



Elevating Care Delivery for Older Adults Through Geriatric Specialist Certification (GS-C)



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- Increase number of Optum Advanced Practice Registered Nurses (APRNs) with Gerontological Specialist Certification (GS-C)
- Increase company awareness of the correlation that the GS-C has on positive patient outcomes
- Improve APRN job satisfaction through the company's support of and funding for the GS-C exam

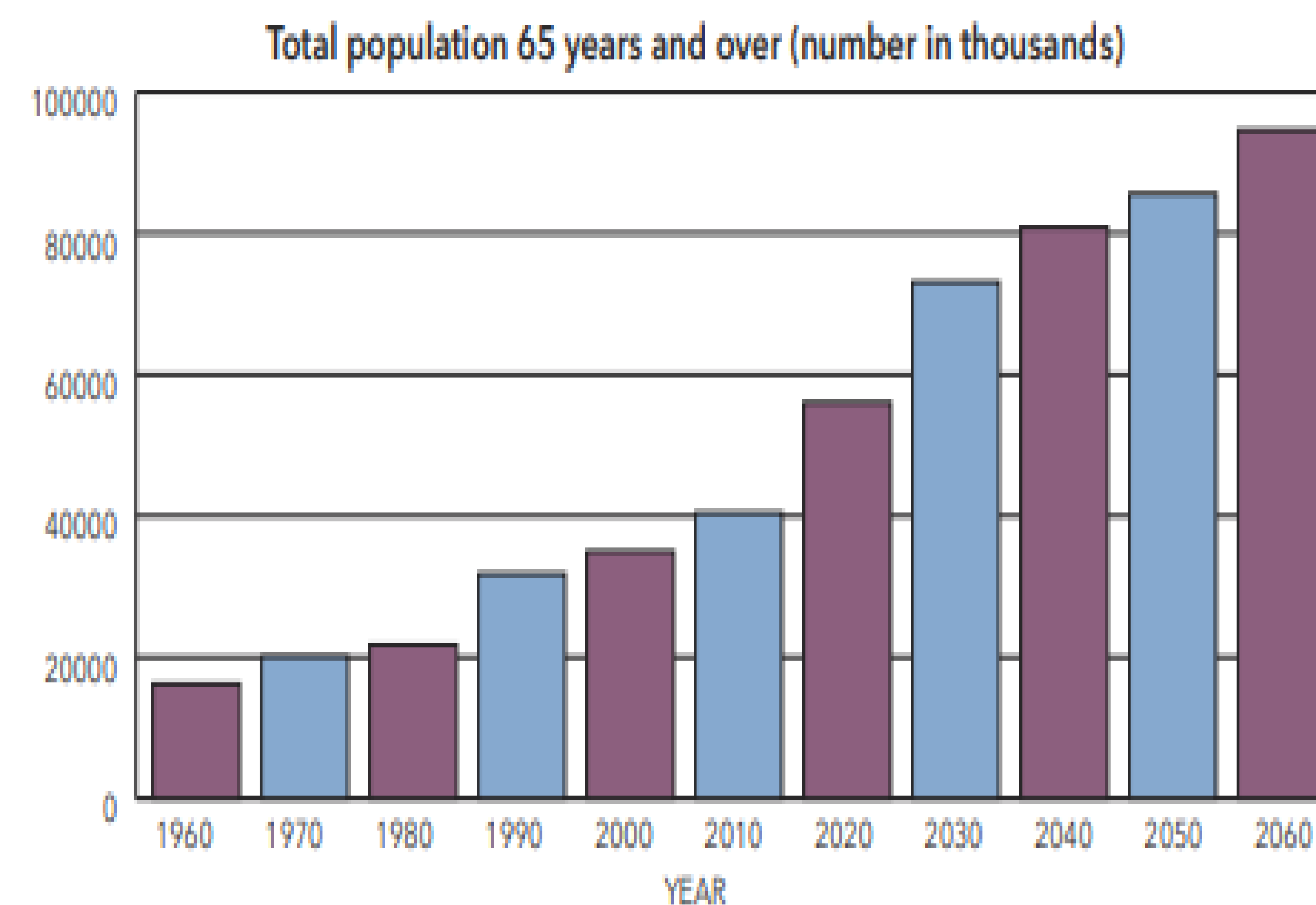
Abstract

- Raise awareness of the GS-C to increase the number of Optum APRNs who sit for the exam
- Increase the number of Optum APRN gerontological specialists to meet the complex needs of the aging population the company serves
- Potential risks / barriers:
 - 1) APRN competing priorities / responsibilities
 - 2) APRN time commitment to prepare for GS-C exam
 - 3) Increased awareness of GS-C exam, with no increase in certification

Background

- The number of older adults > 65 is projected to double to 88.4 million by 2050.³
- Only 12.9% of APRNs have a certification in Geriatrics.¹
- Less than 0.03% (103 individuals) of the 12.9% have certification through the GS-C exam.²
- Only 17.3% of Optum APRNs hold a certification in gerontological nursing

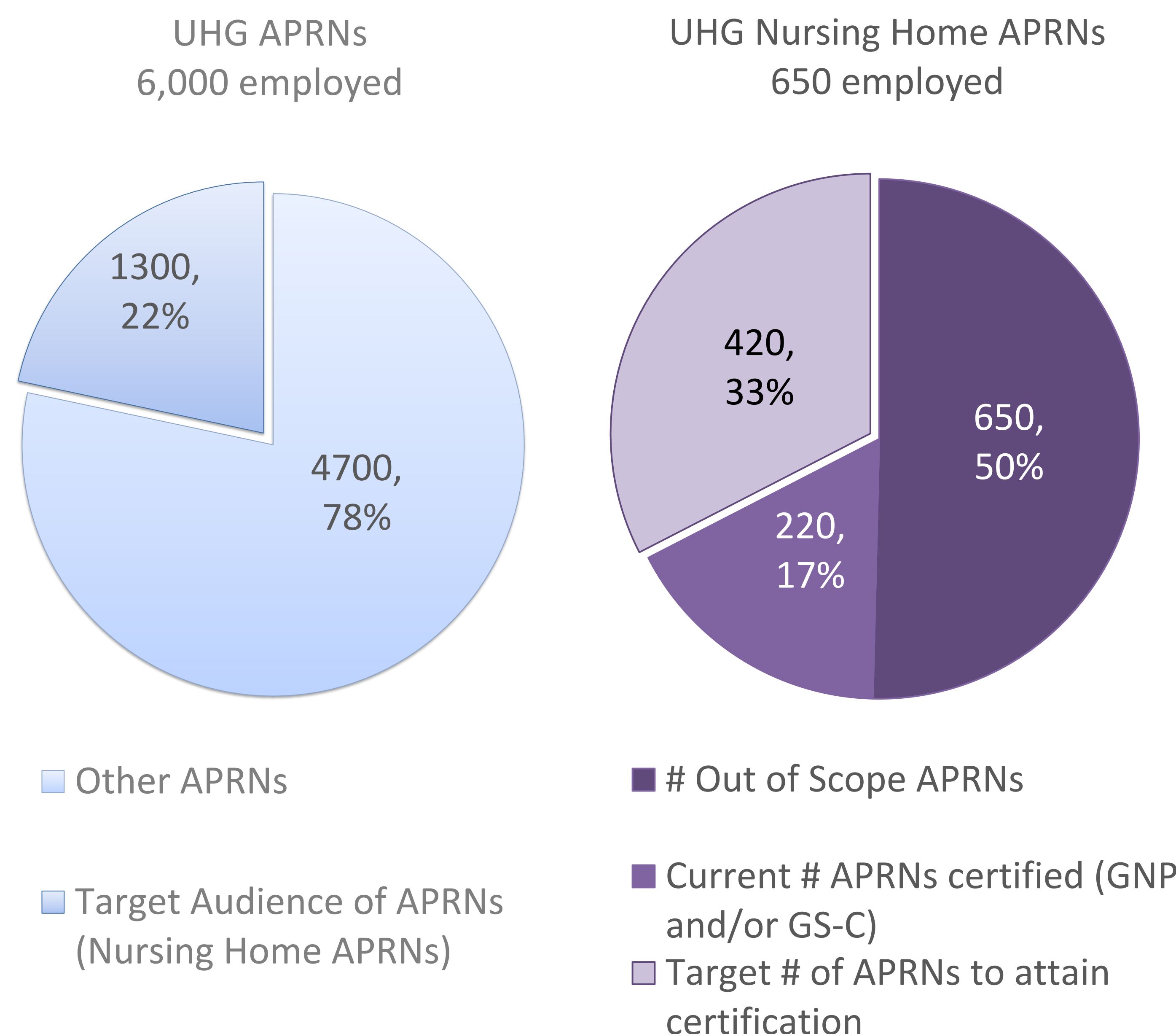
The Gerontological Specialist Certified (GS-C) prepares clinicians to meet the growing needs of our complex aging population and elevate care delivery.



In 2019, there were 2.9% APRNs certified in geriatrics.

Source: U.S. Census Bureau, 1960 to 2000, Decennial Censuses; 2010 American Community Survey; 2020 to 2060, 2017 National Population Projections.

Implications



Goals

- Increase awareness of GS-C to 100% of target NPs by year end 2021
- Achieve 50% of target audience achieving a GS-C by year end 2022
- Improve NP job satisfaction (internal survey) by year end 2022
- Improve health outcomes (hospitalization rate) by year end 2022

Methods

- Created a business case
- Developed marketing material
- Engaged the clinical leadership team to garner support to disseminate and fund initiative
- Planned marketing and communication campaigns throughout target audiences
- Planned measurement process including recognition of APRNs who completed the certification

Opportunity

- Expansion of GS-C APRNs
- Improved access to gerontological experts
- Improved health outcomes for older adults
- Opportunity to leverage this approach in other settings

¹ 2019 AANP National Workforce Survey

² GAPNA exam guide

³ <https://www.aarp.org/content/dam/aarp/livable-communities/old-learn/demographics/the-next-four-decades-the-older-population-in-the-united-states-2010-2050-aarp.pdf>