

Frequently asked questions – Success Pays

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Frequently asked questions – Success Pays

- **What are the basic facts about ANCC Certification?**
 - ANCC has been certifying nurses for 45 years, starting in 1974
 - There are currently 235,000 Certified nurses with ANCC Certification
- **Why is it important for nurses to get Certified?**
 - Validation of expertise, knowledge and abilities in your specialty beyond licensure through a rigorous national examination or portfolio assessment methodology.
 - Clinical experts dedicated to providing quality, evidence-based clinical care that contributes to optimum patient outcomes.
 - Commitment to lifelong learning, patient advocacy and professional practice through ongoing continuing education and professional development activities
 - Meet and exceed nationally recognized standards of proficiency and professionalism.
- **What is the Employer Success Pays program?**
 - In 2013, ANCC began offering Employers of nurses a program to make it convenient for them to support getting their nurses certified
 - The employer signs an agreement with ANCC committing have at least a minimum of 20 nurses apply for certification.
 - Many hospitals agree to pay for the certification rather than making their employees pay, to reduce the barriers to becoming certified. Some do seek reimbursement from their employees.
 - When nurses want to become certified, they have two chances to pass the exam
 - Their employer only pays if the nurse passes the certification test
- **Why did ANCC develop the Employer Success Pays program**
 - By having their employer pay for certification, the program greatly expands the number of nurses willing to pursue certification
 - By giving the employer program advantages (only pay if the nurse passes, don't pay until the nurse passes, discounted cost of certification) the employer is more motivated to push their nurses to be certified
 - More certified nurses mean better trained nurses and better patient care. Having more certified nurses increases the appeal of the hospital and paying for certification can be a nurse-retention tool.

- **How many employers participate in the Employer Success Pays program?**
 - There are 350 active employers participating in the Success Pays program
 - Almost 20,000 nurses have been certified through the program
 - There are participating hospitals in all 50 states

State	Record Count
International	1
AL	1
AR	2
AZ	2
CA	11
CO	3
CT	8
DE	1
FL	10
GA	12
HI	1
IA	3
ID	2
IL	11
IN	5
KS	1
KY	5
LA	4
MA	5
MD	11
ME	2
MI	8
MN	2
MO	1
MT	1
NC	11
NE	2
NH	1
NJ	13
NV	1
NY	23
OH	11
OK	2
OR	2
PA	20
RI	4
SC	4
SD	2
TN	5
TX	17
VA	8
VT	2
WA	1
WI	4
WV	2
Total	248

- **What is the C/SNA Success Pays Program?**
 - The C/SNA Success Pays program is a special version just for ANA's C/SNAs
 - Instead of offering the advantages of the Success Pays program to their employees, C/SNAs can offer them to their members
 - To participate in the C/SNA Success Pays program, a nurse must be a member of ANA

- **Why did ANCC develop the C/SNA Success Pays Program?**
 - The goal of ANCC is to maximize the reach of the ANCC Certification program
 - The desire was to create a program so that C/SNAs could participate in broadening the reach of Certification in order to develop a stronger nursing workforce in their state
 - By extending the advantages of the Employer Success Pays program to C/SNAs, it strengthens both the C/SNA and ANA membership value proposition
 - Since most employees of the employers participating in Success Pays are not ANA members, by including the C/SNAs access to Success Pays is broadened

- **Do the Employer and C/SNA pays program serve the same people?**
 - They serve very different and barely overlapping audiences
 - Since ANA member penetration is usually less than 10% in every state, the chances are that 90% or more of the nurses covered through Employer Success Pays are not ANA members
 - Conversely, since only a small number of employers participate in the Employer Success Pays program, the vast number of members would NOT work for employers that participate
 - Yes, there is some overlap, but it is very small!

- **Do the Employer and C/SNA Success Pays program compete with each other?**
 - Because of the very small overlapping audiences, there is no real competition between the programs
 - More importantly, from the perspective of the individual nurse that happens to be both working for an employer who offers Success Pays and is an ANA member, there is a very clear choice – they will go with the employer program because it is free to them!
 - If the employer pays for Certification, the individual nurse does not have to. The point of the C/SNA Success Payers program is to offer nurses who are NOT working for participating employers the chance to get the benefits of Success Pays
 - So really there is absolutely no competition between the Employer and C/SNA programs – they are serving different nurses!

- **How is the pricing different between the programs?**
 - The regular price of initial Certification is \$395
 - The price of Certification for ANA members is \$270 (\$125 member discount)
 - For regular certification (with or without the member discount) the nurse pays up front and pays if they pass or fail
 - For the Employer Success Pays program:
 - The price the Employer pays is \$290
 - To the nurse it is no cost
 - The employer does not pay until the nurse passes
 - For the C/SNA Success Pays program:
 - The price the C/SNA pays is \$260
 - The price the nurse (member) pays is \$260
 - The C/SNA does not pay until the nurse passes

- **How are the minimum number of nurses participating different between the programs?**
 - The minimum number of nurses an employer needs to participate in Success Pays is 20 nurses
 - The minimum number of nurses a C/SNA needs to participate in Success Pays is 20 nurses, but ANCC is willing to discuss lowering this for smaller associations

- **Why would a member choose to participate in the C/SNA Success Pays program rather than just taking the traditional member discount?**
 - While the member can save \$10 by going through the C/SNA Success pays program rather than just taking the traditional member discount (\$260 vs \$270), that is not the big reason
 - The big reason is to only pay if they pass, and to get two chances to pass
 - If they just claim the member discount, they pay up front
 - If they go through the C/SNA program, they don't pay until after they take and pass the exam!

- **How would a C/SNA administer the C/SNA Success Pays program?**

- By signing up for the C/SNA Success Pays program, a C/SNA is adding a very powerful member benefit to the value proposition of membership. But there are administrative responsibilities they are taking on
- The C/SNA has to let members know that if they are seeking Certification and do not happen to work for an organization offering Success Pays, that they should go through the C/SNA Success pays program
- The nurses will need to give them a special code to use when they register for Certification so ANCC knows not to charge them directly but to invoice the C/SNA once they pass
- The C/SNA will need to invoice those nurses who pass for the \$260 and collect it so they can pay ANCC
- So far, Montana is the only C/SNA to sign up for the C/SNA Success Pays program. Here is the 8-step process they use to administer the program (note every C/SNA will NOT have the special resources that MNA has and may need to use a different approach to run the program)
 1. The member notifies us of interest for a particular certification exam
 2. We direct that person to the appropriate site, first to review qualifications and test materials to be sure they are eligible and prepared, then to complete the application
 3. When the member is ready to complete the application, we provide the “secret code”
 4. The member notifies MNA when he/she receives acknowledgement from ANCC that the application has been approved, along with an expected date (general range, not a specific day/time) for taking the exam
 5. The member notifies us when the test has been completed, and pass/not pass status.
 6. The member notifies us of the plan for a second attempt if the first was not successful.
 7. The member is invoiced for the \$260 when the test is passed. We are not charging an extra fee – this is a member benefit, not a non-dues revenue source. However, we might implement a late fee if the invoice is not paid in the 30-day allowed response time.
 8. The same process is followed with re-certifications, except of course for taking the exam.

- **Why would a C/SNA NOT participate in the C/SNA Success Pays program?**
 - While the C/SNA Success Program adds real value to the membership in the C/SNA and ANA, there are questions the C/SNA needs to answer before they sign up:
 1. Does the C/SNA possess the capability to handle the administrative requirements of the program
 - Create awareness among their members that they offer the Success Pays program
 - Be able to provide the special code to nurses who tell the C/SNA they are interested
 - Be able to invoice the nurses once they pass
 - Collect the money and pay ANCC
 2. Is the C/SNA confident that they would be able to generate enough demand in their state to meet the nurse annual minimum
 - The C/SNA is committing to pay ANCC at least \$2,600 (10 times \$260) whether they get anyone interested or not
 - While the minimum is lower than ANCC asks from employers, the C/SNA has to be confident they will advertise and support the program enough to meet the minimum