Credentialing and implementation

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Refer to “Figure 1: Model for Credentialing Research.”

Modified theory of planned behavior model from Godin et al. 2008

HP : Healthcare professional
Individual nurse focus

• Treat decision to seek credentials as one form of research use
  – Evidence base is still emerging
  – Some evidence to suggest that higher proportion of credentialed nurses leads to improved care

• Focus on what makes nurses choose to seek credentialing
Determinants at the individual level (Squires et al. 2011)

• What we know
  – Attitudes and beliefs matter
  – Professional characteristics
    • Working in critical care
    • Increased job satisfaction
  – Attending conferences/in-services
A research agenda from an implementation perspective

- Focus on assessing barriers
  - Beliefs about consequences
    - Cost and returns to investment
    - Beliefs about outcomes
  - Social influences
  - Norms
  - Role and identity
  - Individual characteristics
  - Beliefs about capabilities
  - Habit/past behavior
    - Related behavior in terms of research use
Systematic approaches to barrier assessment

• Theoretical Domains Framework

  • [http://www.implementationscience.com/series/TDF](http://www.implementationscience.com/series/TDF)

• Recent development of a questionnaire approach

  • [http://www.implementationscience.com/content/9/1/11](http://www.implementationscience.com/content/9/1/11)
Intervention development based on barriers assessed

• Specific interventions to increase nurse credentialing could be designed
  – Based on barriers
  – Link to behavior change techniques
The organizational perspective

• No review of the organizational determinants of Magnet or other certification status
  – Characteristics of hospitals or health systems seeking and/or achieving certification
  – Insufficient information to base even preliminary thoughts about barriers/facilitators to certification
A research agenda from an implementation perspective: the organization rather than the individual

- Focus on assessing barriers
  - Beliefs about consequences
    - Cost and returns to investment
    - Beliefs about outcomes
  - Social influences
  - Norms
  - Role and identity
  - Individual characteristics
  - Beliefs about capabilities
  - Habit/past behavior
Issues in assessing barriers at the organizational level

• Determining appropriate informants/interview participants
  – Knowledge
    • Front line vs. leadership
  – Perception of importance of specific barriers
Organizational intervention

- On the cutting edge of implementation research
- In principle, not very different process from the individual level
  - But additional complexity in terms of perspectives