



# UCNS Certification

*a measure of expertise*

Promote your UCNS-certification and commitment to meeting the expert standards of your subspecialty field and providing high quality subspecialty care to patients.

## Tips for Promoting Your UCNS Certification

1. Frame and prominently display your UCNS certificate in your office.
2. Send a news release to your institutional communications/public relations department, state medical society, local newspaper, and/or your professional membership organizations. Include your photo when possible.
3. Use the sample news release on your letterhead and customize it with your personal information and add a quote.
4. Include your certification designation on your curriculum vitae, practice website, and in your bio when involved in speaking engagements.
5. Send a professional card or letter to your referral sources announcing your certification and explaining how UCNS certification improves your ability to provide quality patient care.\*
6. Include the statement, "Certified in [insert subspecialty] by the United Council for Neurologic Subspecialties" on your professional letterhead, business cards, and website.\*
7. Reference your certification in your email signature.
8. Educate your colleagues and residents about UCNS certification in your subspecialty.
9. Provide the *UCNS Certification Supporting Information for Employers* to your department chairs, chief medical officers, and credentialing committees.
10. Volunteer to do a presentation to residents, fellows, and medical students about UCNS to raise awareness of the subspecialty's standards and merits of certification.

*\* Before including language of UCNS Certification or that a physician is a UCNS Diplomate in any advertising, check the laws in your state regarding physician advertising. Several states limit the use of these terms to only physicians certified by American Board of Medical Specialties, American Osteopathic Association Bureau of Osteopathic Specialists, or other groups designated within their laws.*