

CASE STUDY

New Exam Preparation Resources Deliver Up-to-date, Consistent Training Experience

CHALLENGE

The Association for Professionals in Infection Control and Epidemiology (APIC) is the leading professional association for infection preventionists with more than 15,000 members. Serving nurses, physicians, public health professionals, epidemiologists, microbiologists, and medical technologists, APIC's mission is to advance the science and practice of infection prevention and control.

In 2022, APIC and its certification body, the Certification Board of Infection Control and Epidemiology (CBIC), offered two credentials: the Certification in Infection Control (CIC®), with 8,600 life-to-date (LTD) earners (Jan. 2022) and the Associate – Infection Prevention & Control (a-IPC™), with 316 LTD earners (Jan. 2022). A new third credential, the Long-Term Care Certification in Infection Prevention (LTC-CIP), was to be introduced in 2023 based on the critical market need following the COVID-19 pandemic.

For its existing credentials, APIC offered a variety of preparation materials, but they did not meet their high standards. Going forward, they wanted to offer complete, quality preparation resources for all certification candidates and instructors. However, they didn't have the time or internal resources to create, deliver, support, and maintain these training programs.

SOLUTION

APIC turned to Holmes Corporation (HC) for help. Together, they first focused on creating an LTC-CIP study program that could be the all-in-one foundation for in-person, live virtual and online courses. The program would include reading materials and online study tools for individual candidates and class resources for instructors.

In September 2022, HC kicked off the project with a targeted launch date six months later. There was no pre-existing content for this new certification, so the first priority was to engage HC's researchers and writers with APIC's subject matter experts.

Once the content was written, work began on the online learning tools consisting of an initial knowledge assessment, quizzes, flashcards, glossary, resource center, post-test, and progress reports. Instructor materials were created including a learning analytics center to track the progress of class participants, class slides, and an instructor resource book to aid in teaching. Beyond the product, HC provided marketing resources, sales tools, IT support, and a team of trained customer care representatives to support APIC's future certification candidates.

RESULTS

The new APIC Learning System for LTC-CIP™, including student and instructor materials, launched on schedule in March 2023. Instructors were also provided with a portal to download the latest resources.

HC and APIC exceeded sales and revenue projections, meeting their first year goals in less than 10 months while elevating the careers of nearly 200 long-term care professionals. There was also great demand for the new product from US State Departments of Health who had COVID relief funding available for training.

Midway through the development of the LTC-CIP program, work began on the second program for the CIC certification. The APIC Learning System for CIC™ was successfully launched just three months later reaching 30% of the yearly goal in the first month. As of Nov. 2023, the number of CICs had grown to 9,298. A third program, for the a-IPC credential, is scheduled to launch in March 2024.

> ***Developing one certification prep course was daunting so the fact that we were able to successfully launch two robust prep courses within six months is something we are incredibly proud of. This partnership allowed us to create materials and resources our members had been requesting for years.***
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