

Managing Crisis through Agility and Teamwork

Business Continuity during the Pandemic



Speaker Introductions



Sheri Sesay-Tuffour, PhD, CAE
Chief Executive Officer
Pediatric Nursing Certification Board
Rockville, MD
www.pncb.org




Maggie Jones
Director of Customer Service
Pediatric Nursing Certification Board
Rockville, MD
www.pncb.org

**Identify realized and
unrealized threats to
the business of
certification**

Understanding the organization's...

- ✓ Strengths
- ✓ Vulnerabilities
- ✓ Priorities

Approaches to prioritizing candidates, certificants, and staff during a crisis



Ensuring Staff Safety and Wellbeing

- ✓ State orders versus business orders
- ✓ Staff schedules
- ✓ Cross training
- ✓ Adapting to demands of a changing workforce

Supporting the Needs of Pediatric Nurses

- ✓ Adjusted certification requirements while upholding national standards
- ✓ Extended exam testing windows
- ✓ Discounted practice tests
- ✓ Reinstatement of lapsed certification
- ✓ Deferred recertification auditing
- ✓ Extended continuing education
- ✓ Surveyed candidates' experiences
- ✓ Introduction of remote testing

Volunteer Management

- ✓ Maintained engagement and collaboration

Lessons learned as a tool to prepare for the future and embrace change

Lessons Learned

- ✓ Reset goals to reimagine and reinvent the future of credentialing
- ✓ Drive innovation and growth in exam development activities
- ✓ Embrace emerging and disruptive trends
- ✓ Enhancing the organization's technological capabilities
- ✓ Embrace a new model of work

Thank You!



**PN
CB** PEDIATRIC NURSING
CERTIFICATION BOARD
