

# Recognizing Your Certified Nurses

It's a fact that lack of institutional support is a major barrier to obtaining and maintaining certification. Here are some simple ways to keep morale high and show others the rewards of certification:

- ✓ Offer certified nurses shift or schedule preferences, or give them priority to attend continuing education conferences.
- ✓ Send a letter of congratulations from your facility's CEO and CNO to each certified nurse.
- ✓ Host a reception to honor all actively certified nurses during National Nurses Week in May.
- ✓ Feature stories about certified nurses in your staff newsletters.
- ✓ Display the names and photographs of all certified nurses in your unit or honor them with a PNCB Wall of Distinction.
- ✓ Send press releases about nurses who achieve or renew certification to local newspapers.

If you celebrate the achievements of your certified nurses in other ways, we'd love to hear about them! Share your ideas with us at [feedback@pncb.org](mailto:feedback@pncb.org).

## Sources

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# About Us

The Pediatric Nursing Certification Board (PNCB) is a nonprofit organization, established in 1975 and dedicated to fostering the delivery of high quality nursing care to children and their families.

The PNCB provides national pediatric nursing certification and recertification programs recognized by every state board of nursing and endorsed by the American Academy of Pediatrics (AAP), the National Association of Pediatric Nurse Practitioners (NAPNP) and the Society of Pediatric Nurses (SPN). All PNCB certification programs are accredited by the National Commission for Certifying Agencies (NCCA).

## An Employer's Guide to PNCB Pediatric Nursing Certification



## Benefits for Patients, Staff & Your Community



### PEDIATRIC NURSING CERTIFICATION BOARD

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### PEDIATRIC NURSING CERTIFICATION BOARD

# The Importance of Certification

## **Certification confirms competency.**

Certified nurses have taken the extra step to validate specialized nursing knowledge and skills. With earned PNCB certification, nurses demonstrate their mastery of a rigorous body of knowledge in pediatric content.

PNCB certification is an objective, measurable way of determining a nurse's pediatric nursing competency. Having certified nurses on staff is an assurance that your institution provides the best care possible for children and families.

## **Certification means confidence.**

According to national research studies, certified nurses report:

- ✓ *Confidence in their decision-making skills.*
- ✓ *Improved ability to detect early signs and symptoms of clinical complications.*
- ✓ *Greater autonomy and enhanced collaboration with other professionals.*
- ✓ *Increased empowerment and lower levels of burn-out.*

## **Certification shows commitment.**

Certified nurses are high-achievers and demonstrate a belief in lifelong learning.

Following initial PNCB certification, the CPN® Recertification Program provides a method for nurses to document continued growth in the specialized field of pediatrics through a variety of educational and nursing practice activities.

# An Investment for All

Your institution's encouragement of certification pays off in a big way by helping you:

## **Retain the best.**

Research shows that certified nurses enjoy greater job satisfaction, which is a major factor in retaining your most experienced nurses. Organizations that support and recognize certification are more likely to have improved nursing staff retention rates.

## **Recruit the brightest.**

Institutions that offer recognition and financial incentives for certified nurses have an advantage in today's competitive hiring market.

## **Assure the public.**

Consumers are becoming more aware of the importance of certification. Having certified nurses on staff conveys to the public that your institution is dedicated to superior patient care.

## **Achieve recognition.**

The presence of certified nurses on staff represents an important quality indicator for hospitals seeking Magnet™ recognition. Having certified nurses on staff also supports the quality standards linked to accreditation granted by agencies like the Joint Commission on Accreditation of Healthcare Organizations.

## **Support continued learning.**

Passing the CPN® Exam is just the first step in maintaining certification, and nurses must participate in annual recertification to remain an active CPN®. The PNCB Recertification Program assures growth in the knowledge and skills of every CPN®.

# How to Encourage Certification

Whether your staff (or budget) is large or small, there are many ways to encourage certification.

**Offer an On-Site Exam.** You select a time and date, and assist to enroll interested nurses. We take care of all mailing fees. There are no hidden administrative charges, and we also offer an innovative **"No Pass, No Pay"** program. To find out more, contact us at onsite@pncb.org or call 888-641-2767 ext. 326.

## **Provide Financial Incentives.**

- ✓ *Reimburse nurses for exam fees.*
- ✓ *Provide paid time off to take the exam.*
- ✓ *Offer salary differentials and/or bonuses to certified nurses.*

## **And try these:**

- ✓ *Add credentials to name badges.*
- ✓ *Request free posters and brochures from the PNCB to distribute throughout your institution.*
- ✓ *Host certification fairs and in-service programs to explain the benefits of certification.*
- ✓ *Require certification for professional advancement.*
- ✓ *Partner a CPN® mentor with nurses seeking certification.*
- ✓ *Organize study groups for exam preparation. Provide formal review courses and study materials.*
- ✓ *Place formatted information about PNCB certification on your hospital's intranet or link to us at [www.pncb.org](http://www.pncb.org).*
- ✓ *Notify staff of your facility's special benefits for certified nurses.*
- ✓ *Support CPN® recertification requirements through pediatric continuing education opportunities.*