



Maximize your CRNI® credential: How to Market Yourself

Earning the CRNI® credential offers you, your employer and your patients many benefits. To realize those benefits it is important to successfully market the fact that you are a qualified specialist having earned the right to practice as a CRNI®.

CRNI® Certification Benefits

- Attaining the only credential available in the infusion profession that is built by infusion nurses for infusion nurses.
- Demonstration of your commitment to the infusion nursing specialty.
- Ability to keep up to date with the latest advances within the field through recertification.
- Documents your ability to practice infusion therapy in any clinical setting.
- Exposure to the newest advances and latest technologies within the infusion therapy specialty.

Earn Recognition as a CRNI®

There are a number of ways that you can promote your CRNI® credential within your professional sphere.

Promote Your Achievement

- Provide your employer with a copy of your CRNI® certificate for your personnel file.
- Ask your employer to publish the **CRNI® Exam Passer Press Release** in your organization's newsletter.*
- Give your employer a copy of INCC's An Employer's Guide to the CRNI® Infusion Nursing Certification.*
- Introduce yourself as a CRNI® to patients and staff.

Display Your CRNI® Credential

- Demonstrate your achievement by wearing your CRNI® pin while on the job.
- Proudly display your CRNI® certificate.
- If permitted, include your CRNI® credential on your name badge, business card, and other professional materials. The registration mark ® always follow the CRNI® credential to provide notice that the credential is covered by federal registration.
- Digitally share your accomplishment with colleagues and peers using your CRNI® Digital Badge *

**Download promotional materials at www.incc1.org under Resources or call (781) 440-9408.*

CRNI® Professional Development

Engaging in continuing education is the perfect way to stay informed about current trends and best practice.

As a good standing CRNI® you are an invaluable asset to your colleagues:

- Use your experience to establish a study group for colleagues who are preparing for the CRNI® examination.
- Share the information you learned while preparing for the examination with your colleagues.
- Use the information in this document to develop a brief explanation of certification and share it with your colleagues.

As a good standing CRNI® you are an invaluable asset to your employer:

- Keep your employer informed of any developments or achievements and let him or her know how the organization can benefit from your participation as a CRNI®.
- Use your knowledge to assist in the development or revision of your organization's patient education information or policies and procedures manual.
- Develop and teach infusion therapy-related education programs within your organization.

How the CRNI® Credential Made a Difference for this Nurse

“As nurses, it is our duty to continue to grow within our profession. That’s why, to me, as an infusion nurse it just makes sense that we should strive to be CRNI® certified. Having the CRNI® credential validates our level of expertise within the infusion nursing specialty. The CRNI® designation is hard earned by everyone that obtains it as the exam itself was one of the most difficult exams I have ever taken in my nursing career, but it should be as it assesses all areas within the infusion nursing specialty. It really is the ‘standard of excellence’ in infusion nursing. I am proud of myself, my team and my fellow nurses across the globe who have obtained and who work hard to maintain this credential.”

-Kristina Fulton, RN, BSN, CRNI®

Educational Nurse Coordinator for Ambulatory Care Infusion at the University of Michigan Health System-Michigan Medicine.

About CRNI® Certification

The certified registered nurse infusion (CRNI®) credential is the only nationally recognized and accredited certification in infusion nursing. The CRNI® certification program is accredited by the Accreditation Board for Specialty Nursing Certification (ABSNC) and the National Commission for Certifying Agencies (NCCA).

INCC’s dual accreditations assures the public, employers, and peers that the CRNI® credential is a credible and reliable method of validating a nurse’s experience in the infusion therapy specialty.

About INCC

INCC was established in 1983 to develop a credentialing program to increase positive patient outcomes and to enhance the specialty of infusion nursing. INCC is committed to:

- Providing a psychometrically sound, legally defensible certification program.
- Supporting the role of CRNI®s in promoting optimal health outcomes.
- Ensuring that our program is driven by the needs of the public.
- Providing and remaining dedicated to a process of continuous improvement.

For more information about INCC, the CRNI® credential and the CRNI® exam, please contact:

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