



# CONNECTION

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## AMP and BCEN: *A Working Partnership*

*AMP* seeks to establish mutually beneficial relationships with all of our customers. These mean more to us than simply contractual business arrangements and are based on trust, loyalty, respect and confidence. Through the personal service and quality consistently provided by the talented AMP Team, we have developed long-term partnerships with more than 100 satisfied certification and licensure agencies, as well as the 17 professional associations for whom we provide management services. In fact, most of our Business Partners have been with AMP for 5, 10, 15 and even 20 years or more!

By William D. Hogan, ME,  
Senior Vice President,  
Marketing and Business Products

In the assessment area, there is perhaps no better example of a working partnership than the productive relationship AMP enjoys with the Board of Certification for Emergency Nursing (BCEN) whose mission is to certify nurses who provide emergency nursing across the emergency care continuum. BCEN is THE benchmark for accurate testing and assessment of knowledge and critical thinking skills for Emergency Nursing, associated specialties, and its subspecialties.

The partnership between BCEN and AMP goes back to 1993 when AMP was awarded a contract for test development and paper/pencil test administration for the Certified Emergency Nurse (CEN) and Certified Flight Registered Nurse (CFRN) credentials. All went well until 1996 when BCEN decided to convert its examinations to computer adaptive testing (CAT), an approach not supported by AMP for specialty certification. AMP advised the use of linear computer-based testing as an alternative, but BCEN decided on CAT and went with another company. Over the next few years, BCEN experienced a dramatic decline in candidate volume and grew unhappy with the CAT system they were using. The decision to transition to linear computer-based testing facilitated a return to AMP in 1999.

It must be noted that it is somewhat unusual for a certification agency to select a testing company, then leave that company and subsequently return to them. However, from 1993-1996, AMP and BCEN developed strong ties that continued even though the organization had moved to another provider. As we maintained contact and stayed on good terms during BCEN's struggles with CAT, it became obvious that AMP had always been concerned about BCEN's best interests and we were delighted with their decision to come back to AMP. Here they have stayed as our valued Business Partner over the past nine years, with a new contract currently being negotiated to continue the relationship into the next decade.

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Who Care

# AMP Technology—Leading the Way with

*Web Testing!*

By Patrick Gallagher, MBA  
Director of Marketing

*AMP* has always been about the practical application of technology to the business' problems and needs of our customers. A great example is the development of web-based self-assessment examinations supported by the same software used to successfully deliver over 1,000,000 high-stakes computerized examinations in the AMP Assessment Center Network. Self-assessment examinations provide additional value to potential examination candidates and create a revenue stream for certification agencies or professional associations. Delivering web-based practice tests provides ease of administration, the convenience of taking the examination anytime a candidate desires and instant results via the computer screen and an e-mailed score report.

Since 2000, AMP has provided web-based testing services for self-assessment, as well as recertification and continuing education, to hundreds of thousands of satisfied customers. One of the major reasons for the success of AMP's testing system is the fully-integrated software, LXR•Test, developed by our talented Logic eXtension Resources (LXR) Division and the AMP Technology Group. This allows for higher security and efficiency during all test question conversion and examination updating procedures. Further, LXR•Test software provides optional scrambling of item order and response order within each test question, as well as candidate feedback for each question including explanations, for right and wrong answers and a content area score report.

Individuals taking AMP's web-based examinations will find a user-friendly system with no special skills or training needed to take the examinations on computer via the Internet. After purchasing a web-based examination online, candidates receive a confirmation e-mail containing a logon password and unique identification number. They simply go to the Internet link provided and verify their identification and logon information. While taking the examination, candidates record their responses by typing a keystroke or clicking a mouse and can page through the test one question at a time. They may return to the questions or change their responses and if they do not answer certain items, the system will automatically return to the unanswered questions with the click of a button.

While taking a self-assessment examination, candidates may leave the test and return to it anytime they choose. At the certification agency's option, candidates may be encouraged to take the test within a time limit and can be given a test-

ing "window", or range of dates, within which the test must be completed. AMP even reminds candidates with an e-mail indicating when their testing window is about to expire. Once a candidate has completed a web-based examination, AMP provides a score report containing feedback which is set up specifically for our Business Partners. Score reports are immediately viewable on-screen and can be printed or e-mailed to the individual. To track the performance of all candidates taking an examination, the software allows AMP clients to generate summary reports online showing the results of all individuals tested, including full item statistics if desired.

While web-based examinations can provide a significant revenue source for certification agencies and professional associations, they are very cost-effective to develop and administer. If the organization has an existing item bank for its examinations, practice tests can easily be constructed from retired questions. Examinations balanced to reflect the content of the actual certification examinations can be drafted by AMP Psychometrics Division personnel and presented for review to a committee of experts identified by the customer. These experts may also be asked to develop "explanations" for each of the questions on the examination. Explanations provide feedback to candidates as to why a particular response is correct or not the best answer. From the work of this committee of experts, AMP compiles the results and prepares the completed self-assessment examination for web delivery. The examination may be ordered online at any time a candidate desires either directly through AMP's online store or via a link from the client's website. As previously noted, test administration is then all electronic, with no need for involvement by the certification agency's or association's staff.

Yes, AMP technology has been proven to have many uses. Whether it is delivering high-stakes national credentialing examinations or providing easy-to-access self-assessment, continuing education or recertification examinations, AMP's thoroughly tested and carefully developed software is truly "Technology That Works, supported by People Who Care"! If your organization hasn't yet considered what web-based testing can do for your constituents, contact us today to learn more! ■

# AMP and BCEN: *A Working Partnership*

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Since 1999, AMP and BCEN have worked cooperatively to enhance the CEN and CFRN credentialing programs. An online self-assessment examination was developed in 2001, new job analysis research was completed in 2002 and computer-based testing began for both programs in the AMP Assessment Center Network. CEN's are required to recertify periodically through the "CEN-RO" program, or the CEN Renewal Option. AMP has worked with BCEN to create an online CEN-RO examination, referred to as "CEN-RO by IBT", that follows the content of the actual CEN test and uses internet-based testing. BCEN candidates renew their certifications every four years. Using AMP's web-testing software, CENs are now able to conveniently renew their national credential by testing online.

AMP has conducted two more national job analysis studies, for the CFRN along with a new certification, the Certified Transport Registered Nurse (CTRN) in 2005 and the CEN in 2006. In addition, AMP provided marketing consulting and support to help further develop the BCEN credentialing programs. Over the past several years, candidate volume has been on the rise, from about 2500 tested in 2000 to over 4600 examined in 2007. To make its examinations more accessible to prospective candidates, BCEN has taken advantage of AMP's Mobile Computer-Based Testing (MCBT) system. Using a custom-designed set of laptop computers running the LXR•Test software and shipped to virtually any location, AMP can test groups of examinees in the most convenient manner and within a very short time after application. BCEN in partnership with the Pediatric Nursing Certification Board (PNCB) also contracted with AMP to assist with a feasibility study and job analysis for a new emergency nursing specialty program, the Certified Pediatric Emergency Nurse. These projects were completed in 2006 and 2007 and we expect to pilot test the new specialty examination later this year.

While we could talk more about all the various activities that continue between BCEN and AMP in the development of these significant and complex credentialing programs, what makes all of our efforts worthwhile is the synergy we enjoy between the two organizations. "AMP is not just 'the testing company' to us," says Tancy Stanbery, the BCEN Certification Officer. "They are our trusted advisors and experts in their field. We rely on our Program Director, Dr. Larry Fabrey, and consider him 'the best' in guiding our decisions." From the AMP perspective, President Gary A. Smith could not agree more. "BCEN is a respected, valued and loyal Business Partner. We have enjoyed helping their programs grow and encouraging their progress," said Mr. Smith.

The working partnership between BCEN and AMP described in this article is not unusual for AMP customers. AMP strives for personal relationships built on respect and trust to provide the highest quality services for all our clients. If your organization is seeking a working partnership, rather than an adversarial business relationship, with your assessment or management company, we invite you to consider AMP. To find out more, contact any one of our more than 100 satisfied Business Partners or any member of the AMP Marketing Team. ■

## Satisfied Customers:

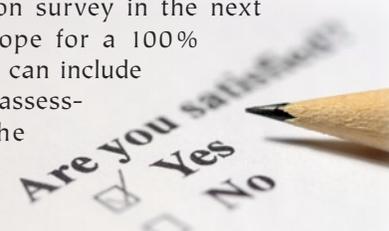
### What You Get From AMP!

Here at AMP, we strive to provide all of our customers, whom we consider to be our Business Partners, with the best possible service. And, we don't just make this statement; we actually ask them about it!

In 2007, for example, we conducted a satisfaction survey of our Management Services customers. The leaders of 17 national associations, certification agencies and other organizations doing business with AMP were asked about their level of satisfaction in numerous key areas including meeting planning, board relationships, overall value, financial management, publications, customer service, and perceived flexibility, just to name a few. In addition, we asked perhaps the most revealing question about their satisfaction level: "Would you recommend AMP Management Services to other organizations?" The answer from 100% of our Business Partners responding to the survey was a resounding "YES"!

We cannot think of a better indicator for prospective customers of AMP than the overall results of this satisfaction survey—100% positive with respect to recommending AMP to others. You'll find satisfied customers at AMP because we put in the efforts required to achieve such results. We also gained significant other information from the recent Management Services Satisfaction Survey about things we can do better and other services we might offer. We take our customers' comments and needs to heart and are continuously striving to improve, rather than to rest upon our laurels.

Later this year, our efforts to measure satisfaction of our Business Partners will continue when a similar survey is distributed to all AMP assessment customers. If your organization currently receives examination development, research or test administration services from us, you will receive a satisfaction survey in the next few months. We hope for a 100% response rate so we can include the views of all our assessment clients in the survey results. ■



# BUSINESS DEVELOPMENT



## ■ *Orthopaedic Nurses Certification Board (ONCB):*

The Orthopaedic Nurses Certification Board (ONCB) provides certifications that promote professional development and enhance the practice of orthopaedic nursing. Through the development, implementation and coordination

of all aspects of certification, ONCB promotes the highest standards for orthopaedic nurses. In May 2007, AMP was selected to provide examination development, computer-based test administration, scoring, and reporting services for the ONC® (basic), ONP-C (nurse practitioner), and OCNS-C (clinical nurse specialist) certifications. Along with computer-based testing, AMP will administer paper/pencil versions of the examinations in conjunction with the Academy of Orthopaedic Surgeons (AAOS) and the National Association of Orthopaedic Nurses (NAON) annual meetings. ONCB and AMP have also made an online practice module available for candidates to help assess their strengths and weaknesses during test preparation.

- ***Sam M. Walton College of Business:*** The Sam M. Walton College of Business, located at the University of Arkansas in Fayetteville, is a nationally competitive business school that combines excellent student learning experiences with quality research and has been ranked by U.S. News & World Report's America's Best Colleges 2008 as one of the top 25 public undergraduate business schools in the United States. The College selected AMP to provide computer-based test administration, item analysis, and reporting services for the Consumer Products Leadership Program (CPLP) which began testing in the summer of 2007. AMP also provides web-based administrations at the University of Arkansas.

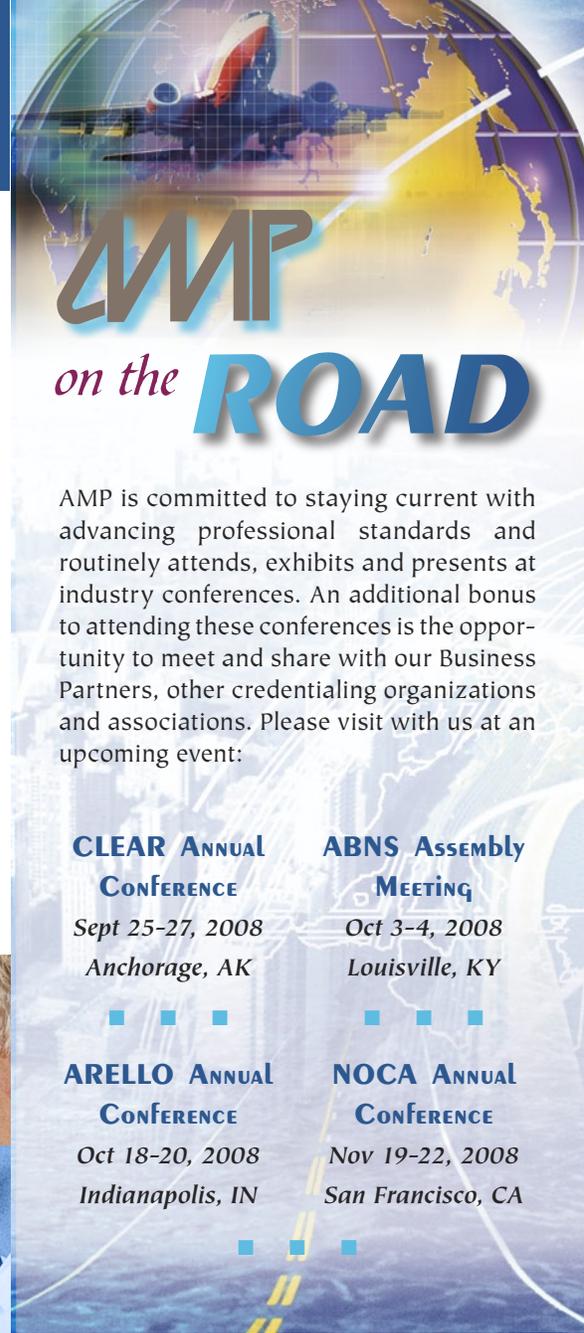
FOR MORE INFORMATION, PLEASE CONTACT

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## AMP on the ROAD

AMP is committed to staying current with advancing professional standards and routinely attends, exhibits and presents at industry conferences. An additional bonus to attending these conferences is the opportunity to meet and share with our Business Partners, other credentialing organizations and associations. Please visit with us at an upcoming event:

### **CLEAR ANNUAL CONFERENCE**

Sept 25-27, 2008

Anchorage, AK

### **ABNS Assembly MEETING**

Oct 3-4, 2008

Louisville, KY

### **ARELLO ANNUAL CONFERENCE**

Oct 18-20, 2008

Indianapolis, IN

### **NOCA ANNUAL CONFERENCE**

Nov 19-22, 2008

San Francisco, CA



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