Process Innovation: Turning Challenges into Opportunities in Nursing Certification

March 6, 2020
ABNS Spring Meeting
Atlanta, GA

Our Credentials

Our Numbers

We now have 12,831 CPAN® and CAPA® Certified Nurses!

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

13,667 credentials awarded
Outdated Technology

**Solution:**
- Invest in Custom Learning Builder Solution
  - A custom-designed on-line Candidate Management System by Heuristics
  - Create online training 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.

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Changing Candidate Needs

**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.

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Outdated Certification Processes

**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
  - CPA/IP 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Outdated Brand

- **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

- **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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