



Process Innovation:
Turning Challenges into Opportunities in Nursing Certification

March 6, 2020
ABNS Spring Meeting
Atlanta, GA

ABPANC
American Board of Perianesthesia Nursing Certification, Inc.
EXCELLENCE. KNOWLEDGE. PATIENT ADVOCACY.

Our Credentials



CPAN
Certified Post Anesthesia Nurse
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CAPA
Certified Ambulatory Perianesthesia Nurse
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Our Numbers

We now have **12,831** CPAN® and CAPA® Certified Nurses!
(As of 12/31/19)



- ✓ CPAN - 7,019
- ✓ CAPA - 4,976
- ✓ Dual - 836

✓13,667 credentials awarded

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Outdated Technology



Challenge 1

• Solution:

- Invest in Custom Learning Builder Solution
 - A custom-designed on-line Candidate Management System by Heuristics
 - Create online tutorials for candidates to manage new system

• Lessons:

- Migrating to a new technology platform is a painful, but important, process.
- Finding the right partner is key.



Changing Candidate Needs



Challenge 2

• Solution:

- Launched Voucher Program in 2018
- Launched Test Assured in July 2019

• Lesson:

- Find your candidates' pain points and try to solve them. It will pay dividends in the long run.



Outdated Certification Processes

Challenge 3



• Solution:

- Recertification Task Force Created in 2018
 - Changed eligibility requirements for both certification and recertification
 - Enhanced contact hour awards for recertification
- Audit Review Committee Created in 2019
 - CPAN and CAPA certified board members; peer-reviewed quality assurance

• Lessons:

- Ongoing feedback is essential. We are forming another Recertification Task Force in Summer 2020.



Outdated Brand

Challenge 4

Solution:

- Brought marketing function in house in 2018
- New logo designed Fall 2019
- New website launched February 2020
- New collateral produced Spring 2020

Lessons:

- Timing is everything.
- Commit to the process.
- Don't move the goal post.



Single Source Marketing

Challenge 5

Solution:

Expanded outreach

- American Organization for Nursing Leadership (AONL)
- ANCC Magnet
- PACU Manager Summit
- Virtual certification meetings launched 2019
- Paid advertisements

Lessons:

- Diversify your reach.
- Be committed to the long-term impact of these investments.



5 Challenges: Resolved

Key Performance Indicators for ABPANC Since 2017

- Number of **certified nurses** is up 3.08%
 - Recertifications are about 70% renewal
- **Candidate volumes** are increasing
 - Exam applications are up 12% over 2019
- **Certification revenues** are up 23.7%
- **Overall revenues** up 12%
- **Overall expenses** also up 17.6% – investing in our future success
 - Still operating at annual net surplus
- Achieved ABSNC reaccreditation for both programs through 2024!



Future Initiatives:

- New communication tools
 - Podcasts
 - Webinars
 - Text Alerts
- Enhanced Study Tools
 - Flash cards
- Micro-credentialing, digital badging, etc.
- Investment in certification/perianesthesia research



Thank You!





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