Empowering Students to a Better Future through Certification

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Our time together:

- Healthcare Insights
- Choosing a Credential
- Implementation Planning
Passing that exam impacted my life because it made me realize that I can accomplish many things if I work hard enough for it. Certification brought up my self esteem to the point where I am still on that goal to become a Cardiologist. I’m only 18 years old and its amazing to think that I’m certified to actually help others at an early age.

-Larrtiza, E., EKG
Career Technical Education & Industry Credentials
Healthcare Employment Outlook

By 2020 allied healthcare will account for 3.4 million of all the healthcare occupations.

Medical Assisting employment is expected to grow by 29% from 2012-2022.

Combined with healthcare support staff, these two sectors will account for 64% of all occupations in healthcare.

Doctors and nurses will account for 1.2 million and 3.5 million jobs respectively, totaling 36% of all healthcare occupations by 2020.

Source: Center on Education and the Workforce forecasts of educational demand through 2020
Clinical Medical Assistant

The Bureau of Labor Statistics predicts **2.6 percent annual growth** for the next 10 years.

Schools produce over 100,000 Medical Assistants per year.

More than 208,000 job postings in 2014.
Choosing a Credential
What is the difference between a “certificate of completion” and a “certification credential?”

<table>
<thead>
<tr>
<th>Certificate of Completion</th>
<th>Certification</th>
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<tbody>
<tr>
<td>Recognized nationally</td>
<td></td>
</tr>
<tr>
<td>Proves you retained core competencies</td>
<td></td>
</tr>
<tr>
<td>May be required by an employer</td>
<td></td>
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<tr>
<td>Requires continuing education</td>
<td></td>
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<tr>
<td>May be based on local requirements</td>
<td></td>
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</tbody>
</table>

> WHY BOTH?
Selecting the Right Certification Partner

- Accreditation
- Industry Advocacy
- Accessibility
- Customer Service
- Supporting Resources
- Analytic Support
- Additional Credentialing Opportunities
Provisional Certification

A candidate who is scheduled to graduate from an accredited high school or GED program (or other equivalency test recognized by the candidate’s state or residency) may take the certification exam and receive a **Provisional Certification** up to twelve (12) months before graduation as long as all certification eligibility requirements are met.

Is a placeholder and is intended to allow candidates to take certification exams as near to the time they complete their training even though they have not yet met the eligibility requirement of holding a high school diploma or its equivalency needed to receive a standard (full) certification.

(Provisional Certifications are not available to candidates sitting for the ExCPT Pharmacy Technician Certification.)
NHA in Local Markets

22 State Departments of Education
Formally recognize NHA Certifications

Not all states have rigorous, or specific enough pathways for NHA’s certification to fit in.

Key Regional employers include:
- Johns Hopkins
- Mayo Clinic
- Mount Sinai Health
- New York Presbyterian
- Atlantic Health Systems
- Cleveland Clinic

Region I

ACTE

Over 50,000 Certifications awarded to CTE Candidates

27,000+ Employers indicate they recognize NHA credentials when hiring candidates.
Planning Implementation
NHA offers certifications in the following:

- Clinical Medical Assistant Certification (CCMA)
- Phlebotomy Technician Certification (CPT)
- Medical Administrative Assistant Certification (CMAA)
- EKG Technician Certification (CET)
- Electronic Health Record Specialist Certification (CEHRS)
- Pharmacy Technician Certification (CPhT)
- Billing & Coding Specialist Certification (CBCS)
- Patient Care Technician/Assistant Certification (CPCT/A)
Implementation Planning

1. Crosswalk to test plan
2. Plan timeline for test dates
3. Align resources to supplement your lessons
4. Implement Best Practices
5. Remediate
Data Analytics & Reporting

Review

Report

Improve

From 1/3/2013 to 10/26/2017, a total of 4,155 distinct learners have attempted at least 1 NHA certification.

These learners have attempted a total of 5,470 exams, ultimately resulting in 4,356 certifications being awarded.

The average pass rate over this period, 80%, is equal to the national average pass rate for all NHA testers (80%).

67% of learners have used digital certification prep materials prior their first exam attempt.
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Students from 5 feeder schools

Honors Magnet Program
Program Overview

> Students Interest in certification
> Need for Industry Certification
> NHA Practice Exams
> Align NHA study guide with Medical Assisting Text
Experience with NHA

- Fourth Year offering
  - NHA Exams

- Study Materials

- Online Portal
  - Student Resources
  - Instructional Support

- In-Facility Testing
Future Planning

Lessons Learned

> 1 year v 1 semester
> Administrative Vs. Patient Care content
> Rigorous Content
Resources

Test Plans, Trial Access:
http://info.nhanow.com/ctesuccess

Access Publication – 2017:
https://info.nhanow.com/access-2017

Care + Career Blog:
http://info.nhanow.com/blog

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“We have the power to make a difference, we have the power to change the world, and we have the power to become who we dream to be.”

- Gio G, Inspiration of Certification Contest Winner
Thank you!