



## Building a Better Team: The Business Case for NCHEC Certification



Finding the best and the brightest health education specialists for your team is challenging. You need motivated professionals with proven knowledge and skills to help your team measure up in a changing healthcare environment.

NCHEC has the answer for you—hire CHES or MCHES-certified health education specialists and encourage current team members to earn certification.



NCHEC is the recognized leader in health education and promotion, a field in high-demand, and is the only organization offering programs accredited by a trusted third-party organization. Certification promotes professional development and strengthens practice.

- ❖ **Certification enhances professional integrity** - Approximately 80 percent of NCHEC certificants agree certification enhances professional credibility and helps differentiate them from their peers.
- ❖ **Certification demonstrates up-to-date knowledge** - Approximately 60 percent of NCHEC certificants agree attaining the CHES or MCHES enhanced their breadth of knowledge and ability.
- ❖ **Certification shows a strong commitment to the industry** - Nearly 85 percent of NCHEC certificants agree certification is evidence of commitment to the profession and shows an affinity to lifelong learning and upholding professionalism.
- ❖ **Certification fulfills a personal achievement** - Approximately 87 percent agree NCHEC certification gives them a sense of personal satisfaction that provided a valuable challenge. Holding the CHES or MCHES gives your employees a feeling of personal and professional fulfillment, helping to provide a clearly defined career path and goals, improving staff retention and satisfaction.
- ❖ **Certification raises professional confidence** - Nearly 75 percent of certificants agree being certified through NCHEC enhances their personal confidence, as well as confidence in professional interactions.

These are the attributes of CHES and MCHES-certified specialists:

- ❖ Independent critical thinking skills
- ❖ Competency on the job
- ❖ Up-to-date knowledge and expertise
- ❖ Commitment to professionals



LinkedIn



**Make the investment in your employees today by encouraging the CHES and MCHES certification. Your investment will come back to you in the form of knowledge, cutting-edge skills and the very best the industry has to offer.**

*Visit [www.nche.org](http://www.nche.org) and learn more about how certification builds a better team.*

## CHES and MCHES: A Certification Snapshot

The need for certified health education specialists is greater than ever. The CHES and MCHES programs create a national standard for specialists practicing at all levels from entry level to more experienced. The exam content covers the Seven Areas of Responsibility for Health Education Specialists essential to the practice and delivery of health education and promotion, with the MCHES focusing on more advanced skills to demonstrate leadership roles. Specifically, the MCHES credential is hierarchical, meaning that MCHES are competent in all entry-level (CHES) skills, in addition to more advanced-level skills.

	CHES	MCHES
Designed for individuals in the early stages of their career	✓	
Designed for experienced specialists with at least 5 years of experience		✓
Exam content validated through comprehensive research	✓	✓
Designed for health education specialists responsible for developing and managing budgets, and applying ethical principles		✓
Designed for health education specialists responsible for identifying staff development and training needs		✓
Designed for health education specialists who select participants and deliver training	✓	✓
Designed for health education specialists who develop and monitor strategic plans		✓
Designed for health education specialists that identify existing data collection instruments for program evaluation	✓	✓