



Case Study

The **Right** Approach for CCI Program Development

Background

The Competency and Credentialing Institute (CCI) is the industry leader in competency credentialing, assessment and education for healthcare practitioners working in surgical environments, with an emphasis on nurses. The organization strives to promote patient safety and help nurses provide a higher quality of care through assessment and credentialing.

Challenge

While CCI offers a wide variety of certification and credentialing programs for perioperative nursing roles, in 2005 the organization started hearing requests from candidates for a certification program targeted at nurses in a management role. Specifically, customers were requesting a program or earned credential that would help operating room nurses make the transition to a manager-level position. The demand for a certification that would focus on the development of managerial skills required CCI to conduct an analysis to determine the level of demand, and whether there was enough knowledge to warrant a separate and unique certification program.

Strategy

After a thorough job task analysis, CCI made the determination that while there was enough unique information to support a focused certification, there was not wide enough interest to support a full-blown program.

CCI needed to balance its desire to provide its candidates with a means of assessing competence while ensuring that they didn't allocate a disproportionate amount of time and money developing a credentialing program that would service only a small minority of its population.

CCI decided that a curriculum-based certificate program, rather than a certification, would meet the needs of a broader audience with regard to both assessment and educational needs. This "blended" approach to testing would include pre- and post-tests online and having actual printed training/learning materials for candidates.

Solution

CCI enlisted its partner, Prometric, a trusted provider of technology-enabled testing and assessment, to help decipher the issue of starting a management certificate program that would blend both an assessment and an education component in the testing.

CCI Fast Facts:

Location: Denver, CO

Challenge: CCI needed to conduct an analysis to determine whether there was enough knowledge and demand to warrant a new certification program.

Outcome: Creation of the Management Certificate Program, used as both a development and assessment tool.

Prometric advised that the organization could create an evidence-based “certificate” program that would serve as a learning and development resource as well as an assessment opportunity to its candidates. While lacking the renewable and “name-brand” qualities of a certification program, the certificate offering could be modular, portable, educational and open book.

It was decided that the Management Certificate Program would be marketed as both a development and assessment tool. Candidates could purchase a six book set outlining and describing the healthcare manager career as defined by the job analysis conducted by CCI and Prometric. The cost also included a pre-test and post-test so candidates could gauge their level of knowledge before, and after, reviewing the materials. The pre-test is taken at or around the time of purchase via Prometric’s Internet-Based Testing (IBT) capability, providing candidates with an immediate diagnostic profile. This profile shows them on which specific areas they need to work with regard to the certificate program. It essentially gives them an outline directing them to specific areas of the books on which they should focus when studying. The post-test then reflects, via a pass or fail score, whether the candidate has learned the content. Using Prometric’s IBT allows candidates of the certificate program immediate assessment scoring and easy, “always on” access to the pre- and post-tests.

Outcome

The program has been very successful so far, with a substantial number of candidates purchasing the Management Certificate Program kit. CCI has been exceptionally happy with the creation and launch of the certificate program. Using Prometric’s expertise, they were able to provide an additional valuable service to their constituents without having to validate and create an entirely new certification or credentialing program.

The organization has also been extremely satisfied using Prometric’s IBT platform for the certificate tests. The easy format is non-technical and allows any authorized person within CCI, regardless of technical knowledge, to make updates to the questions and course materials at any time. This flexibility and ease of use extends to the user-side, giving candidates the ability to take the exams when they want and where they want.

“We view Prometric as more of a partner than a vendor,” said **Shannon Carter**, *CEO, CCI*. “They consistently come to the table with creative ideas and suggestions for bringing additional value to our candidates while helping us achieve our mission of providing competency credentialing that enhances patient safety.”

Find Out More

Learn more about our *Test Development and Delivery Solutions* by visiting www.prometric.com or by calling toll-free 1-855-855-2241.