An Ecosystem for Your New Recertification Model

ABNS Spring 2020
Atlanta, GA
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Objectives

- Review highlights from our (CCI) transition to a new recertification model
- Discuss a framework to obtain stakeholder support for your new recertification model
- Discuss how organizational components can be deployed to successfully implement the new model
Background

How did we get here?
Change was inevitable.

Organizations have an ethical responsibility to develop and promote CPD that leads to an improved patient experience.

Lifelong learning means continuous CPD.

Redesigning Continuing Education in the Healthcare Professions published in 2010.

Accreditation standards require a demonstrable link between CPD activities & MOC.
The Standards say...

Recertification programs must require certificants to maintain knowledge **AND** provide documentation about how competency is maintained over time.

Recertification programs must include both cognition **AND** behaviors.

Organizations must conduct a periodic reassessment of their recertification program.

Continued competency demonstrates knowledge, skill, or ability not only at the time of certification but throughout an individual’s professional career.
Accreditation Matters

Always follow the command after the phrase ‘Simon says’ or you get eliminated.

Simon says, jump!
Framework & Timeline

Teamwork makes the dream work.
Build a Framework for Success

GOVERNANCE

Early Engagement

Policy Drafts

Program Ambassadors

OPERATIONS

VOLUNTEERS

CCI  The Leader in Perioperative Certification

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Executing the New Model

1. Perform analysis of current program.
   • Develop business case for change.
   • Perform operations Analysis.
   • Perform financial Analysis.
   • Seek Board approval.

2. Build organizational capacity (IT systems, people).
   • Define and develop new program (engage staff, SMEs, etc.).
   • Implement governance controls (policies, handbooks, SOPs, etc.)
   • Develop operational capacity (credentialing, marketing).
   • Define success criteria.
   • Launch program.

3. Train ALL staff on the new recertification model and rationale for change.
   • Use multiple channels to inform audience (newsletter, blogs, social, web, etc.).
   • Use board leadership to engage with certificants as ambassadors for the new program.
   • Develop and utilize volunteer Certification Coaches.
   • Ensure ALL volunteer committees are informed about the new recertification model.

4. Establish SME committee to review professional activities.
   • Seek continuous feedback.
   • Track issues and record trends.
   • Continuously promote the new model for recertification.
   • Evaluate program performance each month.
Timeline to Revise Recertification

2016

Business Case
Changes in accreditation compel CCI to revise recertification program

BOD Approval
CCI BOD greenlights project to develop a new model

2017

P & P
Policies & procedures for new program.

BOD Approval
New model presented for BOD approval.

Program Development
Credentialing team develops new point-based model for professional activities

2018

Increase Tech Capacity
Build IT system capacity (AMS & LMS)

Launch Program
Begin transition

2019-20

Evaluation
2 years of data to review
Heavy Lifting Required

Operational Challenges
- Financial/Budget
- Staff Operations

System Challenges
- AMS
- LMS

Customer/Certificants
- Resistant to Change
- Confusion about new model
- CE & Ice-cream
The New Model
From CE to Professional Activities
Recertification by Continuing Education (CE)

- Easily quantified
- Common requirement for licensure renewal
- Verifiable

However …

- Limited evidence to support influence on clinical practice
- No standardized documentation
- Not all are accredited
Winds of Change

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<th>Committee</th>
<th>Year</th>
<th>Reports</th>
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Professional Activities

- Academic Study
- Academic Teaching
- Additional Points Activities
- Training Certificates
- Board or Committee Service
- Case Studies
- Clinical Inquiry
- Volunteer, Perioperative Service
- Volunteer, CCI Committees
- Publishing
- Reflection
- Continuing Education
- Precepting & Mentoring
- Presentations
- Perioperative Certification
- Professional Organization Activities
Implementation
Dos and Don’ts
Do: Start from Within

- Consider organizational plan and timelines
  - Material updates
  - **CCI Example**: AMS launch
- Seek stakeholder buy-in at all levels
- Plan the transition
  - Pilot?
  - Phased approach?
Do: Consider Your Certificant

- Consider certification and recertification schedules
- Identify activities
  - Customize to your field
  - Seek SME input
- Link to opportunities
  - CCI Example: LMS
  - Evaluate resource investments
Do: Support Your Community

CCI Case Study: shift from customer service to credentialing framework
Do: Expect a Reaction
Don’t: Panic

- Change takes time
- Attrition happens
- Conversion may be gradual

Do: Sustain Your Efforts

- Accept feedback
- Expand offerings
- **CCI Example**: Recertification Committee
Adoption
Trends and Outcomes
Trends and Outcomes

- Increased awareness
  - Presentations
  - Client-facing materials (website, collateral)
  - Client-facing team
- New method is often easier for nurse
  - Decreased certificant anxiety
  - Lapsed credentials avoided
- Certificants’ $$ saved
- Meaningful development plans
Trends and Outcomes (Cont.)

- Increased retention of certificants
- Certificants using new method
  - November 2019: 13%
  - February 2020: 21%

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<tr>
<th>Year</th>
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Questions?

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