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Welcome to June 2010 Uplink

Welcome to the June 2010 issue of our MHIMA member e-newsletter, Uplink. This issue includes the essays of our six 2010 MHIMA Scholarship winners, among many other interesting and relevant items.

We're always interested in articles that are of interest to our broad MHIMA membership. Your article should be no longer than 500 words, and you receive two (2) CE credits for your original work. Contact MHIMA Executive Director.

Current and past issues of our e-newsletter are also available under the UPLINK E-NEWSLETTERS

AHIMA 2010 Ballot is Open

The polls opened on June 7th to vote for positions on the AHIMA ballot, including President-Elect, Board of Directors, and CAHIIM Board of Commissioners. Voting is open to all active members of AHIMA (student members are not eligible to vote), and the ballot remains open until 11:59 pm on June 25th.

Don't forget that one of our own MHIMA members, Jeanne Solberg, MA, RHIA is on the ballot for a Director position on the AHIMA Board. Visit AHIMA, enter your ID number, password, locate the "Voting Ballot" icon, click on this icon and begin the voting process.

Last year, MHIMA had an 18.5% voter response. We can do better! Exercise your right as an active member of AHIMA to vote for leaders who will prepare our association and the HIM profession for real leadership in a time of real change! VOTE TODAY!
Summer Greetings! This will be my last message as MHIMA’s 2009-10 President. It has been an honor and privilege to serve and work with all of the many members and volunteers of MHIMA. What an outstanding organization of 1800+ members we are. MHIMA has had an incredibly active and successful year.

I've spent some time in reflection over the past several weeks and the rapid passage of time this year as MHIMA President. I am deeply grateful and humbled by the vision, wisdom, and friendship from Diane Larson (Past President), and those who came before her who were always ready and available to provide counsel and support when I reached out. Sue Jensen, your incoming president, has also provided wise counsel, a sense of humor and quick availability 7 days a week.

Our Board of Directors has done a superb job in carrying out an aggressive, long term strategic plan. Last year, the Board made a strategic decision to move from a central office coordinator position to an executive director, filled by Myrna Wells-Ulland. Myrna’s experience with MHIMA and other volunteer organizations has provided an opportunity for a fresh approach to our systems and processes, improved our efficiency and MHIMA’s visibility. Thank you, Myrna, for all of your support to me and to MHIMA. And finally, a most sincere thank you to all of our volunteer leaders and members, the life-blood of this organization that keeps it dynamic and fresh. We are so grateful for your energy and creativity and engagement.

Our 2009-10 "theme" has centered on celebration, and we have had many reasons to celebrate our individual members and our organization. Many of you have heard me talk about the Board having an active succession plan as well as a realistic strategic plan to provide direction and goals to support our mission and vision. A few reasons to celebrate...

- 2009 1st Place recipient for AHIMA CSA Core Service Achievement Awards for Legislative Advocacy.
- 2010 1st Place recipient for AHIMA CSA Core Service Achievement for Coding Education programs.
- Wildly successful 2010 annual meeting with a record breaking 555 registrations. Held in conjunction with our annual meeting was a very successful 2010 LTC Community Spring meeting with 108 attendees. 37 vendors participated in the annual meeting with overall positive responses. Annual meeting co-chairs: Danika Brinda & Kristi Lundgren; Megan O'Neill and Angela Trucano. LTC Community Meeting coordinators, Denice Stelly (Louisiana), Michelle Dougherty and Megan O'Neill from MHIMA.

The 2009 MHIMA Legal Resource Manual remains available for purchase! This Manual is a complete update of the 2007 version and includes the laws and rules that address the majority of issues that may arise with respect to health information practice. There are many new updates in every chapter. As one member states, "This is truly a valuable resource for anyone that works with health care." It's a compilation of best practices and experience of HIM professionals and the facilities they represent in Minnesota, and it's had extensive legal review.

There will not be another update to the Legal Manual until 2011.

All HIM Departments should have this Manual in their office for ready reference. It's available on CD only and can be purchased from the MHIMA Store button on the MHIMA website.
• Value added, cost effective webinar educational offerings to members were provided. Topics in release of information (Lisa Kampa), ICD-10 coding (Gina Sanvik), critical access (Sarah Spoon), ARRA (LaVonne Wieland), decision support (Jeanne Solberg).
• AHIMA Coding Excellence seminar coordinated by Gina Sanvik, Brenda Wood and Maxine Weiss.
• Legislative Advocacy and partnership with MHA coalition to successfully defeat SF857 (Diane Larson and Cathy French)
• MHIMA Environmental Survey on the state of electronic medical record adoption in Minnesota which led to the creation of a MHIMA whitepaper of findings (Diane Larson, Steph Luthi-Terry).
• Bringing Dr. Alan Dowling to our annual meeting!
• $5,000 in scholarships awarded to MHIMA members pursuing their educational goals.
• Support from five corporate vendor/partner relationships: iod, CM Information Specialists, RelayHealth, Perificent, and Universata.

I would be remiss if I did not give a very personal recognition to Carolyn Gaarder, whom I have known my entire professional life. Carolyn and I worked together when we were both much younger. Carolyn must have seen something in “this” 21 year old young woman, relatively fresh out of an HIT program, as she pulled me along, mentored, built my confidence, challenged my status quo attitude and provided encouragement to pursue a BA in HIM at the College of St. Scholastica when the progression program was in its infancy. Carolyn, you are a born educator and mentor – thank you so very, very much!

With a great deal of confidence and optimism for our future, I am humbly passing the MHIMA President’s gavel into the very capable hands of Sue Jensen.

MHIMA 2010 Annual Meeting Highlights
MHIMA enjoyed a record-breaking attendance at our recent 75th anniversary annual meeting and educational conference. We welcomed 555 MHIMA attendees to The Northland Inn in Brooklyn Park on April 28-30, 2010.

Your 2010 Annual Meeting Team, led by co-chairs Danika Brinda and Kristi Lundgren, did an outstanding job of securing top-notch speakers and attending to the myriad of details required to “Celebrate Our Past; Lead Into the Future.”

Thanks to the AHIMA LTC Planning Team, Denice Stelly from Louisiana, Michelle Dougherty, and Megan O’Neill, for coordinating an excellent meeting that welcomed 108 attendees, including 44 from across the United States, to the AHIMA LTC Community’s 2010 Spring Meeting on April 28-29, 2010, held in conjunction with our Annual Meeting.

MHIMA appreciates the 37 vendor exhibitors for their presence and support at our meeting. And, we
especially want to thank our **Platinum Meeting Sponsors**
- iod
- **CM Information Specialists**
- **The College of St. Scholastica**

**Anne Tegen, MHA, RHIA, HRM** was named MHIMA’s 2010 Distinguished Member and nearly 200 guests enjoyed a Cinco de Mayo celebration in her honor. Congratulations, Anne!

The Scholarship Vendor Premier Gift Fundraising event raised over $3,000. Winners of the Premier Vendor Gifts were:
- Diane Wolfe, Allina and St. Catherine’s Student: iPod Touch from QuadraMed
- Maude Dunbar, RHIT, Anoka Metro Regional Treatment Center: 2011 MHIMA meeting registration from MHIMA
- Elaine Yaggie, RHIA, iod: Southern Living pots and stand from Amphion
- Katie Kerr, RHIA, Kanabec Hospital: Floral delivery from Business Data Record Services
- Rita Wadekamper, RHIA: Twins tickets from Business Data Record Services
- Mindy Maupin, HIM Consulting Services, Oregon: Dragon Speech Recognition software from Nuance

Tracey Kapsner and Kari Sattre appreciate the generosity and creativity of the vendor gifts and the partnership in making our annual meeting scholarship fundraising such a success.

Our not-so-Silent Auction event, coordinated by Joy Schmitt and assisted by Bren Wood, raised more than $3,000 as well.

Thank you to our conference attendees and members who continue to be so generous in your support for our scholarship fundraising that benefits our future HIM students!

Dr. James Kennedy’s coding session on Friday morning was well attended, and was recorded for those who weren’t able to hear him in person. This session qualifies for 3.5 CE in clinical data management/clinical foundations. [Click Here](#) for a secure on-line request to purchase the CD and all related handouts for $90. If you were a registered attendee at the MHIMA meeting that included Friday’s session, you can purchase the CD for $15. Contact [MHIMA Executive Director](#) for more information.

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**Welcome to our New MHIMA Board of Directors**

MHIMA is pleased to present your 2010-2011 Board of Directors, who assume office on July 1, 2010:

- President: Sue Jensen, RHIT
- President-Elect: Gina Sanvik, RHIA
- Past President: Steph Luthi-Terry, MA, RHIA
- Secretary: Penni Drews, RHIT
- Treasurer: Jean MacDonell, RHIA
- Delegate Director: Janelle Wapola, MA, RHIA
- Delegate Director: Danika Brinda, MA, RHIA

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**AHIMA Reshapes its PHR Campaign**

AHIMA is in the process of reshaping and repurposing the Personal Health Record (PHR) campaign. As more
• Delegate Director: Cindy Glewwe, MEd, RHIA
• Executive Director: Myrna Wells-Ulland, MS, RHIA

2010-2012 Elected MHIMA Audit Committee:
• Kerri Mesia, MS, RHIA
• Sarah Spoon, RHIA

Thank you to outgoing officers and Board members, who complete their terms on June 30, 2010:
• Diane Larson, MA, RHIA, CHPS (Past President)
• Karen Robey, RHIT (Secretary)
• Stacy Carlson, RHIA (Past Treasurer)
• Colleen Malmgren, MS, RHIA (Delegate Director)

2010 CSA Core Services Achievement Awards

AHIMA has informed MHIMA that Minnesota won the following 2010 CSA Core Services Achievement Awards, which will be presented during the Leadership Conference in Chicago on July 17th:
• First place in continuing education programs relating to Coding
• Third place in continuing education programs relating to HIM practice topics
• Third place in legislative and regulatory advocacy

These awards represent the excellent work done by many, many volunteers within MHIMA during this past year. We’ll provide more details about what brought us this recognition in the August issue of Uplink.

MHIMA 2010 Scholarship Essay - William Bowser

CCS Program Scholarship Winner, Herzing University

William Bowser

"How I Will Use This Degree to Advance the HIM Profession"

I was fortunate enough to work at Medica Health Plans for eight years as both a Facility Admission Intake Representative and Claims Analyst. Over the course of those eight years, I came to realize the importance that health information management plays in the health care industry. I also really believe that I can make a difference. My desire to thrive within this industry was the main motivator for strengthening my education in this field.

I am aware of the high demands and expectations of the medical field. I also know that I possess the drive and aptitude necessary in order to make this my life-long vocation. My MBIC diploma,
certifications, and my strong and relevant skills will put me in an ideal situation so that I can pursue, meet and surpass my vocational goals with confidence and self-assurance. One of these goals is to play an active role in Health Information Management.

It is my belief that the 2013 coding conversion will create a wealth of opportunities for coders, billers and IT professionals. There will be an ever-increasing need for health care specialists with our credentials to be involved with data analysis, research, compliance, reporting, accreditation and enhancements.

I researched potential career paths for many months. I learned that the increasing demand for competent and experienced coders and billers will put me in a highly marketable and advantageous situation with potential employers. In order to reach this goal, I must be driven and focused so that I am able to explore any advancement opportunities that come my way. Education is the most important factor of this pursuit. My education and academic experience as a whole is the key that will open the doors to my professional success. I am determined to follow a four-year academic plan that I have created for myself. I will be receiving my MBIC diploma and AAS degree in June. I will also be pursuing my UNIX certification once I have received my MBIC diploma and CCS and RHIA certifications in order to further expand my skill set and substantially increase my marketability.

I plan to play an influential and integral role with respect to the integrity and efficiency of the billing and coding profession. I will begin an MBIC externship in April at the VA Hospital. I see myself suited for the challenging and dynamic work of a cardiac care unit. This would be an intriguing opportunity since it would require a welcome return to academia in order to obtain advanced medical knowledge. I also have a person interest in cardiac care since it has affected many of my family members.

It was imperative that I impose realistic yet quite specific expectations upon myself if I was going to seriously engage in any academic pursuits or career changes. It was also imperative that the degree, diploma or certification that I would receive would result in a mentally demanding and diverse career that would require frequent education and the opportunity to fast-track my career if I so desire. Job security is essential. It is also very important that I secure a career in a well-established industry that can reliably offer sustainable employment throughout the duration of my career. Another critical factor in my decision to return to academia is that I am a person who is now at the midpoint of their professional career. As I grow older, the jobs that I may desire may be more and more difficult to secure. Ultimately, education gives people an edge in the workplace and enhances their marketability.

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**MHIMA 2010 Scholarship Essay - ChunAh (Chunny) Daiker**

**RHIT Program Scholarship Winner, Rasmussen College, Brooklyn Park**

ChunAh (Chunny) Daiker

"How I Will Use This Degree to Advance the HIM Profession"

I have been working in the healthcare field for over the last five years in an entry level position.
During this time, I realized I wanted to do more, learn more, and be in a more challenging position which has attracted me to the Health Information profession. What fascinated me to the Health Information Management field was the positive impact the profession had in the daily lives of many in the community. Health information management professionals are held in high regard and have been described to “play a critical role in the delivery of healthcare in the United States through their focus on the collection, maintenance, and use of quality data to support the information-intensive and information-reliant healthcare system” (LaTour & Maki, 2010). With that being said, I hope to be a part of that critical role and be a leader in the HIM field one day.

It is no surprise with the increasing use of electronic health records, more educated health information professionals will be needed to complete the new responsibilities associated with electronic data management. With billions of dollars already committed by the government, the future of health information technology has yet to be determined. For those like myself who are entering the HIM field, the challenge of the coming years will not be the technology; but instead will be managing digital health information including, but not limited to, the information content of electronic health records. My career goal will be to use my HIM degree to purposefully carry out this mission and oversee its success wherever I am working. I hope to advance the field by making integration of HIM and IT departments more compatible and user-friendly. My true passion for the profession will not only be measured by how invested I will be in my future career, but also to the community, the patients I serve, and to the future generations of HIM professionals. I hope to be in a position to encourage and support the attitudes of HIM professionals and uphold the integrity of the field that continues to grow.

**MHIMA 2010 Scholarship Essay - Kathryn (Kae) Martin**

**RHIT Program Scholarship Winner, Rasmussen College, Eagan**

Kathryn (Kae) Martin

"How I Will Use This Degree to Advance the HIM Profession"

One of the best ways to advance the HIM profession is by increasing the numbers of those seeking an education in the profession. One of the goals I would like to work on after gaining my degree is to develop a promotional campaign sponsored by MHIMA to publicize and generate interest in this field. I would convene a team of volunteers who would work together to develop an effective, do-able promotional plan. Hence, my essay is merely suggestive.

My campaign would invite others to consider Health Information Management as a career choice. It would be an exciting challenge to create a promotional campaign to boost interest in the HIM profession, because, remarkably, many people have not heard of it. The slogan of the campaign would be "Health Information Management: People and Information Making a Difference." The target audience would involve high school students, college students and, particularly, women like me, who are pursuing a second career in life due to divorce or other reasons. The campaign would attempt to motive the target audience to answer the question, "Why should I choose Health Information Management as a career?" The campaign's text outline would mirror the acronym used by the profession, H-I-M, with each letter introducing an interesting narrative.
Kick-off for the campaign would be during national HIM week, November 7-13. It would include having HIM professionals speak during career-day events at high schools; having HIM professionals speak and participate in college job fairs; developing a 30-second commercial spot to run on television, radio, and social media such as YouTube; writing press releases and getting articles published in newspapers; and developing a marketing piece such as a brochure. The following narrative would be incorporated into each kind of promotion:

**H - Healthcare.** Providing the best possible care for patients is what it's all about. As a coding professional, you play a role in the continuum of care through the reporting of accurate codes, promoting patient privacy as mandated by laws such as HIPAA, and applying the highest ethical standards in every aspect of your work.

**I - Innovation.** It's an exciting time in the world of health information management. Technological advances are swiftly moving our industry into the 21st century. The advent of the Electronic Health Record has enabled health information to be processed more efficiently, accurately, and faster than ever. Improvements in nomenclature languages, such as ICD-10-CM, are being introduced to allow medical codes to be as specific as possible. Other technology such as the implementation of Health Level 7 is making it possible for different systems to communicate with each other.

**M - Meaningful.** Meaningful work is important to all of us. As a Health Information Management professional, you will be in a field in which you can use your education, skills and expertise to your full potential. It’s a field in which your contributions are recognized. There are job opportunities in medical facilities, government agencies, insurance companies and more. Whatever you choose, you will be part of a team that makes a difference in healthcare.

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**MHIMA 2010 Scholarship Essay - Gina Murphy**

**RHIT Program Scholarship Winner, SUNY College of Technology - Alfred State**

Gina Murphy

"How Will I Use This Degree to Advance the HIM Profession"

I didn’t start out my career in healthcare. I thought I needed to be different from my mother and two sisters, who all chose healthcare for their life’s work. I chose to be different by going into business, marketing to be exact. It seemed like the thing to do at the time. Funny thing, though, I never really knew what I wanted to do with that marketing degree; something I would have a passion for. As the years went by, I realized that maybe the healthcare field would have fit me after all. Problem was, I was in my forties now with a family to raise, so the thought of going back to school seemed a little frivolous and out of reach. Besides that, I didn’t know what area of healthcare I’d really like. Did I want to get into beside care at this point in my life?

After several months of soul-searching in a dead-end job that I had a feeling was about to be
eliminated anyway, I decided to figure out what I wanted to do when I grew up. What did I have to lose? With all the online options for schooling, maybe I could find a way to make it work. I'd always been fascinated by a close friend's impressive career. She is an RHIA. I've also been affected by cancer. Not myself, thankfully, but I have lost several people in my life to cancer. I really longed to be in a career that meant something. I stumbled across something called a “certified tumor registrar.” The light bulb went on. Hours of research combined with several interest assessment tests and a long talk with my RHIA friend/mentor and my mind was made up. That was in the summer of 2008.

Flash forward to now, February 2010. I am less than three months from graduating with my associate's degree in HIT. The time has flown by. I want to code initially and sit for my RHIT certification. Then, I plan on enrolling in a program to become a CTR. I want to immerse myself in the fight against cancer.

Has there been a more exciting time to be getting into this field? ICD-10, the healthcare reform debate, EHRs, PHRs, the list goes on. It will be interesting to see if the conversion to ICD-10 does indeed trigger the retirement of many experienced coders. There is no doubt we will see great upheaval in the coming months and years.

I am also interested in educating future coders. I appreciate all of the mentoring I have been given and I want to give back. I was fortunate enough to be asked by my coding professor, who is also a published author, to possibly assist in reviewing her textbooks and ancillary products. We are currently awaiting a project where I can get my feet wet and be of assistance to her.

Another experience, this time a little less positive, has convinced me that I want to help future coders. Being in my last semester, the time has now come for me to intern. I was so excited to be placed. The problem is, I wasn't placed. None of the facilities contacted would or could take me. I am now doing my two internships as virtual internships through my school. I trust I will get a great experience nonetheless, but I am disappointed to lose that chance to really be hands-on in a facility. Something needs to change if more and more students are not getting placed. How can we continue to advance the profession if we don't help the ones just starting out? Someday, I will be in a position to mentor new HIT professionals and I plan to do all I can to make internships happen.

In closing, I want to thank all my mentors in the field and others who have allowed me to interview them about their careers. I especially want to thank my supportive husband and two daughters, who have sacrificed much to help me make this happen. Thank you for the opportunity to tell my story.

MHIMA Uplink

MHIMA 2010 Scholarship Essay - Brenda Peschl
Master's Program Scholarship Winner, The College of St. Scholastica

"How I Will Use This Degree to Advance the HIM Profession"

The College of St. Scholastica's Health Information Informatics Management Master's program I am soon to complete, has given me context to the functions of a Health Information Management (HIM) department. I now have the background and a strong sense of how HIM professionals are vital to the
changes to providing health information in a useable secure form in the future. I have gained confidence as I have learned and struggled through various aspects of learning about the laws and needs of the American health care system. I will be able to use my degree to advance my career into a position of decision making and influencing facility decisions.

I believe as you progress in your career, you should look for a way to give back. I am capable of teaching and presenting information and will take every opportunity to do just that. I hope to teach online courses someday. I also see myself presenting information in HIM organizations.

In Minnesota, we are in the middle of a unique situation with all the major hospitals using the same vendor for our EHRs. There is an organization that I currently belong to, the Minnesota Epic User Group (MNEUG), and from that organization I am a member of the Health Information Management Special Interest Group (HIM SIG). This is an incredible opportunity to listen and work through issues the HIM departments are struggling with as they implement their EHRs. In this group of experienced HIM professionals, the competitive nature of rival healthcare facilities fades and solutions are shared through thoughtful discussions of topics. As federal and state laws change, the group is allowed to discuss and plan for the changes to the EHR. Together, we can influence changes to the product we all have chosen to use. It is through this open organization that trust has developed and allowed the transfer of patient information across healthcare facilities within the state. As stimulus monies from the federal government have opened the EHR to rural communities and continue to do so, Minnesota can and will influence how medical information is used throughout the United States.

I see the MHIMA organization as an organization which can influence the political decisions of the State of Minnesota. I am currently only a student member but once I have my degree, I see that participating in the work this organization does could set the stage for developing the HIM portion of a statewide Regional Health Information Organization (RHIO). When the country sees our success, the structure can roll out to other states. This is how I see my degree will help to influence the HIM profession.

MHIMA 2010 Scholarship Essay - Deborah Ruffley
CCS Program Scholarship Winner, Herzing University
Deborah Ruffley

"How I Will Use This Degree to Advance the HIM Profession"

When I began my education at Herzing University, I had no idea what to expect. I knew I would be one of the older students; I was worried that I wouldn't be able to keep up. But, as I settled into the classroom last September for my first coding class, I realized that age was not a factor when it came to medical coding. That's when the world of Health Information Management was opened to me, and I felt that I had finally arrived.

As soon as we began diagnosis coding from the ICD-9, we were told that the book we were using
was soon to be replaced. The ICD-10 release in 2013 will bring huge changes to many areas of health care, along with the associated challenges. Coding students entering their profession at this time were ensured several years of upheaval as diagnostic and volume 3 procedure codes are stretched to a seven-digit format. We did, however, have several advantages as new coders. We would be well-trained in advance of the change, yet be flexible to adapt to the new format. We didn't have many years of ICD-9 coding to un-learn. And, upheaval aside, it may well be the perfect time to enter the medical coding profession, as some existing coders may seek early retirement before the change occurs. That means more opportunities for us!

I have found great satisfaction while performing both ICD-9 and CPT coding. I bring to the profession a genuine love of problem solving, as well as an obsession for detail. It is my hope that as my skills improve, I will better be able to identify and correct coding errors. To that end, I feel that I can contribute toward the 2013 conversion, assisting in the areas of training, facilitation, and the large amount of clean-up that is sure to occur.

It is an exciting time to be a coder, and I can't wait to start. Change is on the horizon for Health Information Management, and I look forward to being a part of it. I plan to take my knowledge into the workplace and perform my new skills with accuracy and specificity; all the time preparing for the exciting times just ahead.

**MHIMA 2010 Annual Business Meeting**

The MHIMA annual business meeting was conducted on Thursday morning, April 29, 2010, at The Northland Inn. President Steph Luthi-Terry recognized and thanked the MHIMA individuals involved with volunteer leadership during the past year, and reviewed the status of our annual strategic work plan. Also included in the annual business meeting agenda:

- a revision to the MHIMA Bylaws, which was approved
- the annual report of the Treasurer was received
- the 2010 MHIMA Scholarship recipients were recognized
- Anne Tegen, MHA, RHIA, HRM was awarded the 2010 MHIMA Distinguished Member recognition.

The extensive revisions to the MHIMA Bylaws had previously received considerable debate at the Board level, and were approved by AHIMA prior to presentation for approval at the annual meeting. Bylaws revisions had been posted to the Minnesota CoP and to the members-only link on our MHIMA website for member review and consideration. During the presentation of the Bylaws revisions at the meeting, it became apparent that MHIMA can improve the process for individuals to submit discussion/clarity/motions in writing to the chair. Angela Jackson, MHIMA past delegate director, has offered to assist the Board in the development of a communication tool to facilitate this process. MHIMA will also consider the appointment of a Parliamentarian to assist us in future annual meeting proceedings.

**AHIMA's CCA program accreditation**

AHIMA recently announced that the National Commission for Certifying Agencies (NCCA) has granted
accreditation to AHIMA’s Certified Coding Associate (CCA) certification program. According to the announcement, the CCA is the only HIM credential worldwide that is currently accredited by NCCA, following submission of a very extensive application demonstrating the CCA program’s compliance with the NCCA’s Standards for the Accreditation of Certification Programs. To view the NCCA standards, visit http://www.credentialingexcellence.org/ncca. This accreditation gives AHIMA a strong competitive advantage in the coding arena, and gives our CCA credential holders greater validation of their skills and knowledge.