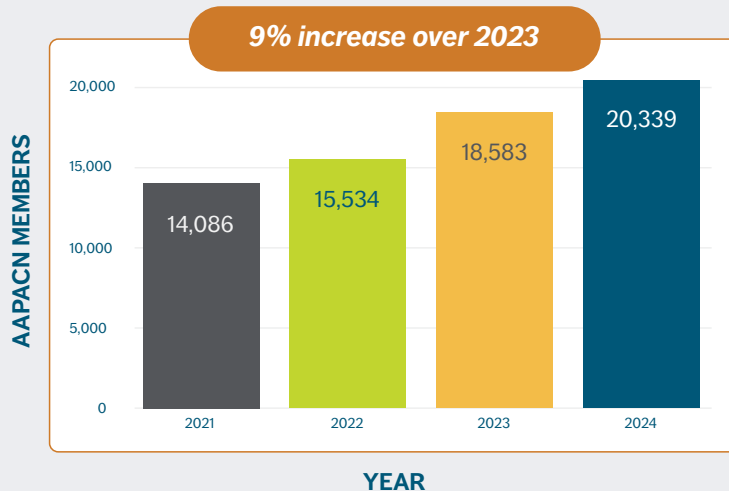


AAPACN BY THE NUMBERS IN 2024



- **20,339 members** supported in 2024
- Representing more than **7,200 facilities**
- **106 Organizational Members**
- **22 Business Partners**

GROWING LOYALTY AND EDUCATION

Average Trial Membership Conversion Rates for 2024



Compared to a
21% conversion
rate after one
month in 2023.



Compared to a
32% conversion
rate after six
months in 2023.

Purchased Product(s) – Unique Customers



5,197
purchased products
in 2024



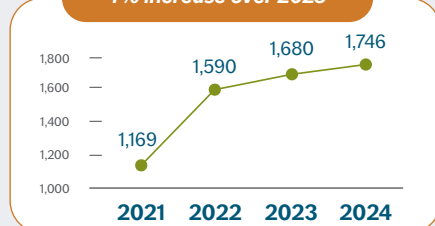
4,659
purchased products
in 2023

AAPACN CLASS OF 2024



1,746
new certifications earned

4% increase over 2023



LET'S GET SOCIAL

16,910

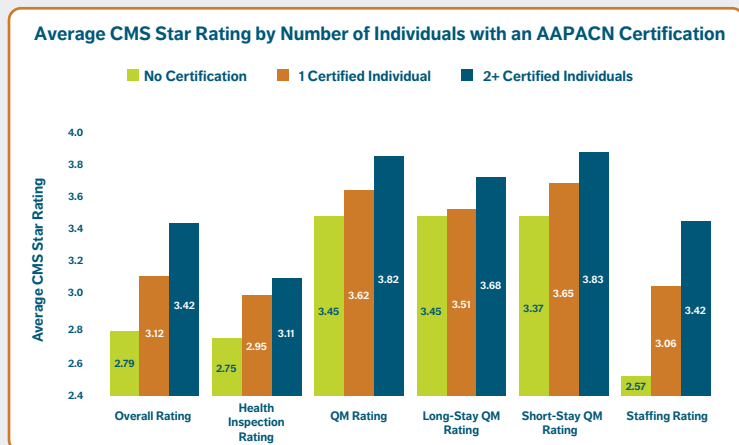
total
followers

TRENDING UP



Average monthly web visitors
increased 17% over 2023.

THE IMPACT OF AAPACN CERTIFICATION



Source: Dobson | DaVanzo, 2024 report

Facilities with AAPACN-certified staff have **higher overall CMS Star Ratings**.

ADVOCACY AND INDUSTRY-EXPERT CONTRIBUTIONS

Contributed guidance on technical expert panels

- PAC and Hospice QRP Cross-Setting Technical Expert Panel

Participated in LTPAC coalitions

- Advancing Excellence in Long-Term Care Collaborative
- Eldercare Workforce Alliance
- Healthcare Workforce Coalition
- Long Term Care Congressional Caucus
- Moving Forward Coalition
- The Nursing Community Coalition
- Observation Stays Coalition
- Professional Certification Coalition
- Project PAUSE

Provided expert insight in publications and at industry events

- North Carolina Health Care Facilities Association
- AHCA Conference for CEOs and Executive Leaders
- AHCA Quality Summit
- Ohio Healthcare Association
- Iowa Healthcare Association
- NYSHFA-NYSCAL
- Nevada Healthcare Association
- Mountain-Pacific Quality Health
- Wyoming Department of Health
- ASCP
- Provider Magazine
- McKnight's Long-Term Care News

NEW PROGRAMS AND PRODUCTS LAUNCHED IN 2024

C-Suite Financial Solutions Virtual Summit

Targeted Probe and Educate Review

QM Rescue Guide

BUILDING A BRIGHTER FUTURE FOR LTPAC NURSING

Since its founding in 2014, the AAPACN Education Foundation has awarded \$134,000 in education scholarships helping students earn their RN, BSN, MSN, or higher degree and fulfill their career goals of working in LTPAC.



Scan this QR code or text **NURSE SCHOLARSHIP** to **707070** to donate right from your phone.