



## 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. Time for Fall, Time for Evaluation!
2. A Message for our CEO. Who Moved My Cheese?
3. Important Enrollment Update!
4. Back-To-School Facebook Contest Winner Awarded!
5. We Have an EMS Scholarship Winner!
6. What Do YOU Want in a Workshop?
7. New Features Update!
8. A Limited Time Only Offer for Our Current EMStesting Customers!
9. A Limited Time Only Offer for Our Current PlatinumPlanner Customers!
10. The Latest Roll Out Recap and Features Overlooked
11. Are your students Hungry, Humble and Smart?
12. How Does Platinum Customer Support Fair During Busy Months?
13. And Much More!



### Time for Fall, Time for Evaluation!

As Autumn sets in, and programs get back in full swing, it is a good time to evaluate your training regimen. Is keeping track of your student's skills simple or is it tedious and time consuming? Are you still using paper and pencil or a difficult electronic system? Are your EMS students getting the best testing prep available to pass their computer adaptive certification exams the first time? Well, don't wait for "The Great Pumpkin" to bring all that to you, we can help now!

[Easy Demo Scheduling!](#)



### A Message from the Platinum Educational Group CEO: Who Moved My Cheese?

By Doug Smith, CEO, Medical Educator

Platinum just finished publishing a huge new update to our web solutions which our company has aptly titled Who moved my cheese? There are many new features as well as some previous features still available, which are now positioned in a different location. We believe the features will be easier to find but certainly, as with anything new, there is a learning curve and the need to forget the old way and become comfortable with the new way.

[Read Full Article](#)



## Enrollment Update!

All programs MUST accept students for ALL COURSES AND CLASSES from your DASHBOARD - NOT ON EMSTESTING AND PLATINUMPLANNER! Once you login to your account, you are taken straight to your dashboard. If you cannot find where to enroll your students, or have any other questions, please reach out to us. **We are here to help!**

[Contact Us](#)



## Back-to-School Facebook Contest Winner Awarded!

We know it is a hectic and busy time of the year for the staffs of EMS programs. That's why we want to give back to our hard-working educators! Just go to our [Facebook Fan Page](#) under the "What is your Passion for EMS" comment box and tell us what your passion for teaching is in **ONE WORD**. Answers can be used more than once and each comment will be entered into a random drawing for a \$25 gift certificate! **Easy!**

Congratulations to **Melissa Stuive from Delmar College in Texas!** She was randomly chosen as the contest winner! Thank you all who participated and be on the lookout for our next contest!

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!** September's awardee is **Mallory Wagner from Brookings, SD!**



## 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.**

*"I really could not ask for more. The great thing about Platinum Educational Group is when you ask for more, they deliver. I can honestly say anytime we had an idea or need a certain functionality added or improved, PEG has provided it, and usually in short order. The support is amazing." - Brett Peine, Former EMS Program Director*

**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.



## 2017 Platinum Educational Group Scholarships Program Recap

### EMT Student Awarded National Scholarship!

The 2017 EMS scholarship was awarded to student Athanasia "Ethel" Ventura. Ms. Ventura is enrolled in the [When Seconds Count](#) Emergency Medical Technician (EMT) program located in Salem, MA. Ethel's decision to become an EMT is due to the kindness and expertise of paramedics she met while experiencing her own medical emergency. She would like to emulate those traits in her goal of becoming a care provider in EMS. "I hope to show my future patients that their lives are of great importance and value." stated Ms. Ventura.

Help us celebrate Ethel's achievement by liking and sharing her story from our [Facebook Fan Page!](#)

[View All Previous Scholarship Recipients Here!](#)

## What Do You Want in a Workshop?



Platinum's Education team is gearing up for another awesome series of workshop in 2018! We have our ideas, **BUT WE WOULD LIKE YOUR HELP AS WELL! [LET US KNOW HERE!](#)** Until then, we hope you can join us during our 2017 workshop campaign!

[View All Upcoming Workshops!](#)

REQUEST A WORKSHOP! WE ARE CURRENTLY LOOKING FOR TRAINING CENTERS TO HOST A FREE WORKSHOP SERIES! For full details, [click here!](#)

## 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!**

***"We love EMSTesting and it really has been helping our students. We have begun not only using your test for NREMT prep but are using the software for our chapter quizzes as a tool to help curve computer testing anxiety." - Justin Lisonbee, EMS Educator***

[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!**

*"Platinum Planner has been great at not only managing all of our clinical needs, but also our lab documentation needs as well. The customer service with Platinum Planner has been especially amazing with quick responses to all my questions. Thanks to Platinum Educational Group for a great product!" - Brenton Birr, EMS Clinical Coordinator*

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



Easy Demo Scheduling!



## The Latest Roll Out Recap and Features Overlooked

By Tom Gottschalk, COO, Medical Educator

On August 12, our development team launched a universal dashboard feature to coincide with our single sign on feature shared back in July of 2016. This dashboard, located at the top of the landing page, allows our school administrators, instructors and students the ability to manage their single or dual enrollments efficiently and in one place plus complete mission critical tasks quicker.

[Read Full Article](#)



## Are your students Hungry, Humble and Smart?

By Tom Gottschalk, COO, Medical Educator

Over twenty years ago, I recall a colleague during an ACLS class joking to me that a participant, whom was a highly-respected specialist, must have an awesome team of friendly and kind people to keep his practice running. Any hunches what my fellow instructor meant by the comment?

[Read Full Article](#)



## How Does Platinum Customer Support Fair During Busy Months?

By John Spencer, Lead Medical Educator, Customer Service Manager

Just as it is the busiest time of the year for educators in the EMS world, it is the same for us. After all, we are here to support you good folks! This fall marked the busiest time we have ever experienced as a company. In August and September our entire team was tested, but we are proud to boast that we came through for you!

[Read Full Article](#)

## Upcoming Conferences & Expos!

[10/2/17 to 10/4/17, Greensboro, NC - Emergency Medicine Today Conference](#)

[10/6/17 to 10/7/17, Lansing, MI - SMEMSIC 1/C Conference 2017](#)

[10/18/17 to 10/20/17, Las Vegas, NV - EMSWorld](#)

[10/19/17 to 10/20/17, Reynoldsburg, OH - OSFSI Conference](#)

[All PEG Events!](#)



by Steve Berry

[iamnotanambulancedriver.com](http://iamnotanambulancedriver.com)

## 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: Cheyenne, Wyoming Dates: 10/13/2017 to 10/15/2017](#)

[Level 1 Instructor Course: Rochester, New York Dates: 10/25/2017 to 10/27/2017](#)

[Level 2 Instructor Course: Greenville, South Carolina Dates: 10/27/2017 to 10/28/2017](#)



The Wisconsin EMS Association (WEMSA), in cooperation with, and with support from the Office of Rural Health, celebrated 2017 National EMS Week by releasing the 5th edition of the Wisconsin EMS poster. Since the late 1990s, WEMSA has produced a poster depicting all of the EMS service providers and locations throughout the state. In 2013, WEMSA partnered with the Office of Rural Health and for the first time added first responder organizations to the poster. Working again with the Office of Rural Health, the 5th edition of the poster has both been updated, and increased in size to give an even larger view of all of the EMS providers throughout Wisconsin.

A complimentary copy of the poster was mailed to EMS stakeholders throughout Wisconsin, including ambulance services, first responders, fire departments, hospitals, training centers, legislators, and others. It's perfect for displaying at your location. Additional posters are also [available from the WEMSA store](#) - including flat, unfolded posters that are perfect for framing. Get yourself a copy today!



## Ask the Customer Support Team

By David Smith, Customer Service Advocate

**Q: When I was reviewing a student course enrollment request, near the bottom of the window there was an option to "Select The Class Group(s) To Auto-Enroll This Student Into After Payment Has Been Processed". What are "Class Groups"?** A: When reviewing student course enrollment requests, we've added in a new option to allow users to accept students automatically into all of the classes currently associated with the course (though this is not required, and you can still have them sign up for classes individually).

[Read Full Article!](#)  
[Read past Q&A!](#)

*"Customer service is beyond exceptional! I can't believe the lightning fast responses I get!" - Dr. Irene Poulos, EMS Clinical Coordinator*

## Parting Thoughts



### 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](#)

[Platinum Educational Group LinkedIn](#)

[Platinum Educational Group Google +](#)



### Customer Appreciation Corner

October Spotlight: Work Anniversaries

Congrats to **Patricia Neal** for 14 years at Howard Community College!

Congrats to **Kimberly Altavesta** for 6 years at Massachusetts Bay Community College!

Congrats to **William Hall** for 23 years at Mobile Medical Response!

We love to support our customers! If you have something you would like to promote please email [Marketing!](#)



### 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 Fall 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](#).