

To: RESNA Credentialed Assistive Technology Providers  
From: Anjali Weber, Credentialing Marketing Director  
Date: September 1998  
Re: Marketing your credential

The enclosed have been prepared by RESNA to help you market your credential and to give detailed information about what certification means to your customers. The following materials are enclosed:

- sample press release
- cover letter
- brochure detailing certification process and the Standards of Practice
- 20 gold seals with the designation ATP or ATS

Together, these materials should help you provide an end user, third party payor, referring professional, etc., with greater detail about the development of the credential, foundation knowledge tested by the certification exam, the eligibility requirements, and the ethical standards and level of professionalism by which you have agreed to practice.

These documents may be re-formatted and personalized for different needs, but the actual content should be kept intact. The cover letter may be copied and used as is, or put on your own letterhead; the brochure may be distributed as is, or with personal stamps, labels, or seals as desired. The gold seals and ideas for their use are also enclosed. The materials may be copied as needed, or additional reprints of the brochure or seals may be ordered through the RESNA office at a nominal cost.

A directory of credentialed providers is now available on RESNA's website. It is sorted by the ATP or ATS designation and is listed alphabetically by state. Hot links are provided to those persons with e-mail addresses. RESNA's home page has now been shortened to [www.resna.org](http://www.resna.org).

Should you have any questions or concerns with these materials, or if you would like to order reprints, please contact the credentialing program at the RESNA office at (703) 524-6686 ext. 300. We encourage your participation and input in our on-going efforts to help educate and inform the public about quality assistive technology service delivery.