Certification Champion Pilot Project to Increase RN Specialty Certification Rates
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**Background**
Specialty certification has been associated with improved patient outcomes & nurse satisfaction.

Financial incentives are also given at project hospital for attaining certification.

Despite incentives, as of January 2022, only 20% mother baby unit (MBU) RNs were certified.

**Opportunity**
In previous MBU survey RNs stated main barrier to obtaining certification was not knowing where to begin. Guidebook was created in response, but not widely utilized.

**Aim**
To assess if a Certification Champion will increase Maternal Newborn Nursing certification rates in MBU of community hospital.

**Methods**
**Improving unit level structures & processes**

1. **Online prep course identified & group discount obtained**
2. **Flyer with information on course, test & hospital incentives created & distributed**
3. **Champion rounded & spoke individually with RNs about becoming certified**
4. **Champion assisted with registration for course & test via computer**
5. **Group text created Champion answered questions, gave support/technical help**
6. **Study materials for unit & hospital library acquired**
7. **Group text check-ins continued. Group support grew.**
8. **Passing test celebrated in group text & on unit by managers**
9. **Participant feedback survey created to inform future program development**

**April to October 2022**

**Results**

- **10 RNs signed up for webinar**
- **30% of RNs eligible for certification**
- **9 of those 10 RNs signed up to take exam**
- **9 out of 9 RNs taking the exam passed**
- **Increase in Certified RNs from 20% to 40%**
- **10 out of 10 RNs took program Survey. Results in discussion section**

**Discussion**
Unit doubled RN certification rates from 20-40% over 7 months

**Participant survey showed most helpful elements:**
- Help signing up for test
- Help signing up for webinar
- Having webinar to study

**Implications for Practice**
Technical & emotional support, not study assistance, found most helpful. Incorporating findings to continue program and expand to Professional Portfolio support.

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