



National Academy of Certified Care Managers

Certifying knowledgeable, qualified, and ethical professional care managers.



10 Reasons Certification in Care Management Makes Sense

Jullie Gray, DSW, MSW, LICSW, CMC

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Whether you are just beginning your career or are a veteran in the field, obtaining certification in care management helps you stand out from the crowd. There are at least ten benefits to earning your certification through the National Academy of Certified Care Managers (NACCM) beyond simply adding a prestigious credential behind your name.

1. Confidence

For most of us, voluntarily sitting for an exam is scary. It requires commitment and fortitude. Let's face it, it's risky to have your knowledge and skills scrutinized. Test-taking anxiety generates a thousand excuses to halt our progress. Even the most seasoned professional can get caught up in self-doubt and fear of failure. But if all those fears are conquered, passing the exam makes the victory more satisfying. Succeeding instills confidence and shows the world you've achieved mastery. In fact, many professionals cite increased confidence in their critical thinking skills and professional abilities as a major benefit of certification.

2. Professional Autonomy

When professionals earn certification, they have verified their skills and abilities through a rigorous exam. Certified care managers expect more freedom to practice independently than those who aren't certified. This ties in with their rising level of confidence in their own abilities and that of their employer.

3. Enhanced marketability, employability, and opportunity for advancement

Certification can help open new doors and generate a competitive advantage when seeking a new job. Employers often prefer hiring and promoting those who have demonstrated dedication to the field by earning certification. It takes the guesswork out of hiring because the certification exam has already measured the candidate's proficiency.

For employers, certification helps to justify a salary differential and it may be the critical benchmark employees must reach before moving into a higher-level position.

Organizations like the Aging Life Care Association® promote members after attaining certification. Advanced status can unlock more member benefits and provide better positioning in search functions used by consumers on Association websites.

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4. Economic advantage

There is mounting evidence that certified professionals have an economic advantage.

Tahan (2005) studied the case management field and noted that more employers require certification as a condition of employment.

Eisemon and Cline (2006) identified an average of \$10,000 increased salary for certified nurses.

Myer and colleagues (2021) observed that professionals with stacked credentials in the healthcare field had a 9-11% increase in salary compared to peers. While Bohn and her colleagues (2019) identified an overall economic benefit to credential holders that resulted in a 20% increase in earnings for those with middle-income wages. They also noted that health professionals realize the highest economic returns, particularly for those with associate degrees (up to a 138% increase in salary).

For those in private practice, certification increases marketability, thus leading to greater business opportunities.

5. Heightened job satisfaction for employees and less staff turnover for employers

Hiring certified workers can improve employee satisfaction and reduce staff turnover. Those who are certified tend to have higher levels of job satisfaction than those who aren't certified. This may be because certification garners more respect and recognition.

Additionally, to maintain credentials, those who are certified continue to develop professionally by taking time to enhance their knowledge and skills. Learning promotes a feeling of competence. The more competent someone feels, the better they perform and the more satisfied they are with their job.

6. Better compliance with regulations and conditions of funders and payers

Requirements for certification often make their way into regulations, become conditions of service/participation, or are necessary for third-party reimbursement. For example, long-term care insurers may require care managers to be certified to receive reimbursement. Grantors may insist members of a team be certified to be eligible for grant funding. Certification helps to address the ever-growing requirements of regulatory bodies, funders, and third-party payers.

7. Substitutes for or augments professional licensure

Although care management is not a licensed profession, many practitioners hold licenses in fields such as social work, nursing, mental health counseling, and other health and human service professions. Certification weaves together these diverse professional backgrounds.

For those who come to the field through a non-traditional path and are not eligible to be a licensed healthcare provider, certification delivers a respected credential.

Regardless of the path taken into the profession, everyone who sits for the certification examination must have supervised work experience, appropriate training in the field, and demonstrate their knowledge, skills, and abilities by passing the same validated exam.

8. The public tends to prefer working with certified professionals

Certification addresses a market need. Studies show the public prefers to work with certified professionals. The credential conveys mastery, is a mark of excellence, and gives consumers a way to differentiate between providers.

9. Risk management – malpractice insurers view certified practitioners as a safer bet

Some insurers offer discounts to certified professionals for liability insurance due to their belief they have lower liability exposure. Ongoing continuing education requirements to maintain certification help care managers make informed practice decisions that may reduce risk.

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10. Certification serves as a close proxy for gauging outcomes

Certified professionals perform better. There is evidence across a range of fields showing a correlation between certification and improved performance. For employers and the public, certification serves as a practical means to help evaluate the prospect of a positive outcome.

With so many great reasons to get certified, what are you waiting for?
Sign up for the certification exam today!

What's Next?

1

Read the
NACCM
Candidate
Handbook

2

Complete the
application

3

Schedule your
exam

It's that simple.

ABOUT THE NATIONAL ACADEMY OF CERTIFIED CARE MANAGERS:

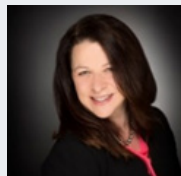
The National Academy of Certified Care Managers (NACCM) focuses specifically on serving care management professionals, is an NCCA accredited credentialing organization, and has demonstrated the highest national credentialing industry standards.

The mission of NACCM is to support a high level of competence in the practice of care management through the administration of a formal certification and recertification program. Learn more at www.naccm.net



ABOUT THE AUTHOR

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Julie Gray combines over 30 years of experience working in diverse healthcare settings. She is an award-winning care manager, the past president of the National Academy of Certified Care Managers, and the past president of the Aging Life Care Association.

SOURCES:

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