

Continuing Certification Toolkit



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Certification programs are often time-limited to ensure that the knowledge and skills earned reflect the current landscape of an industry. In most instances, certificants are required to continue their certification through a professional development component and/or a periodic assessment.

There is a growing movement that has the potential to weaken professional standards for healthcare providers. Individuals and groups at the state and national levels are asking legislatures and regulators to abandon the external, data-driven validation afforded by the certification and certification maintenance process. The continuation of these decisions could have devastating consequences on public safety if continuing competence programs administered by voluntary credentialing organizations, licensing boards, and other delivery institutions are weakened.

ICE is taking on the work previously begun by the Right to Safe Care Coalition to educate members of our community and your key stakeholders about the importance of continuing professional certification. We have developed tools and messages to help you convey the importance of your continued certification program and why continuing a certification is important to our society.

Use these tools to spread the message that investment in continuing certification is crucial and maintenance standards impact the public safety and health of our society. [Visit the ICE website for more information.](#)

Together we demonstrate why continuing certification is important.



Website Copy

Create a dedicated page or pages on your website to share why continued certification is important. We recommend pages be housed in your certification or education section of your website. Add the continuing certification video produced by ICE.

Web Copy: *Why You Should Continue Your Certification*

Have the knowledge and skills needed to do your job changed over the last 10 years? Continued certification documents and supports practitioner skills and knowledge are up-to-date and reflect current best practices and accepted standards of an industry or field. Without continued education, and in some instances, **frequent assessments**, those who earn certification could experience a gap in knowledge needed to succeed and provide the appropriate level of care or service.

Certification provides great value to an individual's career and skill level. The absence of continued evaluation and learning will weaken this value.

Value of continued certification includes:

- Continued learning that improves effectiveness, safety, and efficiency of practice
- Demonstration of commitment to increase knowledge and job performance over time
- Recognition by insurers, regulators, hospitals, public, or clients as meeting high standards
- Continuous alignment with evolving industry requirements and standards
- Better processes, improved outcomes, and/or cost savings associated with job performance

A common concern with continued certification is the cost and time needed to maintain knowledge and skills. **Our organization offers diverse formats for learning. Professional development components can include in-person training, online education options, and mentor opportunities.** Contact **[certification contact]** to find the best options for their schedule and budget.

To learn more about the value of certification and current legislation (passed or proposed), visit credentialingexcellence.org/continuingcertification. The Institute for Credentialing Excellence is dedicated to educating our members and key stakeholders about the importance of continuing professional certification.

Web Copy: *Share Your Certification Story* (Audience: *Your Credential Holders*)

Becoming certified and continuing your certification is often a choice. This choice can be driven by job requirements or professional improvement. In every instance, the choice to become certified and to continue your certification means you have chosen to better your expertise by investing in your knowledge and skills.

Current legislation is threatening continuing certification requirements in certain field. There is a growing movement to lower continuing competence requirements for certain health care providers. Individuals and groups at the state and national levels are asking legislatures and regulators to abandon the external, data-driven validation afforded by the certification and certification maintenance process. The continuation of these rulings could have devastating consequences on public safety across multiple industries, if continuing competence programs administered by voluntary credentialing organizations, licensing boards, and other delivery institutions are weakened.

To help show why continuing a certification is valuable, we need your help! Share your personal certification story with us [[You can link to the ICE website or collect this information yourself and submit it to ICE](#)].

We want to know why you choose to stay certified, and how certification has impacted your career. Use the survey below to share your story.

[Survey Button](#)

To learn more about the value of certification and current legislation, visit credentialingexcellence.org/continuingcertification. The Institute for Credentialing Excellence is dedicated to educating our members and key stakeholders about the importance of continuing professional certification.



Email Messages

Create email communications targeted towards your credentialing holders.
Link back to the web pages you created.

Email Message: *Importance of Continuing Certification (Audience: Your Credential Holders)*

As a [certification] holder, you made a very important investment in yourself and your potential to grow in our field. The value of your certification extends beyond your initial testing or earning. The value comes from your dedication to continue to learn new skills, knowledge, technology and best practices. This is why continuing your certification is crucial to your growth as a professional.

Continued certification documents that your skills and knowledge reflect the current best practices and accepted standards of the field. Without continued education, and in some instances, frequent testing, you can experience a gap in knowledge needed to succeed and provide the appropriate level of care or service.

Certification provides great value to your career and skill level. The absence of continued evaluation and learning will weaken this value.

Value of continued certification include:

- Continued learning improves effectiveness, safety, and efficiency of practice
- Demonstration of commitment to increased knowledge and job performance over time
- Recognition by insurers, regulators, hospitals, public, or clients as meeting high standards
- Continuous alignment with industry requirements and standards
- Better processes, improved outcomes, and/or cost savings associated with job performance

Several states have proposed or passed legislation that removes or severely weakens current requirements that support continued competence for licensees in certain fields. As a certification holder, this has the potential to impact your continued certification requirements.

We urge you to make continuing certification a priority for yourself, co-workers, or office. Contact [Company] or visit our website to learn more about our continuing certification requirements.

Email Message: *Share Your Certification Story* (Audience: Your Credential Holder)

Certification is the best way to enhance your skillset and stature within the industry.

Continued Certification documents that your knowledge and skills align with industry standards – showing that you are a reliable, accountable, and trusted professional dedicated to improving your skills. Surveys have shown [can include stats from your organization regarding your credential (certified professionals are paid more, have more pride in work)].

Becoming certified and continuing your certification is often a choice. This choice can be driven by job requirements or professional improvement. In every instance, the choice to become certified and to continue your certification means you have chosen to better your expertise by investing in your skills.

We want to hear your certification story!

Why do you decide to continue your certification journey with [company/organization]?

Why is continuing your certification important to you?

How has certification helped improve the safety or welfare of those you serve?

How has your field been impacted by certification and recertification requirements?

The Institute for Credentialing Excellence (ICE), which is a leading developer of standards for certification programs, will share your story to show why continuing certification is important. In light of state and national legislatures and regulators asking to abandon the external, data-driven validation afforded by the certification and certification maintenance process, ICE is working to educate key stakeholders on the important role of continuing certification. Support this effort by sharing your certification story.

[Share Your Story button]

To learn more about ICE's efforts visit their [website](#). If you would like to learn more about our continuing certification requirements, contact us directly or visit our website.

Email Copy: Multiple Ways to Continue your Certification *(Audience: Your Credential Holder)*

Continuing your certification does not need to be overwhelming or burdensome. Continual learning and opportunities to gain experience or practice are essential for documenting your skills and knowledge. There are a few common complaints with continual education, which include expense, time burden, and relevance, but [Organization name] provides multiple ways to keep your skills and knowledge up-to-date.

Find the best path towards continuing you certification: [list was that your organization offers continual education credits towards your certification]

In addition, [credential] holders must renew certification every [timeframe], therefore learning can accommodate your needs and schedule.

For accredited programs to add:

Our certification program is accredited by National Commission for Certifying Agencies (NCCA), who provide a third-party assessment that [program name] follows our industry standards.

We urge you to make continuing certification a priority for yourself, co-workers, or office. Contact [Company] or visit our website to learn more about our continuing certification requirements. To find out more about continuing certification visit, [Institute for Credentialing Excellence \(ICE\)](#).

Email Copy: Protecting Public Safety *(Audience: Your Credential Holder)*

Our industry is constantly evolving and no one wants to hire or work with a [industry] professional who hasn't expanded their knowledge or skills in the last 10 years, 5 years, or even 2 years. Research has proven that knowledge deteriorates over time and/or can become obsolete. Gaps in knowledge can create risks for your clients, customers, or patients.

We have a responsibility to the people we serve to keep our skills, knowledge and practices up-to-date in order to provide the best and most comprehensive service. The expectation from our clients, customers, or patients, is that our credential means we are reliable.

We urge you to make continuing certification a priority for yourself, co-workers, or office. Contact [Company] or visit our website to learn more about our continuing certification requirements. To find out more about continuing certification visit, [Institute for Credentialing Excellence \(ICE\)](#).



Social Media Messages

Social media is a great way to reach your community. Customize the social media posts below or draft your own to post on your corporate or personal social media channels.

Social Media Messages: Facebook

Continuing your certification means better processes, improved outcomes, and/or cost savings. See all the reasons you should be prioritizing continuing certification.

Continuing education doesn't need to be a burden. Find all the ways you can continue to learn throughout the year.

What do your [clients, customer, patients] expect from a certified professional. Continuing your certification ensures you are meeting their expectations.

Several states have proposed or passed legislation that removes or severely weakens current requirements that support continued competence for licensees in certain fields. As a certification holder, this could impact your continued certification requirements. Find out why: www.credentialingexcellence.org/continuing-certification

Why do you continue your certification with [company/organization]? Tell us your story and why you value certification. www.credentialingexcellence.org/CertStory

Social Media: Facebook Tips

- Try to start a conversation with the community. Post about an interesting fact, then provide a call to action.
- Add visuals to your post. This can include an infographic or image that relates to your certification or continuing certification.
- Provide a way for the community to contact you to learn more about your continuing certification requirements.
- In addition to sharing a post on your own Facebook timeline, consider posting in a related group to which you or your company belongs. Be sure to abide by group policy.
- Customizing your posts can go a long way towards ensuring that your post is read and not considered spam. Consider adding a personal message, including a related photo, and tagging the [ICE Facebook page](#).

Social Media: Twitter

Continuing your #certification means better processes, improved outcomes, and/or cost savings. See why you should prioritize continuing certification. #MaintenanceofCert

Continuing Certification is under scrutiny due to many state and national legislatures and regulators. See how this can impact your certification. www.credentialingexcellence.org/continuing-certification

Continuing education doesn't need to be a burden. Find all the ways you can continue to learn throughout the year.

What do your [clients, customer, patients] expect from a certified professional. Continuing your certification ensures you are meeting their expectations.

Why do you continue your certification with [company/organization]? Tell us your story and why you value certification. #CertStory
www.credentialingexcellence.org/CertStory

Social Media: Twitter Tips

- Use Twitter search to find conversation that already exist about your certification. You can contribute to the conversation with one of the sample tweets, or original content.
- Tweets have a maximum length of 280 characters, including URLs, hashtags and punctuation.
- Use URL shorteners whenever possible.
- Use hashtag that resonate with your brand or event where CE can be earned in your Tweets.
- Add an active industry hashtag to any of the sample Tweets above to make sure your message gets out in front of more people!
- Add ICE's Twitter account to your posts and follow us at [@ICE Excellence](https://twitter.com/ICE_Excellence).

Social Media: LinkedIn

Without continued education, those who earn certification could experience a gap in knowledge needed to succeed and provide the appropriate level of care or service. Read why continuing your certification is vital to your success in the field.

Several states have proposed or passed legislation that removes or severely weakens current requirements that support continued competence for licensees in certain fields. As a credential holder, this could impact your continued certification requirements. Find out why: www.credentialingexcellence.org/continuing-certification

We want to share your certification story! Why have you decided to continue your certification with [company/organization]? Has your certification helped you achieve your career goals? Do you feel more informed about [industry]? Tell us your story. Together we demonstrate why continuing certification is important. www.credentialingexcellence.org/CertStory

Social Media: LinkedIn Tips

- Post about continued certification on your company's group page and check back frequently to respond to questions or comments.
- LinkedIn posts have a character limit of 700.
- When posting to LinkedIn groups, read the group's rules and policies. Some may prefer you to post messages that encourage discussion rather than promotions.



Why Certification is Under Attack

The Right to Safe Care Coalition (2016-2019) and the ICE Government Affairs Committee were formed to inform stakeholders about all aspects of this legislation.

Around 2013-2014 there was practitioner resistance to increasing requirements for continuing competence, primarily in the medical community. Practitioners felt recertification requirements were increasingly: costly, time-consuming, not relevant to practice.



This led to legislation being introduced in many states that opposed recertification requirements in:

- Licensure
- Employment
- Reimbursement
- insurance



The public was largely unaware of the legislation, so public interests, employers and public protection were usually not considered. As a result of the advancement of the legislation, unanticipated consequences occurred.



In response to practitioners, key certification groups have moved aggressively to develop new, more effective processes for recertification that are:

- Less costly
- Less “invasive” from a time stand point
- More relevant to practice
- More educational
- More convenient
- Supported by research

