



Dimensions

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A Different Dimensions

Dick Soule
Director, Business Development

"All contacts and interactions with SMT have validated the fact that we made the right choice. The business approach and professionalism provide great confidence in building our partnership with SMT." - *Deborah S. Finnell, DNS, APRN, BC, NPP, CARN-AP*

This issue of *Dimensions* is very different than our usual content. Typically, we include one or two stories about certification—psychometric concepts, recent meetings, notable trends, etc. We also have small articles on our new clients—usually two or three per quarter. This past quarter, however, a record number of new clients selected SMT for their important examination programs—so many that our new clients piece almost fills the entire issue and we couldn't include all of them. (To those new SMT clients who don't appear here, we'll include you next time!)

The comment from Deborah Finnell echoes the sentiments expressed to us by many of

the new clients—that one thing notably missing in the certification testing industry is a vendor who focuses on client needs and values rather than offering cookie-cutter solutions and expensive software.

In the January-February issue of the 1993 *Harvard Business Review*, Michael Treacy and Fred Wiersema published a simple model for business excellence. As anyone who is familiar with Occum's Razor knows, simple solutions are usually the correct ones, and the Treacy-Wiersema model of "Value Disciplines" is one to which SMT subscribes.

The model suggests that there are three fundamental values for which an organization may strive: Operational Excellence, Product Leadership, and Customer Intimacy.

Companies practicing Operational Excellence lead the market in price and convenience by seeking ways to minimize overhead, streamline production, reduce transaction costs, and optimize business processes.

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SMT welcomes new clients



The International Special Events Society (ISES) sponsors the Certified Special Events Professional Certification (CSEP). The CSEP designation is the hallmark of professional achievement in the special events industry. It is earned through education, performance, experience, and service to the industry, and reflects a commitment to professional conduct and ethics.

SMT has been retained to develop a new examination scoring module for the essay portion of the program, provide computer administration, perform a program analysis and conduct on-going psychometric services. More information about the ISES can be found at www.ises.com.

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SMT welcomes new clients

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The US Psychiatric Rehabilitation Association (USPRA) is an organization of psychosocial rehabilitation agencies, practitioners, and interested organizations and individuals dedicated to promoting, supporting and strengthening community-oriented rehabilitation services and resources for persons with psychiatric disabilities.

SMT has been chosen to provide full test development services for the Psychiatric Rehabilitation Certification Program. More information about the USPRA can be found at www.uspra.org.



The Addictions Nursing Certification Board (ANCB) is the policy-making body for professional certification activities for registered nurses, licensed vocational/practical nurses and paraprofessionals in the field of addictions. The ANCB was established in 1989

following a job analysis conducted by its parent society, the International Nurses Society on Addictions (IntNSA). IntNSA was founded in 1975 for nurses committed to the prevention, intervention, treatment, and management of addictive disorders including alcohol and other drug dependencies, nicotine dependencies, eating disorders, dual and multiple diagnosis, and process addictions such as gambling. ANCB provides two levels of examinations leading to the [Certified Addictions Registered Nurse](#) and the Registered Nurse Advanced [Certified Addictions Practice](#). The examinations are designed to determine and recognize the ability to apply knowledge from nursing to the care of persons with problems resulting from patterns of abuse, dependence, and all aspects of addictions.

SMT is pleased to announce that we will jointly be working with ANCB to market and expand this emerging segment of the healthcare industry. SMT will also be providing complete test development and computer administration services. You may learn more about ANCB's certification programs at the parent society's web site at www.intnsa.org.



The Association of Government Accountants retained SMT to conduct a comprehensive

program audit for the Certified Government Financial Manager (CGFM) certification program. Since its inception in 1994, the CGFM has become the standard by which government financial management professionals are measured. Its education, experience and ethics requirements have served to elevate the most seasoned financial professionals. Information about the CGFM is available at www.agacgfm.org.



The Board of Nephrology Examiners Nursing and Technology (BONENT) is the premier international organization for certification of nephrology professionals. The BONENT certification program consists of three titles: Certified Hemodialysis Nurse, Certified Hemodialysis Technologist and Peritoneal Dialysis Nurse.

SMT is providing BONENT with test development, booklet printing, scoring and reporting services for the three examinations, as well as hosting the BONENT practice tests. You may learn more about BONENT at www.bonent.org.

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SMT welcomes new clients

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The National Certification Commission for Acupuncture and Oriental Medicine (NCCAOM) was established in 1982 with a mission to establish, assess, and promote recognized standards of competence and safety in acupuncture and Oriental medicine for the protection and benefit of the public. Since its inception, the NCCAOM has certified more than 16,000 Diplomates in Acupuncture, Chinese Herbology and Asian Bodywork Therapy.

SMT has been retained by the NCCAOM to provide psychometric services. You may learn more about this program by visiting www.nccaom.org.

New SMT Test Centers

SMT has recently added the following new locations to our always-growing list of secure testing centers:

- ≈ Bismark, ND
- ≈ Laramie WY
- ≈ Bozeman MT
- ≈ Huntington, WV
- ≈ South Burlington, VT
- ≈ Peoria, IL



Doug Gregory



SMT welcomes Doug Gregory as our new Director of Operations. Doug comes to us from the Chi Chi Rodriguez Youth Foundation, where he served as President and Chief Operating Officer. Prior to that position, Doug had a distinguished 28 year career with the Pinellas County School Board, during which, he served as Director of Institutional Services, principal, and teacher. As Director of Operations, Doug directs three departments: Administration, Printing, and Operations. He oversees the security vault and associated printing functions, test booklet receipt, scanning and scoring systems, program administration and client services, national CBT network and help desk operations. Essentially, these are all the valuable services that support the test development and administration functions. We are extremely pleased to have been able to recruit Doug for this very important role in our organization.

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Product Leadership companies produce a steady stream of state-of-the-art products and services. Product leadership companies must get products and services to market quickly, and must be willing to render their own technology obsolete.

Companies focusing on Customer Intimacy tailor and shape products and services to fit each individual customer. These companies consider the long-term client relationship, rather than the value of a single transaction. The Value Disciplines model suggests that companies can only excel in one of the three disciplines, but must be at least industry standard in the others.

SMT is dedicated to Customer Intimacy. Our products are innovative and useful, our operations are efficient and timely, but our passion lies in getting close to our clients so that we fully understand their values and processes so that the work we perform on their behalf reflects their values.

It is increasingly apparent that this approach strikes a resonant chord with many certification organizations, which is not surprising, since for most associations, customer intimacy is at the crux of their business.

