

ICE Digest
2011 Conference Preview Edition

Sponsored by:

Diamond Sponsor



Platinum Sponsors



Silver Sponsor



A Note from the ICE Program Committee Chair

Dear ICE Members and Colleagues in Credentialing,

There is much to be excited about at this year's ICE Annual Educational Conference, *Pathways to Growth: Testing. Management. Credentialing.*, taking place this November 8-11, in New

Orleans, Louisiana! If you have not yet [registered](#) and [booked your hotel](#) at The Roosevelt New Orleans, I encourage you to do so as soon as possible – our room block is filling quickly!

In this issue of the *ICE Digest*, we're featuring a sneak-peek preview of what we have planned for this year's conference. You can read in more detail about some of the conference workshops offered this year.

I was able to share what excites me about this year's conference in a few quick videos that you can watch. You'll also hear Program Committee Member Lisa Trofe describe what she found valuable last year as a first-time attendee, and learn about what she's looking forward to as one of the people helping plan this year's event.

We've assembled an excellent lineup of speakers, workshops and networking opportunities, and I'm confident that you'll find this is the most informative, valuable, and fun credentialing conference of the year.

With warmest regards,

Johnna Gueorguieva
Chair, ICE 2011 Program Committee

Headline Articles

Johnna Gueorguieva and Lisa Trofe Share what Excites them about the 2011 ICE Annual Educational Conference

Andrew Younger, ICE Marketing Manager

Johnna Gueorguieva took a few moments in front of our camera to talk about what attendees can expect at the 2011 ICE Annual Educational Conference. As the chair of the ICE Program Committee, she knows what's in store better than anyone! See these short preview videos (around one minute each) to get an idea of what you will gain by attending this year's conference:

- [Choose your own sessions](#). Use our *New to Credentialing, Management and CEO/Director* tracks to help plan your pathway to growth.
- [Bring your staff](#). Every member of your staff can benefit from the ICE Annual Educational Conference. With excellent education and networking opportunities, the conference is a cost-effective way to drive excellence throughout your entire organization.
- [Help New Orleans](#). Give back at ICE 2011 by participating in our book drive on behalf of the Friends of the New Orleans Public Library.

Last year's ICE Annual Educational Conference in Atlanta was Lisa Trofe's first ICE conference experience, and she found it valuable enough to join the 2011 ICE Program Committee. She shared some of her impressions and what she is looking forward to at this year's conference, and we broke our conversation with her into a number of mini-podcasts (around one minute each). Hear Lisa talk about:

- Her impression of the event and what she learned and who she met.
- The customizable educational opportunities offered to credentialing professionals of all levels, playing all roles.
- How staff and public members can benefit from attending the conference. Remember, public members can attend for free!
- Specific topics of pre-conference workshops, conference sessions, and Special Interest Groups (SIGs).

- Networking opportunities at the conference.
- The chance to do service while at the conference by helping the public libraries of New Orleans.

Pre-Conference Session Spotlight and Four-Question Survey: *How do Certification Leaders Create and Maintain Quality Certifications?*

*Presenter:
Cheryl L. Wild, PhD*

Leaders are the linchpin to a successful high-quality certification program but they often focus on only one aspect of quality. This workshop will introduce certification leaders to a framework for creating and maintaining high-quality certification programs. Our speaker will provide best practice examples of tools that existing certification programs are using during the workshop. The framework will help leaders understand that to truly have a best practice organization and high-quality certification, all aspects of quality must be considered simultaneously. The framework also provides a tool for leaders to take a broader perspective on quality.

Quality is often misunderstood. Most certification professionals will say that they assure quality in their certification program by using quality control, but quality control is only one part of assuring quality. Best practice certification programs work to prevent problems so that quality control needs are minimized. Or, leaders might say that they depend on their testing vendor to assure quality of their certification examination. Vendors can only do so much to assure quality of a certification program – effective vendor management, communication with customers, and product design are all necessary for a quality certification program. Few consider that quality is providing services a client wants and needs as well as providing services correctly and in a timely manner.

This workshop will provide a three-pronged framework for leaders to use in considering their quality efforts. These three areas are planning and design, monitoring and improvement, and implementing standards. The workshop will introduce how leaders can use this framework, including some best practice examples from certification organizations. In order to provide some benchmarking data on what certification organizations are currently doing to create quality, we are asking certification professionals to complete this brief [four-question survey](#). All certification professionals are invited to complete this survey and results will be provided to those who request them – whether or not you attend the workshop.

Session Spotlight: *Assessment of Situational Judgment as a Method to Enhance Learning and Promote Continuing Competence*

*Presenters:
Lawrence Fabrey, PhD
Sandra Schafer, RN, MN, AOCN
Denise Stahl, RN, MSN, ACHPN*

In recent years, the National Board for Certification of Hospice and Palliative Nurses (NBCHPN®) has been re-evaluating requirements for recertification for each of its programs. Every four years APRNs must submit a Hospice and Palliative Accrual for Recertification (HPAR) application for renewal of certification documenting that the APRN has fulfilled practice hour requirements and accumulated required points through various professional development activities.

Beginning in 2011, the NBCHPN® began requiring completion of the Situational Judgment Exam (SJE) as a component of the HPAR. The SJE is an open book, online simulation examination that uses a series of case based scenarios to assess critical reasoning and clinical application of content beyond the level of the initial certification exam, by providing an evaluation of the approach taken to handle the complexity of real life clinical situations.

This session at the 2011 ICE Annual Educational Conference will provide background on the rationale for requiring the SJE, the process of developing the simulation problems, and the way in which the SJE is used as both an assessment and a method to extend knowledge and improve the candidates' advanced practice of hospice and palliative nursing.

In addition to the content being beneficial for other certification organizations considering modifications to their recertification programs, this session is noteworthy because Denise Stahl, RN, MSN, ACHPN is one of the presenters. As President-Elect of the NBCHPN®, Ms. Stahl was instrumental in helping to conceptualize the use of the SJE for recertification, and she will be attending the ICE conference for her first time in 2011.

Session Spotlight: *Finding Your Pot of Gold: How to Identify New Revenue Sources*

Presenters:

Lenora Knapp, PhD

Jefferson Glassie, Esq

Finding the pot of gold for your organization may seem like a mere fantasy. If you are like many certifiers, fees for initial certification and recertification are your only substantive source of revenue and do not generate sufficient revenue to comfortably support your certification program, market it as you would like AND initiate new projects.

In reality, the process of discovering new sources of revenue is quite straightforward. Typically, new revenue is generated through one or more of the following approaches:

1. *Market penetration/customer maximization.* This approach concentrates on your current market, specifically, expanding penetration within your target market(s) and maximizing the dollars spent by existing customers through encouraging the purchase of other products/services your organization offers (e.g., practice tests, study guides).
2. *Market development.* Seeking opportunities to sell your current products and services to new markets is the focus of this approach. Market development may include exploring how existing products/services can be used in new ways (e.g., selling practice tests to academic institutions for use in degree programs).
3. *Product development.* The emphasis of this approach is on providing greater value to existing customers. The key is discovering unmet customer needs and determining how these needs can be satisfied, whether through modifying existing products/services or creating entirely new products/services (e.g., creating a certificate program for technical professionals seeking to develop their management skills).
4. *Diversification.* Creating new products/services for new markets is the goal of diversification (e.g., a physician specialty certification board creates a credential for nursing professionals). This process may include identifying opportunities for acquisitions, joint ventures and partnerships, and licensing of content and products/services from other entities.

When exploring new sources of revenue, obtaining input from legal counsel is advisable to minimize your risk. Your attorney can guide you in a number of important areas including: structuring joint venture, partnership, royalty and licensing agreements; conducting contract negotiations; and protecting your intellectual property.

Right Menu Items

Opening and Closing Sessions

Start and end the conference right with high-energy, high-value speakers that will help you to bring innovative, insightful thinking to your organization.

During the Opening Plenary Session on Wednesday, November 9, hear David Stillman focus on the importance of customer service in credentialing. To stay on the cutting edge in the world of credentialing, we need to offer the best customer service possible, but the challenge is that one size doesn't fit all. Gain a distinct competitive edge in credentialing by learning first hand from best-selling author and generational expert David Stillman who the Traditionalists, Baby Boomers, Generation Xers, and Millennials are in your customer base. Through humorous anecdotes and real-life examples, David's engaging presentation will teach us how to capitalize on emotional connections to make every generation's customer experience a positive one.

The Closing Session on Friday, November 10, will feature the ICE Research Summit. You'll hear the latest on recertification trends, gain organizational benchmark data and best practices, and impact the ongoing ICE research agenda. **This interactive summit will feature audience polling, so bring your smartphone!** As a participant you will receive a free copy of the "Best Practices in Certification Report" releasing fall 2011. A light breakfast will be available.

Book Drive for Friends of the New Orleans Public Library

In keeping with ICE's dedication to recovery and rebuilding, ICE has organized a Giving Tree Book Drive at this year's conference to support rebuilding efforts in the great city of New Orleans. Book bins have been placed in the registration area on behalf of the Friends of the New Orleans Public Library, an organization dedicated to rebuilding and maintaining the city's public libraries. We invite you to join us in our efforts by bringing a book to donate to this project.

Networking Opportunities and Exhibit Hall Activities

You'll find plenty of opportunities throughout the ICE Annual Educational Conference to connect with your friends and colleagues in the credentialing field. The Exhibit Hall offers one of the best places to build relationships with some of your most important and valuable credentialing partners. Between regular Exhibit Hall hours and special events taking place in the Hall, you'll also have the chance to see products designed to help you run your credentialing organization and programs more effectively.

Look forward to the following events in the exhibit hall:

Wednesday, November 9

- Hall Hours: 12:00 p.m. – 7:00 p.m.
- Kick-off Lunch: 12:00 p.m. – 2:00 p.m.

- Happy Hour: 6:00 p.m. – 7:00 p.m.

Thursday, November 10

- Hall Hours: 8:00 a.m. – 12:00 p.m.
- Poster Presentations: 8:00 a.m. – 8:30 a.m.
- Networking Breakfast: 8:00 a.m. – 10:00 a.m.

Take Advantage of New Orleans!

It's no coincidence that ICE chose New Orleans as the location for the ICE 2011 Annual Educational Conference. While you're here, you'll find many chances to take advantage of all that New Orleans has to offer. The city's unique flavors offer food, music, architecture, and people that will bring you joy and enrich your life with experiences that are truly one-of-a-kind. Be sure to make plans to enjoy all that New Orleans has to offer before, during, and after the conference. Visit our [New Orleans information page](#) for ideas to make your stay an unforgettable one!

This year's conference is taking place at [The Roosevelt New Orleans-a Waldorf-Astoria Hotel](#). If you haven't yet booked your room, be sure and do so as soon as you can – rooms are filling up fast! We have negotiated a special rate for the conference, so you'll be staying at one of New Orleans' finest hotels at a great value! You may [book your room online](#) or call 1.800.WALDORF and reference "Institute for Credentialing Excellence 2011" to take advantage of the ICE rate.

Register By October 7 for Early Registration Savings!

Upcoming Events

November

ICE: [Annual Educational Conference](#), November 8-11, New Orleans, LA