MONTHLY NEWSLETTER
APRIL 2019

PLATINUM
EDUCATIONAL GROUP

ALLIED HEALTH PROFESSIONS

The **Platinum Educational Group** newsletter is dedicated to Allied Health instructors, administrators, and providers. If you have any questions please reach out to us anytime either by email or call **616.818.7877**.

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They're Ba-ack! (No not Poltergeists, Thankfully)

Platinum Educational Group Announces 2019 Scholarships Program! $1000 Awards for Students in EMS, Nursing, and Allied Health.

Both students and instructors have been very excited about this year's scholarship program offered by Platinum Educational Group. We have had numerous emails and phone calls asking when students can start applying. Well, the time has come! We are proud to announce our 2019 application packet is ready!

Visit the link below to learn more about our scholarships program, download application for your students, view past winners, and instructions to distribute the information!

Read Full Details

Who is Platinum Educational Group, exactly?

As Platinum Educational Group continues to broaden the versatility of their solutions for healthcare professions, as well as increase our audience, we would like to remind people of who we are and what we do!

We are staunch advocates for the highest degree of training for all nursing programs. **We are proud to boast the best, and most cost-efficient, skills tracking, scheduling, and reporting for each Allied Health field.**

"Great company with great products! They care about the customer." - John Gosford, Education Manager

*Factoid: We have delivered over 230 new features and updates for our customers, many at their request, since 2015!

Our Mission: Deliver valid and reliable testing, assessment, scheduling, skills tracking, and reporting solutions.
Our Vision: Every learner in the world can benefit from our solutions.

Submit an Article!

Do you have a knack for writing good articles? Do you have an awesome article you have written in the past that you would like to showcase? Do you have a blog? **If you said yes to any of these, then we want you!**

We are currently looking for quality nursing content to be featured in our monthly newsletter and social media platforms! Maybe you want to submit just one article, a few, or be a consistent contributor - all of these are great! Contributors will receive a "thank you" package from us (Gift Card, Platinum Swag) as well as some great exposure to your content and expertise!

If you would like to submit an article for consideration, please contact <u>Director of Marketing</u>, Jeremy M. Johnson, today!
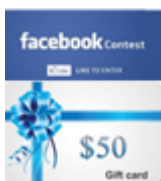
Featured Program: Certified Nursing Assistant (CNA)

Exciting news! <u>Platinum Planner</u> is now customized to meet the clinical tracking and student scheduling needs for CNA programs! We have worked hard to provide an affordable tailored platform for them. **How affordable?** There is **no institutional fee** to use Platinum Planner and only a one time nominal per student fee of $40! Let us show you how we can assist your CNA program!

<u>Click for Certified Nursing Assistant Program Demo!</u>

PLATINUMPLANNER.COM

Win a $50 Gift Card

Thank you to everyone that has given us some love on Facebook. We are fast approaching our 3000 "Likes" contest drawing! If you haven't already, then give us a like and be included! Winner will receive a **$50 visa gift certificate**!

In addition to special contests, each month we randomly select a profile that has liked our <u>Facebook Page</u>. That person/company receives an awesome "thank you" package from us! So, go ahead and give us a "like" **YOU MAY BE OUR NEXT WINNER!** March's awardee is **Julie Rials from Tyler, TX**

Clinical Tracking at an AFFORDABLE Cost

The number one "goal" that we heard most frequently was that Allied Health programs desire a cost effective online clinical/skills tracking and scheduling platform. **WE HAVE THE SOLUTION FOR YOU**.

What Do We Offer?

We have worked very hard to produce a platform that will meet **ALL** of your needs and then some! Not only is keeping track of your students' clinicals, labs, skills, and scheduling easy on your end, we also provide a **FREE** student app that works online and offline for your

pupils to utilize! We offer **FREE** customer support to admin, instructors, students, preceptors, and any other of our end users! 100% free, 100% of the time!

CURRENT Supported Professions

Anesthesia Technology	**Medical Assistant**	**Radiation Technology**
Certified Nursing Assistant	**Nursing**	**Respiratory Care**
Dental Assistant	**Ophthalmic Medical Technician**	**Speech Language**
Dental Hygiene	**Patient Care Technician**	**Surgical Technology**
EMS	**Phlebotomy**	**Veterinary Technology**
Field Training	**Pre-clinical**	

What is the Cost?

There is **NO Institutional fee** to incorporate Platinum Planner into your program, only a one time nominal per student fee with several different payment options! There are so many more benefits to Platinum Planner. We would be honored to show you! Finally, **YOU** can have an affordable electronic clinical tracking system!

Stop wasting time tracking your students with paper and pencil or excel! We have an easier and more cost effective solution!

Top 10 Reasons to Use PlatinumPlanner

"Platinum Planner has made my life much easier and I really appreciate that. So glad that I took the leap and tried your product!" - Toni Milan, Program Director

Schedule a free demo of Platinum Planner on **YOUR** time!

Easy Demo Scheduling!

Opportunity Knocks and a Door Opens
By Tom Gottschalk, COO, Medical Educator

Before the turn of the century, political aficionados were introduced to the concept that would be later called, the Overton Window. It proposes a theory, that there are topics and agendas that could be moved forward efficiently during a specific period of time when it would be deemed acceptable by constituents it serves. That a previously unacceptable solution proposed earlier, would be suddenly judged as a reasonable answer to a public issue at hand. Or at least minimally would no longer be considered too extreme a position to be held, debated, or pondered upon by leaders of government. The word plausible comes to mind here.

Read Full Article

States Seek Tighter Regulation of For-Profits
By Ashley A. Smith, Inside Higher Ed

State lawmakers, advised by Robert Shireman, want to fill what they call a void in federal leadership by enforcing regulations on for-profit institutions and recently converted nonprofit colleges.

Read Full Article

The Scholarly Column: Student Peer Pressure in Higher Education
By Regina M. Sportsman, RMA, CMA (AAMA), BA, MM, MBA

Did you think that peer pressure was going to end when you graduated high school? Many of us thought that going into college we would be embarking on a journey that included being responsible while attaining an education and becoming a viable adult in today's society. "Spoiler Alert" peer pressure is never going away. The good news is that we can utilize peer pressure to our advantage. There is good peer pressure and there is bad peer pressure. As an educator we must look at how we react to peer pressure that is among our adult students in the classroom.

[Read Full Article](#)

Know the Rules! Episode 6: Establishing Your Security Management Process
By Kimberly Shutters, CEO, HIPAA alli

The HIPPA Security Compliance Series to assist all medical community professionals

Every Business Associate (BA) that creates, receives, maintains, or transmits protected health information (PHI) is required to perform a comprehensive organization wide HIPAA Risk Analysis (Per: §164.308(a)(1)(ii)(A)).

This includes establishing and maintaining effective Security Management Process is not only a requirement, but is also a critical and a necessary activity for the protection of ALL of your patient's PHI.

Today, we focus on HIPAA Security Risk Analysis from three distinct areas. They are:

[Read Full Article](#)

Upcoming Conferences for Allied Health

6/21/19 to 6/23/19, Louisville, KY - ADHA Annual Conference

All PEG Events!

We are looking for State and National Allied Health conferences! Do you know of any that we simply CANNOT miss? Please drop us a line and let us know! **We'll even send you a thank you gift!**

Ask the Customer Support Team
By David Smith, Customer Service Advocate

Q: What is the new "Attendance" tab when students are filling out the Information tab in Opportunity documentation? A: The Attendance tab is where students can check in to an opportunity, as well as document break times.

[Read Full Article!](#)

"Customer service is exceptional! I accidentally deleted a lab with lots of skills listed. I reported it online to the Platinum Team at 10:30pm and received a call back at 10:38pm! The lab reappeared in my list the following day - with notifications from the Customer Service team. THANK YOU!" - Mary Burget, EMS Instructor at Northwestern Michigan College

News From Our Allies in Education

Every month we feature a key news snippet or other information from our allies in EMS Education. If you would like to connect and see how we can collaborate, contact us!

New ABHES Executive Director

ABHES is pleased to announce that Ms. India Tips has been confirmed to serve as ABHES' new Executive Director effective January 1, 2019.

More Information

Pennsylvania Association of Private School Administrators Annual Conference Information

Pennsylvania Association of Private School Administrators (PAPSA) 2019 Annual Conference will be held at the Lancaster Marriott and Convention Center at Penn Square of Lancaster, July 23-24, 2019.

[More Information](#).

Customer Showcase: City College (FL)

Every Month we give a little bit of love to one of our valued customers! This month we celebrate **the awesome staff at City College.**

The mission of City College is to educate and train students in their chosen major, in preparation for employment in specific career fields. City College awards Associate of Science or Bachelor of Science degrees based on the student's successful completion of required coursework.

Our Team had the pleasure of traveling to City College locations throughout Florida in 2017 to visit with the wonderful staff there and assist in setting up their 5 campuses with Platinum Planner for their Allied Health programs. City College has a very interesting history and an amazing staff and faculty.

A huge thank you to the entire hard working Allied Health staffs at City College. We appreciate you being one of our valued customers!

Does your Program need Student Access Cards or Credit?
By John Zimmer, Client Relations Manager

Many programs still need to gain Platinum Tests or Platinum Planner student access. There are three ways students can gain access into our programs:

1. Nursing programs can purchase student access credit or cards directly through Platinum Educational Group; then the students reimburse through tuition or lab costs.
2. Students can purchase access cards through their institutions' bookstores.
3. Students can purchase access from our websites directly (Platinum Planner, Platinum Tests) using their own credit/debit cards.

If you need student access for Platinum Tests or Platinum Planner, contact **John Zimmer** at 616-490-5395 or email [EMAIL](#).

If your annual license ends soon, please renew prior to expiration to avoid an interruption in service. If you have questions about your license renewal, contact **John Zimmer** at [EMAIL](#).