



ANNUAL REPORT 2023

NURSE PRACTITIONER ASSOCIATION OF MANITOBA



Land Acknowledgement

We acknowledge we are gathered on Treaty 1 Territory and that Manitoba is located on the Treaty Territories and ancestral lands of the Anishinaabeg, Anishininewuk, Dakota Oyate, Denesuline and Nehethowuk Nations.

We acknowledge Manitoba is located on the Homeland of the Red River Métis.

We acknowledge northern Manitoba includes lands that were and are the ancestral lands of the Inuit.

We respect the spirit and intent of Treaties and Treaty Making and remain committed to working in partnership with First Nations, Inuit and Métis people in the spirit of truth, reconciliation and collaboration.

In addressing a call to action see a [5 minute educational video](#) at Our Path to Reconciliation.

Table Of Contents

Intro	01	Conference Highlights	12
Message from CEO	02	Acknowledgements & Conclusion	15
Our Team	03	Where to Find Us	16
2023 Highlights	06	Appendix - NP Brochure	
NPAM Membership	11		

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Nurturing Growth, Forging the Future

Welcome to our 2023 Annual Report, a showcase of our achievements, progress, and commitment to excellence throughout the year.

Leading with Vision, Inspiring Success

Dear NPAM Members,

As we convene for our Annual General Meeting, I am excited to acknowledge the remarkable accomplishments and positive influence we have exerted in Manitoba over the past year. Our unwavering commitment to excellence has not only fortified our presence but has also significantly contributed to the well-being of Manitobans.

Particularly noteworthy was the celebration of the 10th anniversary of the NP Day proclamation and our engagements with key provincial and federal leaders throughout 2023. NPAM has firmly established itself as a leading advocate for Nurse Practitioners (NPs) and a champion of role innovation. Our ongoing initiatives encompass the creation of opportunities for NP research, government-funded projects, and the pursuit of top-notch continuing education opportunities generously supported by our industry partners.

I am pleased to highlight the indispensable role NPAM plays in enhancing access to exceptional care. Our efforts to raise awareness of NP capacity and explore novel opportunities for NP integration have not only been a source of pride but also a catalyst for positive change in the communities we serve. This is a collective endeavor, as each NP and Board member demonstrates an unwavering commitment to educating others about our roles and optimizing our contributions across all health and government sectors.

NPs have emerged as powerful agents of transformation. Through strategic partnerships, targeted investments of time and energy, and steadfast dedication, we have significantly improved access to exceptional care for individuals and families from diverse backgrounds in the regions we serve.

The impact of our NP initiatives transcends mere numerical metrics; it is measured in the lives touched and the communities uplifted. By fostering collaborations with healthcare providers, community

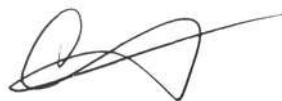
organizations, and government agencies, we consistently extend the reach of NP services to those who need them most. In our support for NPs, we acknowledge that their endeavors go beyond delivering medical care; they are instrumental in cultivating a culture of wellness and compassion. Our collective efforts have made substantial progress in dismantling barriers to access, ensuring that exceptional care is not a privilege but a fundamental right for all.

As we reflect on our achievements, let us remain steadfast in our commitment to the well-being of the communities we serve. The value of our NP initiatives extends beyond financial metrics; it is a testament to our dedication to making a lasting impact on the health and happiness of individuals.

Let us recommit ourselves to the values that propel us – empathy, innovation, and social responsibility. Together, we can continue to be a force for positive change across all pillars of advanced practice, including clinical excellence, research, leadership, and education.

I extend my sincere gratitude for your unwavering dedication and hard work. Our success in Manitoba is a reflection of our shared commitment to making a difference. Here's to another year of growth, impact, and the continued enhancement of Manitoba as a better place for all of us to work and live. Together, we are creating a legacy of improved healthcare access that will resonate for generations to come.

Sincerely,



Cindy Fehr, BSN, MEd, MScN, RN(NP), FNP-C
Chief Executive Officer

Uniting Talents, Fueling Progress

Board of Directors



Chandra Hawkins
Acting Chair



Irka Huley
Acting Vice-Chair



Maureen MacDonald
Director of Finance



Kendall Hobbs-Murison
*Director of Membership
& Member Benefits*



Lyndsay Palsson
*Director of Continuing
Education*



Bonn Alvarez
*Director of Media &
Marketing*



Olga Moldovanenko
Member at Large

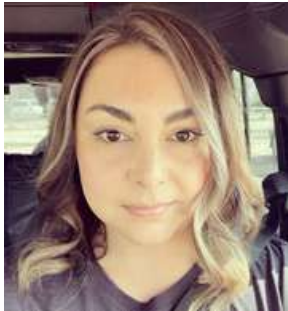


Laura Hill
*Co-Director of
Conference Committee*



Nicole Bennett
*Co-Director of
Conference Committee*

Regional Liaisons



Andrea Smith
*Interlake-Eastern Regional
Health Authority*



Christy Seniuk
*Southern Health -
Sante-Sud*



Nicole Threinen
Northern Health Region



Shawtel Zalluski
*Prairie Mountain
Health*



Danyel Reimer
*Winnipeg Regional
Health Authority*



Nicole Bennett
*Winnipeg Regional
Health Authority*



Jacqueline Robert
*Winnipeg Regional
Health Authority*



Jennifer Ardiel
Non-RHA

Student Liaisons



Michelle Marks
*University of Manitoba
(Second Year)*



Summer Pham
*University of Manitoba
(First Year)*



Catherine Lavigne
*University of
Saskatchewan*

Employees



Elsie Duff
Sr. Policy Consultant



Nicole Mann
*Administrative
Coordinator*



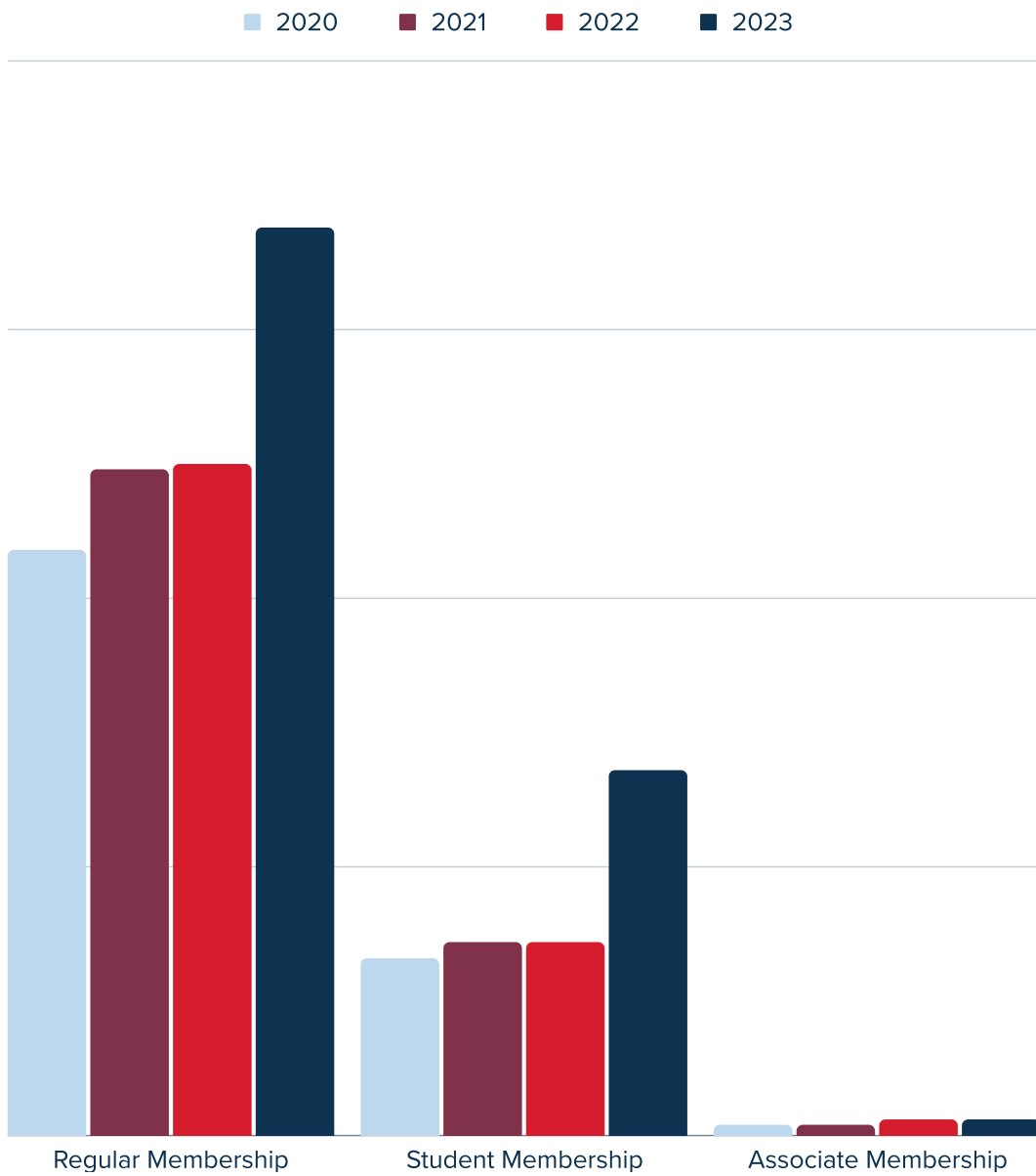
Cindy Fehr
*Chief Executive
Officer*

Steady Expansion, Sustainable Prosperity



Celebrate our significant milestones, highlights, and other achievements that have propelled our organization forward.

Growth in Membership Year-Over-Year



Celebrating Breakthroughs, Inspiring Progress

2023 NPAM Highlights

01 Government & Stakeholder Meetings

NPAM met with numerous stakeholders this past year to educate on the NP role and advocate for barriers faced:

- Dougald Lamonte & Uzoma Asagwara - pre-election to discuss NP involvement in healthcare
- quarterly CRNM meetings
- WCB to discuss NP fees
- Assistant Deputy Minister of Health (Barb Wasilewski) & team
- HSC/Shared Health Ambulatory Care
- Diagnostic & Surgical Recovery Task Force
- Federal Chief Nursing Officer, Leigh Chapman
- Two lawyers offices for NP Legal Issues
- Fair Registration Practice Office
- Manitoba Ombudsman
- Shared Health nursing leads (Lanette Sirigusa, Monika Warren, Lisa Merrill)
- Honourable Uzoma Asagwara, Minister of Health

02 Vaccine Hesitancy Education

The \$400,000 Public Health Agency of Canada (PHAC) vaccine education project that NPAM spearheaded wrapped up earlier this year with great success. This NPAM leadership opportunity has demonstrated collaboration, project management, and education expertise with healthcare stakeholders in Manitoba, to improve health professionals confidence for vaccine promotion.

03 NP Education

The past year has seen NPAM provided **12+ outstanding education events**, free to members. These were a mixture of in-person, online and hybrid events, and covered various topics including: migraines, contraception, private practice, precepting, ADHD, allergies, professional corporations and more! Thank you to our members who joined us as we were able to once again meet together; our sponsors who provided education and delicious dining; and Lyndsay Palsson, our Director of Continuing Education for providing such an amazing variety of excellent events.

04 Collaboration

Provincial, national, and global collaborations, education, health advocacy, and information sharing opportunities, including support with Canadian MAiD Curriculum project and national health workforce planning meetings.

05 Membership

NPAM offers many amazing benefits specific for Manitoba NPs, including:

- Members & family access to Telus Virtual Health Care
- NP education events (in-person, online & hybrid options available)
- NP annual conference
- NP networking and mentorship via Discord chat
- Online access to MUMs guidelines & discount for print items
- Reduced rate on hard copy RxFiles books (offered annually)
- NP employment opportunities posted
- NP newsletter with pertinent information you won't get elsewhere
- Mentorship for self-employed practice and specialty groups, private practice, aesthetics, etc. (e.g. self-employed policies required by nurse regulators)



59%

Increase in membership



87%

Newsletter open rate



117%

Increase in Discord Members



11%

Increase in Twitter Followers



86

Unique Emails Sent



3

NPAM Student Scholarship Recipients



40%

Increase in Instagram Followers

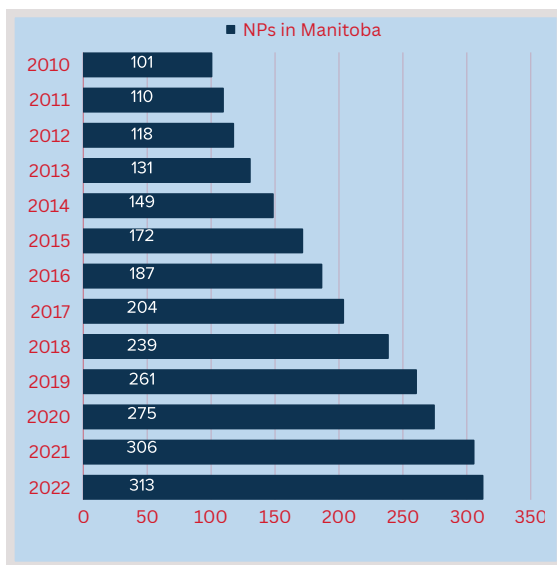


18%

Increase in Facebook Followers

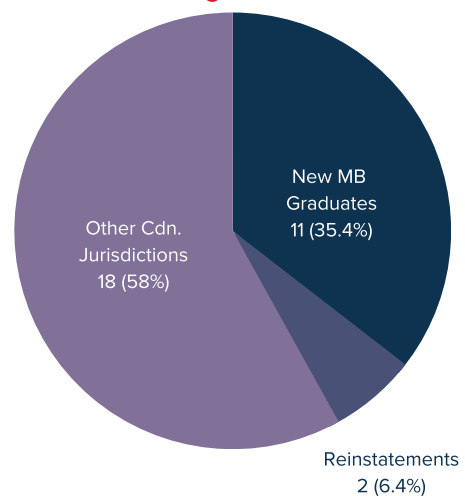
NPs in Manitoba, By-the-Numbers

NPs registered in Manitoba



Source: CRNM 2022 Annual Report, <https://www.gov.mb.ca/health/quickstats/medical.html>

New NP Applications Received for Registration



Source: CRNM 2022 Annual Report

To note: while CIHI has reported that the overall supply of NPs licensed to practise in Canada grew at a rate of 11% between 2021 and 2022, Manitoba NPs only increased by 2%, which is somewhat indicative that Manitoba is not retaining NPs
<https://www.cihi.ca/en/nurse-practitioners#:~:text=Key%20findings,growth%20rate%20of%2010%25>

Where Nurse Practitioners Work

- **Primary Care:** access centres, provincial & federal government clinics, mobile clinic, private practice, Quickcare, self-employed, virtual care
- **Long Term Care:** home care, care homes, Medical Assistance in Dying (MAiD), palliative care
- **Hospitals:** acute care, emergency, maternity, neonatal intensive care, NP-Led Hospital (Swan Lake, MB), paediatrics, urgent care
- **Self-Employed Business:** family practice, fertility, functional medicine, home health care, hormone therapy, medical aesthetics, primary care
- **Specialty Areas:** addictions, cancer care, cannabis, fertility, heart failure, HIV, perinatal mental health, psychiatry, RAAM clinics, transgender health
- **Other:** education, corrections health, First Nations health clinics, governance, management, military clinics, nursing stations, research, secondary schools, teen clinics, travel agencies, virtual care



For NPs by NPs

Help us help NPs to educate the public, stakeholders, and collaborative partners on the NP role

Established in 1999, the NPAM is an incorporated not for profit association to educate and support the professional interests of NPs. NPs make up only 1.7% of nurses that are registered in Manitoba. When choosing an association, choose one that represents YOU.

[Click here to become a member!](#)



Membership



EDUCATE ABOUT THE NP ROLE

Continue to expand our education to more public, stakeholders and collaborative healthcare partners



INFLUENCE SYSTEM CHANGES

NPAM regularly meets and is sought out by stakeholders and government regarding NP role and scope



NETWORK WITH OTHER NPS

Join our members only chat on Discord to network and obtain knowledge from other NPs throughout the province



BE IN THE KNOW

Get the latest NP information through our monthly newsletters and Discord networking chat. Follow us on Instagram, Facebook & Twitter for updates!



SUPPORT NPS

NPAM supports members through benefits including free MUMS online access, Telus Health Virtual Care, student scholarships, and other member discounts

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Shared Wisdom: Conference Highlights



Reflecting on our past annual conference fills us with gratitude and pride. Together, we ignited ideas, forged connections, and celebrated a shared passion for growth.



2023 NPAM Conference

As the curtains fall on our annual conference, we're thrilled to celebrate our highest attendance ever. A heartfelt thank you to our incredible lineup of speakers who captivated and inspired attendees. Nurse practitioners and NP students forged connections, shared insights, and reveled in the joy of networking. Special kudos to the talented student presenters whose posters adorned the event, adding an extra layer of brilliance to this unforgettable experience. Until next year, when we aim to surpass even these remarkable heights!



THANK YOU TO OUR CONFERENCE SPONSORS!

GOLD



SILVER



BRONZE



NON-PROFIT



Gratitude, Collaboration, and Continued Success

We extend our sincere appreciation to both past and present members of the Board for your visionary insights, unwavering dedication, and exemplary leadership.

Our heartfelt thanks go out to all members for your invaluable support. We are truly grateful for your collective contributions, which have significantly contributed to advancing the health and well-being of Manitobans. Your efforts are recognized, and your impact is deeply valued.

A special acknowledgment is extended to the NPAM staff—your commitment, time, and energy are essential components of our success. We genuinely appreciate your dedication and effort in furthering our mission.



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Join our members-only chat on Discord!

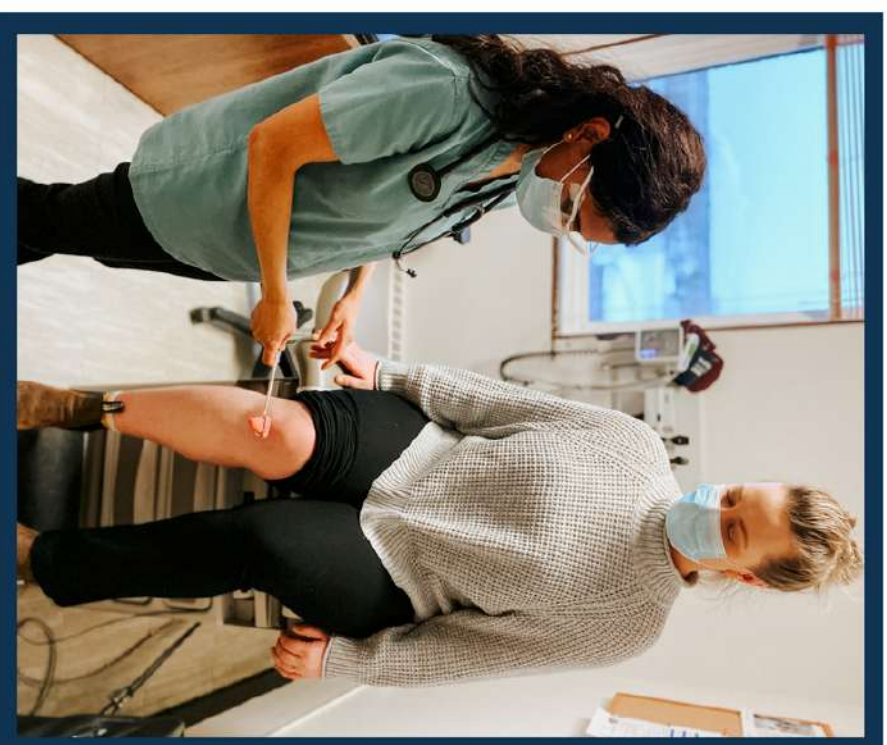


What is a Nurse Practitioner?

A Nurse Practitioner (NP) is a registered nurse who has completed advanced education at a master's or PhD level. They are completely independent health professionals and require no outside supervision of their practice.

Nurse Practitioners practice includes the legal authority to:

- ✔ Perform comprehensive health assessments and manage a panel of patients
- ✔ Diagnose & treat acute or chronic illness or injuries
- ✔ Prescribe medications, controlled substances & medical supplies
- ✔ Perform minor surgical procedures such as suturing, biopsies & IUD insertion
- ✔ Make referrals to other health care professionals such as specialists
- ✔ Order, conduct and interpret diagnostic tests (ie. lab, Xray, CT, MRI)
- ✔ Admit and discharge to long-term care facilities and some hospitals



Contact Us

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Nurse Practitioner
Association
of Manitoba

Your Partners in Health

Nurse Practitioners
PART OF YOUR HEALTH CARE
TEAM IN MANITOBA

WHERE DO NURSE PRACTITIONERS WORK?

- EMERGENCY ROOMS
- HOSPITALS
- OUTPATIENT CLINICS
- COMMUNITY HEALTH CLINICS
- TEEN CLINICS
- LONG TERM CARE HOMES
- UNIVERSITIES
- QUICKCARE CLINICS
- MEDICAL AESTHETICS
- MOBILE CARE
- PRIVATE PRACTICES
- MILITARY BASES
- PRISONS/ CORRECTIONS CLINICS
- RAPID ACCESS TO ADDICTIONS MEDICINE (RAAM CLINICS)
- ADDICTIONS/SUBSTANCE USE
- VIRTUAL HEALTH SERVICES

PROVIDING PROFESSIONAL HEALTH CARE

Your NP focuses on whole health. They will take time during appointments to listen to your health concerns, address your health care needs and provide you with the professional direction you require to live your healthiest life.

DO I NEED A FAMILY DOCTOR TOO?

Nurse Practitioners are independent health professionals who can perform a wide range of services and treatments, very similar to the care that a family doctor provides, and require no outside supervision for their practice.

If there are complex health problems or something beyond the knowledge, skills or abilities of your Nurse Practitioner, they have a responsibility to ensure that the appropriate specialist or health care provider is consulted. In other care models, the Nurse Practitioner may care for a patient in a care team including a physician and/or other health care professionals.

There is no reason that a Nurse Practitioner cannot be an individual's primary care provider.



WHY SHOULD I CHOOSE A NURSE PRACTITIONER?

- ✓ continuity of care
- ✓ empathetic care & trusted by patients
- ✓ consistent health promotion
- ✓ consistent quality management of chronic illness
- ✓ long-term commitment to rural & remote communities

HOW DO I FIND A NURSE PRACTITIONER?

To find a NP close to you visit the Family Clinic Finder site:

<https://bit.ly/FamilyClinicFinder>

Or call 1-866-690-8260



SCAN ME