

Making Exam Prep a Pillar of a Certification Program

Michael Kingan, DNP, AGPNP-BC, RN, CWOCN,
WOCNCB President
Cindy Lemek, MA, CAE, WOCNCB
Executive Director

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Objectives:

Review development process for exam prep flashcards and mobile app flashcards.

Identify selection factors for a mobile app vendor.

Review ways to incorporate exam prep into certification marketing.




2015 Strategic Plan:

WOCNCB will provide the nursing profession with resources and tools to facilitate certification . . .

- Update flashcards on a rotational basis
- Investigate mobile applications for additional accessibility and availability of flashcards



Current Exam Prep Materials



Wound, Ostomy, and Continence Certification

Foot Care Certification

Advanced Practice Wound, Ostomy or Continence

Exam Preparation

Exam Content Outlines

Practice Exam (APE)

Review Content

Flash Cards

Exam Tips

Sample Exam

Fees

Wound Treatment Associate

Risk Definition

Home - Certification - Exam Preparation

Exam Preparation

Whether this is your first WOC® Foot Care or WTA-C exam or if you are recertifying, WOCNCB has resources to help you prepare. Here's a tool kit of resources to get you ready to take the exam.


Candidate Exam Handbook
Download the Exam Handbook, a 61 page PDF that details eligibility requirements, the application process, exam content, and WOCNCB policies. Download here.

Exam Content Outlines
Exam items are based on the Risk Definition Studies which have been conducted for WOC, Foot Care, Wound Treatment Associate, and AP nursing practices. These studies create exam content outlines for each specialty. Learn more and download the outlines here.

Official WOCNCB® Flash Card Mobile App - starting at \$19.95
Each app contains over 200 questions. The new apps provide detailed results tracking and are available to help you watch areas for further review. Apps cost \$19.95 for a 6 month subscription or \$39.95 for a 12 month subscription. Order here.

Official WOCNCB® Printed Flash Card Sets for \$49.95 each
Printed Flash Card Sets are available to wound, ostomy, continence and foot care and cost \$49.95 each. Each flash card set contains over 200 questions and can be ordered here.

Please allow 2-3 weeks for delivery of printed flash card sets.



Exam Prep Promotional Piece

Exam Prep Resources

WOCNCB® FLASH CARDS

Question 1: What materials are available to help prepare for WOCNCB® Certification? (exams)

- WOCNCB® Flash Card sets: Wound, Ostomy, Continence available and Foot Care coming soon.
- Exam Content Outlines for each WOCNCB® Specialty
- Practice Exams for each specialty
- List of Textbook References
- Candidate Exam Handbook
- All of the above

Specialty Area: Exam Preparation
Question Type: <https://www.wocncb.org/certification/exam-preparation>



Exam Prep Promotional Piece

Exam Prep Resources

WOCNCB® FLASH CARDS

Answer 1: The correct answer is F, all of the above!


Rationale: Be better prepared to pass certification exams by visiting the Exam Preparation section of the WOCNCB® website.

References: <https://www.wocncb.org/certification/exam-preparation>

In addition, take advantage of **FREE** open-access **Getting Ready for Certification** articles in the online publication **JWOCN**. These articles are written by WOCNCB® certificants and include practice exam questions to help prepare. The articles are sorted into collections by specialty.

Be better prepared to pass exams.

For more information call 1-888-496-2622 or email info@wocncb.org



Flashcard Development Process

- Recruit SMEs for an Ad Hoc Exam Prep Committee
- Standardized self-guided orientation for committee members
- Divide up content outline
- Question review process
- In person review meeting
- Additional editing by committee
- Additional editing and review by staff
- Final layout/printing



Mobile App Vendor Selection

Publishing Companies and Testing Vendors:

- Wanted to take ownership of our content and give us royalties or commissions on sales.
- OR
- Were prohibitively expensive outside a larger contract for services.



Mobile App Vendor Selection Criteria

Criteria	Options
Annual costs	Flat fee for each app covering all costs to develop & maintain Lower flat fee with a revenue share or commission Monthly maintenance fees after app development
How apps can be purchased	Our website Apple/Google Play App stores Vendor's platform
How to upload content	Vendor or WOCNCB
Pricing of apps	Options for different subscription lengths and prices
Customer service availability	Email only Both phone and email Tech support only or follow up on question content
Other App Content	Ability to set up quizzes Links to other content Ability to set study goals



App Development

- Print Flashcards turned into an XML file
- Questions organized by exam content outline
- Rounds of proof reading from printed cards
- Logos, colors:



- Beta testing by Board members



App Development: Question Sample

Certified Wound Care Nurse (CWCNB) Hello Cindy! Profile Sign Out

Assess and Manage Pressure Ulcers 010300 1/1/14

Questions Assess and Manage Pressure Ulcers 010300

A patient with a Stage IV pressure ulcer on the coccyx is being transferred to the radiology unit. The most important handoff communication is:

- The site of the ulcer and any position that should be avoided
- The dressing change regimen
- The time and result of the most recent ulcer risk assessment
- The next time the dressing should be changed



App Development: Question Sample

Incorrect

View Question

- The site of the ulcer and any position that should be avoided
- The dressing change regimen
- The time and result of the most recent ulcer risk assessment
- The next time the dressing should be changed

Explanation

Rationale: Handoffs from the patient care unit to another department also necessitate communications concerning the patient's skin status and pressure ulcer risk. In particular, the staff of the receiving unit should be made aware of the location and severity of any existing pressure ulcer, any position that should be avoided, and the need for any offloading (Bryant & Nix, p. 149).

Reference: Bryant, R. A., & Nix, D. P. (2012). Developing and maintaining a pressure ulcer prevention program. In R. A. Bryant & D. P. Nix (Eds.), *Acute & chronic wounds: Current management concepts* (6th ed., pp. 137-153). St. Louis, Missouri: Elsevier Mosby.

Skill In: Recommending/implementing interventions to manage wound and periwound

Question Type: Application



App Sales Set Up

Develop website sales forms for each app:

Order Form

Please select one of the products below.



Foot Care description:
Each flash card set contains more than 200 foot care questions with answers, detailed rationales and references developed from the Exam Content Outline.

- 12 month mobile app - \$39.95 ▼
- 6 month mobile app - \$19.95 ▼
- Set of printed flash cards - \$44.95 ▼
- Combo set (12 month app and printed flash card set) - \$74.95 ▼



App Sales Set Up

Process for purchases through our website:

- Select app product and pay
- System pulls an activation code from a spreadsheet provided by vendor
- Email is sent with activation code and link to set up a user account
- User provides email, creates password and uses the activation code
- Mobile app can be downloaded to a device

Create Account

Create Account with Facebook

First Name


Email

Password

Activation Code (Optional)

Create Account

By signing up you agree to our [Privacy Policy](#) and [End User License Agreement](#).
Already have an account? [Log In](#)



App Store Sales



WOCNCB® Continenence Care Q&A Practice

WOCNCB Education
Everyone

Offers In-app purchases
You don't have any devices
[Add to Wishlist](#)




- Go to the Apple or Google Play Store
- Install app
- Get 10 free questions
- Prompt to buy 6 or 12 month subscription



Launch of Apps

A message from the WOC Nursing Certification Board **The Gold Standard for Certification**

New Wound & Ostomy Mobile Flash Card Apps Available
Be Better Prepared for WOCNCB Certification Exams!



Get the CWON or COON mobile apps to practice questions anywhere, anytime! Each mobile app features 100 questions and answers, detailed rationales, and references to help you prepare for the exam and track your progress.


Customize your studying to meet your needs! The app provides detailed results tracking and quiz history to help you know when to further review.

- \$19.95 for 6-month subscriptions
- \$39.95 for 12-month subscriptions


Visit www.wocncb.org to purchase the CWON® or COON® mobile apps. Then install the app and start preparing today!

Continence and Foot Care mobile apps will be launched later in 2019!


Printed flash cards sets for Wound, Ostomy, Continence and Foot Care are also available!



Mobile App Now Available!




CWON & COON Flash Card App Now Available
Scan to Order Details



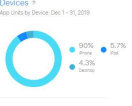

Reporting: Apple App Store Analytics

Name	App Units	Percentage of Total	Change
1 CWON® Wound Care Exam Prep	77	95%	+6.2%
2 COON® Ostomy Care Exam Prep	31	22%	+17%
3 Continence Care Prep & Review	23	16%	+6.2%
4 COON® Foot Care Exam Prep	9	6.4%	+55%

Territories
 App Units by Territory Dec 1 - 31, 2019



Downloads
 See Units by Device Dec 1 - 31, 2019

Reporting: Google Play Analytics


Dashboard CWON® Wound Care Exam Prep

CWON® Wound Care Exam Prep
Published
All updates are live
Last 30 days


VIEW ON GOOGLE PLAY

How are your KPIs performing?

New users acquired
2.30K +17.19% vs previous period



EXPLORE REPORT



Reviews from users:

Craig & Michelle Harder
 ★★★★★ September 17, 2019
 Exceptional preparation for my certification exam! Flash cards from other organizations just do not compare to what this app has offered me. Thank you so much.

👍
2


Joseph Fontenault
 ★★★★★ December 3, 2019
 Great content. I'm hoping for more frequent updates of new questions.

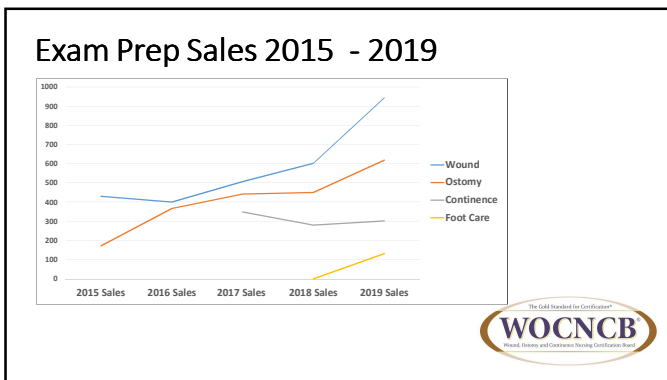
👍
2

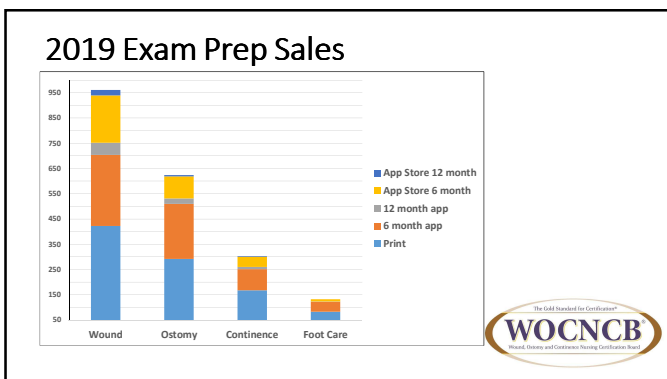
REVIEWS

Thomas Gallivan
 ★★★★★ August 3, 2019
 quizzing is the way I best prepare for tests. I'm very fortunate they came out with this app!

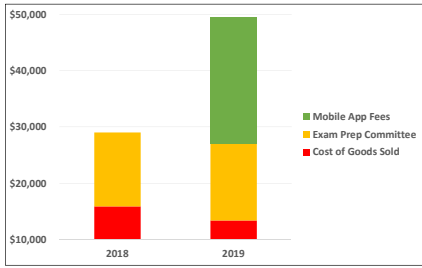
👍
2



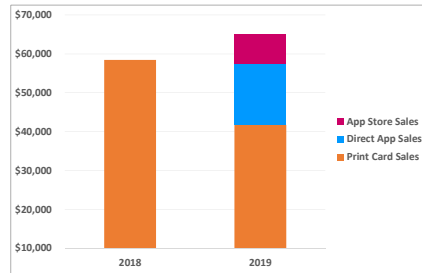




Exam Prep Expenses 2018 vs 2019



Exam Prep Income 2018 vs 2019



Exam Prep in Ongoing Marketing

Be Better Prepared to Pass your WOCNCB® Certification Exams
New Wound, Ostomy, Continence and Foot Care Mobile Flash Card Apps available!

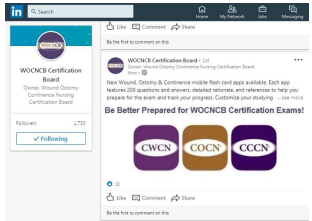
Back with app-based, the updates enhance digital resources available for your preparation. Each app includes 200 questions and answers, detailed reference, and references to help you prepare for the exam and track your progress. Customize your studying. ...see more

Be Better Prepared for WOCNCB Certification Exams!

WOCNCB offers new study resources in the form of new mobile flash card apps available for Wound, Ostomy, Continence and NURSING related flash cards.

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Exam Prep in Ongoing Marketing

Did You Know? WOCNCB offers nurses **The Gold Standard for Certification™** in **Wound, Ostomy, Continence and FOOT CARE**.

Be One Step Ahead and Expand Your Expertise

WOCNCB® Flash Card App available!
 A handy prepared-to-go 2x3 inch 24 flash cards. These cards contain all of the information you need to know for your exam. Available for download on the App Store and Google Play.

Use your work experience and CE hours to be eligible for a WOCNCB® exam under the Experiential Pathway

Are you a health-care professional registered in one of the following professions?
 • Registered Nurse (RN)
 • Licensed Practical Nurse (LPN)
 • Certified Nurse-Midwife (CNM)
 • Certified Nurse Anesthetist (CRNA)
 • Certified Nurse-Infusion Specialist (CNIS)
 • Certified Nurse Practitioner (CNP)
 • Certified Nurse Specialist (CNS)
 • Certified Nurse Executive (CNE)
 • Certified Nurse Manager (CNM)
 • Certified Nurse Auditor (CNA)

Check to see if you are eligible for the Gold Standard for Certification™.

For eligible professionals, you may apply for the exam under the experiential pathway to earning one of the following certifications:

- Wound, Ostomy, Continence Nursing Certification Board (WOCNCB®)
- Wound, Ostomy, and Continence Nursing Certification Board (WOCNCB®)
- Wound, Ostomy, and Continence Nursing Certification Board (WOCNCB®)
- Wound, Ostomy, and Continence Nursing Certification Board (WOCNCB®)

Study Resources Available

For eligible professionals call 1-800-896-3622 or visit www.wocncb.org

Thank you!
