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Attainment and Maintenance of Board Certification

[Growing and Gaining in Importance]

Increasingly, efforts to boost quality and gain better value from the world's most costly healthcare system are including attention to the Acquisition and Maintenance of Board Certification [AMBC], a little-understood but rigorous process by which physicians receive and maintain board certification.

For example, Democratic presidential candidate Hillary Rodham Clinton, in laying out the quality portion of her three-part healthcare reform plan in 2008, specifically touted these programs as a key step in enhancing medical quality. From the presidential campaign trail to hospital and health plan board rooms, the Acquisition and Maintenance of Board Certification [AMBC] is a growing force in the healthcare industry.

For example, several of the nation's biggest health plans—including Aetna, Cigna, Humana, UnitedHealth Group and national and regional Blue Cross and Blue Shield organizations—are embracing the Acquisition and Maintenance of Board Certification as part of their recognition and reward programs. Physicians who do not participate are not highlighted in plan directories and miss out on higher plan reimbursements.

Savvy hospital leaders, meanwhile, are examining ways to use elements of maintenance of certification to respond to the Joint Commission's new requirement for physician credentialing and privileging.

Furthermore, the National Quality Forum and Quality Alliance [NQFQA] will be considering the Acquisition and Maintenance of Board Certification [AMBC] for quality measurement endorsement.

Please call, fax or email for more information about all our AMBC study tools; or visit us on the Web: **www.PodiatryPrep.com**.

Cordially,
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