

Navigating APIC's many member benefits

BY SARA MILLER

Individuals join an association because they have a challenge, and they think the organization can help them solve it. What does this mean for APIC? When someone becomes a member, they need to be able to easily and effectively apply their new suite of APIC resources, products, and programs to their challenge. And, because we want the IP to be a member for life, APIC must ensure your membership addresses today's challenges as well as tomorrow's.

What are APIC's benefits?

The 2020 APIC Member survey asked respondents what they value most about APIC.¹ Responses included:

- professional organization's position statements on various topics.
- a "go to" source for best practice information.
- ability to get involved on the local level.
- the educational resources and community of IPs who provide help when you are feeling lost and need some guidance.
- up-to-date information and advocacy.

These value statements connect to the broad suite of benefits you have access to as an APIC member, including:

- *American Journal of Infection Control*: APIC's monthly scientific journal featuring the latest peer-reviewed research on infection prevention, epidemiology, infectious diseases, quality management, occupational health, and disease prevention.
- APIC eNews: weekly email with the latest updates from the world of IPC, APIC, and beyond.

"APIC connects me to a vast network of experts when I have questions or need guidance. APIC also provides many educational opportunities to keep up to date on research and best practices." – APIC Member since 2007

- COVID-19 resources: Since the beginning of the outbreak, APIC has been connecting with the Centers for Disease Control and Prevention (CDC) and the World Health Organization (WHO) to inform our leaders about what is happening on the ground in our healthcare facilities, and to inform infection preventionists about the latest guidance to keep patients safe from COVID-19. <https://apic.org/covid19/>
- Discounts: Save up to 25% on specialized education, training, and resources, including APIC's Annual Conference, EPI education series, CIC® certification preparation, and the APIC Text.
- IP Talk: members-only online community where you can network with IPs around the world.
- *Prevention Strategist*: practice-focused IPC publication offering evidence-based strategies from leading experts.
- Resources: Practice guidance and data-driven research, including implementation guides for surveillance and the elimination of infection.
- Webinars: Live and archived events, available on your schedule and at your convenience.

Although all members have access to the full slate, importance and usage differs based on years of IPC experience¹ (see Table 1).

The flexibility of your APIC membership means you can adjust usage of specific benefits as needed (see Table 1).

Connecting APIC benefits to IPC problems

With all these resources and flexibility, APIC's suite of member benefits can be overwhelming, especially for those new to the organization. To ease the process, it can be helpful to group the benefits under broad topics. For example, membership

Table 1: Top APIC benefits based on years of IPC experience

Top APIC benefits	Less than 3 years	3-5 years	6-10 years	11-15 years	20+ years
APIC.org	x	x	x		x
AJIC	x		x	x	x
Education and training for the CIC® Exam	x				
Membership discounts on products and events	x				
APIC webinars		x	x	x	
APIC online courses		x			
Infographics or other Infection Prevention & You patient safety resources		x			
APIC Annual Conference				x	
APIC Implementation Guides					x
COVID-19 Resources	x	x	x	x	x

benefits can be grouped by the four primary reasons for APIC membership (see Table 2).¹

While this is easier to navigate than looking at the full benefits list, there are a few things to keep in mind:

- This benefit allocation is based on broad categorization; however, many items cross categories. For example, if you're interested in reading the latest research, you'd access AJIC. If you want to share your research with the field, you might submit an article to AJIC or apply to speak at APIC's annual conference.
- Additionally, APIC offers resources that are available to everyone working in healthcare as well as the general public. These can also help address member challenges. For example:
 - APIC's monthly podcast, The "5 Second Rule," covers the topics that matter to—and affect—everyone by talking to experts about some common myths related to the risk of infection and to get tips to keep yourself and the people around you safe from infection. <https://5secondruleshow.org/>
 - Infection Prevention and You offers free resources and infographics on infection prevention basics. <https://infectionpreventionandyou.org/>

Despite these cautions, the above grouping can get you to the answer—and help solve your challenge—faster.

New and upcoming benefits

We know the IPC field and your responsibilities are constantly evolving. In 2020, APIC added new resources for members, including:

1. The Wellbeing Bundle has all four parts of IP Recharge: A Wellbeing Series in addition to a webinar co-hosted with Mt. Sinai Center for Stress, Resilience, and Personal Growth. <https://apic.org/education-and-events/bundled-learning-options/well-being-bundle/>
2. The APIC Microlearning Hub features microlessons for and by IPs on practical IPC topics across the continuum of care. You can review existing

Table 2: APIC benefits based on primary reasons for being a member

Professional development, education, training <ul style="list-style-type: none"> • Implementation Guides • Webinars • Competency Model • Discounts on training 	Developments and news impacting the field <ul style="list-style-type: none"> • APIC eNews • APIC Action e-List • Government Affairs portal to email legislators
Connect or engage with the field <ul style="list-style-type: none"> • IP Talk • Online communities • Local chapters 	Research through journals and publications <ul style="list-style-type: none"> • AJIC • <i>Prevention Strategist</i> • APIC Annual Conference

MEMBERSHIP QUICK WINS

Ready to get started? Here are five actions you can take today.

1. Login to APIC's online community and check out the latest messages. Post a question or response. <https://community.apic.org/home>
2. Access your online AJIC subscription to review the latest issue or search the archives. <https://www.ajicjournal.org/>
3. Sign up for a webinar or listen to a recording. <https://apic.org/education-and-events/online-learning/upcoming-webinars/>
4. Download the latest 5 Second Rule podcast. <https://5secondruleshow.org/>
5. Submit a 3- to 15-minute microlearning lesson on an IPC topic. <https://apic.org/education-and-events/online-learning/microlearning-hub/>

microlessons or submit your own for your consideration. Learn more on page 14 or at <https://apic.org/education-and-events/online-learning/microlearning-hub/>.

3. You can further develop your leadership and communication skills with our weekly newsletter, *Leadership Matters*. Look for it in your inbox every Friday afternoon. Haven't received it or want to share with others? Visit: <https://apic.org/leadership-matters/>

We also have new resources planned for 2021, including expanding our networking and educational offerings through dedicated online communities to support New IPs (up to 3 years of experience) and those studying for the CIC® exam.

Next steps

A year after its founding in 1972, APIC reported 650 members and launched its first newsletter. The inaugural chapter (001-New England) was created in 1974. The website, www.apic.org, was unveiled in 1996.

The Competency Model debuted in 2012. For more than 40 years, APIC has produced resources, products, and programs to advocate for infection prevention and control practices and the professionals performing this life-saving work. This includes continually evaluating and enhancing what the organization provides members and the IPC community at large. From a pandemic to new legislation, from changes in your facility to a promotion, you're constantly being asked to know and do more. APIC—and your APIC membership—is with you.

If you have suggestions for other benefits or would like to talk about our offerings, please reach out to APIC's Membership team at membership@apic.org or contact Sara Miller, APIC's senior director of membership, at smiller@apic.org. 

Reference

1. APIC 2020 Member survey, August – October 2020.

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