Nursing Certification and Competency Summit

October 7-9, 2009
Baltimore, MD

CCI
COMPETENCY & CREDENTIALING INSTITUTE

ABNS
American Board *of* Nursing Specialties

Facilitated by

INNOVATIONLABS
Where Innovation Happens

Nursing Certification and Competency Summit: Building an International Research Agenda

Summary Document

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Overview

On October 7-9, 2009, eighty-seven participants representing 42 different organizations consisting of a wide range of stakeholders in the nursing certification community - consumer advocates, researchers, specialty organizations, associations, educators, state boards, and testing organizations - gathered for the Nursing Certification and Competency Summit in Baltimore, MD. The purpose of this Summit was to develop a unified, international research agenda for nursing certification.

This Summit consisted of a series of facilitated activities focused on identifying research projects that best supported the Research Priorities identified in the March, 2009 meeting in Ft. Lauderdale, Florida. Once the research projects were identified participants focused on designing the processes, tools, structures and funding mechanisms necessary to support this Research Agenda.

As part of this process the participants decided that ABNS should take a prominent role in managing the work of the Research Agenda going forward. A team developed a proposal for participants to take to their respective Boards to request the endorsement and support of the participating organizations. Another team developed a draft of the Research Agenda itself. Those documents will be finalized and distributed after the Summit.

This document summarizes the activities from the Summit and is in chronological order.

Benefits
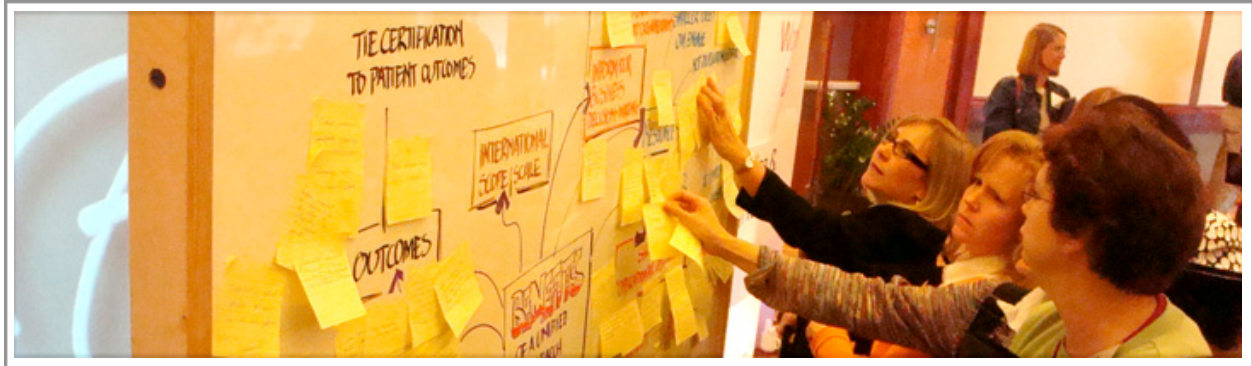
The first activity focused on identifying the benefits of having a unified research agenda focused on nursing certification. Participants were first given an opportunity to articulate for themselves, individually, their answers to the following question:

What are the benefits to your organization to align with, and agree to support, a unified research agenda around nursing certification?

Examples of Benefits

A sample of the responses are presented here:
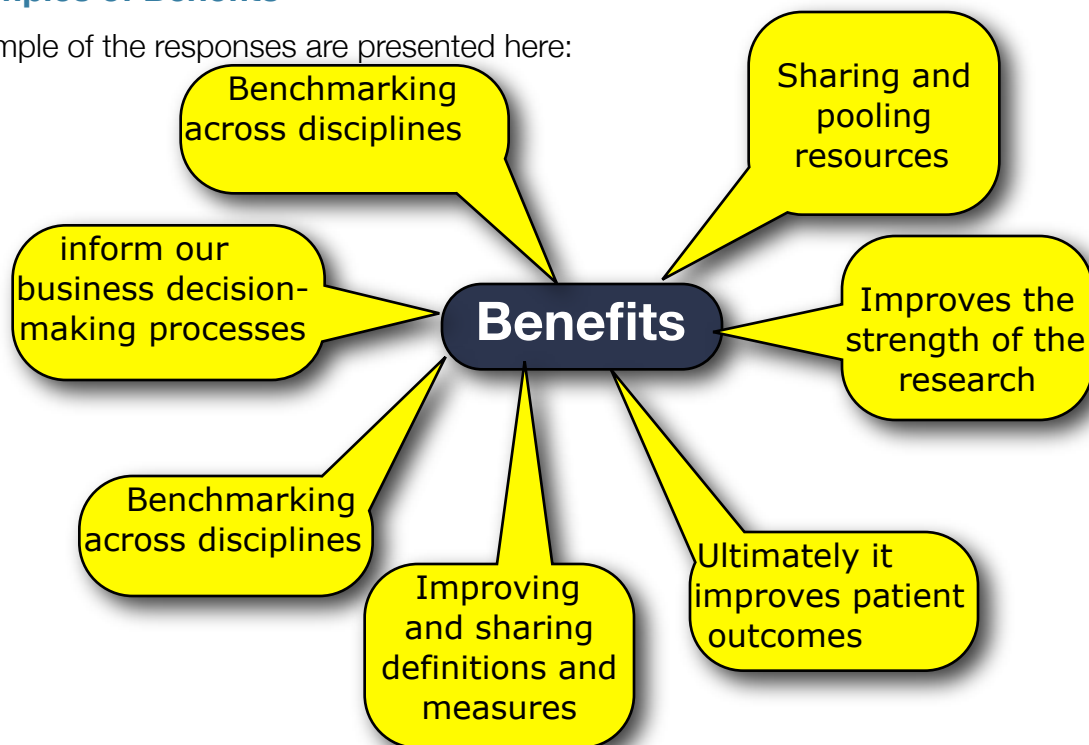
Vision 2015

After an introduction by the ABNS and CCI which provided context for the work being undertaken at this Summit participants were challenged to think about the future in a 'backcasting' activity. This activity asked participants to imagine the year is 2015 and there not only is an internationally accepted research agenda but that agenda has been very successful. Given that success, now look back on the past 6 years and tell us what has been accomplished in the specific areas of

- partnerships
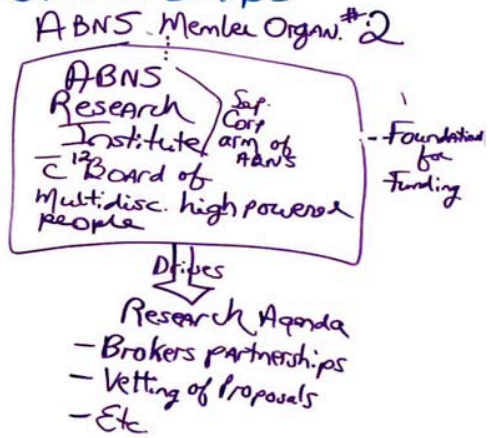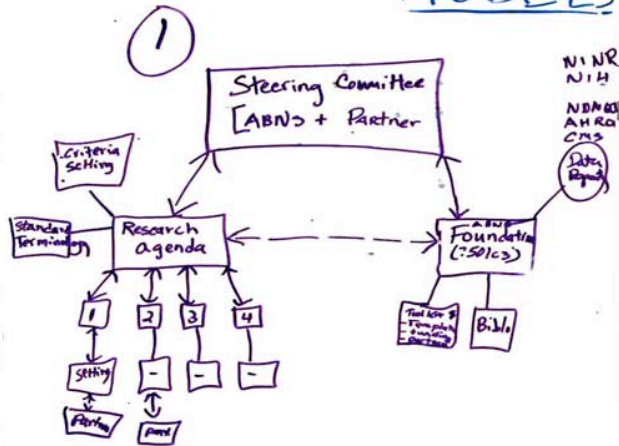- funding
- marketing and communication
- and achievements

Participant Work Product

During this process three small groups focused on each of the four specific topics. The next activity then provided several small groups the challenge of synthesizing the work of the groups that had similar topics.
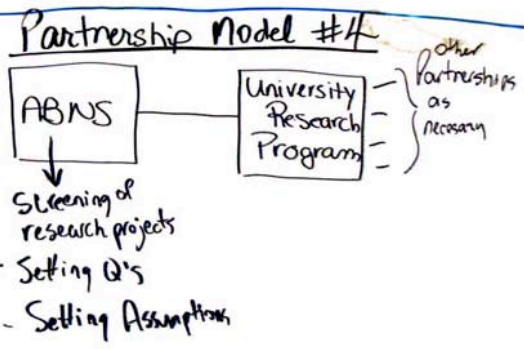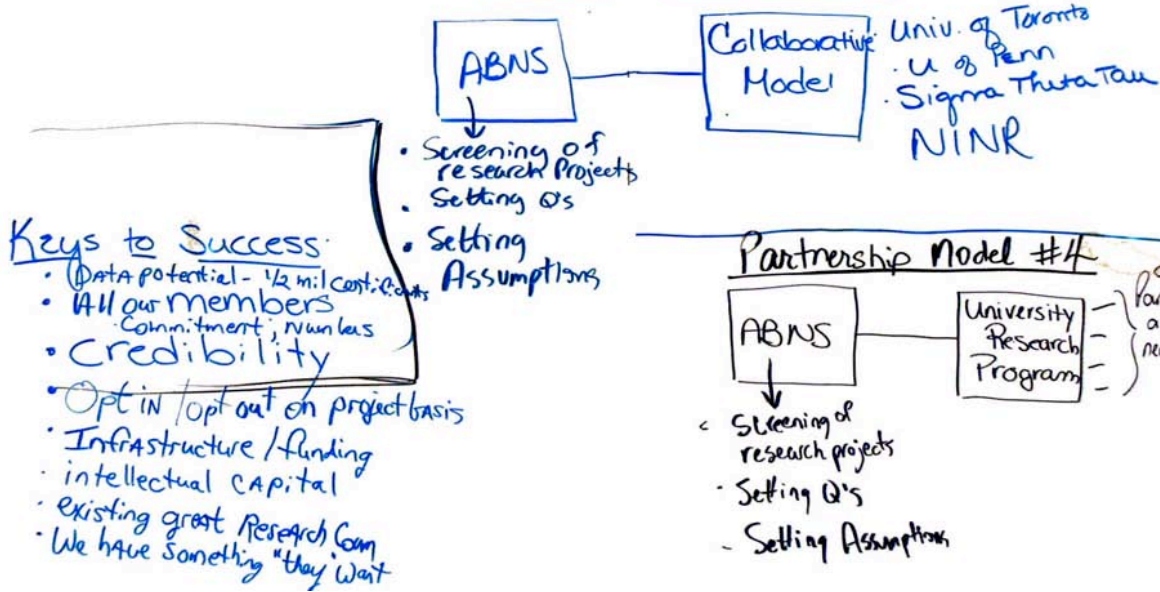
One of the groups defined four possible partnership models:

TEAM 12

MODELs → Partnerships
ABNS Member Orgn. #2

Steering Committee
[ABNS + Partner]

Criteria Setting

Standard Termination

Research agenda

NINR NIH
NDNRO AHRO CMS
Data Repos

ABNF Foundation (501c3)

1 2 3 4

setting − − −

Partner pmt

Tool Kit Templates Ongoing

Biblio

ABNS Research Institute
Saf. Cort arm of ABN's
C13 Board of Multidisc. high powered people

− Foundation for Funding

Drives
Research Agenda
− Brokers partnerships
− Vetting of Proposals
− Etc

Partnership Model #3

ABNS

Collaborative Model
Univ. of Toronto
U of Penn
Sigma Theta Tau
NINR

• Screening of research Projects
• Setting Q's
• Setting Assumptions

Keys to Success
• Data potential − ½ mil contributors
• All our members
  · Commitment; numbers
• Credibility
• Opt in /opt out on project basis
• Infrastructure / funding
• intellectual capital
• existing great Research Com
• We have something "they" want

Partnership Model #4

ABNS

University Research Program

other Partnerships as necessary

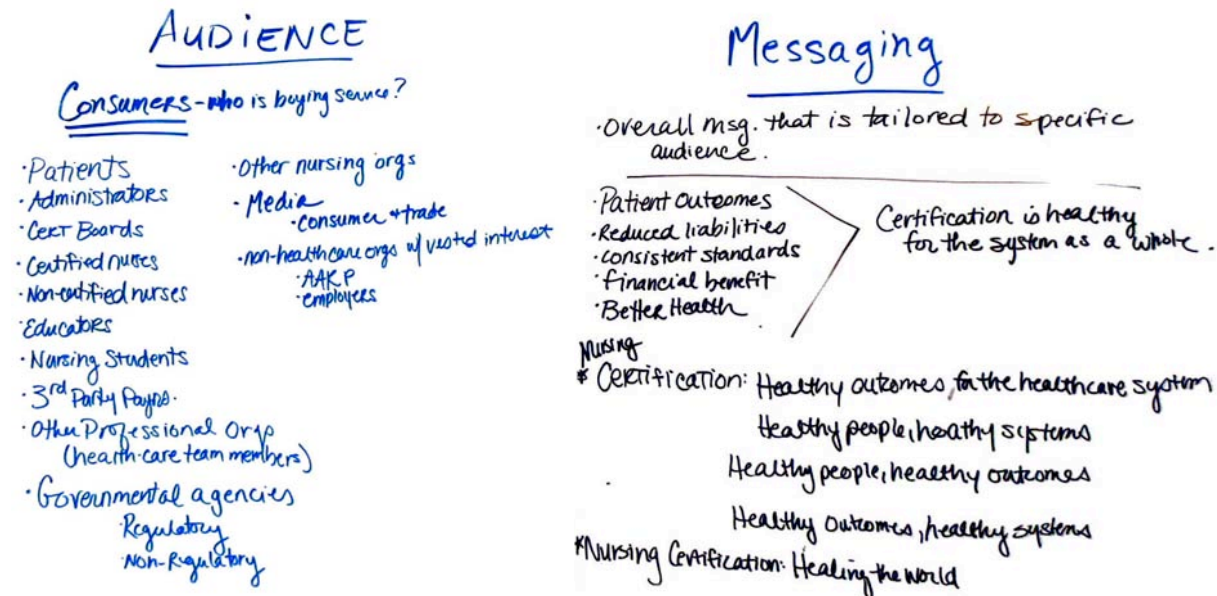• Screening of research projects
· Setting Q's
− Setting Assumptions

Another group came up with a set of recommendations for funding:

TEAM 2

Recommendations:
  Establish Finance Committee
  Draft + complete Needs assessment
  Develop job description and performance
    Standards for finance "guru"/grant writer (contractual relationship)
  Establish process for peer review and grant awards
  Establish mechanism for distribution of information
  Set timelines for process evaluation/re-evaluation
  Determine research priorities
  Communicate research agenda to funding sources
  Global assessment of funding opportunities
  Develop model for initial/sustainate funding

A third group came up with a set of recommendations for marketing:

Audience

Consumers – who is buying service?

- Patients
- Administrators
- Cert Boards
- Certified nurses
- Non-certified nurses
- Educators
- Nursing Students
- 3rd Party Payrs.
- Other Professional Orgs (health care team members)
- Governmental agencies
  - Regulatory
  - Non-Regulatory

- Other nursing orgs
- Media
  - Consumer + trade
- non-healthcare orgs w/ vested interest
  - AAKP
  - employees

Messaging

- Overall msg. that is tailored to specific audience.

- Patient Outcomes
- Reduced liabilities
- Consistent standards
- Financial benefit
- Better Health

→ Certification is healthy for the system as a whole.

Nursing
* Certification: Healthy outcomes for the healthcare system
Healthy people, healthy systems
Healthy people, healthy outcomes
Healthy Outcomes, healthy systems
* Nursing Certification: Healing the world

And a fourth group came up with an outline of our achievements by 2015:

Research Achievements

Have hard data beyond perceptions.

Agreed upon variables
— Certification / competency
— impact / outcome / process

Centralized database

Agreed how to measure variables

Compared cert practice to noncert practice

Design of study

Initial cert / continued cert / recertification

Define variables / definitions by specialty
AND also by
common variables / definitions across
all grps.
(framework IOM factors)

- Unit of Analysis
Conduct qualitative studies
to identify potential outcome measures
- The Certified Nurse saves this
Clinic $xyz per day -

Identify other variables that compliment certification (i.e. educ + exper)

demographic characteristics of certified nurses

Research Projects

The back casting activity set the stage for the group to come up with their first set of projects for each of the research priorities. Several groups worked on coming up with project possibilities and then they were challenged to consolidate their list to 3 to 5 projects that could be considered to be included as part of the unified agenda.

Each project was presented on a template and then participants were given an opportunity to vote on which projects they felt were most important and should be worked on further in the next round of work using a multi-voting technique.
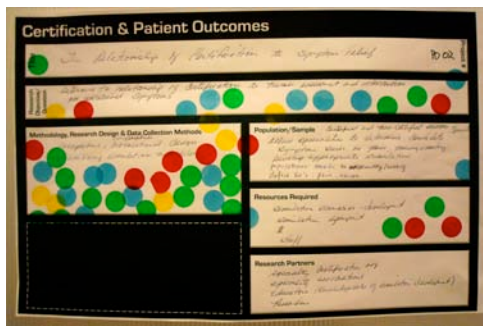
The results of the dot voting was then presented for the participants to further discuss.

After this they were given the opportunity to sign up for the project they had the most interest in and/or passion about.

Voting Results

cc01	1	Certified Emergency Nursing and Triage Decision-
cc02	18	Defining Competence and Continuing Competence Existent in Specialized Nursing Relative to IOM
cc03	39	Recertification:Identification of Best Practices, Assessment, Frequency and Methods Is a Multi-Pronged Approach to Research
cc05	9	Does Nursing Certification Influence Medication Error Rate in Acute Care Populations?
po01	32	Relationship of Certification to Failure to Rescue
po02	51	Relationship of Certification to Symptom Relief
po03	14	Impact of Nursing Certification on Patient/Family Education
po04	26	Impact of Certified Nurses on Adverse Events
po05	4	Frequency of Medication Errors Among Certified and Non-Certified Nurses (co-factors education experience)
we01	11	Does the number of certified nurses relate to higher "customer" satisfaction?
we02	3	What are the factors in the work environment that contribute to a nurse seeking and maintaining certification and what are those obstacles?
we03	1	Do certified nurses contribute to higher recruitment and retention rates of nurses within their healthcare organization?
we04	37	Do certified nurses perform/have greater knowledge/greater critical thinking skills than non-certified?
cv01	38	Value of certification by the public/consumer
cv02	0	Value of certification by co-workers, including MDs
cv03	13	Value of certification by employees

Project Proposals

After a round of work focused on developing detailed project plans the participants were again asked to vote on which projects to be included in the agenda and which ones - even though still viable - would not to be part of the unified agenda. Here is a result of the voting:

Teams	*Part of the Research Agenda*				
	10	5	2 & 9	1	3
Project Name	**Critical Thinking**	**Certification & Adverse Events**	**Recertification**	**Certification & Symptom Relief**	**Value of Cert by Employers**
Yes	65	62	60	31	15
No	5	0	1	22	49

Teams	8	6 & 7	11	4
Project Name	**Defining Competence Relative to IOM**	**Value of Cert by Public/ Consumer**	**Certification & Patient/Family Education**	**Certification & Failure to Rescue**
Yes	0	2	0	no vote
No	54	61	60	no vote

Research Agenda

After some detailed conversation it was the collective opinion of the group that some projects initially could be better addressed using marketing and communication strategies. These topics included:

- Consumer/RN Awareness of the value of certification
- Employer value of certification

The final set of projects to be included in the unified research agenda were:

Priorities	Projects
Patient Outcomes	Nursing certification and its impact on adverse events, symptom relief, failure to rescue, and other outcome-specific topics.
Continuing Competence	Best practices, methods, frequency and processes for recertification.
Work Environment	Critical thinking skills of certified nurses.

The Final Round of Work
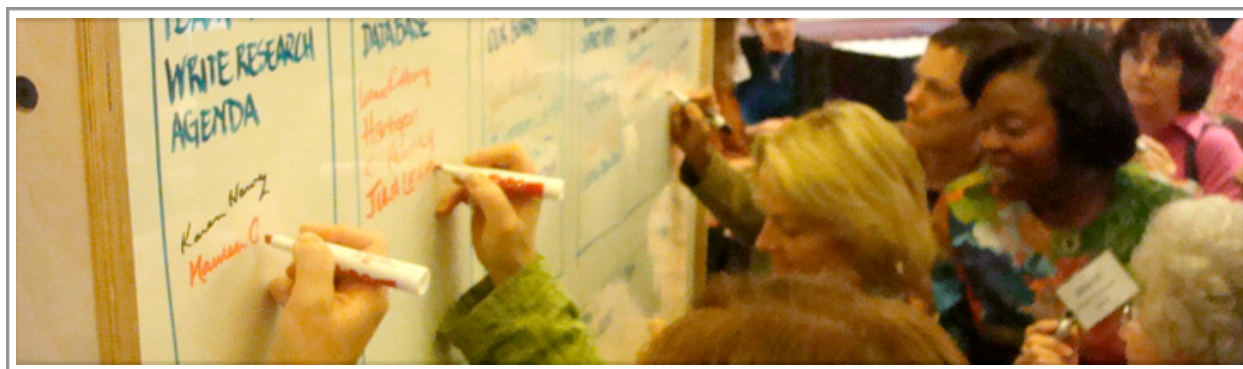
In the final round of work participants focused on clarifying a number of issues that arose during the previous two days. These consisted of

- marketing to consumer and employer groups

- defining a database that would serve the needs of all constituents

- defining an infrastructure to support ABNS in managing the implementation of this agenda

- identifying how other groups can participate in the process moving forward

- developing the first draft of the research agenda

- developing the first draft of a document that could be used by participants to communicate what took place at this Summit

- and further defining the work to move the agenda forward in the three main priority areas: patient outcomes, continuing competence, and work environment.

Participant Work Product

The following are some examples of participant work products.

TEAM 6 MARKETING: CONSUMERS

TARGET AUDIENCES
- PATIENTS
- H.C. ADVOCACY GROUPS → BEST CARE; ACCESSIBILITY; DEGREE OF IMPACT ON HC
- SPECIALTY NURS. ASSOC. → RECOGNITION BY EMPLOYERS, COLLEAGUES
- POLICY MAKERS (GOV'T) → RE-ELECTION / PUBLIC OPINION
- GENERAL PUBLIC
- MDS + OTHER HC WRKSR
- INS. COS. → R.O.I.

VALUE LEVER
(WHAT MATTERS TO TARGET AUD.)

VALUE LEVERS MUST BE VALIDATED BEFORE MAJOR WORK BEGINS

TEAM 12 VALUE TO EMPLOYERS/MARKETING

Concepts-
- Competition between hospitals/private practice/Outpt centers attract clients, physicians, patients, achieve Magnet status
- Payor Value (Insurance/3rd party/Self-insured)
  - Shorten LOS, administrative costs premiums "outcomes" → reduced care over time
- Intermediate marketing efforts "before" pt outcomes data
- Know culture of institution → demographics

(6) Nurse Recruiters

EMPLOYERS: how do we reach them?
① professional orgs (AONE)
② Board members
③ State Hosp. Assoc.
④ Healthcare Coalitions
⑤ Consumer Advocacy Groups

INFRASTRUCTURE ELEMENTS	DESCRIBE, How Big/ How Much	WHO WILL PROVIDE?
FUNDING	Research Fee - possible cap (Certificant surcharge) Salary for Dev Director — Mkt value (½ time) or lower c̄ incentive	
TOOLS	Sold (3) • Foundation/Research Incorporation — Institute not AEN members only • Research Committee becomes scientific panel - facilitate/ conduct original research by ABNS	Grants, scholarships, awards	• Individual vs Firm • Part-time vs Full-time? Commission model? Dev — Proven Director c̄ Skills for Hrs of intent, Grantwriting - connected to both, Research Comm & Foundation; may have other business dev responsibilities • Contract c̄ ABNS vs employee of NCG
WHAT ELSE?	• Designation of board members (broad base for members → do'ers, donors, dooropeners) • Endowments • Hardware/Software		

TEAM 2

Database!

Contents:
— hyperlink to each org profile at ABNS

all nursing specialty certifying bodies provide:
Current certificants - individual level
- active
- inactive   } standard template
- retired

name
address
email
date of birth
Contact (phone, etc.)
employment (place/status)

Optional:
race
gender
US educated
Primary language

licensure
State(s) + status
disciplinary action

Education
prelicensure
highest nursing
highest degree

Experience - in specialty
- in nursing   pre-specialty certification
- in current position

· reason for certification
· date of initial certification (for each type)

Purpose:
* Create picture of certified nurse

→ great to have an incentive for nurse to update info annually like $5 or savings on renewal

* Cross-link to NCSBN database for disciplinary data sharing

* research

How fund:
① grants ncsbn for start-up
② specialty groups if tied to disciplinary data base
③ individual certificants
④ users of data

TEAM 5

Orgs. participate in Research Agenda
① Cert. Orgs
② Affiliates

ABNS Member Orgs
③ Their Associated Member Org
④ Other Prof. Nursing Orgs
⑤ Employers of Cert. nurses
⑥ Schools of Nursing
⑦ Unions - in some cases
⑧ Consumer/Advocacy Org. (CAC, AARP + others) (Amer. Heart Asso.)
⑨ Foundations (RWJ, etc.)
⑩ Healthcare Industry vendors
⑪ Govt. Agencies (VA + others)
⑫ Accrediting Agencies
⑬ State Boards of Nursing
⑭ NOCA

Kinds of Participation

Direct research participation
- Research Subjects 1,2,3,4,5,10,13
- P.I. / Research team / Grad Students
  1,2,3,6,14 / 1,2,3,4,6,14 / 6

Funding/Sponsorship 1,2,3,4,5,7?,8,9,10,11,14?

Consulting 1,2,3,4,5,6,8,9,10,11,12,13,14 (all except 7)

In-Kind contribution (such as hosting survey - donated service)
→ All

Recognition/Endorsement All

Promotion/Marketing All except 2; 11 & 12

Publishing - Disseminate Results - 1,2,3,4,8,14

Grant writing - 1,2,3,6,8,10

Database/Data access - 1,3,4,5,13,14

Advocacy - 1,3,4,5,8 (some)