

CBIC's  
2016-2019  
Strategic Plan



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**THIS YEAR**, the 2016 CBIC Board of Directors hit the ground running. In February, we held our winter board meeting where we worked on our 2016-2019 Strategic Plan. Also in February, the new French Canadian translation of the initial certification examination was launched. While we have already taken some big steps this year, we still have some exciting plans ahead of us. The updated strategic plan has been posted to the CBIC website, but I have outlined a few highlights below that you can expect to see from CBIC over the next three years.

One of the goals in the 2016-2019 Strategic Plan is to conduct a comprehensive study on the value of certification. We want to show our current and future CICs exactly why a certification in infection prevention and control (CIC®) holds considerable value, both personally and professionally. CBIC is kicking off this study by forming a task force composed of CBIC Board Members and key stakeholders to determine the scope and specific areas of emphasis.

As I mentioned in my last article, CBIC completed a Practice Analysis in 2014 that serves to ensure the certification examination encompasses current infection prevention and control practice across all settings where care is delivered. With implementation of the new examination content outline in 2015, we are developing segmented marketing campaigns targeted toward specific practice settings. These campaigns tie into yet another one of our goals of incrementally increasing the number of certificants each year over the next three years. To accomplish this, we continue to strengthen existing relationships with APIC and IPAC Canada and nurture new partnerships.

As we look to the future and plan for continued growth, we keep the mission of CBIC at the forefront of our planning. The mission of CBIC is to protect the public through the development, administration, and promotion of an accredited certification in infection prevention and control. CBIC maintains and promotes professional certification of the highest quality. We remain devoted to our partnerships and we are enthusiastic about the future. As we prepare to attend the annual APIC and Infection Prevention and Control Canada (IPAC) conferences, we welcome the opportunity to talk with you about certification and the CBIC Strategic Plan. Visit us at booth #18 at IPAC Canada 2016 and at booth #18 at APIC 2016! [P3](#)

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