

Employers Value Credentials in Healthcare

An AHIMA Survey

The logo for the American Health Information Management Association (AHIMA). It features the acronym "AHIMA" in a large, white, sans-serif font. A white swoosh underline is positioned beneath the letters "A", "H", and "I". Below the acronym, the full name "American Health Information Management Association®" is written in a smaller, white, sans-serif font.

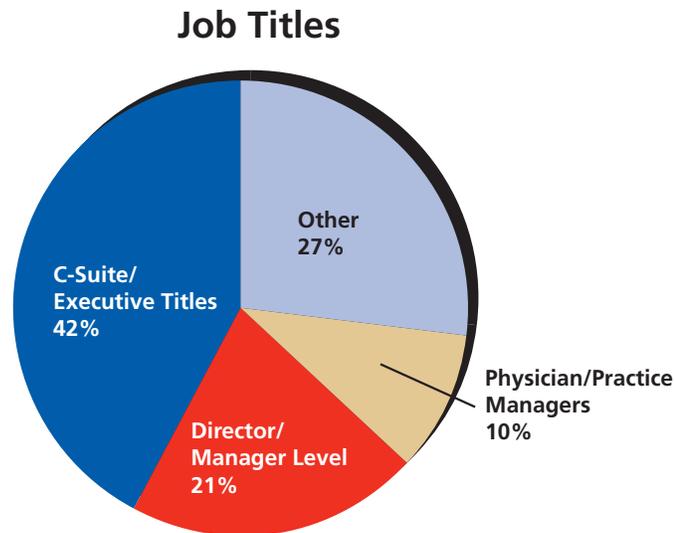
AHIMA
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Employers Value Credentials in Healthcare—An AHIMA Survey

Background

In August 2005, AHIMA conducted a web-based survey of healthcare employers on the topic of the value of industry certifications. The list of potential participants was compiled from executive level subscribers of *Healthcare Informatics* and non-AHIMA credentialed employers from the AHIMA database. A total of 153 responses were generated and represent the job title categories illustrated below.

These employers represent several healthcare work settings. 26% report working in a hospital, 18% a physician office, 17% an integrated delivery system, while the others are distributed among ambulatory, long-term care, educational institutions and other settings. The findings below are highlights from the survey data.

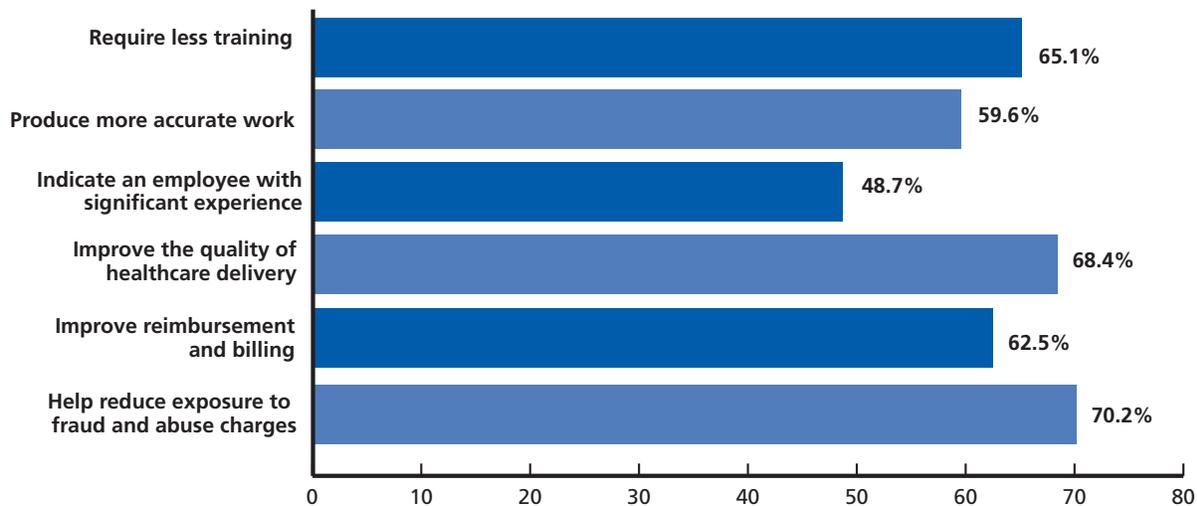


Summary of Findings

- Employers think favorably overall of industry credentials with 83% of executive respondents and 80% overall, reporting them to be 'favorable' to 'very favorable'.
- Employers feel that credentials are most important for Medical coding professionals (73%), and other HIM professionals (67%), followed by IT professionals (53%) and privacy and security officers (45%).
- Very real and positive financial impacts drive the respondents' support of credentials. They 'agree' to 'strongly agree' that credentialed employees help reduce exposure to fraud and abuse (70%), improve the delivery of quality healthcare (68%),

and require less training (68%). The executive level respondents feel even stronger about less training (71%) and improving quality healthcare delivery (69%).

Impact of Credentialed Employees*



*agree and strongly agree

- Hiring and promotion practices are influenced by credentials. With all other things being equal, 68% of employers report choosing a credentialed candidate over one who is not and 53% prefer credentials when promoting their employees.
- Employers understand the importance of employees maintaining their credentialed status. 94% believe credentials need to be kept current, and 84% report their organizations supporting maintenance activities financially.
- Credentialed employees are rewarded financially. 67% of respondents report that they earn more than their non-credentialed peers.
- Employers have high expectations of credentialed employees. The respondents expect that credential holders have met certain education criteria (84%), have met a level of competency proven by exam results (82%), and stay informed through continuing education requirements (82%).

Credentialed Employees

