



## Academy of Health Care Education Professionals Guidelines for Application

### Instructions:

- Please read the Guidelines carefully before completing the application.
- All applications must be completed and sent electronically - as an e-mail attachment.
- Open the application document and save it with your last name and 1<sup>st</sup> initial added to the document file name. **Example:** AHCEP-Application2009.BoyerS.doc
- Open and save the Professional Endorsement Form with both ***your initials*** and ***the initials of the person that is writing the endorsement*** letter added to the document file name.
- Use a size 10 or 12 font in Arial or Times New Roman and single spacing.
- Applications are limited to a total of 16 pages including supporting documents. Letters of endorsement are sent separately and do not count in the page total.
- Before sending application, please ensure all sections are completed according to directions. Incomplete applications will not be reviewed, applicants will be so notified.
- To ensure that formatting remains consistent, it is best to save your application as a pdf file prior to sending it.
- Request three letters of endorsement as directed. Send application as an attachment to: [HCEAdmin@hcea-info.org](mailto:HCEAdmin@hcea-info.org) with : "*Fellowship Application*" typed in the subject line of the message.
- Applicants will be notified when endorsement letters and/or the application are received and can expect a response on their submission within 90 days of semi-annual application deadlines.
- Mail the application fee of \$100.00, with a cover letter or note, to the HCEA office. Make checks payable to Health Care Education Association or HCEA. Your application is not complete unless the payment is postmarked by the application deadline.

Mail payment to:

**Health Care Education Association  
2810 Crossroads Drive, Suite 3800  
Madison, WI 53718  
Attn: Fellowship Applications Review Committee**

If you have questions about the application process, please contact the HCEA Office.

Phone number: 1-608-443-2468, ext. 138

Fax number: 608-443-2474

Email - [HCEAdmin@hcea-info.org](mailto:HCEAdmin@hcea-info.org)

# Guidelines for Application

## **Initial Application**

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This document contains an application form for the Health Care Education Association's Academy of Health Care Education Professionals. The Academy of Health Care Education Professionals was established in 2007 under the auspices of the Health Care Education Association (HCEA). The purpose of the Academy is to grant recognition to professionals who have achieved established standards and have made significant contributions to the field of health care education through the use of the credential Fellow, Academy of Health Care Education Professionals (abbreviated as FAHCEP).

## **Eligibility Criteria**

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Applications may be submitted by individuals who are current members of the HCEA and meet the following criteria:

- Are currently employed with primary roles and responsibilities in health care education (examples include but are not limited to: staff development educators, patient educators, family and community resource educators, faculty and instructors in schools that train health care professionals, educational consultants, AHCEC/HETC education professionals, life support instructors, education directors and administrators in health care organizations)

**OR**

- Must have at least 15 years of career experience primarily in health care education roles.

## **Professional Endorsement and Letters of Support**

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Applicants will request three (3) letters of support. Each letter should outline specific contributions and attributes of the applicant that illustrate worthiness of Fellowship recognition.

1. One letter should be from a person who has served as a manager or supervisor to the applicant. Independent consultants may use an established client that has provided oversight or supervision of the applicant's work. Alternately, an established Fellow may provide Professional Endorsement for an applicant.
2. A second letter may be from an individual who can attest to the applicant's contributions in the community setting.
3. The third letter may be from a professional peer, an established Fellow, or an additional community member that can attest to the applicant's proficient practice in the field of health care education.

***Applicants will save a separate version of the Professional Endorsement Form for each person asked to write a reference.*** The form that you send to the individual must be saved with both your initials and the initials of that person added to the file name (so that each letter is individually identified).

For example: AHCEP-ProfEndrsmnt.sb.dg.doc

Send this letter as an attachment to the individual that you have asked to complete it. They will complete the letter electronically and send it directly to HCEA. Applicants should follow-up with letter writers to ensure submission by the application deadline.

## **Fees**

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A one-time, non-refundable application review fee of \$100.00 must be paid to the HCEA. Once an individual is named Fellow to the Academy of Health Care Education Professionals, yearly dues of \$35 must be paid to the Academy in order to maintain the FAHCEP designation.

## **Review Criteria and Process**

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A committee of individuals appointed by the HCEA Board of Directors will receive and review your application. The application is divided into 5 weighted sections. Each section must demonstrate that the applicant has achieved at least a proficient level of practice as a Health Care Education Professional.

### **Deadlines**

Applications will be reviewed twice yearly in January and July. Deadlines for submission of applications are June 15 or December 15.

### **Notification**

If you are awarded Fellowship, you will receive a letter via postal mail. You will be granted the designation of Fellow, Academy of Health Care Education Professionals (abbreviated FAHCEP). Upon receiving the FAHCEP designation, an individual named Fellow to the Academy of Health Care Education Professionals may begin using the credential following his or her name in all business correspondence, including letterhead, and business cards. The FAHCEP designation may not be used unless and until you receive written notification that your application has been accepted. Individuals who apply to the Academy of Health Care Education Professionals and do not receive Fellow status may re-apply one calendar year after the date of initial application.

### **Induction Ceremony**

Individuals named Fellow to the Academy of Health Care Education will be recognized in an induction ceremony at the annual HCEA meeting held during the same calendar year that they are notified of their Fellowship.

### **Annual Renewal of Fellowship**

Once granted, the designation of Fellow to the Academy of Health Care Education continues, provided that the following criteria are met:

- Fellow remains a member in good standing and pays annual dues to the HCEA
- Fellow remains a member in good standing and pays annual dues to the Academy of Health Care Education Professionals
- Fellow abides by bylaws, procedures, and code of conduct of the HCEA

Failure to maintain any of these criteria will result in revocation of the Fellow status. Individuals who fail to renew HCEA Membership and/or Fellowship, or who receive notice of revocation of Fellow status, must immediately cease use of the FAHCEP designation.

### **Responsibility of Fellows**

The work of the fellow is to advance health education and practice on various levels. It is expected that each fellow will participate in the community of Fellows as a means of transforming health care education. A Fellowship Summit will occur at each HCEA annual conference.

### **Detailed Requirements for Application**

Applicants should not repeat presentations, consultations, achievements, or other acts of service in separate sections of the application. Each reported activity or contribution may count only once toward the scoring of the application.

Each attachment must have applicant's name added to the file name of the document.

### **Curriculum Vitae:**

Do not send your CV or Resume as an attachment. Instead, you will type the requested information into the text boxes as indicated on page 2 of the application.

### **I-II. Performance Requirements: Professional Development & Professional Leadership**

Sections I and II considers your participation in professional development activities and organizations related to health care education. These sections will be evaluated and scored based on the reporting of your attendance at professional development activities and your service in leadership positions of professional organizations.

**In these 2 sections you need to record:** Participation in professional development conferences or other educational activities related to health care education in 2 of 3 possible categories (1. HCEA, 2. National

associations or 3. State/regional/local associations related to health care education). **When listing the names of organizations in this application, please list the complete name of the organization.** If you will be listing the organization more than once in your application, use the complete name of the organization the first time, followed by the acronym in parenthesis. You may use the acronym every additional time the organization is mentioned.

**Example:** Health Care Education Association (HCEA) 2007  
HCEA 2006  
HCEA 2005

**Service and contribution as a leader in health care education and training to health care organizations.**

**Service includes** serving on committees, doing a special project for the organization, or serving on the board of directors. Special Interest Groups (SIGs) of the HCEA or other national/international organizations related to health care may be listed in this section. (Examples: Chair of the HCEA Partners in Pediatric Education (PIPE) of Family Health Education Resource Network (FHERN) Special Interest Groups; Secretary of the NNSDO Military SIG).

**Two of the following 3 categories must be represented.**

**1. HCEA:** Attendance at least one annual meeting in the last 3 years. Service to HCEA as a committee member, board member or officer.

**Example:** conference planning, newsletter, marketing, PIPE, or FHERN committees, board of director and/or officer.

**2. International/National:** Attendance at continuing education programs or workshops at international or national organizations, other than HCEA, which are directly related to health care education.

**Examples include, but are not limited to:** American Public Health Association, clinically focused organizations with a direct focus on education (Ostomy Nurses, Diabetes Educators, etc.), Society of Public Health Education, National Nursing Staff Development Organization, American Society of Training & Development, etc.

**3. State, Regional, and Local:** Attendance at continuing education programs or workshops related to health care education at the State, Regional, and Local levels

**Examples:** Area Health Education Centers (AHEC) or Health Education Training Centers (HETC), discipline specific professional organizations that have a staff and/or consumer educational mission, health systems (academic, not-for-profit), statewide chapters of health care educ. associations, etc.

**Sections III, IV, and V** considers your service and leadership to the health care education profession. These sections will be evaluated and scored based on factors to include:

- Documentation available to support reported work (such as meeting minutes, agendas, conference programs, letters of commendation or thanks, etc.)
- Relevance to health care education
- Depth and breadth of impact
- Adaptability to other settings/specialties/audiences
- Networking potential
- Research, theory and evidence collection behind work

**III. Service to the Profession**

**In the following sections, you need to document your achievements in at least 3 of the 5 categories listed and demonstrate how your knowledge and skills have benefited the profession.**

**A. HCEA Faculty for annual conference:**

1. Document the year, title and location of the annual conference that you participated in as a faculty member for a pre-conference, keynote, plenary, concurrent session, or intensive session. Participating as a poster presenter does not qualify as a faculty member.
2. Discuss how your presentation benefited the profession.

**B. Faculty Member for other international, national, statewide, or chapter education programs:**

1. Document the year, title, and location of the program. Programs delivered in your local community may be accepted if they are not part of your job responsibilities. Participation as a faculty member may include being a keynote, plenary, or concurrent speaker.
2. Please discuss how your presentation benefited the health care education profession.

**C. Service as a consultant:**

Document consultation you have done for **other institutions - NOT your employing organization**. Discuss the purpose of the consultation, when and where it occurred, the group for whom you did the consulting, and the benefit to the organization. For example, you may have been a consultant to another hospital to help them establish a patient education program, or an orientation / preceptor program for new graduates. The Health Care Professional Group means the entity that contracted with you to do the consultation for them.

**Internal consultation - provided within your employing organization**, is a worthy endeavor and may be reported in this section, but is not weighted as heavily for the purposes of this application as external consultant roles. If you serve as an internal consultant for your organization, record the purpose of the consultation, when and with what group in your organization you served, and the benefit (outcomes) to your organization.

**D. Publications, books, journal articles of relevance to the health care educator:**

Please document the author(s), title of the written work, title of the publication in which it appeared (book, journal, etc.) the publisher, and the year the publication was written. You do not have to be the sole or primary author of the publication.

Discuss the benefit your manuscript has to the health care educator.

**E. Instructional materials recognized by peers as excellent materials.**

Instructional materials may include: independent study materials, power point presentations, handouts, posters, audiovisual materials, computer based instructional materials, etc.

1. Document the title, year, and the target audience for whom the materials were written.
2. Discuss the benefit these materials have for the target learner.
3. What happened as a result of using these materials?

**IV. Organizational Leadership**

This section asks you to submit 2 case studies in narrative format, limited to 500 words each, which demonstrate how you used your knowledge and skills as a health care educator to provide significant contributions to the organizational development in a health care institution.

**Case Study 1:** Focus this case study on your involvement in a committee within your organization in which you were a major contributor to the results achieved. Examples may include: membership on a Health Care Education Week committee which enhanced visibility for your mission, developing an interdisciplinary patient education committee, or developing and implementing a structured preceptor program for new staff.

**Example:** *I served on a performance improvement committee regarding the care of Limited English Proficiency (LEP) patients in our hospital. I researched and found documentation of standards (CLAS standards, Title VI Standards, Joint Commission Standards addressing LEP patients) and distributed them to our committee for review. Then I interviewed directors of nursing at eight hospitals of similar size across our state to benchmark compliance and strategies for providing culturally and linguistically appropriate care for LEP patients. I summarized the results and shared them with our committee. Based on that report, myself and our director of nursing identified two of those hospitals with successful and innovative programs for LEP patients and made site visits at those facilities. We made recommendations to the performance*

improvement committee, which they endorsed and used to establish an action plan, which we forwarded to the CEO. The CEO approved the recommendations and as a result, my hospital established a contract with the same interpretation/translation company that the other two hospitals use, and updated policies and protocols related to the care of LEP patients. I received a letter of commendation from our CEO for “significant and lasting contributions” to this performance improvement project. (See attached supporting documentation: CEO Letter of Commendation and thank-you note from Director of Nursing).

**Case Study 2:** The focus of this case study is on how you planned and implemented an educational program, product or service, which resulted in cost savings, revenue producing activities, increased organizational effectiveness, or helped solve a major organizational system problem. Examples may include: saving printing costs by distributing patient education materials through use of the intranet, outpatient educational programs for disease management, or a staff education program to enhance documentation of care.

**Example:** I revised our customer service training for medical offices in our health care system based on the feedback that it was too heavily focused on inpatient hospital care. I did focus groups with the medical office staff to identify customer service issues and developed a training based on their own input that was more applicable to their work setting. The customer service training included not just classroom work and discussions, but follow up work to improve work flows and processes, and standardizing certain aspects of customer service (scripted responses, posted “customer’s bill of rights,” etc.). Within one year, Press Ganey scores showed that customer satisfaction had improved significantly at 7 out of 9 medical offices in our health care system. (One of the remaining two offices had shown a slight improvement, and the last medical office had been sold and was no longer a part of our health care system). (See attached supporting documentation: Press Ganey Survey Results).

Supporting documentation for these case studies may include: a letter of commendation from your administrator, a certificate of recognition, an article in the newsletter about the project, reports showing improvement in numbers, survey results, QI results, etc. Do not submit privileged organizational information without the appropriate permission from your organization.

#### **V. Community Service:**

The focus of this section is for you to describe how your knowledge and skills as a health care professional have benefited the community and enhanced the reputation and visibility of your organization. Through these activities, the health care education and training profession is also seen in a positive light.

Documentation must meet at least one of the following criteria:

1. Donating your time to serve as an instructor, consultant, advisor, or clinician to a health-related community organization or activity.

**Examples may include:**

- Red Cross Disaster Relief Nurse or Case Worker
- Volunteer at a health fair
- American Heart Association BLS instructor
- Support group facilitator
- Presenter at Boy Scouts/Girl Scouts meeting on a health topic

2. Serving as your employing organization’s representative on committees for health-related community organizations.

**Examples include, but are not limited to:**

- Board member of local United Way
- Board member of local American Cancer Society
- Chair for annual organizational March of Dimes Campaign

**Sign and complete the form as shown at the end of the application**