Introduction

The Certification Board of Infection Control and Epidemiology, Inc. (CBIC) is a voluntary, autonomous, multidisciplinary board which provides direction for and administers the certification process for infection prevention and control. Please see attachment for the 2014 Board of Directors.

CBIC’s certification process was established to protect the public by providing standardized measurement of the current essential knowledge needed for persons practicing infection prevention. Prometric, an independent testing agency, provides testing and measurement services to CBIC. Certification examination questions are the copyrighted property of CBIC.

CBIC formally recognizes infection prevention and control professionals who fulfill the requirements for certification and recertification by bestowing the CIC® designation, a registered trademark. The CBIC certification program is accredited by the National Commission for Certifying Agencies (NCCA). NCCA accreditation signifies that CBIC has met the highest national voluntary standards for private certification organizations.

Summary of 2015 Activities

2015 was an exciting and busy year for CBIC which included meeting goals and objectives as outlined in our strategic plan that was completed in 2011.

Goal Area A: Certification, Re-certification, Testing, and Research

a) New Eligibility Requirements
   The recent Practice Analysis conducted in 2014 provided us with a contemporary evaluation of current infection prevention and control practice and prompted us to review the eligibility requirements. We believe the updated eligibility requirements continue to reflect the changing infection prevention and control practice and the full spectrum of healthcare practices that are involved. After much consideration and deliberation, the CBIC Board agreed that having a post-secondary degree, (e.g. associates or baccalaureate degree) from an accredited academic facility best prepares the candidate to be successful on the examination and to practice competently in this rapidly changing field.

b) New Domains
   In follow-up of our 2014 Practice Analysis, two new domains, Environment of Care and Cleaning, Sterilization, Disinfection, Asepsis, were added to the examination content outline. While these additional domains do not reflect new test content, the survey results illustrated they were weighted with sufficient importance to be identified as separate domains.
c) **New Examinations**
Over the summer, we piloted and released the first examination forms incorporating the updated content outline that resulted from our work with Prometric, our new testing company.

d) **New Recertification Process**
Beginning in January 2016, all candidates will be required to recertify using the Self-Achievement Recertification Examination (SARE) which will be known as the Recertification Examination. This decision came after consultation with Prometric, review of test performance data, and extensive discussions at the Board level. CBIC’s decision to move to a single method for recertification puts the organization in accordance with certification industry best practices. With this change in policy, there will be one standard and one process for all candidates who are seeking initial certification as well as those who are maintaining their CIC through recertification.

**Goal Area B: Partner and Regulatory Relationships**

a) **Communication/Educational Opportunities with Certificants and Potential Certificants**

1. Participated in annual APIC and IPAC Canada educational conferences, including CIC reception.

2.Submitted articles related to our Practice Analysis to the *American Journal of Infection Control* and the *Canadian Journal of Infection Control*.

3. Kathy McGhie, CBIC Past President, was approved to serve as the CBIC Liaison to the APIC Board.

4. Continue discussions with IPS UK regarding promotion of the CIC credential to their members.

5. Continue to contribute columns in the quarterly Prevention Strategist.

6. Kathy McGhie attended the IFIC conference in New Delhi, India as the CBIC representative.

7. Roy Boukidjian and Linda Goss, CBIC Directors, presented a webinar on *Demystifying the CIC® Certification Exam* hosted by Webber Training.

8. Met with leadership and senior staff of ASCA to begin to make connections in the ambulatory surgery center community to garner support of the credential.

b) **Organizational Summit**
One of CBIC’s strategic objectives is to hold an annual Organizational Summit on Certification in Infection Prevention and Control. This summit was held with the leadership and senior staff of CBIC, APIC, and IPAC Canada in October at the Hilton Chicago O’Hare Airport. This half day meeting, now in its third iteration, is intended to
focus on certification and, in particular, issues surrounding current and potential CICs. It also provides an opportunity for discussion regarding other mutual areas of interest and collaboration. There was discussion around certification, the annual conference workshops, as well as supporting members of IPAC and APIC and CBIC certificants while understanding the roles each organization plays in these relationships. We look forward to implementing the actions that resulted from the meeting in 2016.

**Goal Area C: Marketing, Communications, and Publications**

a) Certified Infection Preventionist / Infection Prevention and Control Professional Day during International Infection Prevention Week (IIPW)

Building on the success of the last few years, CBIC once again held Certified IP/ICP Day in conjunction with IIPW. The overall efforts around Certified IP/ICP Day were successful.

As part of International Infection Prevention Week, which took place October 18-24, 2015, CBIC held Certified Infection Preventionist (IP)/Infection Prevention and Control Professionals (ICP) Day on Wednesday, October 21 in recognition of CIC® certified infection prevention professionals.

To celebrate Certified IP/ICP Day, CBIC organized several activities focused on recognizing the achievement of CICs:

- Posted an Honor Roll listing the names of all current CICs on the CBIC website.
- Created new Certified IP Day 2015 campaign images, including:
  - Certified IP Day 2015 logo
  - Certified IP Day 2015 Facebook page cover photo
  - Proud to be CIC® and Future CIC® social media badges
  - Certified IP Day 2015 rotating homepage banner
- Held a random drawing for a CIC® Gift Basket, which CICs were invited to enter through their profiles on the CBIC website.
- Held four other social media drawings for $25 Visa gift cards including:
  - Like us on social media
  - Post a photo with #CertifiedIP2015
  - Comment on our Facebook post as to why CIC certification is important
  - Share a specified post
- Sent out a broadcast email thanking CICs for their dedication to upholding professional competency through certification and inviting them to participate in online Certified IP Day activities.
- Created and posted Certified IP Day content on the CBIC Twitter, Facebook, LinkedIn, and Instagram accounts thanking CICs with the intention to raise awareness about the CIC® credential and CBIC’s Certified IP Day 2015 activities.
- Hosted a Thunderclap on Certified IP Day

The response to the CBIC Certified IP Day 2015 social media campaign in one week created a response that is close to the response CBIC garners from social media posts throughout an average month. CBIC gained 71 Facebook followers between 10/18 and 10/24/2015. In comparison, CBIC gains an average of 145 Facebook followers per
month. Average Facebook post reach was calculated at 2103 post views during IIPW. In comparison, average post reach for the previous week was 656.

CBIC also created a post asking “Why is Certification important to you?” We received the following comments:

- It gives our profession credibility.
- It’s important to me because I studied hard for it to prove my commitment to the field!
- Because it not only shows my commitment to my profession, but validates my knowledge to my peers.
- It shows dedication to our profession and continuing education in new and emerging infections.
- I’m so proud to be a CIC, it sets us apart as professionals. I had to let my CIC lapse for several years due to family concerns, but since becoming certified again, I feel complete!
- Certification is important to me because I worked hard for it! It is a way to validate what I know and to give me that confidence that I need in order to perform my job. It makes me an expert in my field! I am very proud to be CIC!!
- Certification is my way to display my dedication in the field of infection prevention. By becoming certified, I acknowledge that I am a professional in this specialization. Certification shows that I have obtained the knowledge and skills to be proficient and considered a resource to others. Being CIC certified makes me want to help others to do the same! :)
- Because I can take the principles and apply to any area of healthcare!!
- It gives self-confidence and commitment to good practice
- It serves as an attestation to one’s commitment to the IP practice for everyone’s safety and quality of life.
- Certification shows hard work, commitment, competency in the profession, and acknowledgement from your peers.

A press release about Certified IP/ICP Day and IIPW was also sent to news media outlets. We plan to sponsor Certified IP/ICP Day again in 2016 and hope to improve upon some of the activities surrounding it.

**Goal Area D: Recruitment, Retention, and Community**

a) Certification Preparatory Workshops

For the second time, CBIC sponsored a Certification Preparatory Workshop immediately prior to the APIC Annual Conference in Nashville and, once again, the workshop was very well attended with over 250 in attendance. CBIC invited distinguished subject matter experts to present information related to the new examination content outline. Attendees appreciated the explanation of the different content areas as well as how exam questions are structured. A similar workshop was also held at the IPAC Canada Conference in Victoria, BC. This workshop occurred post-conference and was well attended.
**Goal Area E: Governance and Management**

a) **ASAE – The Center for Association Leadership Workshop**

CBIC is committed to the highest standards of nonprofit organizational governance. Consistent with that commitment, the CBIC President, Executive Director, and returning Board members attended the ASAE Exceptional Board Workshop in January in Florida. Exceptional Boards is an intensive workshop for CEOs and elected officers, which explores strategies that strengthen relationships and enhance the board’s performance. This two day workshop was a combination of didactic presentations, small and large group discussion, and networking with colleagues from other organizations. The course helped CBIC develop strategies to build a cohesive board, strengthened the Executive Director/President relationship, and helped CBIC forge a leadership team action plan.

b) **Institute for Credentialing Excellence (ICE) Business of Certification Workshop**

CBIC’s President and Executive Director attended the ICE Business of Certification workshop September 21, 2015 in Washington, DC. The workshop focused on analysis on the certification program’s value proposition, business model, and strategy. Also discussed were the different stages of a certification program and how to identify and evaluate additional sources of revenue. Participation resulted in some new ideas to implement in 2016 and beyond and connections were made with other certification professionals.

c) **Institute for Credentialing Excellence (ICE) Annual Conference**

CBIC’s Certification Manager and marketing Coordinator attended the Annual Conference of the Institute for Credentialing Excellence (ICE) October 27-30, 2015 in Portland, OR. The three meeting tracks included New to Credentialing, Management, and CEO/Director. Through these tracks, sessions on Governance, legal concerns, certification resources, exam integrity, and job analyses among others were presented. CBIC is an organizational member of ICE. Educational sessions and conference activities offer a valuable learning and networking experience for all levels of credentialing professionals in both the public and private sectors and educational activities are also provided for volunteer Board members.

d) **Strategic Planning Retreat**

The Strategic Planning Task Force of the Certification Board of Infection Control and Epidemiology (CBIC) met at the Hilton Chicago O’Hare Airport on November 13 and 14, 2015 for the purpose of developing a strategic plan for CBIC. Mary Byers, CAE, an outside facilitator, was engaged to lead the planning process. In addition to the CBIC Board and staff, guests from APIC, IPAC, and Prometric were also in attendance. Discussions centered on strengths and weaknesses of the organization, threats and opportunities, influencers and assumptions. At the end of the 1.5 day retreat, a list of priorities was determined and those priorities include study the value of certification, partnerships, marketing/communications, increasing the number of certificants, and lobbying.

e) **Staffing Update**

In 2015, the CBIC Board approved hiring a marketing professional to assist with continued communication and outreach. Cassidy Davis began serving as CBIC’s Marketing Coordinator in April 2015 and has helped CBIC double our Facebook likes in 2015, triple our Twitter followers, and quadruple our LinkedIn followers. In addition, she
worked with CBIC’s Marketing Committee to re-design the website and she has taken over all CBIC communications.

f) Appointments to the CBIC Board

The 2015 CBIC Executive Committee and the 2015 APIC Nominating and Awards Committee members discussed the needed qualifications of individuals to fill vacant CBIC Board positions. CBIC is pleased to welcome two new Board members to the 2016 CBIC Board: Sandra Callery, RN, MHSc, CIC; Toronto, ON Canada and James Marx, PhD, RN, CIC; San Diego, CA.

Certification Statistics

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*2015 numbers are as of December 22, 2015

Closing Comments

I have been honoured to serve as the 2015 President of CBIC, and have had the good fortune to serve with a tireless, productive Board of Directors and an excellent management team. They have helped CBIC to continue to move forward in new directions, and improve the certification process for our certificants and candidates. Our progress was enhanced through our highly valued partnerships with APIC and IPAC Canada, as we shared the messages of the importance of certification, and promoted patient safety in all health settings. We are grateful to have these transparent partnerships and open discussions with both of these member organizations. I trust that these will only further strengthen our relationships and bring us all closer to our collective goal of improved patient safety through increased certification of IPs.

CBIC will be led by Ruth Carrico in 2016, and I am very confident that her leadership, in conjunction with the dedication and commitment of our Board, will take CBIC to new levels of service for the Infection Prevention profession.

Respectfully submitted,
Kathy McGhie RN, BScN, CIC
2015 CBIC President

Attachment: 2015 CBIC Board and Liaisons