
**Abstract**

Since the pay-for-performance reimbursement by Medicare and commercial health plans was enacted and continues to expand over time, financial penalties have been placed on healthcare facilities providing dialysis services that demonstrate poor outcomes. It is advantageous for institutions to seek consistent, solid, and positive outcomes to ensure that patients will be well cared for and reimbursement will not be negatively impacted. This article explores how certified nurses can be good for business and the bottom line.