

## WOCNCB Unveils Initiative with New Logo and Tagline

The WOCNCB launched a new chapter in its history by unveiling a new image aimed at increasing the visibility of the WOC nursing credentials and creating a visual representation that signifies our unique identity. The new image and tagline, "The best initial impression a clinician can make" reinforces the WOCNCB's continuous commitment to the benefits of



THE BEST INITIAL IMPRESSION A CLINICIAN CAN MAKE

certification for its certificants, employers, and the patients they serve. The updated image is part of a new marketing initiative to heighten awareness of the importance of WOC certification. In addition, non-certified nurses may be attracted to investigate the value of obtaining certification through the WOCNCB.

## Message From the President

— MARY WALDEN, RN, BSN, CWOCH

**I**t's hard to believe another summer has come and gone! Conference was a huge success. A special thanks to Amy Roma Moore and everyone involved at the WOCN Society for a successful conference! I would be remiss if I didn't thank the members of the WOCNCB who dedicated time at the booth and missed out on the wonderful exhibits. Thank you all for your dedication, spirit of volunteerism, and professionalism.

The WOCNCB members realize the value of conferences as a time to talk with each of you one by one. The Board would like to thank everyone who stopped by the booth for their words of kindness and support for the certification process.

Many of you attended our session "Building Your Practice Around PGP." The Professional Growth Program (PGP), an alternative to the examination, guarantees you an

opportunity to recertify without taking that test! You may have been overwhelmed by the PGP Handbook; however, by making plans now, you will be able to accomplish the PGP requirements, excel in your practice, and impress your employer. The uniqueness of the PGP allows you the flexibility to build your practice around the certification requirements.

Let us say, for instance, that you are responsible for annual staff education, new nurse orientation, and management of the wound center. As you plan for new programs within your facility, review the PGP

*Continued on page 2*



## Certification Fees Increase Effective January 2004

After a review of the WOCNCB budget at the fall Board meeting, the WOCNCB voted for a \$25 fee increase for certification via exam or PGP. Expenses have increased an average of 5% annually – at the same time we have not increased fees since 2000. As much as the WOCNCB would like to avoid a fee increase, it simply cannot delay any longer. This increase will become effective for applications submitted after January 1, 2004.

The single exam fees will be \$300 discounted price / \$310 by credit card; any two exams \$350 discounted price / \$360 by credit card; and three exams or PGP fees \$425 discounted price/\$440 by credit card.

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## Message From the President (continued from page 1) —

Handbook for ideas. For example, instead of the traditional annual review, you create a poster presentation with one or multiple displays on wound characteristics, pressure ulcer staging, pressure ulcer prevention, and management of functional incontinence or steps to pouching. You may also choose to create a video. These activities gain the needed points for recertification as you fulfill your obligation to the employer.

### Other examples include:

1. Creating a monthly or quarterly newsletter for the staff with new products and short articles related to wound, ostomy and continence nursing practice.
2. Developing cost-effective protocols.
3. Volunteering to present programs such as stress incontinence to a women's group or functional incontinence at a local skilled nursing facility.
4. Writing a short article for a local paper or a hospital newsletter.
5. Speaking at the local UOA meetings or submitting articles to the local or national UOA newsletters. Possible topics: Care of Skin Irritation, Preparing for Summer, or Food Facts.
6. Developing one-page pamphlets: Summer Ostomy Tips, Food Facts.
7. Developing the educational materials you always wanted.

Train yourself to think, "How can this be counted in PGP?" As you become more familiar with the PGP Handbook, you will be able to apply many of your responsibilities to your recertification portfolio. Get organized today to minimize the stress as the deadline approaches for recertification. Keep a notebook on your desk with blank forms and record items as you progress to simplify your reflection process at the time of recertification.

Plan your conference sessions to obtain the needed continuing education credits for each specialty you will seek. Remember, you must have at least 10 CEU's per specialty. You may submit a maximum of 30 CEU's per specialty.

### Items to keep:

1. CEU certificates, program outlines and objectives.
2. Power Point programs and outlines.
3. Acceptance letters from posters.
4. PGP log.
5. Copies of all documentation.
6. PGP verification forms.
7. Preceptor log and verification sheets.
8. All items which support the portfolio.

These extra steps will ensure successful completion of the PGP and a solid professional portfolio. If you have questions regarding the PGP, please post them at [www.wocncb.org](http://www.wocncb.org), "Ask the Board" (a Board member will promptly respond to your questions.) You may request a Professional Growth Program Handbook at the national office: 1 (888) 496-2622 or download a copy at the WOCNCB website.

I encourage and challenge everyone to get involved, volunteer and learn how you can contribute to your profession. It is important for us as professionals to stand up and make a difference in nursing.

## WOCNCB election: results announced



Patti Gable-Burke



Jane Fellows

The WOCNCB is pleased to announce that Patti Gable-Burke and Jane Fellows were elected to serve four-year terms beginning January 2004.

Both of the successful candidates have previously served on WOCNCB committees. The Board extends a warm welcome to both candidates. They were selected from an outstanding slate of nominees.

The Board is also happy to announce that President Mary Walden has been appointed for another two-year term of service. Her leadership has been a great asset to the WOCNCB and the organization will continue to benefit from her leadership and guidance.

If you are interested in getting involved in board service, a great way to prepare is to serve on a committee. The Board seeks tri-, dual-, and single-specialty certificants to assist in its activities. Contact the WOCNCB office at 1 (888) 496-2622 for information about serving on either the Exam or PGP committees or to run for a board position. Serving on a committee or the Board "stretches" you as a professional and contributes to the success of the WOC nursing profession.

## Candidates find SAE beneficial for passing the exam

Since the Self Assessment Examination (SAE) was introduced in late 2002, well over 100 have been purchased. Among the many satisfied customers, one wrote: "Just a quick note to let you know I found the SAE exam very helpful. It really made me feel more confident. And it obviously worked. I took my CWCN exam today and PASSED with only four incorrect answers."

A total of 60 individuals were identified who purchased the SAE and subsequently took the certification examination, and 90 percent of these nurses passed the examinations they attempted. This level of success is higher than the overall passing rate of 81 percent for all tests taken this year.

While the success of those who purchased an SAE is certainly due to many factors, such as the intensive study as cited by the customer above, the Board is very pleased to find that the SAE has proven to be helpful.

### The SAE contains:

- 40 questions from each content area (wound, ostomy and continence).
- References for each question for further study.
- The rationale for the correct and incorrect answers.

SAE

The SAE's computer-based format should help candidates become more familiar and comfortable with computer-based testing. Available for just \$90, registrants have ninety days from the time they register to complete the SAE. That's just a dollar a day for a product that will help prepare you for that all-important certification exam.

The SAE may be purchased online from the WOCNCB's testing service, Applied Measurement Professionals (AMP) at [www.goamp.com](http://www.goamp.com). Click on the homepage link that says "WOCNCB Self Assessment Exam Now Available."



**Good  
luck  
on your  
next  
exam!**

## ADVANCED PRACTICE NURSE (APN) UPDATE: Pending Legislative Issues May Significantly Impact Your Practice!

The WOCNCB played an active role in the Clinical Nurse Specialist Regulatory Summit held in Indianapolis on July 25, 2003. Leaders from 16 nursing specialty groups were present to confer on the potential impact of the proposed APN Interstate Compact Agreement. The National Association of Clinical Nurse Specialists (NACNS) reviewed the testimony their organization provided to the Federal Trade Commission regarding the barriers to practice that will result should the proposed APN Interstate Compact Agreement be accepted at the state level. Kathy Wright, Chair of the WOCNCB APN Task Force, led a discussion regarding the specialty nursing certification boards' perspectives. The group will continue to network over the coming months, while awaiting feedback from the National Council of State Boards of Nursing (NCSBN) delegate assembly meeting held in mid-August 2003.

As you may be aware, the NCSBN has released the APN Interstate Compact Agreement for consideration by individual state boards of nursing. Full text of this document can be found at [www.ncsbn.org](http://www.ncsbn.org). While the effort to standardize APN licensure requirements nationally is a worthy one, a portion of the content in this document is of concern, in that effective 2005, alternative options to APN certification by exam will no longer be acceptable in compact states. While creating an AP certification exam might seem like the most logical and simple answer to this issue, the cost of developing such a tool ranges from \$70,000 - \$100,000, making the exam option financially prohibitive for many small nursing specialty groups. In fact, the NCSBN is pushing toward "broader areas of preparation" and cite wound ostomy continence nursing as a "narrow scope of practice" in which certification would be considered "value-added."

If the APN compact agreement is accepted by your state board of nursing, consider the impact on:

1. Reimbursement for services from Medicare/Medicaid and many third party payers.
2. Recognition of advanced practice status.
3. Barriers to care delivery in your specialty area.

What can you do? Write a letter to the NCSBN and/or your board of nursing to express concerns on the APN certification issue. Suggested draft letters may be found on the WOCNCB website. Your help is needed in making a unified voice heard by the decision-making bodies.

# The Professional Growth Program (PGP) Handbook

The PGP Committee has been reviewing the current Handbook for revision and reprinting. Based on comments from the June WOCN Conference, the Board has added abstract and journal reviewer, legal consulting activities, and changes to volunteering in professional organizations based on length of service. These changes will be released in October 2003 and updates will occur every two years thereafter. The revised handbook will be available on the [www.wocncb.org](http://www.wocncb.org) website or by calling the WOCNCB office 1 (888) 496-2622. If you are currently compiling your portfolio, please keep in mind you may use either the 12/2002 edition or the new one. After December 2004, all certificants must use the 10/2003 edition.

The PGP Committee is seeking new members to help evaluate the current program and work to implement changes as needed. Not only does service on the committee award PGP points, but it is also an interesting experience. Interested persons should contact the WOCNCB office (Phone: 1 (888) 496-2622 E-mail: [info@wocncb.org](mailto:info@wocncb.org)).

## Help Wanted

The WOCNCB Examination Committee would like to invite you to join us in writing items for our certification exams. The Examination Committee is made up of certificants from all three specialties and meets twice a year. The committee is especially in need of experts in continence care. Committee members serve a two-year term.

Please contact the WOCNCB national office to request a Statement of Interest form, either by e-mail ([kmeyer@wocncb.org](mailto:kmeyer@wocncb.org)) or calling 1-(888) 496-2622.

## Reminder

### CETN credential no longer valid:

On January 1, 2003, the CETN credential was retired. The last time this credential was awarded was December 1997. Therefore, anyone holding that designation would either have recertified in 2002 and received the new credentials of CWOCN®, CWCN®, COCN® or CCCN® – or would no longer be certified.

Please notify the WOCNCB if you notice someone using the 'retired' CETN credential, so that we may notify the individual of the error.

## You Can Write Test Questions

Did you know that you can submit test questions for the WOCN certification exams? The Exam Committee is eager to receive test questions based on your clinical experience. Submitting test questions also helps you to "bone up" in a content area, since you will need to provide rationale and references for the correct answer. Don't worry about whether or not your item is correctly written, the Exam Committee will review it and get it in the proper format for the exam. And, coming soon, you can earn PGP points for submitting exam items. Look for the new PGP Handbook coming out in October 2003 for instructions.

If you would like to give item writing a try, call the WOCNCB office at 1 (888) 496-2622, or go to the website [www.wocncb.org](http://www.wocncb.org) and click on "How to Get Involved" and look for "Item Writing."

## Watch our Website

For the most up-to-date Information

[www.wocncb.org](http://www.wocncb.org)

# ELIGIBILITY REQUIREMENTS:

## Pathways to WOCN Certification

To be eligible for the Wound, Ostomy and/or Continence Certification examination, an applicant must fulfill the following requirements. **For initial certification or re-certification of lapsed WOCNCB credentials:**

1. Be currently licensed as a Registered Nurse.
2. Hold a Baccalaureate degree.
3. Have completed **ONE** of the following methods of study and/or practice:
  - a. **Accredited WOC(ET) Nursing Education Program**
    - The WOC/ET must be accredited by WOCN at the time of graduation.
    - A copy of certificate of completion/graduation must be submitted.
  - b. **Graduate Level Track**
    - A graduate level program in nursing must be completed with documentation of two semester hours of course work in each specialty for which certification is sought.
    - Official college transcripts and course descriptions must be submitted with your application.
  - c. **Experiential Track**
    - Within each specialty for which certification is sought, 50 contact hours (CEUs) and 1,500 clinical hours must be completed over the previous 5 years.
    - If a submitted educational program covers multiple topics, the program brochure or class Syllabus must be included with the application.

**To recertify by exam, applicants who have currently valid (non-lapsed) WOCNCB credentials must:**

1. Be currently licensed as a Registered Nurse.
  - A copy of current RN license must be submitted.
  - No other documentation is required for submission of exam application.

Individuals with valid, non-lapsed WOCNCB credentials may also consider an alternative to retaking the certification exam by submission of your professional portfolio via the WOCNCB Professional Growth Program.

For more information about the various pathways to WOCNCB certification, visit the WOCNCB website at [www.wocncb.org](http://www.wocncb.org) or call the WOCNCB national office at 1 (888) 496-2622.

**HAVE YOU MOVED?**  
 Fill out the "Update" section on the back page, and keep current on our mailing.

**The WOCNCB will sponsor two sessions at the WOCN 36th Annual Conference in Tampa, Florida. Please look for details in the spring edition of the Board's Bulletin.**



## HELPFUL HINTS

CEU offerings are now listed on the [www.wocncb.org](http://www.wocncb.org) website. This helpful list is just a sample of the many tools available to you.

WOCNCB B o a r d	
PRESIDENT	Mary Walden, RN, BSN, CWOCN
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# Exam Development is Costly, Arduous Process

The WOCNCB is very enthusiastic about moving one step closer to a new foot and nail credential, the CFCN, which stands for Certified Foot Care Nurse. This credential will validate the knowledge and competencies of nurses caring for patients at risk for complications related to the foot. When the credential is ready to be offered, the WOCNCB will have spent a significant sum of money and a great deal of time to develop a legally defensible exam for the CFCN.

When the Foot & Nail Advisory Panel met on September 14 with experts in exam development from the WOCNCB's testing firm, Applied Measurement Professionals (AMP), they learned just how costly and labor-intensive a new examination can be. For those of you who have never been involved in exam development, you would likely be surprised at the amount of time and effort involved. Here's a brief overview of what's required to deliver the final product of a legally defensible certification exam.

A "job analysis" is the first step in creating any new WOCNCB certification exam. To compile a job analysis, the WOCNCB convenes a panel of practicing individual "experts" from across the country to write a job analysis survey. The survey items are developed as the panel discusses the necessary skills and knowledge required for safe practice. The survey is then sent to nurses who practice foot care, requesting them to fill out and return the survey to AMP. After the survey results are compiled and analyzed by the testing firm, the advisory panel will again meet in person to discuss the results. A major focus of their discussions is whether practice patterns of survey respondents reflect what is considered to be "standard practice." Each survey item is then discussed by the advisory panel. The returned surveys are then compiled, categorized and analyzed by the testing firm. The test content will subsequently be a reflection of practice patterns from information collected in the job analysis.

The job analysis phase of examination developments costs between \$20,000 to \$30,000, including survey printing and postage. Add to this an estimated \$1,100 for per-person travel expenses for the five to six people on the panel, plus two AMP representatives for each of the two meetings, and the total cost for this phase comes to \$33,200 to \$43,200.

The second phase of test development will occur once the test content or blueprint is developed. During phase two, an examination committee is formed. The examination committee is faced with the challenging task of developing test items. All items on the exam must meet specific requirements before they are added to the item bank. Ideally, the item bank

consists of enough questions for two to four separate examinations. Each item that is developed must include a reference. AMP's psychometrician will aid the committee in item construction to decrease the risk of someone simply guessing the correct answer. Items are developed to assess recall, application, and knowledge of the certificants.

The second phase will require multiple face-to-face meetings and conference calls of the exam committee members and the testing firm. The per-person cost to attend each of these meetings is again around \$1,100. Conference call rates vary based on the number participating and the amount of time spent on the call. A 60-minute call with six callers typically runs about \$40, and if six calls are needed, \$240 will have been spent on conference calls. The testing firm fees associated with exam development for this phase runs approximately \$30,000 to \$40,000.

## Before any examination can be administered, the exam committee must:

- Determine eligibility requirements.
- Determine how long the credential will be valid.
- Develop examination handbooks and applications.
- Develop the certificate.
- Determine recertification requirements.
- Test the examination with a pilot group.

Once these issues are resolved, the next step is for the WOCNCB to disseminate the eligibility requirements and test blueprint to individuals who care for patients with foot problems.

By the time an examination is ready to be taken for the first time, the total costs associated with that exam typically hover around the \$100,000 mark. The WOCNCB believes these costs are well worth it, however. Your certifying organization places a high value on the validity of its certification examinations. In turn, there is a concurrently high level of confidence associated with the validity of its examinations among certificants and employers.

As with its current WOC exams, the WOCNCB will maintain the strictest standards for the new foot examination. The WOCNCB is confident that individuals with the desired level of knowledge, and the ability to apply this knowledge in their clinical practice, will pass the test.

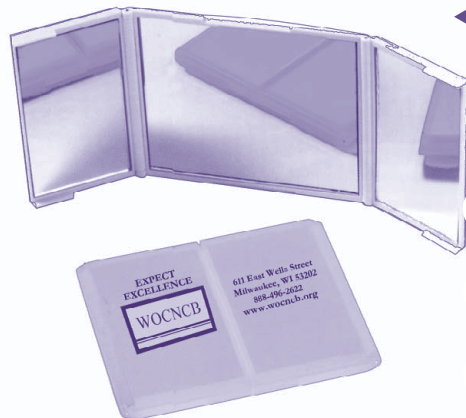
# WOCNCB

Offers New  
Products  
to Help  
Simplify  
Your Life

## PGP Organizer

▶ New PGP Organizer binders were rolled out at the WOCNCB booth at the WOCN Conference – and they were a huge hit with attendees.

If you're considering recertifying by the PGP, the Organizer can help you keep all your records and documentation in one handy place. The binders include vinyl section separators and "pocket" pages, a diskette with all PGP forms so you can download them onto your computer and directly key in the information, and a print-out of a "model" PGP Portfolio so you can determine at a glance how to keep your records and tabulate the points before submitting your portfolio. The downloadable forms and model portfolio are available only by purchasing the Organizer. This complete set of materials is available from the Executive Office for just \$30, including shipping and handling. We believe you'll find the Organizer well worth it.



## Tri-fold Mirrors

These hand-held magnifying mirrors were distributed as giveaways to WOCN Conference attendees and received rave reviews. Attendees said these mirrors would be perfect to use when debriding calluses on patients' feet. The cost of the mirrors is \$5.00, including shipping and handling.

## ▼ Individual credential pins identify your expertise



Wearing one of these enameled credential pins will identify you as a certified nurse in your field. Choose dark blue for CWOCN; maroon for CWCN; teal for COCN and dark green for CCCN. \$10 each, plus \$1.00 for shipping and handling.

To order any of the above items, contact the WOCNCB office at 888-496-2622, or e-mail [kmeyer@wocncb.org](mailto:kmeyer@wocncb.org) and specify exactly which item(s) you want to order. Be sure you include your name and address if you order by e-mail. We will bill you and you may then pay by credit card or check.



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# Update

Information

If your name, address and/or phone number have recently changed, please fill out the form below. Thank you for helping us keep our information current.

**PLEASE PRINT.**

Your name: \_\_\_\_\_

If different from when you last certified, enter "old" name here:

\_\_\_\_\_

My  address and/or  phone number has changed

**From:** \_\_\_\_\_  
(Street address)

\_\_\_\_\_

(City, State, ZIP)

\_\_\_\_\_

(Phone)

**To:** \_\_\_\_\_  
(Street address)

\_\_\_\_\_

(City, State, ZIP)

\_\_\_\_\_

(Phone)

Return to Kathy Meyer, WOCNCB Executive Office, 611 E. Wells St., Milwaukee, WI 53202, or send the information by e-mail to [kmeyer@wocncb.org](mailto:kmeyer@wocncb.org).



## The Board's BULLETIN

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