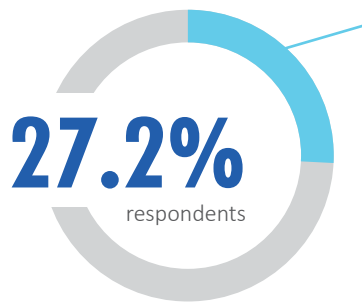


TRENDS: ANA's strategic goals are well aligned with the **key trends** nurses believe will affect the nursing profession and nursing organizations today and in the coming decade. (ANA survey, May 2013) With all of these forces in play, nurses will be the **key driver of the future of health care**. ANA prepares nurses to be the driver – ensuring that they have a strong voice – from policy to practice, from bedside to boardroom.

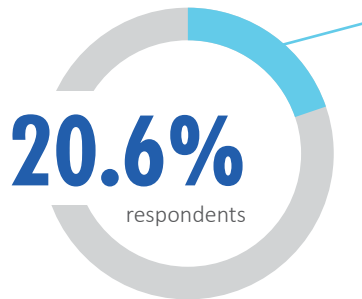
Most anticipated **Drivers of Future Change in Nursing** and the **Key Trends** shaping them



HEALTHCARE SYSTEM

KEY TRENDS

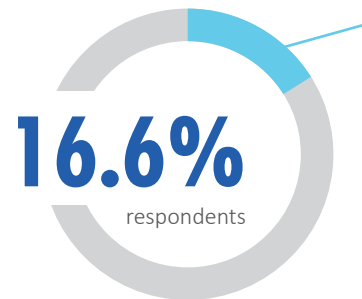
- Reforms in health care and implementation of the Affordable Care Act
- Increased opportunities in primary care, public health, and advanced practice
- **To prepare:** Access ANA's [Health Care Reform Headquarters](#); write your elected officials; share your story



ECONOMICS

KEY TRENDS

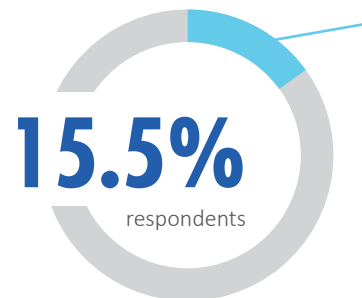
- Overall economic squeeze
- Rising costs of health care
- Degraded quality of care due to cost containment strategies
- **To prepare:** [Let your voice be heard](#) with the public, health care executives, and the government to create a solid foundation for nursing's future



EDUCATIONAL

KEY TRENDS

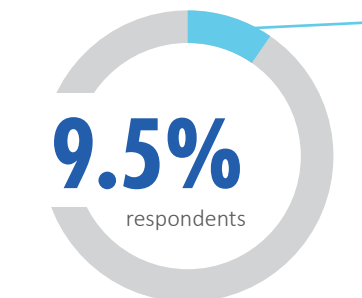
- Limited public education leaves workforce under prepared and patients under informed
- Increased demands for higher levels of professional and leadership education
- **To prepare:** Participate in ANA's [continuing education](#) and [Leadership Institute](#) offerings to enhance your leadership impact



SCIENCE AND TECHNOLOGY

KEY TRENDS

- Digital tools reshape expectations of consumers/patients
- Technological advances transform nursing practice
- Insufficient systems don't meet nurses' educational needs
- **To prepare:** Tap into [Health Information Technology initiatives](#) to enhance your evidence-based nursing practice and decision-making



POLITICS, REGULATION, AND GOVERNMENT

KEY TRENDS

- Uncertain outcomes of health care reform and the ACA
- Increased stressors on the system and nurses due to rising regulation
- Increased role of government despite a lack of understanding of patient, provider, and system needs
- **To prepare:** Get involved! [Take action](#); join ANA's [Nurses Strategic Action Team](#)