

Credentialing, Training and Your Marketability

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As healthcare providers realign their strategic goals to include IT solutions that meet meaningful use criteria, the demand for qualified health IT professionals continues to rise. Stakeholders in this rapidly expanding area rely on credentialing processes to establish the baseline for recognition of competency.

Professional certifications recognize skills, education, abilities and the knowledge acquired from work experience. Organizations such as HIMSS have recognized the need to validate a body of knowledge and expertise with a fair and reliable examination process. Organizations are incorporating certifications as desirable or mandatory for employment. Colleagues immediately recognize and understand credentials, which facilitates networking and collaboration.

There is a wide range of specialties within health IT and many individuals are certified in more than one area. The [CPHIMS](#) credential recognizes those responsible for all phases of a systems life cycle, whether they are senior executives, nurses, technical staff, physicians or other qualified professionals. Several professional organizations offer credentials that focus on other specialties.

Often potential candidates question which certification is the right choice for them. They should review the prerequisites for the different certifications along with identifying their career goals. Reach out to those currently certified and ask them to share the value of their credential.

By Larissa Lozano, RN, MSN(c), Baptist Health South Florida, eICU

According to the [American Nurses Credentialing Center](#),¹ there are nearly half a million certificants in various nursing specialties. The value of certification is certainly significant among all nursing professionals. Nurses who become certified may encourage other nurses to seek certification, advocate for evidence-based standards in their work environment, and influence a patient's choice to seek quality and safe care.^{2,3,4}

Nurses have reported the receipt of increased wages and job satisfaction, promotions, acknowledgement, and notable marketability due to their certification status.⁵ With regard to nursing informaticists, certification illustrates the ability to apply their advanced knowledge in information technology concepts, theories and evidence-based research. They can also familiarize non clinical IT personnel and vendors with federal and state regulatory requirement and best practice guidelines.⁶ Certified nursing informaticists also can use their expertise to analyze and diagnose clinical problems, plan and implement solutions and evaluate outcomes.⁷

References:

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UPDATE! The [HIMSS Nursing Informatics Community](#) is in the process of developing a white paper on the value of certification for nurses; once published the white paper will be posted online.

By William Bria II, MD, Chief Medical Information Officer, Shriners Hospital for Children

As a CMIO, I am responsible for integrating medical knowledge, quality and safety elements into the structure of a system's informatics (i.e., clinical decision support) as well as defining, developing and promoting an evidence-based information environment supporting the health system's clinical and business needs (i.e., business intelligence). Most CMIOs are interested in continuing in their role; however many are moving to other leadership positions. This movement only underscores the importance of both understanding, organizing and utilizing informatics in the leadership of the modern healthcare system.

Informatics education is essential for any clinician that expects to practice in the next decade. Just as in a previous era, it became necessary for all clinicians to be able to understand and utilize radiographic and other technologies effectively, this generation of clinicians is wonderfully poised to use their knowledge of the Web and virtual communications to improve the timeliness, safety and quality of healthcare to their patients. However, we need better integration of applied informatics in every clinician's education to make this potential a reality.

Clinicians should approach formal informatics training as they would find the right fellowship training. They need to identify the informatics program that gives them an improved degree of confidence in their abilities to achieve their goals and that equips them with the breath of what has been accomplished so far and what still needs to be done.

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