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 2050.1
• 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

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

Implications

<table>
<thead>
<tr>
<th>UHG APRNs</th>
<th>UHG Nursing Home APRNs</th>
</tr>
</thead>
<tbody>
<tr>
<td>6,000</td>
<td>650</td>
</tr>
<tr>
<td>1300, 22%</td>
<td>420, 33%</td>
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<tr>
<td>4700, 78%</td>
<td>220, 17%</td>
</tr>
<tr>
<td>650, 50%</td>
<td></td>
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</tbody>
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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