



A toolkit for MSPs to advocate for themselves and to their CMO or CEO to demonstrate the value of certification

Certification Commission of NAMSS (CCN)
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NAMSS Certification...You want it

You want support to obtain your certification but don't know how to go about getting it.

Try these steps:

- Share the exam handbook with your supervisor and connect the content outline to your responsibilities.
- Share the NAMSS survey data and include facts from your state association regarding the number of certified professionals. You may find out that you are about to become one of an exclusive number of certified MSPs in your area, an achievement for you and your organization, OR
- You are about to join the ranks of many certified MSPs in your area and help your organization with the knowledge and expertise needed to safely advance in the future of healthcare.

NAMSS Certification...You earned it!

Now what?

How do you get your CMO and Senior Leadership to understand the significance of your accomplishment?

How do you get information out so that your organizational peers understand what your CPCS and/or CPMSM signifies?

Advertise your Certification(s)

Hang your certificate(s) in an obvious area at work

- Obtain a new work ID Badge adding your CPCS / CPMSM certification(s)
- Obtain new business cards adding your CPCS / CPMSM certification(s)
- Update your email signature to include your certification(s)
- Update your professional social media sites to include your certification(s)
- Add your certification(s) to all documents generated from your department database

Inform....

Tell your organization peers, send them an email, give them a quick summary in the elevator, hallway, over coffee and let them know about your accomplishment. Briefly describe the certification you earned. Acknowledge their support in your studying process.

Develop that quick elevator speech to announce your certification.

Send a copy of your certification to Human Resources and ask to include it in your personal file.

Notify your organization's marketing / communication department. Ask them to submit your photo and new certification designation to the newsletter, on-line organizational notices and the local newspaper.

Inform.....

Ask your state MSP association to notify the membership and your CEO / CMO, Senior Leadership, supervisor.

If your organization paid for your exam, or supported your studies by purchasing study materials or allowing you time off to study, send a thank-you note to your supporters acknowledging their support, informing them you passed the exam. Let them know how the certification has already enhanced your value to the organization through the studying process. Include comments about how you will continue to expand your knowledge & expertise through participation in mandatory continuing education for re-certification.

Use your certification....

Include your certification on your resume, email communications within and outside your employment organization, your professional social media sites, all written communications, including electronic, from your organization.

Don't just leave them in your drawer.....Use your new business cards. Include them on new applications/ reappointments, department specific mailings. Carry them with you to share with peers, vendors and business contacts. Share them with your hospital recruiter, your CVO clients, your delegated plan reps.

Have fun with it.....

During National Medical Staff Services week:

- I. Host an open-house in your department
 - Post an “I’m Certified” notice at your workspace and explain what it means
 - Post and Share the exam content areas
 - Create sample test questions to ask visitors, make them relatable to your organization. If there is a landmark legal case in your state, ask about it, then educate others about it.

Have fun with it.....

2. Send out daily newsletters/broadcast emails to all employees in your organization during MSP week or make it MSP month and send out weekly notices.

- List a “who’s who” of certified staff in your department and identify the specific certification(s), how long each person has been certified, and a brief explanation of the eligibility requirements and exam content areas.
- Host an on-line game with raffle prizes.

Be serious about it

Give a formal presentation to your peer group, risk management, quality/performance improvement department, clinical departments, executive /senior leadership group, and/or governing body.

Educate and inform the group on the value of certification and how the knowledge and experience needed to earn certification is linked to everyone associated with your organization

Encourage your MSP peers to become certified. Be a mentor.