



Charting the Course for the Future of Patient Advocacy

Together

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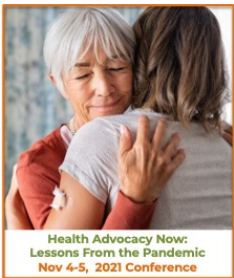
National Advocate Networking Event



Agenda

- Benefits of Certification
- Job Analysis and Application
- BreakOuts Will Address 3 Questions:
 - How Has Your Role Changed?
 - Where Can We Expand Our Role?
 - Share A Resource/Tip





LEARNING OBJECTIVES

1. Describe the importance and value of credentialing and standard setting in professional disciplines.
2. Define the differences between certification, certificate program, licensure, and accreditation.
3. Describe how a Job Analysis Study provides a framework for professional practice.
4. Identify the top areas of practice and work settings for patient and health advocates.



WHY EARN THE BCPA

- BCPA certification is the only nationally recognized credential for professional patient and health advocates.
- Certification helps to ensure that BCPAs have met the standards and competencies defined by the Patient Advocate Certification Board.
- Advocates holding the BCPA credential are subject to sanctions, including suspension or revocation of the BCPA mark if they violate the standards.



BENEFITS OF CERTIFICATION TO A PROFESSION

- Increases and improves visibility and stature of the profession within a larger industry.
- Improved understanding of the profession by related disciplines.
- Creation/enhancement/expansion of academic programs and professional development programs.
- Avoidance of government regulation.
- Visibility of the profession within the public.



WHAT IS A PROFESSION

- Refers to individuals who earn their living by performing an activity that requires a certain level of education, skill or training.
- There is typically a required standard of competency, knowledge or education that must be demonstrated (i.e., certification or licensure).
- Must adhere to a defined Code of Conduct and Ethical Standards.

CERTIFICATION

A comprehensive assessment of an individual's knowledge, skills/experience and abilities based on a body of knowledge pertaining to a profession or occupation.



CERTIFICATE

Different from a certification program in that it focuses on learning events and is based on completion of a defined coursework.



LICENSURE

A comprehensive assessment of an individual's knowledge, skills, and abilities based on a body of knowledge pertaining to a profession or occupation. Typically regulated by the states and may be required in order to practice a specific profession.



ACCREDITATION

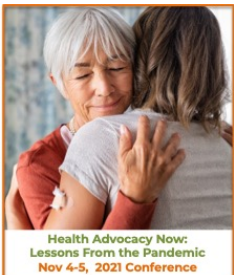
A neutral third party's formal declaration that a certification program is developed, maintained and administered in a way that meets relevant norms and standards.



STRATEGIC PRIORITIES



- Conduct a comprehensive analysis of patient & health advocate roles to identify the domains of practice.
- To develop and validate the tasks, knowledge, skills and abilities related to work performed by patient and health advocates.
- To utilize the findings for development of a competency framework and body of knowledge for the profession.



WHAT IS A JOB ANALYSIS

1. Also known as Job Task Analysis, Practice Analysis or Role and Function Study.
2. A research study designed to **obtain descriptive information** about the tasks performed in a job and the knowledge needed to adequately perform those tasks.
3. Uses survey methodology to collect data.



WHY IS IT IMPORTANT

1. Purpose of a certification examination is to identify individuals who possess at **least the minimum knowledge and experience** necessary to perform the job competently and safely.

2. **For public protection** - the Job Analysis focuses on the critical competencies required to protect the public.

3. Entry Level Practitioners – helps to **ensure the competencies** addressed in the analysis **reflect professional situations** commonly encountered by entry

APPLICATION OF DATA



HUMAN RESOURCES

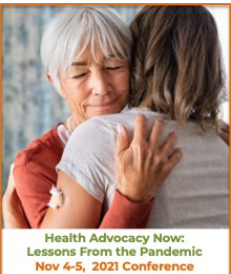
- Job Descriptions and Classifications
- Pre-employment tests
- Performance Management
- Selection Tools
- Compensation Management

TALENT DEVELOPMENT

- Training and Instructional System Design and Configuration
- Knowledge Transfer

CERTIFICATION/ LICENSURE

- Examination Blueprint
- Test Development
- Exam Preparation Materials



APPLICATION OF DATA

Patient and Health Advocate Practice Settings	%
Agency of organization serving specific populations	9
Consultant or consulting services firm	9
Medical environment (Hospital, Post-Acute, Rehab, Long Term Care, PT/OT, Home Care)	17
Private business providing patient advocacy services	28
Solo entrepreneur in independent practice	30
Other: Academic institutions, employee assistance programs, insurance, military VA, research	7



TOP AREAS OF PRACTICE

1. Decision Support
2. Care Management
3. Elder/Geriatrics
4. Transition of Care
5. Insurance
6. Mental/Behavioral
7. Ethics
8. Medical Guidance
9. Cancer
10. Patient Safety
11. Billing
12. Neurological/Dementia
13. End of Life
14. Uninsured
15. Rare Diseases
16. Life Care



Breakout Sessions

- Summarize conversation for article to be published
- Have fun!
- Meet new people



Breakout Groups

- **Three Questions:**
 - How has your role changed or expanded?
 - As a unified profession where do we see opportunities to expand our role?
 - Share a resource or tip