

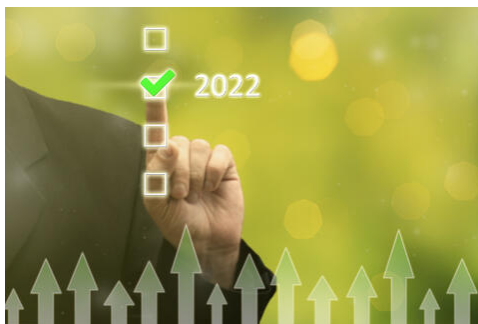


## ALLIED HEALTH PROFESSIONS

This newsletter is dedicated to instructors, administration, and providers of Allied Health. 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 Platinum rep will contact you shortly.

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### Take Control in 2022!

While many things still remain outside your control and can cause uncertainty, we hope in 2022 you will find security with Platinum Educational Group. Continue to nurture and challenge your students while letting our software take additional stress off of you. We see the glass half full and want the best for your students and overall program. We will help your program raise your pass rates and we offer 100% back guarantee.

**It is NOT too late for you to utilize our electronic competency tracking platform, [Platinum Planner](#), even if your current course has started!** We make it easy—ALL OF IT! The platform set up, the training, the industry-leading customer support.

[Click for Easy Demo Scheduling](#)

To all you educators out there—thank you from all of us at Platinum. Please be safe and stay healthy.



## Who is Platinum Educational Group, exactly?

As Platinum Educational Group continues to broaden the versatility of our 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, competency tracking, scheduling, and compliance reporting for all Allied Health professions.**

**“We are happy with the software. I have quite a few new adjunct faculty this semester and they have all described how easy to use and intuitive Platinum Planner has been to learn and manage. We have used other software in the past, but we really love the fact that Platinum Planner puts the student in control of their documentation and holds them accountable. This is a tremendous time saving for our instructors, who in the past, had to manually enter all documentation. The software is cost-effective, easy to maneuver, and accessible from any device – we love that!” -Marybeth Cregger, Coordinator of Clinical Education, Respiratory Therapy, Illinois Central College (IL)**

**\*Factoid—Since 2015, we have delivered 400+ new features and updates for our customers, many at their request!**

**Our Mission:** Deliver valid & reliable testing, assessment, scheduling, competency tracking, & compliance reporting solutions.

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



## Message from Platinum CEO: Adapt, Change, and Overcome (No Price Increase in 2022!)

By Jason Jensen, CEO, Platinum Educational Group

### 2021 Recap and What to Expect in 2022: Adapt, Change, and Overcome (No Price Increase in 2022!)

First, as CEO of Platinum Educational Group, I would like to thank our customers, industry partners, and all of our allies in education for supporting our online solutions designed to make educators' lives easier and assist EMS, allied health, and nursing programs in reaching maximum efficiency. We feel truly blessed to have worked with you in 2021—another year with an unpredictable pandemic.

[Click Here for Full Details](#)



## The Twelve (Ten) Days Before Christmas Giveaways Recap

By Jeremy Johnson, Director of Marketing, Platinum Educational Group

We had a blast this holiday season giving away so much swag from our [Facebook Page](#)! We do admit, it was supposed to be the 12 days before Christmas giveaway contest but ended up being only 10. Shoot, even Santa's helpers get busy during the holiday season!! 🙄

We gave away prize packages consisting of **challenge coins, travel mugs, Bluetooth desktop speakers, selfie sticks, picture frames, mousepads, Starbucks gift cards**, and much more to EMS, Allied Health, and Nursing educators! WE APPRECIATE YOU ALL!

If you missed these awesome giveaways, **don't worry!** For the entire year of 2022, we will be providing several prize packages MONTHLY to you awesome educators! If you have not done so already, like our [Facebook Page](#) to be alerted to the upcoming contests!



## 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 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, Allied Health Swag) as well as some great exposure to your content and expertise!

**If you would like to submit an article for consideration, [Click Here!](#)** Not only will you get some exposure, we will also send you some awesome allied health swag!!



## PLATINUM PLANNER

## Allied Health Programs Desire Competency Tracking at an AFFORDABLE Cost. Good News—it's Here!

The number one "objective" that we hear most frequently is that Allied Health programs desire a transition to an online competency/clinical tracking and scheduling/rotation platform in a cost-effective manner. Well, good news...**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' competencies, case requirements, clinicals, and externship 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](#)

[Dental Assistant](#)

[Dental Hygienist](#)

[Medical Assistant](#)

[Occupational Therapy](#)

[Occupational Therapy Assistant](#)

[Ophthalmic Medical Technician](#)

[Patient Care Technician](#)

[Phlebotomy](#)

[Pre-Clinical](#)

[Respiratory Care](#)

[Speech-Language](#)

[Pharmacy Technician](#)

[Surgical Technology](#)

[Veterinary Technology](#)

### 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 competency/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 Utilize PlatinumPlanner.com](#)

**"We've been using Platinum Planner in our Veterinary Technology program and have received fantastic support each time we have needed direction. They have wonderful videos as well for quick refresher tutorials." Kimberly Focht, D.V.M, Veterinary Technology Program Director, Mesa Community College (AZ)**

**SCHEDULE A DEMO**

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



## **Accreditation vs. Non-Accreditation**

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

I have been working in higher education for ten years. Nine of those years, all of the medical assisting programs that I have worked for have been accredited. In the last ten months, I have worked with a medical assisting program that is non-accredited. There are recognizable differences in student learning styles. I can attribute this to the fact that there are no competencies that are required in the curriculum.

[Click Here for Full Details](#)



## **Addressing the Third Leading Cause of Death in the United States**

By Doug Smith, Former CEO and Medical Educator (retired), Platinum Educational Group

What is the third leading cause of death in the US. Is it cardiovascular disease or cancer? No, those are numbers 1 and 2 respectively killing 614,348 and 591,699 in 2014 per the CDC. Is it COPD or accidents (unintentional injuries)? No, these would be number 4 and 5 respectively killing 147,101, and 136,053 respectively. How about stroke, Alzheimer's and diabetes? No

again, being 6, 7, and 8 respectively killing 133,103, 93,541, and 76,488 in that order. The correct answer, per a report by John Hopkins University, Medical Errors are the third leading cause of death in the US killing an estimated 150,000.

[Click Here for Full Details](#)



## **Healthcare Education During the Pandemic: How Teachers and Students Adjusted**

By Levi Perkins, Corporate Screening

The ongoing COVID-19 pandemic has affected students everywhere, but those pursuing a healthcare career have faced additional challenges. Due to requirements for a combination of theoretical and real-world clinical training, health science students and faculty have had to adjust to new technologies in the virtual and clinical classroom. As a result, they have found new ways to communicate, share feedback, and continue learning despite COVID-19-related restrictions.

In the early months of the pandemic, as many as 1,100 colleges and universities suspended on-campus, in-person learning. Many classes moved online, with Zoom becoming the primary vehicle for students and teachers to communicate.



[Click Here for Full Details](#)

**KNOW THE RULES!**



## Episode 38: Know The Rules! Diving into HIPAA Administrative Safeguards

By Kimberley Shutters

In this week's "Know The Rules!", I am diving a little deeper into the Administrative Safeguards of the Health Insurance Portability and Accountability Act (HIPAA) Security Standards: Administrative Safeguards, 45 CFR § 164.308.

The HIPAA Administrative Safeguards comprises over half of the HIPAA Security Rule. It establishes a national set of minimum security standards for protecting all electronic protected health information (ePHI) that Covered Entities (CEs) and Business Associates (BAs) create, receive, maintain, or transmit.

[Click Here for Full Details](#)

## 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!](#)



### WANTED - Subject Matter Experts (SME's)

AMCA's Subject Matter Experts complete a wide range of projects and tasks that contribute to the certification program and exam development. SMEs have a deep understanding of the profession they are representing and provide knowledge and expertise for that specific area.

[More details](#)



### New Submission Requirements

**New!** The following program applications can now be completed online through the membership portal

[More details](#)



### Proposed Surgical Technology Standards open for public comment

As part of the national accreditation CAAHEP Standards development process, two Committees on Accreditation are inviting public comments on proposed Standards. If you wish to comment on one of the following proposed Standards, please visit the link below.

[More details](#)

## From the Customer Support Team

**Q:** Is there an option to get training on your websites?

**A:** Absolutely! If you are new with Platinum or need a brush-up training before Fall courses begin, we have online webinar trainings for you! To get to the training sign-up from the dashboard, click on the blue 'schedule training' on the upper right.



[Click Here for Full Details](#)

**“Your customer service is always awesome! You always give a quick reply and are so patient with all my questions!! Thanks!!!!” - Janice Dunaway, Director of Respiratory Therapy, Missouri Southern State University (MO)**



## Customer Showcase: Northwestern Michigan College

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

Northwestern Michigan College is a publicly funded community college that serves people, organizations, and businesses. We serve more than 50,000 learners annually throughout the Grand Traverse region and beyond.

NMC offers associate degrees and professional certificates, and bachelor's degrees through the Great Lakes Maritime Academy and Great Lakes Water Studies Institute, including Michigan's first community college bachelor's degree. Partner universities grant baccalaureate, graduate, and doctoral degrees through our University Center.

NMC's extensive Extended Education program offers a wide array of personal and professional classes and certifications to more than 10,000 learners a year.

**Mission:** Northwestern Michigan College provides lifelong learning opportunities to our communities.

**Vision:** NMC will be the resource of choice for higher education, lifelong learning, and cultural experiences. NMC will be an essential contributor to quality of life and a vibrant economy. We will demonstrate collaborative and inventive approaches to education and training for liberal studies, careers, interests, and emerging learner markets.

**We want to thank Northwestern Michigan College educators for their trust in our solutions, our customer service, and our reputation to provide the highest quality of both!**

### Leaving You Laughing



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