

American Midwifery Certification Board (AMCB)

Twenty Years of Growth and Achievement (2005–2025)

Executive Summary

From 2005 to 2025, AMCB achieved remarkable growth, expanding its net assets and more than doubling annual certification numbers. The organization evolved from foundational restructuring to industry leadership, supporting midwifery education, research, and professional standards while giving back over \$490,637 to the profession since 2013.

Key Milestones

Financial Growth

- Established investment accounts with sound fiscal oversight and annual audits.
- Provided over \$490,637 in direct financial support to the midwifery industry (2013–2025).

Certification Progress

- 2005: 299 new CNM/CMs (341 total candidates)
- 2024: 750 new CNM/CMs (1,037 total candidates)
- Transitioned to a 5-year recertification cycle.
- Introduced new policies, online systems, and a comprehensive continuing competency program (CMP).

Chronological Highlights

2005–2009: Foundation and Modernization

- Transitioned to computer-based testing.
- Rebranded from ACNM Certification Council to AMCB.
- Established investment policy, research policy, payment/invoicing policies, conflict of interest policy, updated exam policies (including offering immediate P/F results to candidates).
- Introduced customer service and office infrastructure improvements.
- Introduced wallet sized certificates
- Began regular audits, created governance policies, and developed the first strategic plan.
- Initiated collaboration with ACNM and other professional bodies (LACE membership, DOME meetings).
- Began exhibiting at ACNM Annual Meeting
- Sponsored/hosted CMP Breakfast at ACNM Annual Meeting (2006)
- Worked with Washington State to explain difference between CMP and CCA program for the ARPN United of Washington State, Prescriptive Authority Primer.
- Published Task Analysis

- Offered Item Writing Training Workshop for CMP and Exam Committee members and any Program Directors that wanted to attend.
- Tracked down over 6000 lifetime certificants to update addresses/contact information
- Presentation at ACNM Annual Meeting introducing time-limited certification requirements (2009)
- Began meeting with international midwives to discuss AMCB requirements and relationship to ACNM

2010–2014: Expansion and Strategic Alignment

- Adopted graduate degree requirement and mandatory 5-year recertification. (including on accepting candidates from doctorate programs that confer a degree at master's level if doctorate is not completed)
- Held a webinar to explain the CMP process
- Implemented online candidate and certificant portals, including ability to complete modules online
- Strengthened collaboration with ACNM, ACME, and HRSA.
- Supported data collection and international midwifery efforts.
- Began public relations campaign (exhibiting at multiple organizational meetings) and social media presence.
- Lowered the cost for first time and retake of the certification exam
- Separate Discipline Department formed
- Separate Research Department formed
- Financially supported ACNM in IOM Global Initiative and sponsored the ACNM Our Moment of Truth campaign (2012)
- Began participating in USMERA
- Established the Retired status for certificants
- Sponsored/Hosted Student Luncheon at ACNM Annual Meeting (2013)
- Financially supported ACNM Representation at the global forum on Innovation in Health Professional Education (2013 and 2014)
- Financially supported ACNM's Data Collection Initiative (2014)
- AMCB Representation on ACNM Designing Data Collection Initiative and attendance at the ICM Meeting (2014)
- AMCB co-authors on Midwifery Workforce Manuscript in JMWH

2015–2019: Leadership and Collaboration

- Held Student Reception at ACNM Annual Meeting (2015)
- Presentation at ACNM Annual Meeting on AMCB certification/recertification, presentation on Discipline, presentation on Task Analysis (2015, 2018, 2019)
- Multiple financial grants to ACME (2015, 2016, 2018)
- Financially supported ACNM Representation at the global forum on Innovation in Health Professional Education (2015, 2016)
- Published new Task Analysis
- Introduced DEI and anti-racism initiatives. (2019)

- Expanded digital tools, psychometric studies, and workforce research.
- Financially supported state and national legislative efforts for midwives. (2015)
- Enhanced exam transparency, policy development, and demographic reporting.
- AMCB participation in APRN Competency-Based Education for Doctoral-Prepared APRNS Work Group (2016, 2017)
- AMCB attendance at ACNM Executive Leadership Meeting (2017)
- Submitted written explanation and documentation to Medicare to assist with confusion on reimbursement

2020–2024: Resilience, Innovation, and Equity

- Managed COVID-19 disruptions with flexible testing, virtual operations, extended eligibility periods, waived late fees. (2020)
- Conducted DEI training for all volunteers and staff and began offering annual training.
- Obtained VA Education Benefits administered by the U.S. Department of Veterans Affairs through the Maryland Higher Education Commission
- Improved website, databases, and exam infrastructure.
- Endorsed Midwives For Moms Act (2021)
- Signed on in support of 2023 Midwifery Appropriations Stakeholder Support Letter
- Presentation at ACNM Annual Meeting on Task Analysis (2022)
- Lowered fee to retake the exam (2022)
- Worked with NCSBN to help update Kansas Nurse Practice Act (2022)
- Began offering digital article sets through portal
- Created (2023) and Implemented (2024) the Transition to Professional Midwifery Practice Initiative.
- Sponsored ACNM initiatives and provided multiple financial grants to ACME and ACNM Foundation. (2020, 2022, 2023, 2024)
- Sponsored ACNM Annual Meeting (2023)
- Began publishing detailed Demographic Reports annually and worked with ACNM on Workforce Data Report. (2020)
- Met with U.S. Government Accountability Office to discuss demographic reports
- AMCB Demographic and Employment Data 2016-2020: The Certified Nurse-Midwife and Certified Midwife Workforce published in JMWH
- Created and sent to all certificants a Midwifery Challenges Survey and shared results with ACNM
- Began working with ACNM, ACME, and ACNM Foundation on Midwifery Reimagination Project (2024)

2025: Continuing Excellence

- Introduced Task Analysis as a recertification requirement.
- Launched a DOME portal for FAQs and program reporting.
- Began transition toward LOFT testing (launch 2026).
- Added Emeritus status for certificants.
- AMCB Board President participated in ABNS research on certification motivation.

- Poster Presentation about Discipline at ACNM Annual Meeting.
- Continued Transition to Professional Midwifery Practice Initiative.

Ongoing Initiatives

- Member of LACE every year since inception.
- Annual Financial Audits maintained for transparency.
- Commitment to DEIB through ongoing training and organizational policy.
- Strategic Planning: Now a living document incorporating feedback and innovation.
- Continuous Collaboration: Ongoing partnerships with ACNM, ACME, US MERA, HRSA, and other national stakeholders.

Conclusion

Over two decades, the American Midwifery Certification Board transformed into a robust, forward-thinking certifying organization. Through strategic planning, technological modernization, and steadfast dedication to equity and professional excellence, AMCB continues to strengthen the foundation of midwifery certification in the United States and beyond.