

# Take Your Emergency Department to the Next Level with Board Certified Emergency Nurses

For ED Leaders and Hospital Administrators



**BOARD OF CERTIFICATION  
FOR EMERGENCY NURSING™**

**Excellence. Achievement. Impact.**

# The value in certifying nurses:



Elevate performance  
and quality of nurses in  
a consistent, reliable,  
and cost-conscious  
way



Increase the  
satisfaction and  
engagement of your  
nurses



Enhance the  
effectiveness of your  
ED



Contribute to better  
patient outcomes



“Certification is 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.”

– American Board of Nursing Specialties

# Administrator in the Middle

Board certified nurses serve as a valuable and resourceful ally to administrators in tackling these daily challenges.



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# What Patients Expect and Deserve

- The best care you can deliver.
- Care given by people who are kind, caring and compassionate.
- They want the best value for their dollar.



*73% of Americans are much more likely to select a hospital that employs a high percentage of nurses with specialty certification.*



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# What You Need in an ED Nurse

## Knowledge

Safe patient care is #1 for every patient! Specialized knowledge and skills, critical thinking and self-efficacy are needed most in the ED with the dynamic and fluid setting.

## Confidence

In the ED you never know who is going to come through the doors. You count on your nurses to rise to the occasion around the clock regardless of the patient volume.

## Critical Thinking

You rely on your ED nurses to perform multiple critical tasks, monitor patients, collaborate with physicians and families while compassionately and efficiently giving care.

## Quality

Board certification is a recognized way to ensure clinical competence. The continuous validation of knowledge and expertise that comes with certification empowers and sustains nurses' abilities to perform at the very highest levels.



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# What Research Says:

A 2017 study of the emergency nursing realm found that specialty certification was positively and significantly linked with greater nursing self-efficacy, greater expertise, and superior technical performance, accuracy, and ethics as well as greater career success and satisfaction.

*The Value of CEN Certification Study by HUMRRO gathered responses from nearly 9,000 certified and non-certified emergency nurses, as well as over 1,000 nurse supervisors.*



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# Research... Continued

*Supervisors said:*

- Certified ED nurses rate higher on every area of nursing expertise.
- Certified ED nurses have superior technical performance, accuracy and ethics.
- 92% found it important to have certified ED nurses in their organization.
- 93% found it important for their ED nurses to maintain their certification.



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# Research... Continued



## *Supervisors said:*

- Being certified brings greater career success and satisfaction.
- 80% found being certified made them more likely to have the knowledge needed on the job.
- 90% found holding a specialty certification made them feel accomplished and proud.



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# So, Why Should You Support Certification?



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# Removing the Barriers

Cost is the #1 barrier cited by nurses along with lack of time that inhibits their ability to become specialty certified.

We've developed the Yes You Can! Get Certified Employer Exam Voucher Program to help eliminate these barriers and get more certified nurses in your Emergency Department.



Number of Vouchers	Regular Price Per Voucher	YES YOU CAN! Discounted Price Per Voucher
Tier 1: 3-10 test vouchers	\$370	\$195
Tier 2: 11-20 test vouchers	\$370	\$190
Tier 3: 21+ test vouchers	\$370	\$185



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*"The Yes You Can! Program has also been... an incentive. They know certification is available to them and... there won't be any [financial] impact on them for trying."*

*-Joseph Hutchins, BSN, RN, CEN, CPEN, Director of Nursing, Houston Methodist, Willowbrook Hospital*

*"The cost savings... was valuable to the department. However even more valuable was the increase in certified ED nurses and... positive impact on patient outcomes."*

*-Neira, P.M., et al, (2016) J Nurs Prof Dev, 32 (5), 262-4*