Mission
Validate excellence in medical-surgical nursing and care coordination and transition management.

Vision
MSNCB certification is universally valued as essential to positive patient outcomes.

Core Beliefs
MSNCB believes:
- Medical-surgical nursing is a specialty with a distinct body of evidence-based knowledge.
- Care coordination and transition management is a practice, encompassing the continuum of care from acute care to ambulatory care, with a distinct body of evidence-based knowledge.
- Certified registered nurses positively impact patient outcomes.
- Certified registered nurses know and apply evidence-based practice and research.
- Obtaining certification empowers registered nurses to develop and use their leadership talents.
- As an organization, we should continually strive for relevance, accessibility, fairness, and innovation.
- Every applicant should have a positive experience with MSNCB, feeling understood, respected, supported, and encouraged.

Strategic Initiatives
Initiative 1: Extending Our Circle
MSNCB will reach a broader audience to promote our certification.
1.1 Engage certificants to promote our certification.
1.2 Collaborate with other professional organizations to promote certification.
1.3 Enhance the visibility and success of MSNCB certifications.

Initiative 2: Increasing Our Value
MSNCB will improve the certification experience.
2.1 Explore opportunities to improve the certification process experience.
2.2 Expand the certification offerings.
2.3 Expand the evidence that our certification is essential to positive patient outcomes.
2.4 Evaluate current credentialing programs to reflect continuing competence.

Initiative 3: Enhancing Our Organizational Health
MSNCB will ensure a healthy organization committed to servicing our certificants and extending our circle of influence.
3.1 Enhance the leadership development of the MSNCB directors and volunteers.

Strategic Message
Certification is the recognized path for registered nurses to build and demonstrate commitment, confidence, and credibility.