

The American Nurses Association Unveils the ANA Enterprise

SILVER SPRING, MD — March 10, 2016. Today the American Nurses Association announced the launch of the ANA Enterprise — the overarching organization for the American Nurses Association, the American Nurses Credentialing Center and the American Nurses Foundation. In addition to the new ANA Enterprise, the nation’s leading nurses organization also announced new branding, including new logos for the American Nurses Association and the American Nurses Foundation.

The ANA Enterprise will leverage the combined strength of each subsidiary organization. The cohesive ANA Enterprise will drive excellence in practice and ensure that policy leaders, industry influencers and employers around the country recognize nurses’ voice and vision.

The new logos for the ANA Enterprise, the American Nurses Association and the American Nurses Foundation include an updated, stylized flame to tie into the organization’s heritage. The fluid illustration style of the flame creates the shape of an “E,” “A” and “F” to correspond with each brand. Together they represent the organizations’ commitment to empowering nurses everywhere.

“The practice of nursing is changing faster than ever before — and like the profession, our organization must grow and change,” said ANA Enterprise Chief Executive Officer Marla J. Weston, PhD, RN, FAAN. “The launch of the ANA Enterprise and our new branding will ensure that we’re empowering nurses to succeed and continue leading our profession forward.”

Under the ANA Enterprise, the rebranded American Nurses Association will continue to serve as the unified, national voice of nursing. The rebranded American Nurses Foundation will continue as the philanthropic entity of the ANA Enterprise, investing in all aspects of nursing by funding programs that support the profession — raising the bar and empowering nurses to transform health care and improve lives. The American Nurses Credentialing Center will continue to offer credentialing programs for individuals and organizations that foster excellence in leadership, patient care and practice environments where health care challenges can be met with confidence.

As one organization, the ANA Enterprise will promote the health, safety and wellness of nurses in all practice environments and provide the resources, information and network they need to excel in their own practices.

About the ANA Enterprise

The ANA Enterprise is the organizing platform of the American Nurses Association, the American Nurses Credentialing Center and the American Nurses Foundation. The Enterprise will leverage the combined strength of each to drive excellence in practice and ensure nurses’ voice and vision are recognized by policy leaders, industry influencers and employers. From professional development and advocacy to credentialing and grants, the ANA Enterprise is the leading resource for nurses to arm themselves with the tools, information and network they need to excel in their individual practices. In helping individual

nurses succeed — across all practices and specialties, and at each stage of their careers — the ANA Enterprise is lighting the way for the entire profession to succeed.

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