ARE:

Vision & Vivid Description of a Desired Future



Vision

DNA will be the global authority for knowledge and expertise in dermatology care.

Vivid Description of a Desired Future

DNA is at the hub of a vibrant global network of dermatology care providers. Health care professionals from around the world access DNA's knowledge and expertise in dermatology through a wide variety of high-quality educational resources including a premiere journal, international conferences and cutting-edge technology. DNA members serve as content experts, educators, mentors and advisors in collaborative health initiatives to assure inclusion of the dermatology nurse perspective.

Because DNA is consistently quoted in reputable media, patients and consumers look to DNA for accurate and up-to-date information about skin health and disease prevention measures. DNA's influence on governments assures that there is equitable access to dermatology care.

Key Drivers of Change



DNA recognizes the following as key drivers of change affecting the DNA:

- Change in composition of membership and meeting their needs
- Lack of funding across all spectrums
- Technology, internet, social media connections and the ability to adapt as quickly as technology allows and people expect
- How DNA aligns itself with other organizations
- Need for a voice in legislation and regulation
- Value of a DNA membership in the practice
 - Relationship of the credential to reimbursement and regulations
 - Member-perceived value
 - Employer-perceived value
- Competition
- Meaningful engagement
 - Mentorship
 - Volunteers

WHO WE ARE: *DNA's Definition of Engagement*



DNA's Definition of Engagement

Meaningful engagement at DNA is the investment of knowledge and expertise, resources, time, and participation of stakeholders to provide mutually beneficial long-term growth and collaborative relationships that enhance the profession of dermatology.

In order to sustain DNA engagement, our stakeholders are inclusive and diverse. They include:

- DNA Board of Directors
- DNA Committees
- All DNA members
- Corporate sponsors
- Affiliations/Coalitions/Partners
- Patients/Caregivers
- Communities
- Member employers
- Potential members

WHO WE ARE: DNA's 2020-2022 Strategic Plan Goals & Objectives



- 1) **Public Awareness and Advocacy.** DNA will be recognized and resourced for their knowledge, expertise, and advocacy in dermatology, nurse practice, and healthcare.
- 2) **Education.** DNA will be recognized as the leading educator for dermatology nursing worldwide.
- 3) **Professionalism.** DNA certifications and certificate programs will be recognized as the highest quality. Scopes and standards of practice in dermatological nursing will be based on dermatology outcome-based research.
- 4) **DNA Programs and Services.** DNA members and the dermatological community will have access to premier programs and services at all levels of practice.
- 5) **Financial Sustainability.** DNA will remain financially solvent.
- 6) **Technological Advancement.** DNA will expand our technology networks to increase meaningful engagement.
- 7) **Engagement.** As an inclusive organization of interdisciplinary professionals committed to advancing dermatology care, DNA will foster active participation and mentorships for its members and community in a volunteer-driven environment.
- 8) **Governance and Structure.** DNA will have an effective, balanced structure and governance.

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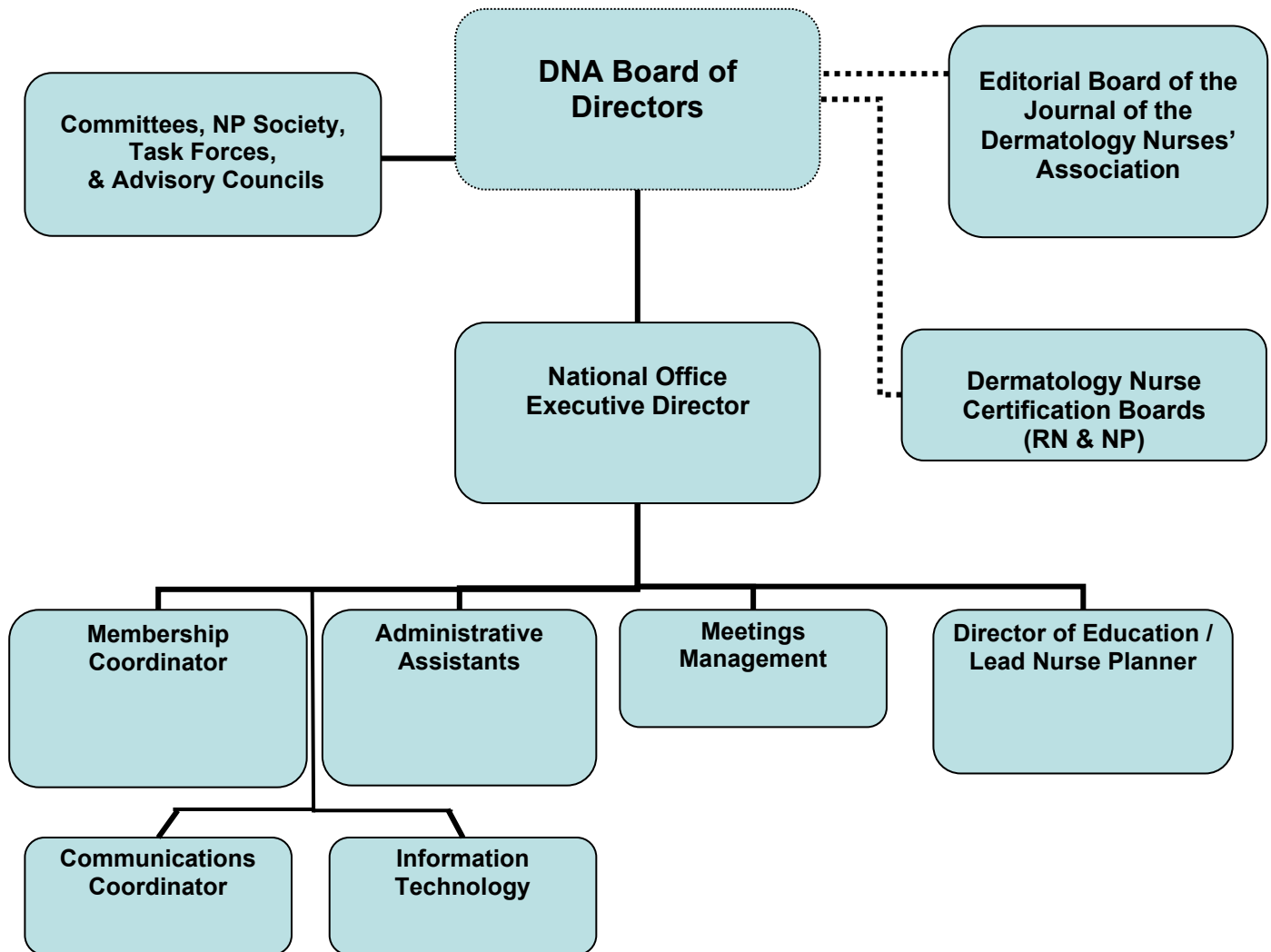
Organization History



In 1978, an informal meeting was held to discuss concerns and questions and to seek avenues for further education for dermatologic nursing. Attendance at this meeting increased the following year and finally led to the first educational program in 1980. In 1981 nurses from all areas of dermatologic practice met to explore the possibility of forming a professional association of nurses working in the dermatology field. The first official Annual Convention of DNA was held in 1982. In 1983 the first elected slate of officers was installed. The first issue of DNA's first journal, *Dermatology Nursing*, was published in 1989. The newsletter, DNA *FOCUS*, a highly informative quarterly publication, has continued to develop in response to the members' needs. The Nurse Practitioner Society of the DNA was established in 2005-06 to meet the needs of DNA's growing NP membership. In 2007 DNA celebrated its 25th anniversary. In 2009, DNA launched a new official journal, *the Journal of the Dermatology Nurses' Association (JDNA)*. In 2015 a new management model was implemented. In 2017 DNA held its 35th Annual Convention and implemented a new online CE platform. In 2018 an NP Online Review Course for the certification exam and Grand Rounds were launched in the CE Center. In 2019 DNA coordinated and participated in the Nurse Scientific Day and led a half-day Leadership Summit at World Congress in Milan, Italy.

WHO WE ARE:

Dermatology Nurses' Association Organizational Chart



WHO WE ARE: 2020-2021 Board of Directors

PRESIDENT: **Kathy Gross, MSN, RN, DNC**
of Tempe, AZ

PRESIDENT-ELECT: **Angie Hamilton, FNP-C, DCNP**
of Paris, IL

**IMMEDIATE PAST
PRESIDENT:** **Jane Glaze, BSN, RN, DNC**
of Madison, WI

TREASURER: **Robin Inabinet, RN-BC**
of Clemmons, NC

SECRETARY: **Michelle Bell, BSN, RN, DNC**
Of Peru, NY

DIRECTORS: **Olanda Hathaway, MSN, FNP-BC, DCNP**
of Frederick, MD

Kelley Jimenez, BSN, RN, DNC
of Beaverton, OR

Nancy Smail, RN
of Buffalo, NY

WHO WE ARE:

National Office & Staff Information

DNA National Office
435 N. Bennett Street
Southern Pines, NC 28387
Phone: 800-454-4DNA (4362)
Fax: 910-246-2361
Email: dna@dnanurse.org
Website: www.dnanurse.org

STAFF

Executive Director

Linda Markham

lmarkham@dnanurse.org

Administrative Assistant

Kara Briggs

kbriggs@dnanurse.org

Membership Coordinator

Janet Price

jprice@dnanurse.org

Director of Education

Janet Crawford, MSN, APRN-CNS, BC, DNC

jcrawford@dnanurse.org

Communications Coordinator

Emily Potter

epotter@dnanurse.org

WHO WE ARE: ***Membership Profile***

DNA has 1,700+ members with 18 local chapters. Of our total membership, approximately

- 47 percent are Registered Nurses
- 10 percent are Medical Assistants or other office staff
- 40 percent are Nurse Practitioners
- 1 percent are Licensed Practical Nurses & Licensed Vocational Nurses
- 1.5 percent are student members
- .5 percent are corporations and associations

