

Report of the American Nurses Credentialing Center (ANCC) to the 2013 ANA Membership Assembly

Introduced By: **Michael L. Evans, PhD, RN, NEA-BC, FAAN**
 President, ANCC

The American Nurses Credentialing Center (ANCC) is a subsidiary of the American Nurses Association (ANA). ANCC is the world's largest and most prestigious nurse credentialing organization, and works to serve the broader mission of ANA to advance the nursing profession. As the recognized leader in global credentialing services, ANCC is committed to the rigorous pursuit of evidence-based practice, nursing excellence, quality care, and improved patient outcomes. The mission of ANCC is to promote excellence in nursing and health care globally through credentialing programs.

Annual Review:

ANCC had a banner year in 2012. The initiatives highlighted here derive from our strategic goals to cultivate innovation, advance research, expand our global reach, promote growth, and optimize the quality of all the products and services we offer. The number of Magnet®-recognized healthcare facilities grew, as did the Pathway to Excellence® organizations. We recognized our first two Pathway to Excellence in Long Term Care® organizations and implemented new certification exams and credentials that support transformative changes to the future of advanced-practice nursing.

In a huge step forward for nursing research, we collaborated with the Institute of Medicine to sponsor the Standing Committee on Credentialing Research in Nursing. It will help us develop a bold national research agenda that strengthens the link between credentialing and excellence in nursing, patient, and organizational outcomes.

Current ANCC Board of Directors members are:

Michael Evans, PhD, RN, NEA-BC, FAAN, President
Rosemary Luquire, PhD, RN, NEA-BC, FAAN, Vice President
Sheila A. Haas, PhD, RN, FAAN, Treasurer
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Marla J. Weston, PhD, RN, FAAN, ANA CEO
Karen Drenkard, PhD, RN, NEA-BC, FAAN, ANCC Executive Director

Strategic Updates

Our five VISION 2015 strategic planning goals are key to the ongoing growth of ANCC and our commitment to quality, customer service, operational excellence, and excellence in program delivery.

- Goal 1: Create and foster a culture of innovation.
- Goal 2: Advance the body of evidence demonstrating the impact of credentialing on nurse, organizational, and patient outcomes.
- Goal 3: Grow as a global leader in credentialing.
- Goal 4: Diversify programs and products to ensure sustainability and growth.
- Goal 5: Optimize integrity, efficiency, and operational excellence of all products and services.

ANCC continues as the first and only healthcare credentialing enterprise to achieve organization-wide ISO 9001:2008 certification. After a rigorous audit, which included a review of document management control processes, management processes, design and development processes, and quality management processes for all areas of credentialing, ANCC attained ISO recertification. Achieving this prestigious credential gives ANCC the ultimate credibility in granting recognition for nursing excellence to others. By conforming to these demanding service criteria, ANCC provides its customers—the nursing and healthcare communities—confidence in ANCC’s ability to consistently deliver the highest-quality credentialing services.

Program highlights across ANCC credentialing services include:

Certification Program

The Certification Program enables nurses to demonstrate their specialty expertise and validate their knowledge to employers and patients. Through targeted exams that incorporate the latest nursing-practice standards, ANCC certification empowers nurses with pride and professional satisfaction. Additionally, all of ANCC’s certification programs are accredited by the Accreditation Board for Specialty Nursing Certification (ABSNC) and the National Commission for Certifying Agencies (NCCA).

In 2012, the ANCC Certification and Measurement Services Programs:

- Launched the new Adult-Gerontology Primary Care Nurse Practitioner (AGPCNP-BC) and the Adult-Gerontology Acute Care Nurse Practitioner (AGACNP-BC) certification exams and credentials to support the Consensus Model for APRN Regulation: Licensure, Accreditation, Certification, and Education.
- Launched the first two board certification credentials using the portfolio assessment methodology for Advanced Forensic Nursing and Emergency Nurse Practitioner.
- Began the Certification Eligibility Curriculum Review Program (CECRP) for nursing schools to confirm that their nurse practitioner and clinical nurse specialist programs are congruent with the eligibility criteria for ANCC certification.
- Piloted advanced test item types on two nurse practitioner certification exams.
- Conducted five role delineation studies and introduced updated exams for 11 certification specialties.
- Continued its steady growth in applications for certification.
- Volume of Newly Certified Nurses:
 - 2010 = 14,573 certificants
 - 2011 = 15,732 certificants
 - 2012 = 16,575 certificants

Magnet Recognition Program

The Magnet Recognition Program® is the most prestigious credential a healthcare organization can receive for nursing excellence and quality patient outcomes. Organizations that achieve Magnet recognition are part of a high-performance group that demonstrates superior nursing practices and patient, nurse, and clinical outcomes. There are currently 395 Magnet-designated organizations.

ANCC is delighted to announce that Linda C. Lewis, RN, MSA, NEA-BC, FACHE, has accepted the position of director of the Magnet Recognition Program®. Linda comes to ANCC from the Magnet®-recognized Forsyth Medical Center in Winston-Salem, NC, where she currently serves as chief nursing officer and vice president of nursing. Linda will join ANCC in April. More details are included in the [press release](#) announcing her appointment found on the ANCC web site.

In 2012, ANCC's Magnet Recognition Program:

- Initiated revisions of the Magnet Application Manual, including updated education expectations for nurse leaders and managers as well as other evidence-based requirements to support the Institute of Medicine's Future of Nursing recommendations.
- Transformed the demographic information form (DIF) into a new and improved demographic data collection tool (DDCT), a user-friendly database for applicants and Magnet organizations to submit demographic data.
- Updated the Magnet Learning Communities® website to streamline content, facilitate ease of use, and stimulate community engagement. Subscription membership grew to more than 2,500 members.
- Held the National Magnet Conference in Los Angeles, at which:
 - More than 7,100 clinical nurses and nursing executives were in attendance, including 190 international participants from 24 countries.
 - Craig Hospital in Englewood, CO, received the 2012 Magnet Prize® (sponsored by Cerner Corporation) for its Specialized Nurse Advice Line, which has transformed care delivery for spinal cord injury and traumatic brain injury patients nationwide.
 - The first interdisciplinary preconference was held to explore an interprofessional approach to providing nursing continuing education.
 - Celebrities donated services for the conference's general sessions in support of bedside nurses.
 - Conference attendees raised more than \$18,500 for two Los Angeles community organizations—Para Los Ninos and Float 4 the Roses.

International Update:

ANCC's management team was invited to give presentations and/or poster sessions at the following international events in 2012:

- International Council of Nurses (ICN):Regulators Forum (Switzerland)
- International Forum on Quality & Safety in Healthcare (France)
- International Hospital Federation Invitational (South Africa)
- Inter-Professional Accreditation Conference (Canada)
- International Nurse Educators Conference (US)
- Public Authority for Applied Education and Training (Kuwait)

Pathway to Excellence® and Pathway to Excellence in Long Term Care™ Programs

The Pathway to Excellence Program recognizes a healthcare organization's commitment to creating a positive nursing practice environment. The Pathway to Excellence in Long Term Care Program is the first program to recognize this type of supportive work setting, specifically in long term care facilities. Pathway organizations focus on collaboration, career development, and accountable leadership to empower nurses. In 2012, ANCC's Pathway to Excellence Program:

- Designated the first two Pathway to Excellence in Long Term Care organizations: Advanced Care Center in Lakeview, NJ, and Oaknoll Retirement Residence, IA.
- Designated the first ambulatory care organization: University of Pennsylvania Living Independently for Elders (UPenn LIFE) in Philadelphia.
- Expanded global awareness with the poster presentation *Team Building Project Using Pathway to Excellence Framework* at the International Forum on Quality and Safety in Healthcare in Paris.
- Held the 2012 Pathway to Excellence Conference® in Crystal City, VA, at which:
 - Attendance grew by 28%, from 255 to 324, with participants from 33 states and 3 countries.
 - Texas Health Harris Methodist Hospital Cleburne received the first annual Pathway Award™ (sponsored by Cerner Corporation) for its community case management transitional care model, which uses advanced-practice nurses in the community to reduce hospital readmissions and preventable emergency department visits.
- Pathway to Excellence® Designated Organizations
 - 2010 = 58
 - 2011 = 72
 - 2012 = 96

Accreditation Program

The Accreditation Program recognizes the importance of high-quality continuing nursing education and skills-based competency programs. Around the world, ANCC-accredited organizations provide nurses with knowledge and skills through continuing nursing education to help improve care and patient outcomes. The Joint Accreditation Program accredits organizations that provide interprofessional continuing education activities for the healthcare team—nursing, medicine, and/or pharmacy.

In 2012, ANCC's Accreditation Program:

- Initiated a new accreditation category—Accreditation with Distinction—for organizations that complete an accreditation review meeting or exceed 100% of the standards.
- Delivered, through ANCC accredited providers, more than 28,000 continuing education activities, reaching more than 8 million participants.
- Accredited nine organizations through the Joint Accreditation Program in partnership with the Accreditation Council for Continuing Medical Education (ACCME) and the Accreditation Council for Pharmacy Education (ACPE).
- Accredited six courses in the Nursing Skills Competency Program.
- Published the Commission on Accreditation's first white paper, *The Value of Accreditation for Continuing Nursing Education: Quality Education Contributing to Quality Outcomes*.

The Credentialing Knowledge Center

The Credentialing Knowledge Center™ provides educational materials and guidance to support nurses and organizations in their quest to achieve success through its credentialing programs.

In 2012, ANCC's Credentialing Knowledge Center:

- Re-branded from the Institute for Credentialing Innovation to the Credentialing Knowledge Center through a new logo, look, and materials. The new tagline, "Conferences, Consultation, Education," ensures that customers immediately understand the difference between the program areas.
- Added a web site section to include information and resources on all Credentialing Knowledge Center product offerings.
- Released the following new manuals in support of nursing certification: *Acute Care Nurse Practitioner Review and Resource Manual*, *Gerontological Nurse Review and Resource Manual*, *Pediatric Nurse Review and Resource Manual*, *Psychiatric Mental Health Nurse Review and Resource Manual*, and *Nurse Case Management Review and Resource Manual*.
- Developed and launched 14 new pharmacology modules, involving 25 subject-matter experts and more than 4,000 slides.
- Piloted an accreditation webinar series for Planning & Evaluating Continuing Nursing Education. Expanded to other product lines as a delivery mode for education, phasing out and replacing teleconferences.
- Re-launched the consultation program to ensure uniformity of services and quality by transitioning independent contractors into intermittent staff. Built out a new program tool including a web search engine optimizer with a "Find a consultant" feature.

The Institute for Credentialing Research

The Institute for Credentialing Research advances the scientific foundations of ANCC's credentialing process while encouraging the growth of research to clarify how credentialing makes a difference.

In 2012, ANCC's Research Program:

- Served as a sponsor for the Institute of Medicine's Standing Committee on Credentialing Research in Nursing to promote a bold national credentialing research agenda. The committee will provide stakeholders—including healthcare organizations, government agencies, the academic community, and the private sector—a public venue for communication.
- Launched a second multi-site research initiative to provide Magnet-recognized organizations with opportunities to participate in rigorous, large-scale, multi-site research studies that will build organizational research capacity and contribute to science.
- Wrote a report titled *A National Agenda for Credentialing Research in Nursing* that encompasses both individual and organizational credentialing, defines key terms, proposes a conceptual model, and invites feedback from researchers and other stakeholders.

Plans for the Future:

Over the next two years, ANCC will continue to execute on the strategic goals set out by the Board of Directors to meet the 2015 vision of ANCC-driven nursing excellence, quality care, and improved outcomes. The mission of ANCC, in support of the mission of ANA, is to promote excellence in nursing and health care globally through credentialing programs. Plans include developing and launching new programs, products, and services; continuing to strengthen existing programs and services; improving operational excellence as measured by customer satisfaction and program integrity; and growing globally.

Concluding Comments:

The leadership of ANCC extends its gratitude to the many volunteer leaders who serve so faithfully and without whom ANCC could not continue to thrive. These volunteers include our ANCC Board members and the members of the Commissions on Accreditation, Certification, Magnet, Pathway to Excellence, and the ANCC Research Council. In addition, volunteers serve as content-expert panel members, item writers, Magnet conference volunteers, and Magnet hospital co-hosts during Magnet conferences, and on other ad hoc volunteer committees and task forces.

ANCC also extends its gratitude to the volunteer leadership and staff of ANA, ANF, and AAN for the collaboration, partnership, leadership, and vision that are advancing the professions of nursing professional development, practice, and research. Finally, ANCC appreciates the opportunity to serve in support of the mission and vision of the American Nurses Association.

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