



Association of Healthcare Value Analysis Professionals

# 2023 ANNUAL REPORT



The Association of Healthcare Value Analysis Professionals (AHVAP) is the leading healthcare value analysis association representing healthcare professionals from diverse backgrounds, including physicians, nurses, pharmacists, healthcare administrators, industry partners, allied healthcare professionals, consultants, regulators, accreditation professionals, clinical partners, and researchers.

2023 was a landmark period for the Association of Healthcare Value Analysis Professionals (AHVAP). Guided by our mission to advance the role of healthcare value analysis professionals, we have successfully enhanced member engagement, expanded educational offerings, and strengthened our strategic partnerships with an intent purpose. This report highlights the key accomplishments and initiatives that have defined our progress over the past year.



## AHVAP HEADQUARTERS SUPPORT

AHVAP's Headquarters Team has worked diligently to increase our member's service offerings and provide world-class customer service. Our annual customer service performance metrics demonstrate this:

Total Requests for Service	26,088
Average Initial Response Time in Minutes	42 minutes
Average Response Time to Resolution in Minutes	64 minutes
AHVAP Member Customer Service Rating for Closed Tickets	4.96/5.00
Net Promoter Score	4.93/5.00

## PREPARING THE ASSOCIATION FOR TOMORROW AND BEYOND

The AHVAP Board of Directors conducted a comprehensive review of the Association's Strategic Plan in 2023 to prepare AHVAP for the future and build a detailed five (5) year strategic plan to guide the Association's core activities. From this work, a vetted and integrated strategic plan emerged that reflects the intricacies of the healthcare value analysis profession and the need for interprofessional collaboration. The Board of Directors also revised the Association's Vision and Mission to reflect the evolving role of healthcare value analysis. The new Vision and Mission are as follows:



**VISION**

AHVAP is the preeminent professional Association and resource for healthcare value analysis professionals, leaders, and stakeholders in the healthcare continuum.

**MISSION**

To ensure the delivery of high-quality, safe, efficient, value-based care through the promotion of the IHI Quadruple Aim across the healthcare continuum of care in collaboration with our stakeholders.

As a professional Association committed to serving our members and the specialty, the Board of Directors established organizational core values guiding our direction, interactions, and relationships with all stakeholders. These core values include:

### CORE VALUES



The core domains of the AHVAP Five-Year Strategic Plan are:

- Professional Development and Educational Enrichment
- Membership Recruitment, Growth, and Sustainment
- Securing a Seat at the Board and Executive Table
- Stakeholder Outreach and External Collaboration



This revised Five-Year Strategic Plan is the core operating document for the AHVAP Executive Leadership Team and Board of Directors. AHVAP will continue to monitor the plan closely to ensure it positions AHVAP well for the ever-evolving challenges faced in the healthcare sector.

## STAKEHOLDER OUTREACH AND EXTERNAL COLLABORATION

During 2023, AHVAP has dedicated substantial resources to investing in a new partnership with the Association of Perioperative Registered Nurses (AORN) to provide for a mutually beneficial relationship between our two associations. As a result of this new partnership, AHVAP members benefited from:

- 2, mutually promoted accredited webinar programs on AORN Guidelines for Clinical Practice featuring AORN Senior Director of Perioperative Evidence-Based Practice, Dr. Lisa Spruce, and AORN Guidelines Editor-in-Chief, Dr. Erin Kyle
- 1, 2023 AHVAP Annual Conference and Industry Partner Expo Presentation featuring AORN Senior Director of Perioperative Evidence-Based Practice, Dr. Lisa Spruce



In addition, due to the emergent threat posed by the *Candida auris* fungal pathogen, AHVAP arranged for a continuing education webinar program, *Stopping Candida auris* in its Tracks: A Clinical and Operational Approach to Long-Term Success. This collaborative webinar program featured national Infectious Diseases Experts Ian Hennessee from the Centers for Disease Control and Prevention, Dr. Ruth Carrico from the University of Louisville School of Medicine, and Dr. Hudson Garrett from the University of Louisville School of Medicine.

AHVAP also partnered with our Industry Partners at GHX to assess the current state of the specialty through a blinded survey of healthcare value analysis leaders, professionals, and other healthcare stakeholders. This survey received responses from thousands of healthcare professionals and leaders. It led to the publication of a whitepaper, the delivery of two webinars, and a poster presentation at the 2023 AHVAP Annual Conference and Industry Partner Expo.

## STRATEGIC PARTNERSHIPS

AHVAP has built several strategic partnerships and relationships with several key organizations over the duration of 2023, including:

- **Centers for Disease Control and Prevention (CDC):** AHVAP has worked with the CDC's Division of Healthcare Quality Promotion to bring educational programming specific to medical device safety, infection control, and post-market surveillance.
- **Association of Perioperative Registered (AORN):** AHVAP has worked with the Perioperative Evidence-Based Practice team at AORN to bring educational programming and access to clinical toolkits specific to medical device evaluation and application to the perioperative practice setting.
- **Food and Drug Administration (FDA):** AHVAP has worked with the FDA's Center for Devices and Radiological Health (CDRH) to bring educational programming related to medical device regulation, adverse event reporting, and post-market surveillance.
- **GHX:** AHVAP partnered with our esteemed Industry Partner, GHX, to deliver a comprehensive survey to the profession to evaluate the current state of the healthcare value analysis specialty.

## MEMBERSHIP GROWTH, EXPANSION, AND DEVELOPMENT:

Membership in 2023 has grown by 52.47% thanks to the tremendous support of our members, Membership Committee, Board of Directors, Executive and HQ staff, and other stakeholders.

AHVAP is positioned for tremendous, continued growth, and we will continue to strategically focus our membership growth on our value analysis stakeholders and recruit others related to the healthcare value analysis process, such as infection preventionists, risk managers, patient safety professionals, etc. AHVAP has also welcomed our first physician members with trauma surgery, urology, and interventional radiology backgrounds. We are honored to have these physician colleagues amongst our ranks.

AHVAP has reimagined our membership benefits and added multiple new member benefits, as identified in the graphic below.

### AHVAP MEMBERSHIP BENEFITS

AHVAP has revamped our member benefits to include:

- Access to Monthly, accredited continuing education for both nursing professionals and CVAHP™ certification credits
- Access to Certified Value Analysis Healthcare Professional (CVAHP™) Certification and Micro-Credentialing Discounts
- Access to Monthly AHVAP Member Resource Office Hours
- Discounted Access to Certified Value Analysis Healthcare Professional (CVAHP™) Certification Exam Preparation Materials
- Access to Virtual Zone Meetings and Forums for professional networking and discussion of hot topics with your peers
- Ability to participate on AHVAP National Committees
- AHVAP Fellows Program
- Discounted Access to New Accredited Micro-Credentialing Programs through the AHVAP Certification Center: Healthcare Communication & Team STEPPS and Medical Device Safety
- AHVAP Executive Leaders Fellowship Program
- Discounts on AHVAP Annual Conference registration
- Access to Educational Whitepapers and Position Statements
- Access to AHVAP Value Analysis via the AHVAP Resource Center
- Access to the AHVAP Online Interactive Community
- Access to AHVAP University with on-demand educational programs complete with continuing education credits
- Access to exclusive MemberDeals and ID.me Program with national discounts on travel, vacation, business, and other expenses.
- Access to AHVAP Professional Edge Monthly Book Club for Professional Development complete with continuing education credits
- Access to AHVAP EBOOKs on a variety of professional development topics
- Access to AHVAP Career Coaching Services
- Access to AHVAP Monthly E-Newsletter
- Access to AHVAP Career Center for job seekers and employers in the healthcare value analysis field
- Access to AHVAP Social Media Review Services
- Group/Team Member Discounts Available
- Access to Mini-Certificate on Real-Time Leadership complete with continuing education
- Access to AHVAP Virtual Texting Help Desk
- Benefit from timely information due to AHVAP Strategic Partnerships with the United States Food and Drug Administration, Centers for Disease Control and Prevention, Association of Perioperative Registered Nurses, and more.

The AHVAP Membership Committee, Board of Directors, and AHVAP Staff have diligently worked to increase the membership value for our valued members substantially.

Additionally, to better support members and ensure that they can fully take advantage of the multitude of AHVAP member benefits, AHVAP initiated monthly Member Resources Office Hours. During these live, interactive sessions, AHVAP's Executive Director, President, and Membership Committee provide an overview of how to benefit from your AHVAP membership benefits fully. These sessions are also recorded and uploaded to AHVAP University as enduring programs for 24/7 access by AHVAP members.



## CORPORATE MEMBERSHIP PROGRAM:

AHVAP has revised the corporate membership program and added the availability of this program for our AHVAP Industry Partners. The revised membership program includes over \$3,500 in total tangible benefits, which are available to all membership types.

## MEMBERDEALS PARTNERSHIP:



AHVAP announced a new exclusive partnership with MemberDeals. MemberDeals provides AHVAP members with a unique opportunity to access exclusive offers to the world's greatest entertainment and travel brands, including Walt Disney World® Resort, Universal Orlando Resort™, Cirque du Soleil® and SeaWorld® Parks and Entertainment, and many other worldwide offers and attractions are available all with special pricing not available to the public. In addition, this new partnership with MemberDeals offers exclusive benefits for AHVAP members for:

- Rental Cars
- Gift Cards
- Hotels
- Theme Parks
- Movie Tickets
- Events, Shows, and Sports
- Resorts
- Major Events
- Flights
- And More

## PROFESSIONAL DEVELOPMENT

### CONTINUING EDUCATION BY THE NUMBERS:

During the 2023 calendar year, AHVAP delivered 20 continuing education webinar programs. AHVAP also added continuing nursing education credits to the Association's continuing education programs to benefit most of our AHVAP membership, which hails from a nursing professional background. In 2023, the continuing education program reach was impressive:

- Total number of CVAHP recertification hours claimed (2023): 1,598
- Total number of nursing CE hours claimed (2023): 5,208
- Total number of viewed enduring CE programs by the hour in AHVAP University (2023): 2,789 hours
- Total Number of Webinar Participants: 3,401

AHVAP also invested in overhauling the Value Analysis 101 and 201 educational programs to align them with our members' needs. These programs were dually accredited for Certified Value Analysis Healthcare Professional (CVAHP™) recertification credits and nursing professionals.

The Certified Value Analysis Healthcare Professional (CVAHP™) Board Certification Review Course was also revamped substantially and realigned with the four domains of the certification examination. This program was accredited for Certified Value Analysis Healthcare Professional (CVAHP™) recertification credits and nursing professionals.

The 2023 AHVAP Annual Conference and Industry Partner Expo was the highest-attended conference in the Association's history. The conference was a tremendous success, with over 400 attendees, 68 Industry Partners, and 25+ sessions. The overall conference evaluation was a 4.93/5.00, as rated by conference attendees. The AHVAP Executive Team has also secured conference locations for the upcoming AHVAP Annual Conferences for 2024-2027:

- 2024: Marriott World Center, Orlando, Florida
- 2025: Gaylord Texan Resort, Grapevine, Texas
- 2026: Gaylord Texan Resort, Grapevine, Texas
- 2027: Marriott World Center, Orlando, Florida





A new Industry Partner Forum was added to the 2023 AHVAP Annual Conference and Industry Partner Expo to create an open dialog between the AHVAP Board of Directors, our premier-level Industry Partners, and the AHVAP Executive Director. The AHVAP HQ Team introduced an innovative Conference App, WHOVA, to support a world-class conference experience for our conference attendees and our Industry Partners. This app facilitated a new level of interaction between all our attendees, creating a dialog for sharing best practices.

To support our AHVAP members who were unable to attend the in-person conference, AHVAP created and delivered a special Virtual Conference Option in October. This conference featured the six top speakers from the in-person conference, was attended by over 40 AHVAP members, and offered continuing education.

Finally, AHVAP hosted an in-person regional conference in Charlotte, North Carolina, which resulted in a sold-out event. Over 60 AHVAP providers and affiliate members attended the meeting, which provided six hours of accredited course content.

## ADVOCACY FOR THE SPECIALTY OF HEALTHCARE VALUE ANALYSIS:

### AHVAP POSITION STATEMENTS:

AHVAP has published several Position Statements that outline the Association's views and guidance on crucial aspects of healthcare value analysis.

These include defining the specialty of healthcare value analysis and detailing the competencies and ideal qualifications for professionals in the field.

Forthcoming Position Statements outlining the role of industry partners in the value analysis process and specifying the core competencies expected from industry partners will be released in early

2024. These Position Statements serve as official stances of AHVAP and are intended to support professionals by providing clear guidelines and standards. AHVAP's Position Statements are made openly available to the public to foster transparency across healthcare.



## INSTITUTE FOR HEALTHCARE IMPROVEMENT ENGAGEMENT:



For more than 30 years, the Institute for Healthcare Improvement (IHI) has used improvement science to advance and sustain better outcomes in health and health care across the world. IHI brings awareness of safety and quality to millions, catalyzes learning and the systematic improvement of care, develops solutions to previously intractable challenges, and mobilizes health systems, communities, regions, and nations to reduce harm and deaths.

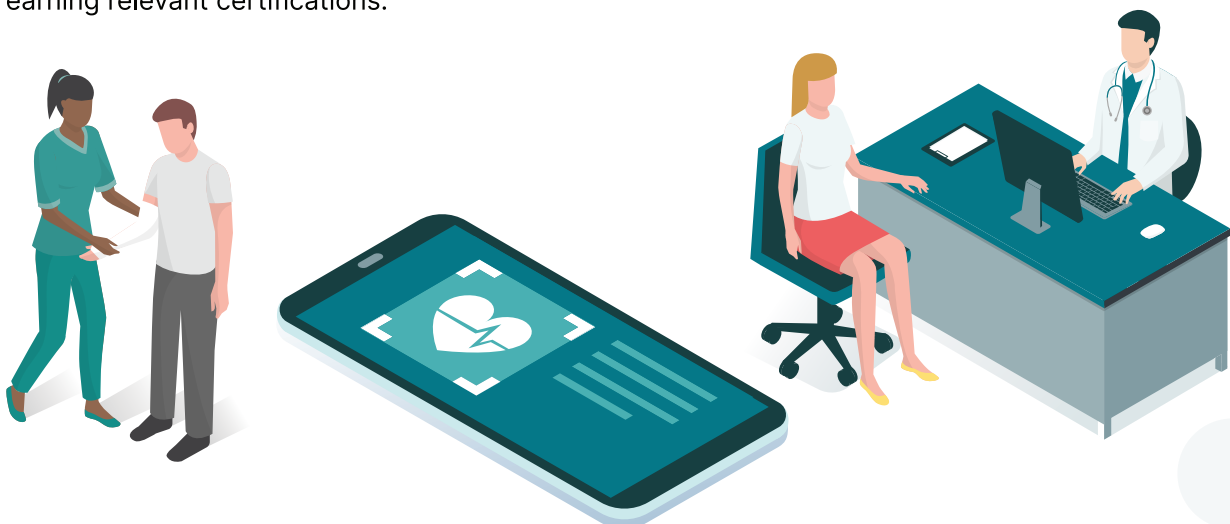
AHVAP presented two different poster presentations at the 2023 Institute for Healthcare Improvement (IHI) Patient Safety Congress in Orlando, Florida. The first poster, Healthcare Value Analysis Today and Tomorrow: Key Insights from the GHX/AHVAP Survey, was jointly presented with our Industry Partners at GHX. The second poster, Tales of Credentialing in Healthcare Value Analysis, was presented in partnership with the AHVAP Certification Center.

## AHVAP FELLOW DESIGNATION PROGRAM (FAHVAP™):



AHVAP is pleased to announce our new AHVAP Fellows Designation Program (FAHVAP™). The AHVAP Fellows Designation Program aims to recognize and honor exceptional professionals within the field of Value Analysis in Healthcare Value Analysis that are members of the Association of Healthcare Value Analysis Professionals (AHVAP). To achieve the AHVAP Fellows designation, candidates must meet specific criteria that demonstrate their expertise, contributions, and commitment to advancing value analysis practices in healthcare. The following criteria outline the essential requirements for attaining the prestigious AHVAP Fellows designation:

- **Membership in AHVAP:** Candidates must be active members of AHVAP in good standing and demonstrate their commitment to the organization's mission, values, and professional development opportunities. Fellowship is open to all AHVAP members, including regular, student, retired, and affiliates that meet the criteria for fellowship designation.
- **Professional Experience:** Candidates must have a minimum of five years of experience in value analysis or an associated role such as national/corporate accounts. This experience should demonstrate a deep understanding of the value analysis process, healthcare supply chain, and cost-saving initiatives.
- **Leadership and Collaboration:** Candidates should have a proven track record of leadership and collaboration within their organizations or the broader healthcare community. This may include leading value analysis teams, spearheading successful cost-saving projects, and collaborating with cross-functional stakeholders to drive value-based outcomes.
- **Educational Background and Certifications:** Candidates should hold a master's degree or higher. Additionally, holding the Certified Value Analysis Healthcare Professional (CVAHP™) designation is required.
- **Contributions to the Healthcare Industry:** Candidates must demonstrate active engagement within the healthcare industry. This may include participation in industry relevant events, workshops, committees, and conferences, as well as contributing to publications, research, or thought leadership in the field of value analysis.
- **Continuing Education and Professional Development:** Candidates must have a commitment to continuous learning and professional development in healthcare procurement and value analysis. This can be demonstrated through attending relevant conferences, workshops, webinars, and earning relevant certifications.



- **Advocacy for Value Analysis Best Practices:** Candidates should showcase a passion for advocating value analysis best practices and promoting its importance in achieving optimal healthcare outcomes. This may include educating colleagues and stakeholders on value analysis principles and the impact it has on patient care, cost savings, and overall operational efficiency.
- **Letters of Recommendation:** Candidates must submit at least two but not more than four letters of recommendation from a supervisor, colleague, or industry peer attesting to their qualifications, leadership abilities, and contributions to the field of healthcare value analysis.
- **Contribution to AHVAP Key Initiatives:** Candidates should demonstrate active involvement in AHVAP initiatives, boards, committees, or working groups, and actively contributing to the advancement of AHVAP's vision and mission.

## AHVAP FELLOWS DESIGNATION PROGRAM EVALUATION:

The AHVAP Fellows Designation Program used a rigorous evaluation process to review candidates' submissions against the established criteria. An appointed review committee of seasoned value analysis leaders, professionals, and additional healthcare leaders assessed each application thoroughly and objectively. The Fellow's Committee is appointed annually by the current AHVAP President of the Board of Directors, and our inaugural committee roster is below. Because AHVAP launched this new program, we felt it prudent to utilize outside resources with significant expertise in Fellowship Programs, and as such, we have recruited several national and international experts to assist us with the launch of this program. Our Committee Chair has extensive experience and holds three fellows' designations. We have also tapped into our partners at AORN and recruited Dr. Terri Goodman and Dr. Lisa Spruce to assist with this process. They are both deeply involved in the AORN Fellow's Program and hold a Fellow's Designation themselves.



The 2023-2024 AHVAP Fellow's Committee consisted of a panel of experts that represented a mix of both internal AHVAP experts and external experts that are experienced with the fellow selection and review process.

### **CHAIRPERSON:**

**DR. RUTH CARRICO**, PhD, DNP, FNP-C, CIC, FSHEA, FNAP, FAAN

Fellow, American Academy of Nursing (AAN)

Distinguished Fellow and Practitioner, National Academies of Practice (NAP)

Fellow, Society for Healthcare Epidemiology of America (SHEA)

Robert Wood Johnson Executive Fellow



#### **AHVAP BOARD LIAISON:**

**ELIZABETH EISENBERG**, MSN, RN, CVAHP

AHVAP President

**DR. LISA SPRUCE**, DNP, RN, CNS-CP, CNOR, ACNS, ACNP, FAAN

Senior Director, Perioperative Evidence-Based Practice

Association of Perioperative Registered Nurses (AORN)

Fellow, American Academy of Nursing (AAN)

Staff Liaison, AORN Fellow Committee

**DR. TERRI GOODMAN**, PhD, RN, CNOR(E), FAORN

Fellow, Association of Perioperative Registered Nurses (AORN)

**KAREN NIVEN**, MS, BSN, RN, CVAHP

AHVAP President-Elect

#### **AHVAP EXECUTIVE LIAISON:**

**DR. J. HUDSON GARRETT JR.**, Ph.D., MSN, MPH, MBA, FNP-BC, IP-BC, PLNC, VA-BC, BC-MSLcert™, HACP-IC, MSL-BC, CPHRM, CIC, LTC-CIP, CPPS, CPHQ, CVAHP, ICE-CCP, CMRP, CPXP, CDIPC, FACDONA, FACHDM, FAAPM, FNAP, FACHE, FSHEA, FIDSA

Fellow, Infectious Diseases Society of America (IDSA)

Distinguished Fellow and Practitioner, National Academies of Practice (NAP)

Fellow, Society for Healthcare Epidemiology of America (SHEA)

Fellow, American College of Healthcare Executives (ACHE)

Fellow, American College of Health Data Management (ACHDM)

Distinguished Life Member and Fellow, Harvard Square (HS)

Fellow, Institute for Healthcare Improvement (IHI)

Senior Fellow, Management and Strategy Institute (MSI)

The 2023 inaugural fellows for AHVAP include Sandra Monacelli, Anne Marie Orlando, Boyd McCluskey, Karen Niven, James Russell, Robin Lane, and Dr. Hudson Garrett. These healthcare leaders have earned the new post-nominal designation FAHVAP™. These AHVAP leaders should be commended for this tremendous professional recognition of their accomplishments.

Moving forward, the AHVAP Fellows Designation Program will be offered annually to the membership for those AHVAP members who meet the initial requirements to apply.



In early 2024, AHVAP will release the next step in professional leadership development, AHVAP's Executive Leaders Fellowship Program, which will be a ten-month-long rigorous Fellowship experience. We invite you to stay tuned to official AHVAP communication channels for additional details in early 2024.

## **BOARD DEVELOPMENT AND LEADERSHIP:**

The Association of Healthcare Value Analysis Professionals (AHVAP) has recently instituted a new board orientation program aimed at enhancing the efficacy and legal compliance of its Board of Directors. Central to this program is a comprehensive module that focuses explicitly on the legal responsibilities of board members. This segment is designed to ensure that all members are fully aware of their fiduciary duties, including the duty of care, the duty of loyalty, and the duty of obedience. By educating board members about these responsibilities, the program aims to safeguard the Association by ensuring decisions are made ethically, legally, and with the Association's best interests at heart.

Moreover, the orientation includes detailed training on key legal frameworks and regulations that impact the healthcare sector and, specifically, the governance of nonprofit organizations like AHVAP. This training covers areas such as anti-trust laws, conflict of interest policies, and the implications of the Sarbanes-Oxley Act on nonprofits, despite it being primarily designed for public corporations. By arming board members with this knowledge, the program not only mitigates risks of legal entanglements but also fortifies the board's capacity to oversee and guide the Association's compliance with applicable laws and regulations. All Board members also completed a four-hour Fundamentals of Nonprofit Boards course, which reviewed the three fundamental legal duties required for the Board of Directors.

The goal of this newly developed orientation program is to protect the Association by fostering a culture of transparency and accountability. As board members come to understand their legal boundaries and the ethical dimensions of their roles, they are more likely to steer the organization in directions that fulfill its mission while avoiding legal pitfalls. The program also includes ongoing education and annual refreshers to keep the board updated on new legal developments and best practices. This proactive approach ensures that the AHVAP remains a leader in healthcare value analysis, maintaining its commitment to integrity and excellence in an ever-evolving legal landscape.

All board members will receive this training annually to ensure that the board is updated on nonprofit best practices.

The nomination process was also revamped to ensure a fair and objective process was utilized in the recruitment process of the National Board of Directors.

## CAREER CENTER:

AHVAP relaunched our online AHVAP Career Center, which is accessible to both job candidates and employers seeking to fill roles. In 2023, a total of nine roles were posted and five were filled from the AHVAP Career Center. The AHVAP Career Center is also available for AHVAP members to upload their resume to confidentially, which is then viewable to registered professional recruiters in the database.

## RESUME/CV/SOCIAL MEDIA REVIEW SERVICES:

Let our Board-Certified Executive Coach take a look at your current resume and social media and provide evidence-based suggestions to take your career or job search to new heights. There are three unique packages available based on your individual needs. In addition, if you want to access both packages, there is a discounted rate for the combination package.

## RESUME/CV REVIEW TO SUPPORT PROFESSIONAL GROWTH:

AHVAP has employed a Board-Certified Executive Coach who works with our members to provide resume/CV and social media review services. This new service helps to support the professional growth of our AHVAP membership.

The new AHVAP service Includes the following:

- Review of current CV or Resume
- Detailed Feedback Report
- 30-Minute 1:1 Debrief Session with Board-Certified Executive Coach on Recommendations/Next Steps



The AHVAP Social Media Review Package Includes a review of up to 3 social media profiles.

This Includes the following:

- Review of current social media profiles (up to three profiles)
- Detailed Feedback Report
- 30-Minute 1:1 Debrief Session with Board-Certified Executive Coach on Recommendations/Next Steps

## AHVAP/MANAGEMENT AND STRATEGIC INSTITUTE CERTIFICATION PROGRAMS:



As part of this new strategic relationship, AHVAP members will now have discounted access to 45+ accredited certification programs encompassing Six Sigma, Executive Leadership, Project Management, Supply Chain Management, Conflict and Change Management, Business Negotiations, Agile Methods, and much more. Best of all, upon completion of each of these certification programs, you will be eligible to automatically receive continuing education credits towards recertification of your AHVAP Certification Center Certified Value Analysis Healthcare Professional (CVAHP™) designation. The process is simple! Upon completion of any MSI Certification, simply forward your certification to the AHVAP Certification Center Team, and you will be issued CVAHP™ recertification documentation for your records at no additional charge.

### EBOOKS:

AHVAP has launched a new complimentary quarterly EBOOK program centered around hot topics for our members. In 2023, three EBOOKS were written and delivered for our AHVAP Members to include:

- Mastering the Art of Public Speaking
- How to Attract, Hire, and Retain Productive Employees in the Modern Age
- Working Under Pressure



AHVAP will continue to provide these resources to our members as part of your included member benefits portfolio.

### AHVAP PROFESSIONAL EDGE BOOK CLUB:

AHVAP has launched a new Professional Edge Book Club that meets monthly and provides AHVAP members with an accredited, one-hour session led by our AHVAP President on a hot topic, best-selling book. Topics center around leadership development, professional growth, human resources, strategic planning, project management, and other relevant topical areas. Each of these offerings provides continuing education credit for attendees.



## AHVAP WEBSITE UPGRADES:

The AHVAP website infrastructure has received substantial updates with over 7,000 total changes made in 2023. Many of these changes were made based on direct member feedback. In addition, new sections were added to the website to promote the specialty such as the new AHVAP Position Statements.

To better support international accreditation requirements, a new dedicated section for the AHVAP Certification Center was created on the AHVAP Certification Center. The AHVAP Certification Center remains an autonomous, independent credentialing body solely dedicated to professional credentialing in the specialty of healthcare value analysis.

AHVAP's social media presence received substantial reinvestment. AHVAP's LinkedIn channel has over 3,000 subscribers and the AHVAP social media channels enjoyed over 1.3 million total impressions over the calendar year. AHVAP also has both X and Facebook channels, which are widely followed by healthcare value analysis professionals.

AHVAP continues to invest our brand awareness throughout the healthcare sector and with our internal and external stakeholders. AHVAP encourages our members to share your important updates with our office so that we can celebrate you. To share your story with our team, simply email [info@ahvap.org](mailto:info@ahvap.org).

As is evident by the breadth of this report, the AHVAP Board of Directors, our national Committees, and our AHVAP Staff, have been hard at work throughout 2023 to deliver unparalleled value to our members, and to also drive awareness of the specialty of healthcare value analysis. Thank you for being the very best part of our Association-our valued member!

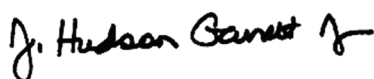
Sincerely,



**Elizabeth Eisenberg, MSN, RN, CVAHP**  
**President, Board of Directors (2023)**



**Karen Niven, MS, BSN, RN, CVAHP, FACHDM, FAHVAP**  
**President-Elect, Board of Directors (2023)**



**J. Hudson Garrett Jr., Ph.D., MSN, MPH, MBA, FNP-BC, IP-BC, PLNC, VA-BC, BC-MSLcert™, HACP, HACP-IC, HACP-PE, MSL-BC, CPHRM, CHIPP-B, CIC, LTC-CIP, CPPS, CPHQ, CVAHPTM, ICE-CCP, CMRP, CPXP, CDIPC, FACDONA, eFACHDM, FAOM, FAAPM, FNAP, FACHE, FSHEA, FIDSA, FAHVAP**  
**Executive Director and Executive Vice President**  
**Association of Healthcare Value Analysis Professionals, Inc.**

