



ANNA
American Nephrology
Nurses Association

Strategic Plan 2025-2028

JANUARY 2025

▶ Vision

Nephrology nurses lead and advocate utilizing education and innovative strategies to promote wellness for individuals living with kidney disease.

▶ Mission

To improve the profession of nephrology nursing through education, advocacy, networking and science.

▶ Values

At the American Nephrology Nurses Association (ANNA), we are guided by the following core values:

1. **Excellence in Patient Care**

Nephrology nurses have a unique opportunity and responsibility to enhance the quality of care for individuals living with kidney disease. ANNA is committed to delivering compassionate, evidence-based care that improves patient outcomes and quality of life.

2. **Lifelong Learning and Professional Development**

ANNA believes in fostering a culture of continuous learning and is dedicated to providing the highest-quality educational programs to support nephrology nurses maintaining, expanding, and refining their professional skills. ANNA is committed to staying at the forefront of nursing practice.

3. **Advocacy for the Profession and Patients**

ANNA is a strong advocate for the nephrology nursing profession, individuals living with kidney disease, and advancements in kidney care. ANNA actively promotes initiatives that secure the future of nephrology nurses, supports policies that improve patient care, and champions innovations that enhance kidney health.

4. **Innovation and Research**

ANNA recognizes the importance of research in driving innovation and advancing nephrology nursing. ANNA actively supports and promotes research that enhances clinical practice, with a focus on applying evidence-based solutions to improve patient care and nursing science.

5. **Collaboration and Teamwork**

ANNA values partnerships and interdisciplinary teamwork that leads to more effective and cost-efficient healthcare delivery.

6. **Health Access**

ANNA values the unique perspectives and experiences that each individual brings to the profession and is committed to promoting access within our organization and the broader community to advance quality kidney care.

7. **Respect and Empowerment**

ANNA believes that all individuals deserve dignity and respect. ANNA is committed to supporting nurses in their professional growth, ensuring they are empowered to work at the highest level of their education and expertise.

8. **Community and Connection**

ANNA thrives through the strength of our community. We value the intellectual growth, camaraderie, and shared experiences that arise when we come together, both personally and professionally.

▶ **Focus Areas**

To lead the way in nephrology nursing, ANNA will focus on four pillars to best support and elevate our members:

- Education
- Advocacy
- Networking
- Science

#1 Focus Area: Education

Goal Statement

Ensure the professional success of nephrology nurses through innovative and accessible education, addressing workforce shortages, enhancing quality care, and improving outcomes for individuals living with kidney disease.

Supporting Statement

To fully serve our members and to prepare for an ever-changing landscape within our specialty, ANNA will focus on expanding education and providing innovative resources and tools to nephrology nurses.

Strategies

- Continue to strengthen the organizational infrastructure to deliver cutting-edge educational resources that elevate nephrology nursing and enhance professional practice.
- Expand educational tracks at national meetings to attract and retain nephrology nurses specializing in transplant, pediatrics, chronic kidney disease, research, acute care, advance practice, home therapies, administration, and conservative care management.
- Enhance the promotion of ANNA's educational publications, making them more accessible and usable to support continuous professional development.
- Foster opportunities for mentorship and lifelong learning to equip nephrology professionals with the skills necessary to meet ever-evolving challenges in kidney care.

#2 – Focus Area: Advocacy

Goal Statement

Empower nephrology nurses to be leaders in shaping health policy and in driving improvements in patient care while advocating for the growth and recognition of the profession of nephrology nursing.

Supporting Statement

Our stakeholders are essential to ANNA's future and the future of nephrology nursing. We are committed to empowering them through education and access to decisionmakers so they may effectively use their voice and their influence to advance nephrology nursing and improve kidney care.

Strategies

- Amplify legislative and regulatory advocacy and health policy initiatives to effectively influence legislators, policymakers, and other key decisionmakers, to advance the interests of nephrology nurses.
- Strengthen the marketing and branding of ANNA to raise awareness of nephrology nursing and its impact on healthcare, both within the nursing community and the broader public.
- Develop and engage nephrology nurses as grassroots (mobilized throughout the ANNA membership) and grasstops (targeted nurses who have or are willing to develop relationships with top elected officials) to allow for broader representation and influence.
- Expand membership inclusivity by engaging healthcare professionals such as LPNs, MDs, SWs, RDs, and industry leaders, expanding the reach and influence of ANNA.
- Promote leadership within ANNA, ensuring representation from various backgrounds and experiences to enrich decision-making and advocacy efforts.
- Establish clear pathways for nephrology nurses to engage in policy discussions, from local advocacy efforts to state and national legislative actions.

#3 – Focus Area: Networking

Goal Statement

Strengthen the global presence and influence of nephrology nursing through collaboration, partnership, and professional networking.

Supporting Statement

The ANNA brand will be the most recognized brand within our specialty worldwide to effectively advance the field of nephrology nursing.

Strategies

- Develop a comprehensive communication strategy to raise awareness of nephrology nursing and ANNA across the nursing profession and among the general public.
- Continue to create partnerships with external organizations and associations to expand ANNA’s influence and share best practices.
- Foster a stronger sense of community within and among the members of ANNA by improving the range of networking opportunities, including conferences, webinars, and online platforms that enable nephrology nurses to connect, share, and grow professionally, and by providing greater support for chapters.
- Continue to invest in and enhance ANNA’s digital presence, ensuring that the website and public-facing assets are engaging and accessible, and reflect the evolving role of nephrology nurses in healthcare.
- Create dedicated spaces and events for peer-to-peer collaboration through mentoring and leadership development, cultivating a culture of support and shared expertise.

#4 – Focus Area: Science

Goal Statement

Advance nephrology nursing by promoting scientific research, innovation, and evidence-based practices that transform kidney care and improve patient outcomes.

Supporting Statement

ANNA is committed to advancing nephrology nursing through the promotion of research, innovation, and evidence-based practices. By supporting scientific inquiry and fostering collaboration, we ensure that nephrology nurses remain at the forefront of transforming kidney care and improving patient outcomes.

Strategies

- Maintain healthy financial reserves to support research that drives evidence-based practices and innovation in nephrology nursing, ensuring the continuous evolution of patient care.
- Promote the creation and dissemination of technology and innovative programs that empower nephrology nurses to integrate cutting-edge tools and methodologies into their practice.
- Encourage and support nurse-led research initiatives focusing on outcomes that improve the overall practice of nephrology nursing.
- Collaborate with leading kidney care organizations and other nursing associations to ensure nephrology nurses remain at the forefront of clinical innovations and patient care advancements.