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## Certification & Why it Matters



**National certification:** A nationally recognized credential verifying you meet standardized competency requirements for your healthcare role, typically validated by an exam.

- Improves patient outcomes & safety
- Increases nurse confidence & expertise
- Supports professional growth
- Aligns with organizational excellence goals
- Demonstrates commitment to lifelong learning

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## The Problem



- **Q1 2025 Certification rate: 34%**
- **Organizational goal: 50%**
- Gap identified – need for change

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## Project Aim



### Purpose

- Implement unit-based, nurse-led initiatives

### Aim

- Increase certification rate by 5% in 2025



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## Approach



- Led by Exemplary Professional Practice Council
- Unit-Based, nurse-driven approach
- Grounded in transformational leadership principles
- Collaboration between clinical nurse & leaders
- Unit-level feedback to guide interventions

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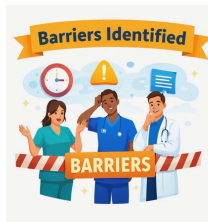
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## Barriers Identified



- Time/Workflow constraints
- Limited study time
- Lack of mentorship
- Perceived lack of compensation
- Limited awareness of resources



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## Interventions



### Unit-Based Strategy Approach

- Educational sessions & materials
- Structured exam preparation
- Study groups (Zoom/Teams & in-person)
- Communication & support (WhatsApp group chats)
- Peer recognition
- Accountability tracking system
- Leadership involvement

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## Sample Unit Initiatives






The possibilities are endless...  
What certifications fit YOU best?

	CCRN-BCU	BNC-NC	CCRN	CNCC	BNC-LRN	CPE	CC
Issuing Agency	CCRN	BNC	CCRN	CNCC	BNC	CPE	CC
Eligible States	CA, HI, IL, IN, MI, MN, MO, NY, OH, PA, VA, WI, WY	CA, HI, IL, IN, MI, MN, MO, NY, OH, PA, VA, WI, WY	CA, HI, IL, IN, MI, MN, MO, NY, OH, PA, VA, WI, WY	CA, HI, IL, IN, MI, MN, MO, NY, OH, PA, VA, WI, WY	CA, HI, IL, IN, MI, MN, MO, NY, OH, PA, VA, WI, WY	CA, HI, IL, IN, MI, MN, MO, NY, OH, PA, VA, WI, WY	CA, HI, IL, IN, MI, MN, MO, NY, OH, PA, VA, WI, WY
Testing Levels	Basic, Intermediate, Advanced	Basic, Intermediate, Advanced	Basic, Intermediate, Advanced	Basic, Intermediate, Advanced	Basic, Intermediate, Advanced	Basic, Intermediate, Advanced	Basic, Intermediate, Advanced
Number of Test Questions	100	100	100	100	100	100	100
Cost of Certification	\$150	\$150	\$150	\$150	\$150	\$150	\$150
Reciprocity Agreement	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Study Material	Yes	Yes	Yes	Yes	Yes	Yes	Yes

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## Sample Unit Initiatives




### Let's Get You Certified

1. **Start a Basic or Intermediate CCRN Course**  
Enroll in a course through the CCRN website or your preferred provider.
2. **Certification Application**  
Complete the application and submit it to the certifying body.
3. **Attend the Review Session**  
Attend the review session to discuss your application and receive feedback.
4. **Enroll in Your Test Date**  
Enroll in your test date through the certifying body.
5. **Take Your Test and Receive Your Certification**  
Take your test and receive your certification upon passing.

### HOW TO SIGN UP FOR CERTIFICATION

1. **USE THIS QR CODE**  
This QR Code will open a site that requires you to sign up for certification or identification through Blackboard.
2. **CREATE ACCOUNT**  
Follow the steps to create an account.
3. **FURTHER RESOURCES**  
After signing up, if you would like helpful resources to study, such as books and a study manual, please contact your leadership team.

QR Code



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## Results



**Our results demonstrated an improvement in certification rates across the organization**

In addition to quantitative outcomes, we also saw:

- Increased peer collaboration
- Greater leadership and engagement

**This represents a total increase of 8% exceeding our initial goal of 5%**

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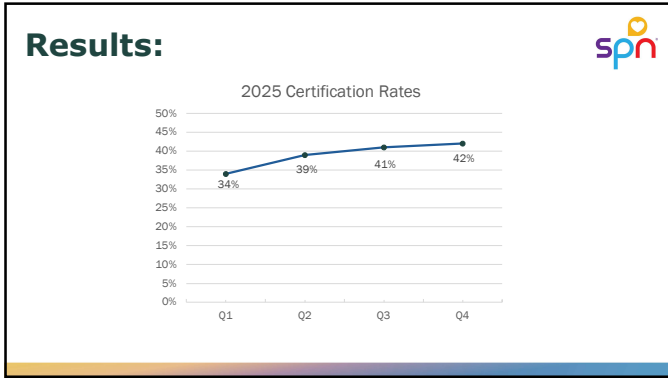
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**Impact**

Beyond the numbers, this initiative helped drive a culture shift

- Increased empowerment
- Stronger collaboration
- Greater engagement in professional development

Leadership support and frontline ownership were key drivers of this success

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**Conclusion**

In conclusion:

- Nurse-led, unit-based initiatives drive measurable improvement
- Engaging frontline staff and fostering accountability sustains growth
- Small, focused strategies can have a big impact

**Together we can continue driving excellence.**

*Your work makes the difference.*

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## Thank You!



### Any Questions?

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