



NAMSSTM

The Trusted Community for
Medical Services Professionals



The Trusted Community for
Medical Services Professionals

MSP Certification Toolkit

A Resource for MSPs to Advocate for the Value of Certification

Developed by the Certification Commission of NAMSS (CCN)

MSP Advocacy

*Sharing the Value of CPCS®, CPMSM®, and CPES
Certification to your CMO or CEO*

NAMSS Certification – Know The Facts

Review NAMSS survey data and share key takeaways with your state association regarding the number of certified professions.

Know the Certification Facts Talking Points

- You may discover you are one of an exclusive number of certified MSPs in your area which will be an achievement for you and your organization.
- You may realize you are about to join the ranks of many certified MSPs in your area and can help your organization with the knowledge and expertise needed to safely advance in the future of healthcare.

NAMSS Certification – Supervisor Support

Gain supervisor support toward certification:

- Share the current [Candidate Handbook](#) with your supervisor and connect the content outline to your current responsibilities.
 - Having your CPCS®, CPMSM®, and/or CPES certification provides employers and the public with the assurance that you are a certified individual with the necessary skills, knowledge, and expertise in provider credentialing or medical services management.
 - The NAMSS certification program establishes industry standards and serves as a comprehensive measure of knowledge in the field.

NAMSS Certification

*Promoting the Importance of Certification Within
Your Organization*

Advertise Your Certifications(s)

There are multiple ways to display your certification(s):

- Update your email signature to include your certification(s) after your name.
- Display your [digital certification badge](#) from Credly in your email signature.
- Print the PDF copy of your certificate(s) and hang in an obvious area of work.
- Order a printed certificate and frame from Framing Success by visiting their [NAMSS certificate page](#) directly or go to [FramingSuccess.com](#) and under “Find Your College Frame”, search for the National Association Medical Staff Services to find the pre-selected frame and matting.
- Obtain new business card adding your CPCS®, CPMSM®, and/or CPES certification(s).
- Update your professional online profiles and social media accounts to include your certification.
- Add your certification(s) to all documents generated from your department database.

Inform Your Colleagues

- 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.
- Request your formal Notification of Certification letter from NAMSS to be sent directly to your supervisor or CMO.
- Notify your organization's marketing and communications department.
 - Ask them to submit your photo and new certification designation to the newsletter, online organizational notices, and even the local newspaper.

Inform Your Supervisors

- Ask your state MSP association to notify the membership, your CEO/CMO, senior leadership, and/or your supervisor.
- If your organization paid for your certification 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 and expertise through participation in mandatory continuing education for recertification.

Share Your Certification

- Include your CPCS®, CPMSM®, and/or CPES certification on your resume, email communications within and outside your organization, your professional online profiles, and social media profiles.
- Distribute your new business cards!
 - Include your new credentials on your applications, reappointments, and department specific mailings.
 - Carry your new business cards with your credentials with you to meetings with peers, vendors, and business contacts.
 - Share them with your hospital recruiter, your CVO clients, and your delegated plan representatives.

NAMSS Networking

*Expand your NAMSS Community and
Encourage Others to Seek Certification*

Celebrate Your NAMSS Community

During National Medical Staff Services Awareness Week ([#MSPWeek®](#)):

- Host an open-house in your department.
 - Post an “I’m Certified” notice at your workspace and explain certification’s impact on your career.
 - Share the certification exam content areas.
 - Offer to assist your peers with studying.
 - If there is a landmark legal case in your state, ask about it and then educate others about it.

Celebrate Your NAMSS Community

During National Medical Staff Services Awareness Week ([#MSPWeek®](#)):

- Send out daily newsletters or emails to all employees in your organization during #MSPWeek. You can even make it a month-long “MSP Month” celebration and share weekly updates.
- Curate a 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 online or in-person game with raffle prizes.

Educate Others

- Give a formal presentation to your peer group, risk management department, 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 to aspiring certificants.
- Share the [Candidate Handbook](#).

Leverage Your Expertise

- [Volunteer](#) to become a Subject Matter Expert for upcoming Certification Commission of NAMSS (CCN) test development events.
- Stay connected in the [NAMSS Connection Zone](#) online discussion forums.



NAMSS™

The Trusted Community for
Medical Services Professionals