

VALUE OF BOARD CERTIFICATION

Certification is a voluntary, higher credential than licensure. In many professions, consumers are educated about the higher standards certifiants holds compared to licensed professionals, by certifiants. Board Certification is no different. Certifiants must continuously communicate the value of certification with consumers by describing the higher level of standards, code of Ethics and continuing education requirements.

For practitioners of massage and bodywork, there are many powerful benefits of Board Certification through NCBTMB. Our Board Certification program represents the **highest credential in the massage profession** and communicates your commitment to safe, ethical practice and excellence.

As the field becomes increasingly popular, Board Certification also provides practitioners with a competitive edge that helps them stand out from the crowd. Our Board Certifiants **gain visibility and credibility within the field** among both colleagues and potential employers.

Benefits of Board Certification for Therapists

The value of certification can have many benefits to the profession through:

- Recognition by a third party and other professions
- Increased credibility
- Enhanced professional reputation
- Personal accomplishment
- Supporting continued professional development through commitment to lifelong learning
- Demonstrating a high level of commitment to the field of practice
- Demonstrating a higher level of knowledge and skill
- Increased opportunities for career advancement and/or increased earnings
- Validation of skills and knowledge

Benefits of Board Certification for Employers

Whether a practitioner is seeking to establish their own personal practice or wishes to join an existing establishment, Board Certification helps reassure new clients and employers of the practitioner's commitment and competency. Board Certification also establishes practitioners as healthcare providers on par with other professionals requiring board certification. Benefits employers might receive through Board Certified practitioners:

- Improved customer satisfaction
- Increased safety
- Increased competence level of employees
- Ongoing enhancement of knowledge and skills
- Increased confidence in employees abilities

For more information, please visit www.ncbtmb.org.

