



Industry Information for Allied Health Educators, Administrators, Clinical Instructors, and Students

This newsletter is dedicated to instructors, administrators, 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 representative will contact you.

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Summer is Here...Fight Off Procrastination!

As the "dog days" of summer are upon us, it gives us time for vacations, spending quality time with family, and of course lazy days at the beach! However, it is also a time of reflection, a time for educators to gear up for next year's cohort, and a time to make your program the most efficient as possible!

We imagine that you have big goals for improvements and we would like to help! SO, DO NOT WAIT until summer has passed you by! Be ready for improved teaching and student experiences by fall!

If you are still using paper and pencil stop the time consuming madness!

If you are using another electronic platform you are paying more and receiving much less!

Make this upcoming school year easier by reviewing our solutions outfitted for Allied Health training institutions! We have even made scheduling easy and at YOUR convenience! Learn more about how Platinum Educational Group can assist your program in this newsletter. We can help you make the difficult easy.

- The Staff 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 skills tracking, scheduling, and reporting for each Allied Health field.**

"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.



Five Big Things in June

What Has Platinum Been Up To?

Each month we are going to keep you up to date on important updates to our software, the big projects we have been tackling, and our community involvement. So, for the month of June...

[Read Full Article](#)



How Do I Get Some Platinum SWAG?

ANOTHER batch of swag and thank you gifts are ready to be shipped! How can you get one? A variety of ways!

Current Customers

- Leave Us a Review on our [Facebook Fan Page](#)
- Refer EMSTesting or Platinum Planner to an EMS colleague
- Refer PlatinumTests to a Nursing colleague
- Refer Platinum Planner to Allied Health or Nursing colleague ([see bonus referral offer](#))
- Participate in our Social Media Promotions

Prospective Customers

- [Demo one of our online solutions](#)
 - [EMSTesting.com](#) (EMS)
 - [PlatinumPlanner.com](#) (EMS, Nursing, Allied Health)
 - [PlatinumTests.com](#) (Nursing Prep)
- Participate in our Social Media Promotions

If you have any questions about how to get some SWAG or for more info on our solutions contact Director of Marketing, Jeremy Johnson, at [EMAIL](#)

Last Call for 2018 Platinum Educational Group Scholarships!

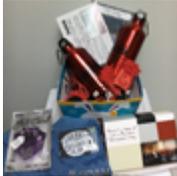


\$1000 Awards for EMS, Nursing, and Allied Health

The deadline (7/16/18) for this year's scholarships submission is nearing! Don't let your students miss an opportunity at an easy scholarship! **Please pass our scholarship information along to your students because we know you care about them.**

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!

[Full Details!](#)



June Facebook Contest Results!

June's Facebook contest consisted of the opportunity to win a gift box filled with goodies from our prize vault! (OK, OK, it's more of a cupboard than a vault!) **Congratulations to Jo Penning and Angelia Torrez!** They were the random drawing winners. Thank you to all who participated!

In addition to special contests, each month we randomly select a profile that has liked our [Company 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!** June's awardee was **Deborah Grantham from Mount Pleasant, TX!**



What We Have Learned. Allied Health Programs are Cost Conscientious!

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 DON'T BLAME YOU!** And what a great goal to have! The good news is that **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 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!

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](#)

"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!



New Approaches to Treating Septic Shock

By Lynn Hetzler

With a mortality rate of about 50 percent, septic shock is the most common cause of death among critically ill patients in noncoronary intensive care units. Researchers continue to work toward creating better primary and adjunctive treatments to improve mortality rates.

Now two studies shed new light on the treatment of septic shock.

[Read Full Article](#)



The Scholarly Column

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

The Seven Principles for Good Practice in Undergraduate Education

In 1987, educators Arthur Chickering and Zelda Gamson published a theory of good teaching practices based on seven defined principles. In 1991, Chickering and Gamson published a book, *Applying the Seven Principles for Good Practice in Undergraduate Education*. Incorporating the principles from their original article and book in your daily teaching will result in a high level of engagement and success with students in your classes.

[Read Full Article](#)



OP-ED: Firefighters. No Longer Necessary?

By Jeremy M. Johnson, Director of Marketing, Platinum Educational Group

"From the time man discovered fire, he has also battled to control the flames." Unknown

I recently had a conversation with a gentleman, let's call him Brad, while attending an EMS conference. He was in the booth next to me and when traffic was at a crawl we started speaking shop trends of the industry, changes in the future for the industry, firefighters are no longer a necessity in today's world. WAIT, WHAT? The conversation suddenly just got more interesting!

[Read Full Article](#)



Know The Rules! Who is Your HIPAA Security Officer AND What Do They Do?

By Kimberly Shutters, BSc

The Health Insurance Portability and Accountability Act (HIPAA) Security Rule requires that Covered Entities (CEs) and Business Associates (BAs) designate a specific individual who's responsible for managing the security of the electronic protected health information (ePHI); Administrative Safeguards 45 C.F.R. § 164.308(a)(2).

[Read Full Article](#)

Upcoming Events for Allied Health

[7/23/18 to 7/25/18, Pittsburgh, PA PAPSA Annual Conference](#)

[9/14/18 to 9/17/18, Salt Lake City, UT AAMA Annual Conference](#)

SUMMER/FALL EVENTS WANTED!

We are looking for State and National Allied Health conferences! Do YOU know of an Allied Health conference 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 should I do if my students are having issues with Platinum Planner, EMSTesting, or PlatinumTests? Can I send them to your Support team?

A: We here at Platinum Educational Group pride ourselves on doing our very best to assist our customers with their use of our products, including their students. If students do reach out to our Support team, we will provide them with as much assistance as we can, however, sometimes having your students reach out to us directly is not the best course of action.

[Read Full Article](#)

[Read Past Q&A!](#)

"Platinum has a great system for learning, evaluation, and providing feedback to students. The support staff is timely and efficient. ALWAYS!" - Glenn Coffin, Owner, EMTS Inc.



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, 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 Johnson](#), today!



Meet the Staff: John Zimmer, Customer Relations Manager

Mr. Zimmer joined Platinum Educational Group in October 2013 as our Client Relations Manager. Prior, John worked for 20+ years for a nationwide engineering recruiting firm specializing in the chemical industry, in both Sales and Management roles. He even worked

for a short duration as an EMT Basic for a detox center, after gaining an interest in Emergency Medicine. John has a Bachelor's degree in Communications, earned a CPC certification in 2006, and won two network recruiting awards over his career. His role is to ensure that our current clients nationwide are taking full advantage of our programs, while improving our clients' overall experience.

Does your Program need Student Access Cards or Credit?

By John Zimmer, Client Relations Manager

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

1. 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 [PlatinumPlanner](#) website directly using their own credit/debit cards.

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