



# Monthly Communiqué

December 2008

## President's Message

As 2008 comes to a close, I find myself reflecting on the first half of my CANP Presidency. The past six months have been loaded with activity and some marked experiences that show the depth of the work we are doing. We have focused a lot of energy and man hours toward improving the professional outlook of NP's in California and on moving CANP into the next phase.

This means moving forward with technology, adding to our member benefits and educational programs and staying active in the political happenings of our state and Nation. We hired a new executive director, and while we went through the usual transitional pains, we eventually came out on the right side. We've worked diligently to improve our public relations efforts and enjoyed some success with statewide media. As part of our NP Week celebration, we discounted membership fees by 50%, and were able to bring in more than 60 new members. We're also working on improving the tools we use for communicating with each of *you*.

While this has all been very important, what stands out most in my mind over the past months is the progress we are making with our legislators in improving upon the practice issues that are of concern to our members. We recently held a conference call for all Chapter Presidents regarding bill language we hope to introduce in the next legislative session. Hopefully you'll hear more about this at your upcoming chapter meetings.

Bills like ours can get passed with a strong grassroots effort. I encourage you all to get involved *at least* on a local level. When the time comes, there are a number of things you can do to get involved: 1. Write letters to your Assembly members and Senators. 2. Organize a group to see the member in his or her district office. 3. Attend [CANP's Annual Educational Conference](#) in Sacramento in 2009, we'll be adding a time for lobbying activities to this year's agenda. 4. Tell your NP colleagues, and bring them to a chapter meeting. The more members we have, the stronger our message. 5. Give what you can to the [CANP PAC Fund](#) – this money goes a long way toward us reaching our goals.

As we head into a new year, and you are making your own resolutions, I hope you consider putting professional development at the top of your list. Remember that CANP is here to help you reach those goals – you only have to take advantage of what we offer. Please do not hesitate to contact the CANP office at 916-441-1361 with any questions, or simply visit our website [www.canpweb.org](http://www.canpweb.org).

Happy Holidays,

*Jill Olmstead*

## Public Relations Update

For the month of November, CANP provided statewide media with “Healthy Tips” for cold & flu season. The following stations aired interviews:

*KPAY-AM (Chico) Nov 24<sup>th</sup>; with Peggy Rowberg*  
*KVEC-AM (San Luis Obispo) Nov 26<sup>th</sup> with Laurie Granberry*  
*KPSI-AM (Palm Springs) Nov 26<sup>th</sup> with Tim Lazarek*  
*KGO-AM (San Francisco) Nov 26<sup>th</sup>, 2008 with Tim Lazarek*

Our Media Campaign for December is on Healthy Holiday Eating Tips and we have secured the following interviews thus far:

*KVEC-AM (San Luis Obispo) December 19<sup>th</sup> Barb Dehn*  
*KPAY-AM (Chico) December 19<sup>th</sup> with Peggy Rowberg*  
*KPSI-AM (Palm Springs) December 19<sup>th</sup> with Tim Lazarek*

We would like to invite anyone who is interested in being a part of the PR Committee in 2009. We are in need of spokespersons interested in our media campaign as we move forward next year. Please contact Laurie Granberry at [lgranberrycui@aol.com](mailto:lgranberrycui@aol.com) for more details.

I would like to thank our current members of the PR team which include: Wendy Davidson, Laura Hutkins, Karen Ketner, Tim Lazarek, Celeste Samuel-Blalock, Sara Sherman-Levine, Mady Stovall, Kelly Tuttle and Theresa Ullrich. Thank you for your ongoing service and dedication. You are a great team!!

Also, just a reminder that we are seeking nominations for 3 awards; Bridging Health Care Needs, NP of Distinction and NP Advocate. Nominations are needed by January 7<sup>th</sup>, 2009. See [CANP website](#) for more details.

Thank you and wishing each of you a peaceful and wonderful Holiday season.

Regards,

Laurie Granberry, NP  
Phone: (408) 857-1236  
Email: [lgranberrycui@aol.com](mailto:lgranberrycui@aol.com)

The Public Relations Committee, the CANP Board of Directors, and staff at CANP Headquarters would like to extend our warmest appreciation and gratitude to [Randle Communications](#) for their service and dedication to CANP this year. They did a fantastic job turning our vision into a reality.

## Gov. Schwarzenegger Issues Statement on First 5 Vote to Help Fund Healthy Families

Governor Arnold Schwarzenegger issued the statement below following the First 5 California Commission’s unanimous vote today to provide approximately \$16.75 million to the Healthy Families Program:

“Today’s action will allow the state to continue to enroll tens of thousands of infants and children in the Healthy Families Program, ensuring them access to much needed health care services. I appreciate all the various parties who came together to find a solution, including First 5 California and the county First 5 commissions, as well as Health and Human Services Agency Secretary Kim Belshé and Managed Risk Medical Insurance Board Director Lesley Cummings. Protecting the hugely successful Healthy Families Program, which now serves approximately 900,000 children, is a priority of mine, as is ensuring that all kids in California have access to health care. This is why I proposed covering all children as part of my comprehensive health care reform initiative. First 5’s vote today is a good short-term step, but I will be working with legislative leaders and the Obama Administration in the coming months to maximize federal dollars so that all children have access to health coverage.”

Click here for more information on  
[California’s Healthy Families](#) Program.

## From the Executive Director

It is a busy time of year for all of us, personally and professionally. There are more relatives to visit, more meals to prepare, parties to attend, shopping to be done, decorating, wrapping, driving here and there, trying not to be sneezed on, standing in line, more patients to see with more problems to solve, school plays to attend and so much more. It's very much the same here at CANP Headquarters – busy, busy, busy. We're gearing up for a new legislative session, and trying to meet each of the 28 new members of our state legislature that were sworn in this month. We've been building our coalition, and strengthening our relationships with allies in the healthcare industry. These relationships will be key when it's time to introduce a new bill.

More preparations are being made for the Annual Conference. It's hard to believe that we're just a few short months away. Each of us is sure looking forward to seeing all of you in Sacramento. We're expanding the number of exhibitors this year, and expect that will only

add to the fun and educational opportunities. The networking will be fantastic!

I have enjoyed the chance to meet many of you, and hope that those opportunities will continue. We have a lot of goals for the coming year, which include spending more time with our chapter leadership and getting back in touch with the needs of our members. We're looking to expand our on-line capabilities which hopefully will mean more educational opportunities for you, and of course, *more networking*.

As always, the CANP staff is here to serve you, so please do not hesitate to give us a call, or drop an [e-mail](#). We'll do our best to respond immediately. If we don't, we sure hope you'll let us know!

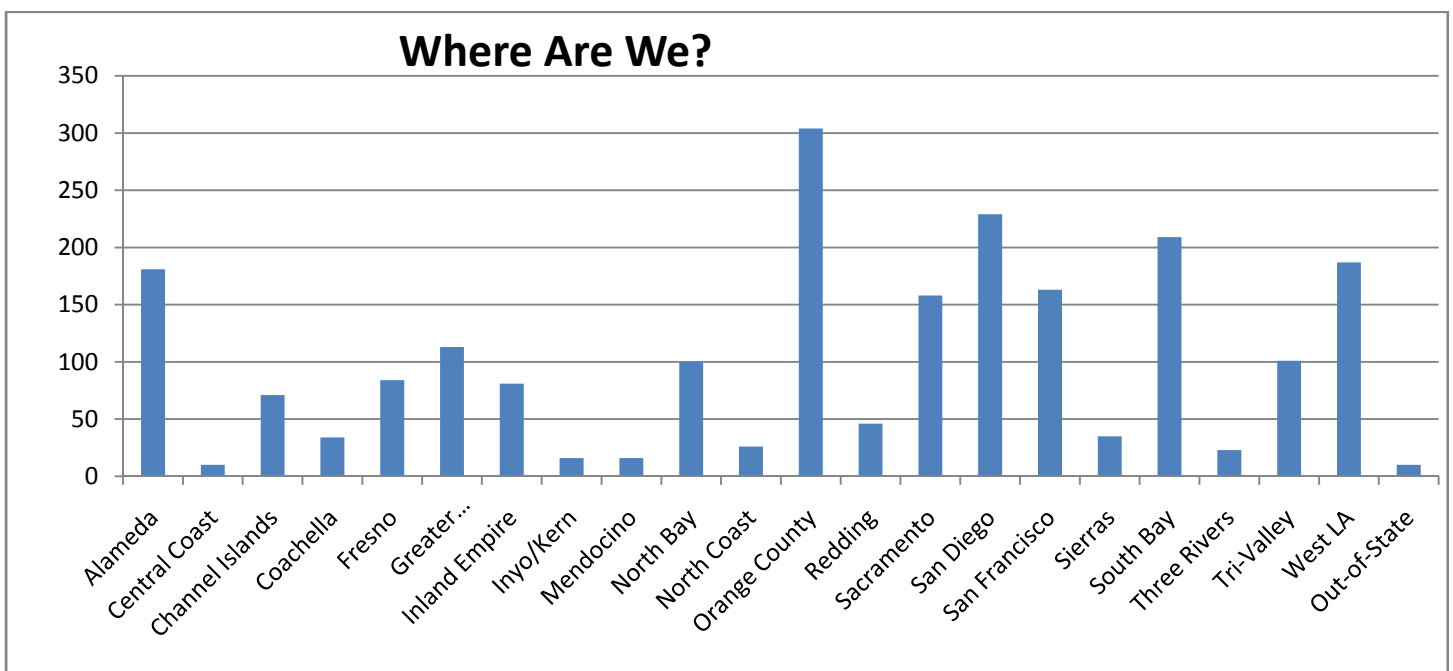
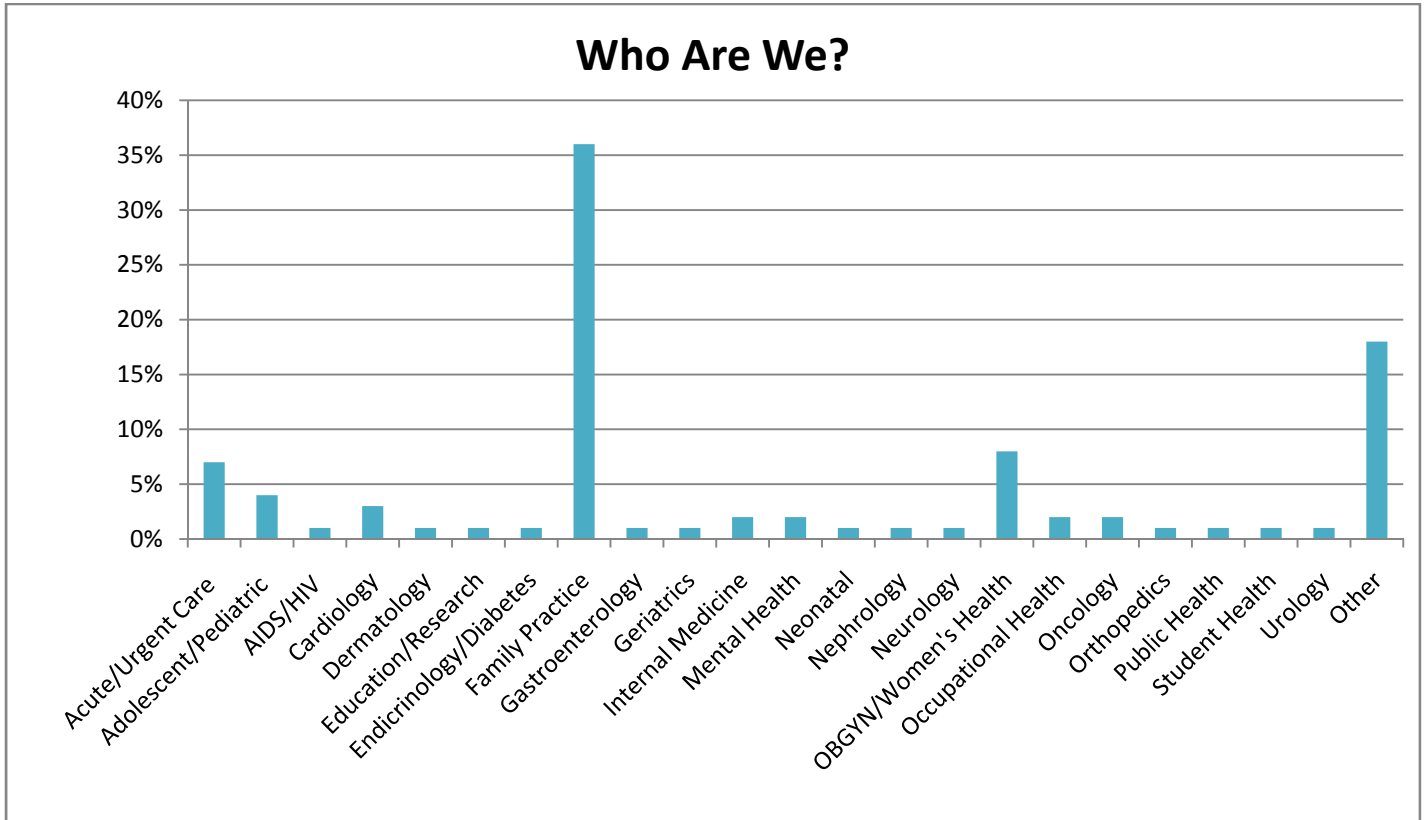
Happy Holidays,

*Cheryl Oliver*

- ❖ Visit your executive director's favorite website for the latest in healthcare news and trends. Follow this link to [Fierce Healthcare](#).
- ❖ Still need to do some last minute Holiday shopping? Visit [CANP's website](#) to shop with amazon.com, overstock.com and others. You'll get some great deals, fast service and the added value of giving back to your professional association. Thanks for shopping with CANP!
- ❖ New Year – New job? Check out [CANP's Career Center](#) for a valuable listing of statewide NP jobs that are currently available. Don't forget to tell your friends where you found that great new job!

# About CANP

Have you ever wondered about your CANP peers and in what area of medicine they are practicing? Please refer to the charts below for those answers. It looks like most of us are serving in a Family Practice environment, with Urgent Care and Women's Health running a distant second and third place. What an amazing and diverse group of NP's!



## Financial News

By Mary Eng Huntsinger

### What's the difference between PAC and the Provider Project?

**P.A.C.** stands for **P**olitical **A**ction **C**ommittee and the monies that are donated from individual members are used to support specific political campaigns that are of interest to nurse practitioners (NPs) in California. These monies are under strict rules as to how and from whom they can be donated. Members and companies may [donate to the CANP P.A.C.](#) account but it must be paid through an individual, business, or personal checking account. Contributions may NOT be made by the member's chapter. California state laws require the individual or business names of contributors are documented.

**The Provider Project** is part of a strategic plan by CANP to help NPs gain primary care provider status in California. The CANP Board of Directors, along with other governmental advocates and leadership, embarked

on the daunting task of removing the barriers to NP practice within the insurance industry to allow reimbursement, empanelment, credentialing, & recognition of NPs. Basically, the vision is to have NPs recognized, recruited, and reimbursed by insurers in California. This money comes from member dues and other income earned by the organization.

To summarize: The P.A.C. account is money donated by members and companies to support our political agenda – The Provider Project is the strategic plan to attain primary provider status. We received \$1,162 in P.A.C. donations in November. Thank you to all who contributed – this money will go a long way toward helping us achieve our goals!

For an update on California's battle over balanced billing follow [this link](#) to an article on the Fierce Health Finance website.

### Mark you Calendar!

CANP's Annual Educational Conference is just around the corner!

March 12 – 15, 2009 in Sacramento, CA

Sacramento Convention Center and the

Sheraton Grand Hotel on J Street

Check out [our website](#) for more details!