



How to Excel in a Challenging Certification Environment

Christopher Hunt

Executive Vice President

Infusion Nurses Certification Corp.

Validate Your Experience



Challenge

- Marketing a rigorous, comprehensive infusion certification exam with a pass rate of 63% - 68% against an infusion-related certification exam with a pass rate of 91% - 95%



Players

- Infusion Nurses Certification Corporation (INCC)
 - Only nationally accredited exam for infusion nursing
- That Other Group (TOG)
 - Multidisciplinary (clinicians and non-clinicians)
 - Also nationally accredited



Requirements to Sit for Exam

- INCC

- RN' s
- 1600 hours experience in infusion therapy over 2 year period prior to taking exam

- TOG

- Nurses, MD' s, Respiratory Therapists, Radiology Technicians
- No time framed experience
- Assessing, planning, implementing, and evaluating care for vascular access patients
- 1st exam: Dec '10



Results from 2011 - 2013

- Total Tested down 26%
- Not surprising – Not Acceptable
- Wake up call
 - Not the only game in town
 - Best team in town
 - Show it!



Environment

- Magnet Status has helped to promote nursing certification
- Organizations are pushing staff to become certified
 - Not all organizations have an understanding of certification
 - Not all clinicians are willing to go the extra mile to gain certification



INCC's Challenge

- Positioning the CRNI[®] exam as THE exam for infusion nurses
- Keeping the pass rate from being the driving factor in a clinician's decision on which exam to take
- Growing the number of CRNI[®]s in the face of heightened competition

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INCC' s Stance

- Don' t apologize
- A certification exam should mean something, thus it is reasonable that it would be rigorous
- A CRNI[®] is part of an exclusive group
 - Take pride in your accomplishment
 - Wear the certification with pride
 - Help spread the word
- Market, market, market



Marketing

- Don't tiptoe around the rigor of the CRNI® exam
 - It is what it is and that's what it should be!
- Most clinicians seek certification for personal growth
 - Play to that desire
- CRNI®s are part of an exclusive group
 - It's your time to join!
- Only nationally accredited exam for infusion nursing



Marketing – Web site

- “The exam is comprehensive”
- “You will be tested on information you may not use on a daily basis”
- “This information is integral to the practice of the average infusion nurse”



Broadcast Email Program



Becoming a CRNI® exemplifies a commitment to excellence. As the only nationally accredited certification for infusion nurses, earning the prestigious CRNI® credential warrants the recognition and respect of patients, peers, and employers and demonstrates a dedication to lifelong learning and delivery of quality health care.

We'd like to learn what would motivate YOU to earn the CRNI® credential. Please [click here](#) to complete a short survey.

Thank you.

The CRNI® is the only accredited and nationally recognized credential in infusion nursing.

[Learn more about the value of CRNI® certification.](#)



[Contact INCC](#)

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Message from the INCC Chair



Mary McGoldrick, MS, RN, CRNI®
Chair, INCC Board of Directors

“Since the inception of INCC and the CRNI® program in 1983, INCC has remained focused on offering a comprehensive, evidenced-based examination that is offered exclusively to nurses.”

“For those of us who have taken (and passed) the exam, we know that it is rigorous and comprehensive.”

“We have set the bar high to maintain our credibility by offering a rigorous specialty nursing certification exam.”

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CRNI[®] Champion Program



- CRNI[®]s who promote the importance of the specialty
- The use of the word CHAMPION to emphasize the exclusivity
- Promote the benefits
- Encourage/refer colleagues

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Take-Aways

- Competition keeps us focused
- INCC has a time-tested program that has been validated and is valued
 - Don't short sell this
- Meets the needs of the clinician and the public
- Reassurance is needed



Early Results - 2014

- March administration
 - Budget Number has been achieved
- September administration
 - Early numbers have been encouraging



- *“Anything worth doing, is worth doing right”*
 - *Hunter Thompson*