

NEW CERTIFICATION FOR MEDICAL MEETING PROFESSIONALS LAUNCHED

By Pat Schaumann, CMP, CSEP, DMCP
President, Meeting IQ

The International Medical Meeting Professionals Association (IMMPA) has announced the formation of its certification center, IMMPA-CC to create, facilitate and administer the healthcare meeting industry's premier certification program, the Certified Medical Meeting Professional (CMMP).

The CMMP certification will recognize professional and academic achievement by individuals in the field of healthcare and medical meeting management. The comprehensive body of knowledge will include quality management, meeting planning basics, case management, utilization management and risk management, legal and regulatory standards, and best industry practices relevant to all business segments in healthcare settings.

WHAT IS THE NATURE OF THE HEALTHCARE AND MEDICAL INDUSTRY?

The healthcare meeting industry is a complex of preventive, remedial, and therapeutic services provided by hospitals and other institutions, nurses, doctors, allied health, medical administrators, government agencies, voluntary agencies, and noninstitutional care facilities, pharmaceutical and medical equipment manufacturers.

The International Medical Meeting Association (IMMPA) defines its' member base as those planners and suppliers working within the following industries:

- Corporate medical
- Hospital/Medical center
- Hospital/Medical center administration
- Pharmaceutical
- Animal health
- Biotechnology
- Diagnostics
- Medical devices and supplies
- Public health
- Medical education
- Government health
- Clinical Trials
- Sports medicine
- Allied health
- Medical associations

- Health fundraising organizations
- Wellness and Prevention
- Insurance managed care
- Medical schools and universities
- Medical foundations
- Third-party medical planning companies
- Medical events
- Hospitality students
- Medical/Healthcare suppliers

According to the Bureau of Labor Statistics:

- Healthcare/medical is one of the largest industries, providing over 14.3 million jobs in 2008-2009 for wage and salary workers.
- Ten of the 20 fastest growing occupations are healthcare related.

Healthcare will generate 3.2 million new wage and salary jobs between 2008 and 2018, more than any other industry.

And according to the "Healthcare Finance News", January 13, 2010, Editor Richard Pizzi reported that employment in the U.S. healthcare sector increased by approximately 21,500 jobs in December, 2009, while the national unemployment rate remained unchanged at 10.0 percent, according to recent data from the federal Bureau of Labor Statistics.

WHAT IS A CERTIFICATION?

Professional certification is a process in which a person proves that he or she has the knowledge, experience and skills to perform a specific job. The proof comes in the form of a certificate and a professional designation earned by passing an exam that is issued by a professional organization or association that monitors and upholds prescribed standards and best practices for the particular industry involved.

DO WE NEED ANOTHER CERTIFICATION?

A strong case can be made for multiple certifications within one industry. In an ever-changing market there is nothing more evident than the underlying need for continued growth and development. And many segments of the hospitality industry have different and specific distinctions that call for particular knowledge to perform a specific job.

Some certifications in other industries are simple one-page test that can be obtained through online and uncredible sources. The hospitality industry is very fortunate to have established reliable certification programs that have grown in strength and number of recipients over the years.

Because the medical and healthcare industry is so diverse and includes many codes, standards and regulations, planners and suppliers need to apprehend different topic insight to an extent to determine that they know, and measure how much they know, specific knowledge and experience, to their professional community .

Employers today are not only looking at certified candidates but many are vetting the process of certification.

Lynn Ridzon, Director Global Strategic Sourcing-Travel, Meetings & Events at AMGEN, INC. says, *“The knowledge and experience which goes hand in hand with attainment of a CMMP planner certification assures that the unique criteria, rules and regulations associated with medical meetings management are applied and a company’s risk of non compliance is mitigated.”*

WHY SHOULD I BECOME CERTIFIED?

A Certified Medical Meeting Professional demonstrates that they possess expertise necessary to thrive in an ever-changing, progressive and demanding industry. The CMMP designation demonstrates exceptional talent for and commitment to healthcare/medical meeting management.

Certifications have a special value in the hospitality and medical/healthcare industry. They represent advantages to employees not only in job interviews, but also in salary negotiating. Companies often give bonuses to certified professionals as a means of keeping them in the company and avoiding qualified employee migration.

CMMP: The Professional Standard

Planners, Educators and Suppliers, This is *Your* Designation.

A CMMP designation is visible confirmation of your professionalism. It demonstrates that you are knowledgeable in all areas of medical and healthcare meeting planning. It demonstrates that you have a commitment to continuing excellence.

The CMMP Program gives you in-depth knowledge about today's highest priorities - identifying, analyzing, controlling, financing, and administering operational regulations.

CMMP Personal Benefits

Many times, deciding to become certified is a personal decision and should be based on candidate’s desire to:

- Become certified

- Take responsibility for your skill training
- Raise your standards
- Establish yourself in your industry
- Increase your credibility with stakeholders
- Network with people that do what you do
- Don't do it later
- Establish your identity
- Serve as a role model to others
- Look for the future
- *PERSONAL SATISFACTION*

CMMP Benefits

When you attain the CMMP designation, you immediately begin to experience a wealth of benefits:

- Expanded industry knowledge,
- Practical, new ideas, cutting-edge information, and skills that can be used immediately,
- Advanced earning and career potential,
- Strengthened job security in a competitive market,
- The ability to help increase your firm's profitability and reputation, and
- Active involvement in a network of medical meeting management professionals.

WHAT DO I NEED TO QUALIFY AS A CANDIDATE FOR THE CMMP?

Eligibility to be seated for the CMMP exam is based on a system whereby the applicant accrues points derived from actual experience in several disciplines of medical/healthcare meeting management.

WHERE CAN I GET MORE INFORMATION ABOUT THE CERTIFICATION?

To learn more about the Certified Medical Meeting Professional, go to www.immpa-med.com.

Remember that we define ourselves by what we do for a living. Our career tract reflects innate abilities, goals, creativity, attitudes and a host of other mysterious variables. It is important for us to find something we are passionate about. The best we can strive for is finding something we love, and continue to learn so we can devote the rest of our lives to excelling at it.

"Dignity does not consist in possessing honors, but in deserving them."
Aristotle