



## Industry Information for EMS Instructors, Educators, Administrators, Preceptors, and Students

This newsletter is dedicated to instructors, administrators, and providers of the EMS profession. As always, **if you have any questions** concerning anything in this edition of the *Platinum Pulse*, feel free to reach out to us anytime by [clicking here](#) and a representative will contact you.

In this edition:

1. Hurry Up, Winter Break!
2. Platinum Announces the Formation of a Program Director Advisory Committee
3. Platinum is Pleased to Announce New Full Time Site Tester Position
4. Don't Miss out on our December Promotion for EMS!
5. Facebook Contest!
6. New Features Update!
7. A Limited Time Only Offer for Our Current EMStesting Customers
8. A Limited Time Only Offer for Our Current PlatinumPlanner Customers
9. Featured Article: Assessing and Improving Communication Skills
10. Customer Support Report: We Missed the Mark in November
11. Remembering a Colleague: Lou Jordan
12. And Much More!



### Hurry Up, Winter Break!

We hope everyone had a safe and happy Thanksgiving holiday. Hopefully you didn't gain as much weight as we did! The first part of December can be a whirlwind for many educators. There is much to be done before that elusive holiday break. After all the hoopla, and before break begins, we encourage you to evaluate the efficiency of your current cohort. Has it been too time consuming? Was it not easily set up and run as smooth as you have liked? Has reporting not been simple? Well, we may be able to help with all that and more! Please peruse our newsletter to read about more!

Until then, we wish you all the happiest and safest holiday season!

**The Staff at Platinum Educational Group**



### Platinum Announces the Formation of a Program Director Advisory Committee

We often receive request to alter our programs to meet CoAEMSP requirements. We also receive requests for changes based on individual or group needs. Rather than try to make all of the changes in a vacuum, we are looking to create a program Director advisory committee that would make recommendations on the best way to make these changes. We would like interested program directors to contact [doug@platinumed.com](mailto:doug@platinumed.com). We can accept up to 20 members and all meetings will be done remotely using GotoMeeting. Thank you.

Doug Smith, CEO, 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 EMS levels. **We are proud to boast the best study prep and skills tracking programs for each.**

*"We have been working with this group for years and are satisfied customers. Have a question, they will answer quickly. Having a problem with the system, they are on top of it! Great experiences with Platinum Educational Group! Thanks for your hard work!" - Steph Scheib, EMS Instructor, Saginaw Valley State University, Mobile Medical Response*

**Factoid:** We have delivered over 120 features to our customers, many at their request, in the last two years!

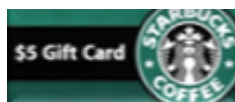
**Our Mission:** Deliver valid and reliable testing, assessment, scheduling, skills tracking, and reporting solutions.

**Our Vision:** Every learner in the world can benefit from our solutions.



## Platinum is Pleased to Announce an Additional Full Time Site Tester

Platinum is improving our testing department and has added an additional full-time testing position to our team! This person will be performing more in-depth testing on our products in hopes of finding and correcting user experience issues prior to live releases. It's just one more way that we try to provide the best customer experience possible!



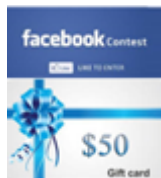
## Don't Miss out on our December Promotion for EMS!

December slows down quite a bit for many programs in EMS, but not always for administrators, instructors, and coordinators. It is a great time to catch up, re-organize, and explore **what options are available to make YOUR program the most efficient!** Well, we would like to assist you in that process **AND** treat you to your favorite item at Starbucks! **You deserve it!**

How do I get a \$5 gift card to Starbuck's from Platinum Educational Group? **EASY!** Just schedule a short online demo of any of our products during the month of December! After your active participation and completion of the webinar, an e-gift card will be emailed to you! **There is absolutely no obligation to purchase** we just appreciate the opportunity to show you how our market leading solutions can make your life easier!

Whether it is EMS, Nursing, or Allied Health--we have a solution for you! What do you have to lose?

[View Full Details!](#)



## Facebook Contest!

Thank you to everyone that has given us some love on Facebook! We appreciate you! We are fast approaching our 2200 Likes contest drawing! If you haven't already, then give us a like and be included! Winner will receive a **\$50 visa gift certificate!** As a **bonus**, if you are a current Platinum customer, **leave us a review** in our [review section](#) and get a **gift automatically sent** to you!

In addition to special contests, each month we randomly select a profile that has liked our [Fan 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!** December's awardee is **Fred LaPoint from Manistee, MI!**

## New Features Updates

By the Dev Team

[NEW FEATURE: Platinum Planner Student Clinical Opportunity Documentation Upgrade!](#)

[NEW FEATURE: Easier Enrollment Process for Students!](#)

[NEW FEATURE: Unified Courses/Class Creation between all PEG Products!](#)

[NEW FEATURE: Class Groups and how to add Students to them](#)



**A Limited Time Only Offer for Our Current EMSTesting Customers - \$200 Credit or a \$50 Gift Card!**

You already know what a **unique and awesome** platform EMSTesting is to provide your students with the best chance to pass the National Registry the first time! Well, we created the same type of solution for LPN and RN programs to help their students pass the NCLEX called PlatinumTests! If you recommend our platform, and provide them the [PlatinumTests Demo Scheduling Link](#), if they adopt our solution then we will either **credit your account \$200 OR deliver a \$50 gift card of your choosing** directly to you! Our way of saying thank you for believing in our computer adaptive testing solution!

**If You Do Not Currently Use EMSTesting**

**Then come see why hundreds of other programs have adopted our testing solution to make their EMR/EMT/AEMT/Paramedic program run as smoothly as possible!** We offer the most reliable and valid testing on the market via [EMSTesting](#). We provide the only Computer Adaptive Testing (CAT) testing prep program that mimics the National Registry Exam! We will help your program raise your pass rates and we offer a [100% guarantee\\*](#) to back that!

**Top Five Reasons to Use EMSTesting**

- **True Computer Adaptive Testing Practice!**
- **Most Validated Solution Available! Over 115,000,000 responses to date!**
- **Over 5,000 validated questions in our test bank; with questions at four provider levels!**
- **Group Testing feature turns learning into a fun game!**
- **EMSTesting can be used with any EMS textbook, regardless of publisher!**

*"The Central Shenandoah EMS Council is pleased to use EMSTesting, attributes to it a high proportion of the reasons for our student's success, and recommends it to anyone training EMS students." -Jeremy Green, EMS Director*

[View the 90 Second Intro to EMSTesting Video!](#)



Easy Demo Scheduling!



**A Limited Time Only Offer for Our Current PlatinumPlanner Customers - \$200 Credit or a \$50 Gift Card!**

You already know that utilizing PlatinumPlanner for clinical tracking **saves you hours of time and hundreds of dollars!** Well, we have customized Platinum Planner so that it can now assist **ALL Allied Health programs!** We're asking you to share that with your Allied Health colleagues at your school! If you recommend our platform, and provide them the [PlatinumPlanner Demo Scheduling Link](#), if they adopt our solution then **we will either credit your account \$200 OR deliver a \$50 gift card of your choosing** directly to you! Our way of saying thank you for believing in our clinical tracking and scheduling solution!

**If You Do Not Currently Use Platinum Planner**

**Then we encourage you to find out what you are missing!** This flexible program tracks schedules, skills, and patient encounters. It assists in clinicals, labs, and scenario experiences. It generates reports for student progress, accreditation standards, and [NREMT Portfolio requirements!](#) Platinum Planner also offers free preceptor training - something our competitors do not! The best part, **Platinum Planner has NO INSTITUTIONAL FEE!** There is just a nominal student fee.

## Top Five Reasons to Use PlatinumPlanner

- Provides students with a FREE mobile app that works both online and offline!
- Accreditation Standards! Meets/Exceeds what accrediting bodies are looking for!
- Totally customizable to meet YOUR program specific needs!
- Track the skills YOU want, download forms that YOU want to use!
- There is NO Institutional fee!

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

*"The customer service you all provide is second to none and as a consumer I want to thank you." - Gillian Jacques, Education Director*

[View the 90 Second Intro to Platinum Planner Video!](#)



Easy Demo Scheduling!



## Assessing and Improving Communication Skills

By Tom Gottschalk, COO, Medical Educator

Platinum Educational Group prides itself on providing the highest level of customer service available. Recently, we have realized that we have missed the mark on providing the level of customer service that we know our customers deserve. Our customer satisfaction rating has recently dropped to an unprecedented rating of 95%, and we are not okay with that. We have researched the returned satisfaction surveys and have identified where we believe we fell short of the expectations.

[Read Full Article](#)



## Customer Support Report: We Missed the Mark in November

By John Spencer, Lead Medical Educator, Customer Service Manager

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[Read Full Article and Statistics](#)

## Upcoming Conferences & Expos!

[1/4/18 to 1/5/18, Orlando, FL - CoAEMSP Accreditation Workshop](#)

[1/23/18 to 1/25/18, Milwaukee, WI - WEMSA Annual Conference](#)

[2/21/18 to 2/23/18, Charlotte, NC - EMS Today.](#)

[All PEG Events!](#)



## News From Our Partners 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!](#)



[Level 1 Instructor Course: Fort Worth, TX Dates: 11/17/2017 to 11/19/2017](#)

[Level 2 Instructor Course: Beckley, WV Dates: 11/17/2017 to 11/18/2017](#)



The Wisconsin EMS Association, along with the 2018 Platinum Partner, Medline Industries, is pleased to invite you to the 32nd Working Together Conference & Exposition, held at the Wisconsin Center in downtown Milwaukee, January 24-27, 2018. You won't find more emergency services information, a broader array of educators, a larger EMS and fire exposition hall or better evening entertainment and networking options anywhere throughout Wisconsin.

[Read Full Details](#)



## Ask the Customer Support Team

By David Smith, Customer Service Advocate

**Q: Can I add tests taken offline into the gradebook and have them count the same as online tests?** A: Yes! Our programmers recently added the ability to take tests that were administered offline, and add them into the gradebook so they will be calculated the same as a test taken online.

[Read Full Article!](#)

[Read past Q&A!](#)

*"Once again your prompt attention to my requests is excellent customer service!" - Greg Carlson, EMS Teaching Specialist Wisconsin Indianhead Technical College*

## Parting Thoughts



### Platinum Planner is Popular!

Over 1000 pageviews on Best Mobile App Awards!

In 2016, Platinum Planner was nominated as Best Business & Productivity App under Education category! Thank you to all that have supported us by viewing, recommending, and passing our nomination page info along to others! If you have not done so already, please go to our BMAA page and give us a recommendation. WE GREATLY APPRECIATE IT AND YOU!

[Visit Platinum's BMAA Page Here!](#)

CONNECT WITH  
US ON:



### Connect With Us!

We would be **HONORED** if you connected with us via our social media platform! We are more than happy to **help build your platform as well!** We always connect back with others and try to share your news when possible! We share links and comments on Facebook and LinkedIn, follow and retweet on Twitter (exclusively for our followers), and we even have random drawings with prizes, gift cards, and swag to give away! So let's connect, tweet, poke, share, LOL, #Hashtag, DM, Like, and Meme together in networking harmony!

[Platinum Educational Group Facebook Fan Page](#)

[Platinum Educational Group Twitter](#)



## Remembering A Colleague

Lou Jordan

Lou Jordan was highly regarded by the EMS Community as a passionate EMS advocate. He had a long-distinguished career in the EMS field and had numerous accomplishments. A memorial service will be held Jan. 6, 2018 at 2 p.m. ET in Union Bridge, MD. Please read the EMSWORLD article for further information. **RIP**

[EMSWORLD Article  
Obituary](#)



## Does your Program need Student Access Cards or Credit?

By John Zimmer, Client Relations Manager

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

1. EMS 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 (EMSTesting, PlatinumPlanner, PlatinumTests) using their own credit/debit cards.

As classes start, if you need student access for either EMSTesting, 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](#).