



The Value of Certification – Building the Business Case for Certification
A National Convening
March 3-5, 2016

Measuring the value of certified practice is a strategic imperative for credentialing organizations. ABNS and its member organizations have undertaken research that measures the value of nursing certification to the individual certificant. We are poised to take the next steps in measuring the value of certification beyond *perceptions*. We wish to support a research agenda that will build a business case for the value of certification.

The recent Institute of Medicine's Workshop on Credentialing Research in Nursing provided a clearer direction to explore in regard to credentialing research. We would like to further focus our efforts and host a Value of Certification Convening. Since the value of certification extends beyond nursing, the Value Convening will be a multidisciplinary conference.

Purpose

The Value of Certification national convening will work from the existing body of knowledge and established theoretical foundations to identify actionable and measurable activities to support certification research that builds a business case for the value of certification across multiple stakeholders. The convening will focus on the value of a multidisciplinary certified workforce, continuing competence, and the work of certified team members in team practice. The Value Convening will provide participating organizations with concrete ideas to implement and strategies that will enable us to work together.

Outcomes

- Identify areas for research that will build a business case for the value of certified practice.
- Explore the value of certification among members of multidisciplinary health care teams.
- Agree on research initiatives and determine concrete steps for implementation.
- Consider the availability of funding and data to conduct research.

Planning Committee Members

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