



## ABOG's Digital Badge Program

The American Board of Obstetrics and Gynecology (ABOG) launched a digital badge program in 2020 that offers diplomates who participate in its Maintenance of Certification (MOC) program the opportunity to claim a digital badge representing OB GYN certification, plus badges for any subspecialty certifications that are relevant for a physician. Only diplomates who participate in ABOG's full MOC program are eligible to participate in the badge program. CME-only participation does not qualify.

Details, including FAQs, about this program are available on [abog.org](http://abog.org): [Digital Badge Program](#)

## The "How" and the "Why" of Digital Badges

ABOG partnered with [Credly](#), a company that offers digital credential sharing through its web platform. The "how" involves:

- The user (in this case, an ABOG diplomate) receives access to create a profile within the Credly platform and claim a badge or badges.
- After claiming the badge or badges, the user can then use tools provided within Credly to share badges across digital channels, like a practice website, an email address, or social media.

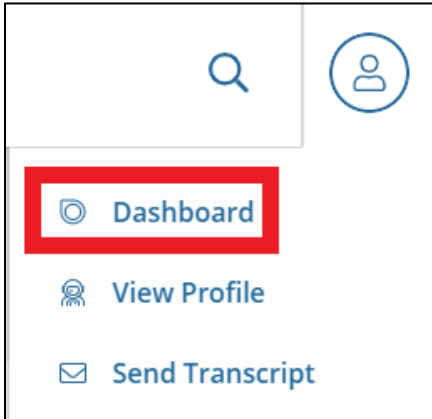
The "why" of badges translates to the benefits of claiming and sharing badge(s), which include:

- Offers confirmation of certification(s) to anyone, i.e., patients, potential patients, colleagues, potential employers, current employers, the general public, etc.
- Creates opportunity for diplomates to market skills and offers concrete evidence in a digital age of highly regarded medical credential(s)
- Advances the awareness of and education about certification to the general public, who may not fully understand the importance of seeking out board certified physicians

## How to Share Badges

The six steps outlined below can only be expedited after the physician (user) has created an account on the Credly platform and accepted badge(s) issued by ABOG. The user has complete control and can log in at any time to update a profile and/or share badges.

**Step 1:** After [logging in](#) to the Credly account, user clicks on “Dashboard”.



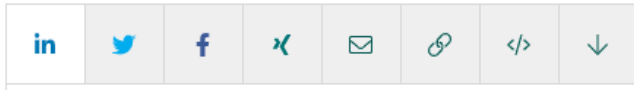
**Step 2:** After clicking on “Dashboard”, user clicks on the badge(s) to be shared. Physicians with subspecialty certification are able to share both OB GYN badge plus subspecialty badge(s).



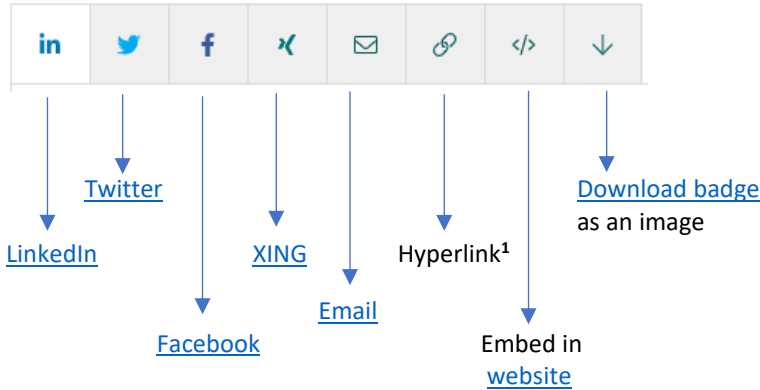
**Step 3:** After clicking on the badge, user will see the following screen. User clicks on “Share” in top right corner.



**Step 4:** After clicking on the “Share” button in Step 3, the user will see on the screen a row of icons that look like this:



Each of these icons represents the different platforms, channels, or tools that enable badge-sharing:



Click on each of the descriptors above (LinkedIn, Twitter, Xing, etc.) to be taken directly to step-by-step guides on how to share badges using each of the available tools.

<sup>1</sup>Badge earners can click on the hyperlink tool to copy and paste a badge URL address into word(s) or the badge image. End users (i.e., consumers, hospital credentialers) who click on the word(s) or image are then directed to that badge page that displays certification details.

## Support Information

Additional guidance regarding badge use is available on the [Credly website](#).

Questions for ABOG regarding badge eligibility or details about the ABOG program can be submitted by completing this short [Digital Badge Form](#). Response and/or assistance will be provided within two business days.