The Benefits and Value of Being CPAN® and CAPA® Certified: What Employers Can Do to Recognize and Support Certified Staff

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In the room:
- How many CPAN and/or CAPA certified nurses?
- How many not yet certified nurses?
- How many managers?

Bottom Line
The only way to validate a nurse's knowledge and experience needed to care for a given population of patients is through specialty nursing certification.

Why Specialty Nursing Certification?
- Generalist knowledge does not fit healthcare mold where specialization is the norm.
- A validation that you have the knowledge to care for patients with increasingly complex needs.
- Exists to protect the consumer.

Definition of Certification
The formal recognition of the specialized knowledge, skills and experience demonstrated by the achievement of standards identified by a nursing specialty to promote optimal health outcomes.

ABNS
BN5

Laura - let me know if you think slides 6 - 10 add anything to this lecture as sort of an introduction. If not, we can delete. If you think yes, do you want to do them? If not, I can do so.

Bonnie Niebuhr, 2/27/2012
Private Voluntary Certification

Obtained through individual specialty nursing certifying organizations and reflects the achievement of a standard beyond licensure for specialty nursing practice.

Accreditation is Key to Value

CPAN and CAPA certification programs are accredited by the Accreditation Board for Specialty Nursing Certification.

Demonstrating Value

• **Intrinsic Rewards**
• **Extrinsic Rewards**

Why Be Certified?

• Validates perianesthesia knowledge and experience.
• For patients!
• Elevates the standards and quality of your profession.
• Self satisfaction and personal pride
• Impress the girls (!)
• Be the best you can be.

Why Be Certified?

• Studying increases perianesthesia knowledge.
• Career advancement; financial incentive.
• Because you can!
• Patients expect it and deserve it.
• Promotes excellence in practice.
• Nationally recognized.

Why Be Certified?

• Viewed as role model and expert on unit.
• Respect from other healthcare colleagues.
• Certification infuses energy into practice.
• Job security.
• Portability of credential across country.
• Add value to your unit.
You start with this slide through slide 21. Feel free to add and/or edit these slides.

Bonnie Niebuhr, 2/27/2012
Why Be Certified?

- Demonstrates commitment to life-long learning.
- Psychological paycheck.
- To be taken seriously as a healthcare professional.
- Public trust.
- Board Certified – Enough said!

Those Who’ve Maintained CPAN Certification from the Beginning (for 25 years) say:

- "I am the “go to” person for coworkers for questions about our practice." – Gloria Jean Echols
- "After my husband passed the CPA exam, I had to do one better and become a CPAN!" – Maggie Fowler
- "My initial reason for attaining certification was to provide the most knowledgeable and competent care to my patients and their families." – Ellie Carlberg

Those Who’ve Maintained CPAN Certification from the Beginning (for 25 years) say:

- "A CPAN certification afforded me the opportunity to prove I had the knowledge to be a strong PACU nurse." – Becky Walter
- "Having my CPAN has given me the opportunity to provide quality care to my patients." – Patty Elliot
- "I have inspired others in my hospital to become certified." – Penny Fisher

Those Who’ve Maintained CPAN Certification from the Beginning (for 25 years) say:

- "Being CPAN certified causes others to take me more seriously as a professional." – Beth Rapoza
- "I encourage every PACU nurse to consider CPAN certification; it will open up a whole new world of knowledge and networking that will forever benefit you, your organization, your colleagues and MOST OF ALL YOUR PATIENTS." – Faye Shuford

Those Who’ve Maintained CPAN Certification from the Beginning (for 25 years) say:

- "Interaction with patients is more gratifying when patients realize that a seasoned, certified post-anesthesia nurse is giving them the utmost care." – Anita Deasis

Citizen Advocacy Center

Any profession that encourages and supports continual learning, validation of knowledge and experience, a process to require evidence of continuing competence – will indeed affect the quality of patient care delivery.
Demonstrating Value... Through Research...

**ABNS Value of Certification Study - 2006**
- 20 ABNS member organizations participated in the study, including ABPANC.
- 94,768 invitations were sent by 20 participating organizations which included certified, non-certified and a subset of nursing managers.
- 11,427 responses (12.1% return rate)

**Survey Respondents Perceive that Certification:**
- Validates specialized knowledge.
- Indicates level of clinical competence.
- Enhances professional credibility.
- Indicates attainment of a practice standard.
- Indicates professional growth.
- Provides evidence of professional commitment.
- Provides evidence of accountability.

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**Specialty Nursing Certification – More Than A Title.**
*Nursing Management, (2005), Volume 36, Number 5.*

**What Managers Believe:**
- 88% would hire a certified nurse over a non certified nurse if all else is equal.

**A Certified Nurse:**
- Has a proven knowledge base in a given specialty.
- Demonstrates a greater professional commitment to life long learning.
- Has Documented Experience.

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**Specialty Nursing Certification – More Than A Title.**
*Nursing Management, (2005), Volume 36, No. 5.*

- 66% see a difference in the performance of certified nurses versus non certified nurses.
- Nearly 50% believe that a certified nurse positively impacts patient outcomes.

Further, managers believe that certified nurses are:
- Better preceptors
- Informal and formal leaders
- Role models
- Mentors

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I will start here and go through slide 36.
Bonnie Niebuhr, 2/27/2012
Other Key Research Findings:

**Does Certification Mean Better Performance?**
- Certified nurses had higher performance scores in planning and evaluating care and in teaching/collaboration.
- Certified nurses had higher levels of self esteem.


**Differences in Perceptions of Empowerment Among Nationally Certified and Noncertified Nurses**
- Examined the difference in perceptions of empowerment between nurses who were nationally certified and those who were not. Significant differences were noted in empowerment scores for certified nurses.
- Certified nurses had increased access to job-related power and opportunity structures. Certification provides recognition of the nurses' knowledge and expertise in a specialty area which in turn is empowering.
- Organizations that support and recognize certification may experience improved turnover and retention rates.

*JONA*, 2006, Volume 36, Number 5.

**Impact of Certification on Patient Outcomes**
- Looked at proportion of specialty certified and BSN education and affect on 30 day mortality and failure to rescue (deaths in surgical inpatients following major complication).
- Nurse specialty certification and BSN education are associated with better patient outcomes; effect on mortality and failure to rescue is contingent upon baccalaureate education.
- Investment in baccalaureate educated workforce and specialty certification has potential to improve quality of care.

*Journal of Nursing Scholarship*, 2011, Volume 43, Number 2.

**Bottom Line… Impact of Certification on Patient Outcomes**
- Nurse Specialty Certification, Inpatient Mortality, and Failure to Rescue.
- Reliability Testing of the National Database of Nursing Quality Indicators Pressure Ulcer Indicator.

**Certification and Education: Do They Affect Pressure Ulcer Knowledge in Nursing?**
- Wound care certification and education significantly affects nursing knowledge.

*Advances in Skin & Wound Care*, 2007, Volume 20, Number 1.

**Bottom Line… Impact of Certification on Patient Outcomes**
- Why Not More Studies Linking Certification to Patient Outcomes?
  - Very difficult to separate the variable of certification from other variables that impact patient outcomes.
  - Tying certification and education together.
  - % certified on a unit may influence patient outcomes.
**Bottom Line…**

**Impact of Certification on Patient Outcomes**

**NDNQI Study**

Phase I – complete


**Bottom Line…**

**Impact of Certification on Patient Outcomes**

NDNQI Study

Phase II – complete

Examined relationship of specific certification credentials and impact on patient outcomes (falls, infections, wound care)

Wait for it!

**Bottom Line…**

**Impact of Certification on Patient Outcomes**

The higher the level of certified nurses on a unit or in a hospital, decreases the number of falls and central line/blood infections!

The CPAN certification rate directly decreased CLABSI (Central Line Associated Blood Stream Infections)

The CAPA certification rate directly decreased pressure ulcers.

**Resources…**

*Nurse Specialty Certification,* Journal of Nursing Scholarship, 43(2). June 2011

*Let’s Get Certified: An Innovative National Campaign,* Nurse Leader, Dec 2010

**Best Practice Strategies Used by Employers to Recognize and Support Certification**

- ABNS Award for Nursing Certification Advocacy.
- ABPANC’s Advocacy Award.
- Certified Nurses Day – March 19 each year.
- During PANAW.
- To encourage not-yet-certified to seek certification.
- To recognize those who are CPAN and CAPA certified.

**Best Practice Strategies Used by Employers to Recognize and Support Certification**

- Institute a Certification Recognition Program:
  - Facilitate a tutoring system between certified nurses on staff and those preparing for certification (ABPANC’s Certification Coach Program and Study Plan).
  - Onsite review classes and schedule flexibility to attend.
  - Offer a salary differential, bonuses.
  - Paid day off to take exam; celebrate becoming certified.
  - Announce names of newly certified in organization’s newsletter.
BN11  Laura - starting with these slides you can add strategies you've identified by reading some of the ABNS Award for Nursing Certification Advocacy winners - I'll email you those; as well as highlighting those points on our website.
Bonnie Niebuhr, 2/27/2012

BN12  This came from an article I read - Realizing your Marketing Influence, Part 3; Professional Certification as a Marketing Tool, JONA July/August 2002 Vol 32, No. 7/8.
Bonnie Niebuhr, 2/27/2012
Best Practice Strategies Used by Employers to Recognize and Support Certification

◊ Institute a Certification Recognition Program:
  • PR Dept. to send a news release to local papers, both major daily papers and smaller weekly community papers.
  • Send news release to nurse’s school of nursing and alumni association.
  • Hold celebrations to honor newly certified.
  • Print certification credentials on nametags.
  • Include as a level on clinical ladder.

◊ CPAN/CAPA Recognition Banquet, Tea, Breakfast, Lunch, or Dinner – any meal will do!

◊ Display plaques prominently on the unit, where patients and families can see them and where physicians congregate.

◊ Create a nursing honor roll of board certified nurses. Post in your facility and other public venues.
  • Place display ads in newspapers, community newsletters, etc. featuring the nursing honor roll.
  • Send a letter of appreciation to each certified nurse in your facility or department.

◊ Invite certified nurses to lead a certification drive within your facility.

◊ Offer gifts, gift certificates, or special bonuses to certified nurses only.

◊ Provide ribbons and buttons to all certified nurses (available from ABPANC).

◊ Display signage throughout facility to show support for Certified Nurses Day.

◊ Have your credentials printed on your name badge.

◊ Wear your certification pin, lanyard, button.

◊ Use your credentials when charting.

◊ Display your CPAN or CAPA wall certificate in a prominent place.

◊ Encourage your unit to purchase a wall plaque from ABPANC that can be hung in the patient waiting room and inscribed with the names of all certified nurses.

◊ Print business cards with your credentials - and use them.
Slide 41

**BN13**  Laura - you can use these slides to add in strategies you identified.
Bonnie Niebuhr, 2/27/2012

Slide 42

**BN14**  I'll start here for my soap box
Bonnie Niebuhr, 2/27/2012
Strategies to Promote One’s Self to Employers, Patients and Families

- Write a press release about your accomplishment and send it to your local newspaper. Sample news releases with appropriate language describing CPAN and CAPA certification are available from ABPANC.
- Give an in-service in your unit to raise awareness of the knowledge and experience needed to provide the highest quality care.
- Make a special presentation about certification during PeriAnesthesia Nurse Awareness Week (PANAW).
- Offer to help your colleagues study for the CPAN and CAPA certification examinations.

Strategies to Promote One’s Self to Employers, Patients and Families

- If the management at your facility is not familiar with CPAN and CAPA certification, contact ABPANC to request a letter detailing the rigorous requirements for certification as well as its equivalency with other national certification programs for nursing specialties. Share this letter with management for information or to support your request for a salary differential.

ABMS Gallup Poll
Results published in JAMA, September, 2004.

- Patients trust physician board certification over the recommendations of family and friends.
- Patients highly value certification as an indicator of quality and they would change or select physicians based on whether that doctor is certified.
- Continuing evaluations after a doctor has started practicing medicine very important to a majority of the adult public – reevaluate every so many years!

Strategies to Promote One’s Self to Employers, Patients and Families

- Introduce yourself to patients and their families as both a Registered Nurse and as a nurse certified in the specialty of perianesthesia nursing. You can say, “I’m board-certified in the type of nursing you require today.” Many people understand the phrase “board-certified” since it also applies to professionals such as Certified Public Accountants, physicians, and dentists.

Suggested Sound Bites
How often has a patient or colleague asked, “What does certification mean?” And how often have you wished you had just the right phrase to respond? Consider these:
- “Professional recognition of expertise in my specialty.”
- “Recognition of my commitment to lifelong learning and quality care.”
- “I’ve met nationally recognized standards for providing excellence in care.”
- “I’ve taken an extra step to demonstrate my commitment to providing the best possible care.”

Suggested Sound Bites
How often has a patient or colleague asked, “What does certification mean?” And how often have you wished you had just the right phrase to respond? Consider these:
- “I’ve met the highest national standards for perianesthesia care.”
- “Thanks for asking. It means I’ve invested extra time and effort to demonstrate my expertise in my field.”
- “CPAN and CAPA are nationally accredited and recognized credentials that validate my specialized knowledge as a Perianesthesia nurse.”
Strategies to Promote One’s Self to Employers, Patients and Families

Introduce yourself appropriately

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<th>Greeting</th>
<th>ABPANC</th>
<th>ABNS</th>
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American Board of Nursing Specialties

An ABNS Position Statement On The Value Of Specialty Nursing Certification

- RNs should seek certification in their specialty area of practice.
- Certified nurses should publicly display credentials and introduce themselves as certified nurses.
- Healthcare consumers should be knowledgeable of qualifications and credentials of RNs caring for them.
- Employers should seek certified nurses; support these individuals seeking and maintaining certification; inform patients and public about certification status of workforce; encourage the display of credentials on name badges; market accomplishments of certified nurses.
- Specialty nursing certification is an objective measure of knowledge which validates that a nurse is qualified to provide specialized nursing care.
- ABNS believes that the increasingly complex patient/client needs within the current healthcare system, are best met when registered nurses, certified in specialty practice, provide nursing care.

ABPANC Website

www.cpancapa.org

Click on the “Resources” Tab, then “Promoting Certification”

ABNS Website

www.NursingCertification.org

ABPANC’s Future Marketing Plans

- Develop PPT that any nurse can use on their unit to describe the benefits of CPAN/CAPA certification.
- Develop webinar focusing on the Fear of Failure, including information about Test Taking Strategies.
- Offer certification recognition posters and digital banners for use in hospital signage and newsletters.
- New Unit-Based Advocacy Recognition Award
- Develop unit-level certification award programs.
What are YOU doing?

Thank you!

CPAN® and CAPA® Certification: 
*Nursing Passion In Action!*®
I think perhaps we take the last 15 minutes (if we've talked fast previously) and open it up to see what audience has to say about what their institutions are doing.

Bonnie Niebuhr, 2/27/2012