



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**.

In this edition:

1. Life Has a Funny Way of Repeating Itself
2. Who is Platinum Educational Group, Exactly?
3. **Guest Authors Wanted! Submit an Article**
4. Platinum's Annual Scholarship Program Information Notification List
5. **Platinum's 2018 Year in Review**
6. Featured Program: Surgical Technology
7. **Give us a "Like" and be Entered for a \$50 Gift Card**
8. Clinical Tracking at an AFFORDABLE Cost
9. **Case Study:** A Hands-ons Approach to Student Retention
10. **Article:** Help, I need somebody! (Help) Not just anybody!
11. **Article:** The Scholarly Column - Instructor Apathy
12. **Article:** Know the Rules! Episode 4 (HIPAA Rules)
13. Customer Showcase: Delaware Technical Community College (Surgical Technology Dept)
14. And Much More!



Life Has a Funny Way of Repeating Itself

Most of us know about Groundhog Day on February 2nd and the tradition behind it. Per folklore, if it is cloudy when a groundhog emerges from its burrow on this day, then the spring season will arrive early; if it is sunny, the groundhog will supposedly see its shadow and retreat into its den, and winter weather will persist for six more weeks.

The holiday has also produced a cult movie classic titled Groundhog Day starring Bill Murray. The main character of the film finds himself in a time loop, repeating the same day again and again. It is only until he gains some insight into his life that he can go on living it normally. We hope you had a chance to watch this movie for the first time this February or for the 100th time!

Platinum Educational Group does not want YOUR program to see its shadow OR get stuck in a time loop by using costly or outdated methods! We have helped SEVERAL HUNDREDS of training programs become more efficient. WE CAN HELP YOU TOO.

[View Solutions and Schedule a demo](#)

Until then, have a happy Groundhog and Valentine's Day from all of us at Platinum Educational Group



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 allied health programs. **We are proud to boast the best, and most cost-efficient, testing, skills tracking, scheduling, and reporting for all levels.**

"Unlike many companies, Platinum Educational Group is a system of educational support, helping to transform the way you teach. They function as educational partners. I never cease to be impressed with their customer service." - Daniel Linkins, Program Director and Dept. Chair

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!**

WANTED! We are currently looking for quality allied health 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 [Director of Marketing, Jeremy M. Johnson](#), today!



Platinum's Annual Scholarship Program Information Notification List

Do not let your students miss this \$1000 opportunity

Both students and instructors have been very excited about [Platinum Educational Group's Annual Scholarship Program](#). Every year we award one lucky student in each EMS, Nursing, and Allied Health field with \$1000! We have had numerous emails and phone calls asking when students can start applying. Well, the time is almost upon us! The 2019 scholarship packet will be available near future. **If you would like to be on our scholarship notification list, [CLICK HERE](#)**. This will ensure YOUR students will get the information as early as possible!



Platinum's 2018 Year in Review

In Case You Missed It

We are extremely proud of what we accomplished in 2018. Thank you to our family, our friends, and most of all **our customers**. You drive us to put forth our best effort each and every day. Those days eventually turn into one year.

If you are not yet a valued Platinum Educational Group customer, **come see why so many people trust us to be a part of their education process**. We have **BIG** things in store for 2019 and we hope you are a part of it.

[2018 Year in Review](#)

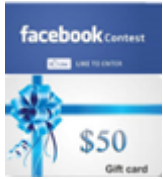


Featured Program: Surgical Technology

Exciting news! [Platinum Planner](#) is now customized to meet the clinical tracking and student scheduling needs for surgical technology programs! We have worked hard to provide an affordable tailored platform for ST. How affordable? There is no institutional fee to use Platinum Planner and only a one time nominal per student fee of \$65! Let us show you how we can assist your program!

[Click for Surg Tech Program Demo!](#)

"We look forward to using Platinum Planner again in the Spring 2019 semester for our surgical technology program. The students enjoyed using it and it was easy for me to track their case numbers." - Katherine Matteson, Surgical Technology Program Director, Delaware Technical Community College



Give us a "Like" and be Entered for 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 [Facebook Page](#). 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!** January's awardee is **Leslie Lorren from Madison, AL**



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.**

Do not waste time tracking your students with paper and pencil! We have an easier and more cost-effective solution!

[Top 10 Reasons to Use PlatinumPlanner](#)

"We have five campuses that are rolling out Platinum Planner. Platinum Educational Group has consistently been easy to work with and supports their products. The service we receive is consistently excellent with all campuses and numerous individuals who contact them!" - Heather Payne, Director of Institutional Effectiveness (Allied Health)

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

Easy Demo Scheduling!



A Hands-On Approach to Student Retention

By Isaiah Vianese, Liberal Arts and Sciences Department Chair and Sandra Monteiro, Assistant Dean of Student Services, Mandl School: the College of Allied Health, New York, NY

In 2017 at Mandl School: the College of Allied Health in New York City, we began a hands-on student retention effort that involved faculty and staff tracking students of concern, as well as reaching out to students via email and phone calls. As part of this effort, faculty also received leadership training via a mentorship program. Because of Mandl's size and the close-knit nature of the academic community, we hypothesized that creating a team atmosphere via a mentorship initiative, as well as pursuing a more personal and hands-on approach to student retention, would have a positive effect on the college community as a whole.

[Read Full Article](#)



Help, I need somebody! (Help) Not just anybody!

Demo Scheduling Made Easy

By Tom Gottschalk, COO, Medical Educator

When filling out a survey or answering questions about what our business does, my eyes twinkle the most when I talk about the client relationship side of our Software as a Service (SAAS) company. Although I may be considered guilty of boasting or lacking humility in this topic, I am frequently reminded many times a day that when we connect with our customers, we bat 1000.

This article is a push to position us at 1000 when it comes to scheduling demos, by explaining our self-scheduling portal powered by Acuity scheduling.

[Read Full Article](#)



The Scholarly Column: Present vs. Presence - Instructor Apathy

By Regina M. Sportsman, RMA, CMA (AAMA), BA, MM, MBA

As I look back over my ten years in the field of higher education and being involved in the medical field, I have witnessed a myriad of instructors. Some instructors really know their craft some have a modest knowledge, and then there are those who are totally green when it comes to conveying information to their

assigned classes.

[Read Full Article](#)



Know the Rules! Episode 4: Business Associates Risk Analysis Required

By Kimberly Shuttters, CEO, HIPAA alli

The HIPPA Security Compliance Series to assist all medical community professionals

A [Business Associate](#) (BA) is someone who performs services that involve the disclosure of [Protected Health Information](#) (PHI), such as claims processing, utilization review, billing, quality assurance, or benefit managers.

Companies performing other [types of services](#), such as legal, accounting, financial, or administrative services may also be considered BAs if they need to have access to PHI in order to perform their responsibilities.

[Read Full Article](#)

Upcoming Conferences for Allied Health

[2/7/19 to 2/9/19, Phoenix, AZ—2019 AST Educators Conference](#)

[All PEG Events!](#)



Ask the Customer Support Team

By David Smith, Customer Service Advocate

Q: When students are documenting lab skills, what does the new color coding mean? A: To help students identify where they are at in their lab skill progression, we've added in color-coding when students go to select a lab skill to document attempts on. Here's how the color-coding breaks down:

[Read Full Article!](#)

[Read past Q&A!](#)

"Amazing customer and tech support. Just started using this semester and they have made the transition very simple!" - Jimmy Stevens, Program Director, Delgado Community College

"The best thing about this group is the customer service. All of my questions have been answered within 30 min to an hour. Keep up the great work Platinum Group!" ~Jenifer Goodson, Instructor, East Central College

News From Our Allies in Education

Every month we feature a key news snippet or other information from our allies in allied health education. If you would like to connect and see how we can collaborate, [contact us!](#)



2019 National Conference on Allied Health Education (NCAHE) Feb 20-22, 2019

The National Conference on Allied Health Education is an annual event hosted by the Accrediting Bureau of Health Education Schools (ABHES). This event brings together the best of the best in postsecondary health care education. Each year's conference promises an industry current agenda that features dynamic keynote and special guest speakers from industry leaders, educators, and those in the know regarding issues facing health care education.

[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



Delaware Technical Community College (DTCC)

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

Want a career where each day presents a new and exciting challenge? Delaware Tech's Surgical Technology degree prepares you to work in the fascinating world of the operating room. Delaware Tech offers the only associate degree program in Delaware for surgical technologists, and graduates will be sought by hospitals and outpatient surgical centers throughout the state and the region.

Program Director - Katherine Matteson, B.S., C.S.T.

Katie has been with DTCC since 2015 and has worked in the field for several years. She enjoys surgical tech because it's fast-paced, always changing, and extremely rewarding.

Instructor - Eric J Ebaugh

Eric joined DTCC in 2018 and has multiple years of teaching and work experience in the industry. He enjoys mentoring new generations of surgical technologists.

A huge thank you to the entire hard-working surg tech staff at DTCC. 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. Allied Health 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 (PlatinumPlanner, PlatinumTests) using their own credit/debit cards.

If you need student access for PlatinumTests 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](#).