



## NURSING PROFESSIONS

The **Platinum Educational Group** newsletter is dedicated to Nursing 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. **This Valentine's Day, Break up with Your Old Methods**
2. Who is Platinum Educational Group, Exactly?
3. Platinum Educational Group Has Exciting Plans for 2020!
4. Facebook Contest
5. **The Affordable Testing Solution for LPN and RN Institutions**
6. **Finally, Competency and Externship Tracking Made EASY and AFFORDABLE**
7. **Scaffolding:** Building a Student from the Ground Up
8. **Article:** 2020 Is the Year of The Nurse
9. **Article:** Customer Retention: Egotistical or Benevolent?
10. **Article:** Truth Telling in Healthcare
11. **Article:** The Scholarly Column – 2020 The Year of Perfect Vision
12. HIPAA Awareness Series
13. Customer Showcase: Auburn Career Center
14. And Much More!



### This Valentine's Day Break up with Your Old Methods

Is the love for your time-consuming paper and pencil methods for reporting and skills tracking slowly fading away? Are you heartbroken from paying a lot for an electronic platform but receiving much less than you had hoped for? Well, it's time to kiss ineffective approaches goodbye, because **we are here to help!**

**If you:**

- Create and administer your own tests
- Utilize paper tests
- Are NOT using computer adaptive testing
- Use Excel spreadsheets for tracking student skills
- Currently use an electronic solution that you are not happy with (cost, customer service, site downtime, etc.)

**THEN CONTACT US TODAY!** It is NOT too late for you to utilize our electronic solutions even if your current course has already started! Make this upcoming school year easier by looking at our solutions outfitted for EMS training institutions! We have even made scheduling a demo easy and at YOUR convenience!

[View our solutions & schedule a demo](#)

Until then, have a lovely Valentine's Day!

**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 nursing levels. **And we are proud to boast the best study prep and clinical tracking online platforms for each.**

**"Great company with great products! They care about the customer." - John Gosford, Education Manager**

**Factoid:** We have delivered over 230 new features to our customers, many at their request, since 2015!

**Our Mission:** Deliver valid and reliable testing, scheduling, competency tracking, and compliance 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!**

We are currently looking for **quality nursing 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 Educational Group has exciting plans for 2020!

We remain dedicated to our customers and are working on some new features to better support new and existing customers. One of the features we are working on will help make our program directors lives better (more details to come). Some of the other planned features include a new chat feature as a support option, along with our "new feature request" portal where customers can create and track new feature requests. We here at Platinum Educational Group love hearing from our customers and we work hard to give you the best experience possible.

We are dedicated to creating great educational experiences for you and your students and look forward to continuing Platinum Educational Group's mission and vision.

Thank you for being a valued customer of ours and we appreciate your continued feedback and support!

Sincerely,  
Jason Jensen  
CEO

## Platinum Educational Group Employee Spotlight

Ian Kindig, Client Solutions Consultant

Ian Kindig joined the Client Solutions Consultant (Sales) Team in January of 2020. Ian has several years of experience in the technology management software field. He believes in listening to customer's needs and tailoring



a solution to meet them. He has two sons and loves to watch sports, play Texas Hold-Em competitively, travel, and spend time with his family and friends.



## Facebook Contest

Thank you to everyone that has given us some love on Facebook. We appreciate you and are fast approaching our 3500 "likes" contest drawing. If you haven't already, give us a like and be included. Winner will receive a **\$25 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! January's awardee is **Bruce Garwood from Michigan City, Indiana**.



## The Affordable Testing Solution for LPN/VN and RN Institutions

### What is PlatinumTests?

[PlatinumTests](#) is the affordable online solution that delivers content constructed to mimic the NCLEX-PN exam. We offer a **TRUE Computer Adaptive Simulator** like no other on the market! This helps students prepare for their LPN/VN and RN licensures in a **most valid and reliable method**.

PlatinumTests has over **3,000 secured objective-based LPN/LVN test questions and 4,000+ RN** that include multiple choice, NCLEX SATA, and NCLEX identification, all written and reviewed by experts in Nursing. All items are evaluated for cut score, difficulty, discrimination, p values, and point biserials.

We have worked hard to provide an affordable testing platform for LPN/LVN. **How affordable?** There is institutional fee of \$500 to utilize PlatinumTests\* and only a one time nominal per-student fee of \$45(LP/VN) and \$90(RN)! This is substantially lower than other solutions on the market. **Let us show you a better and more cost-effective testing platform!**

[More Details](#)

Easy Demo Scheduling!

\*Institutional fee waived if already paid by another program within your institution. Check with Platinum rep.



## Finally, Competency and Externship Tracking Made EASY and AFFORDABLE

We have heard for years about the challenges of keeping track of students' skills and clinicals efficiently. That's why we have developed a clinical tracking and scheduling program, entitled Platinum Planner, that will take care of it all for you **easily and with no institutional cost!** This flexible program tracks schedules, skills, and patient encounters.

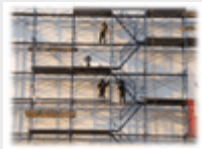
It is customizable to YOUR specific allied health program using **YOUR** terminology. It assists in clinicals, labs, and classroom experiences. It also generates reports for student progress and accreditation standards **no more stressful site visits!** Platinum Planner comes with a **FREE fully functional mobile app for students and clinical instructors!**

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

[Top 10 Reasons to Use PlatinumPlanner](#)

**"We are a Nursing program just finishing up our first year using Platinum Planner for our clinical scheduling and documentation. As the program coordinator responsible for all clinical scheduling this platform has made my job so much easier!" - Pamela**

Easy Demo Scheduling!



## Scaffolding: Building a Student from the Ground Up

By Doug Smith, MAT, EMTP-I/C, Medical Educator

You can't build a house by laying the shingles first!

A quality house is not built in a day. It requires a blueprint, a location, obtaining the raw materials and then assembling from the ground up. Each step is assessed for flaws prior to attempting the next step. A quality student should be built the same way.

[Read Full Article](#)



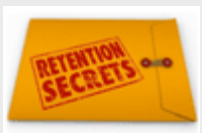
## 2020 Is The Year of The Nurse

By Erica Bettencourt, Diversity Nursing Blog

For the first time in history, the world will unite in celebrating the benefits that Nurses and Midwives bring to the health of the global population. **The World Health Organization (WHO), has declared 2020 as The Year of the Nurse and the Midwife (YONM).**

It is celebrated in honor of the 200th anniversary of Florence Nightingale's birth. President of the International Council of Nurses (ICN), Annette Kennedy, said "The 20 million Nurses around the world will be thrilled to see their profession recognized in this way."

[Read Full Article](#)



## Customer Retention: Egotistical or Benevolent?

By John Zimmer, Customer Retention Manager

We here at Platinum take customer retention very seriously. So much so that we dedicate numerous employees and working hours to ensure the highest customer retention possible. There are many reasons for this, but before we delve into those, let's define what customer retention is.

Although there are many descriptions and words to explain customer retention, I appreciate the way author Molly Galetto describes it:

Customer retention refers to the activities and actions companies and organizations take to reduce the number of customer defections. The goal of customer retention programs is to help companies retain as many customers as possible, often through customer loyalty and brand loyalty initiatives.

[Read Full Article](#)



## Truth Telling in Healthcare

By Tom Gottschalk, Medical Educator

There is a town in upstate NY affectionately called the 33rd county of Ireland. It is called East Durham and is known for its Irish heritage and cultural promotion. It is located at either the head or foot of the Catskill mountain. I can't remember. Not many of you likely know of the hamlet nor ever think about it. I do because I grew up there. However, because I brought it up, it is now on your mind too.

[Read Full Article](#)



## Secretary DeVos Praises Higher Education Reforms Signed Into Law that Simplify the FAFSA®, Provide Consistent Funding for HBCUs

WASHINGTON - U.S. Secretary of Education Betsy DeVos released the following statement on the FUTURE Act after President Trump signed the bill into law. The Act contains several important higher education reforms championed by the Secretary that will benefit students for decades to come.

[Read Full Article](#)



## The Scholarly Column: 2020 The Year of Perfect Vision

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

The start of **2020** is an opportunity for all of us to have perfect vision. The type of vision that will require us to **reimagine, refocus, recommit** and **renew** the way that we were previously looking through an otherwise clouded and distorted perception of life in general. Hence this is why many of us had a hard time seeing anything in our

previous decades.

[Read Full Article](#)



## Episode 17: Know The Rules! Passwords

By Kimberly Shuttters

The HIPPA Security Compliance Series to assist all medical community professionals

### Passwords and Passphrases

The Administrative [Safeguards](#) of the HIPAA Security Rule requires [Covered Entities](#) (CEs) and [Business Associates](#) (BAs) to: Implement procedures for creating, changing and safeguarding passwords.

- Make sure you create and regularly use strong passwords (i.e. usually 10 characters or more and includes uppercase and lowercase letters, numbers, and special characters like #,\$&\*).
- When creating your passwords, consider using unique "passphrases," which are sentences that may be easier to remember than a very complex password e.g. "I got A new bike for my 8th birthday!" would be ItAwkry8b!
- Do NOT use passwords or phrases that would be easy to guess, such as a pet's name or your birth date.

[Read Full Article](#)

## Upcoming Events for Nursing

[4/5/20 to 4/8/20 - National Nurse Educator Summit, Seattle, WA](#)

**We are looking for State and National RN, LPN/LVN conferences! Do you know of a RN, LPN or LVN 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

**Q: How Do I Change/Add/Remove Skill Requirements on My Course and Classes?** A: Course requirements are editable settings on both the course and its individual classes. A class can only enable skills of its class type (lab, clinical, etc.) that are already enabled on the course. If a skill is missing from a class but isn't an option to enable on that class, this means it is not enabled on the course first. So, if lab class needs 'skill b' enabled, but has no option for it, you just have to edit the course skill requirements and add

it there, then add it to the lab class. This new skill will now be selectable by students during labs for that class.

[Read Full Article!](#)

**"The best thing about this group is the customer service. All of my questions have been answered within 30 minutes. The Help box with frequently asked questions is also nice and I've been able to use it without calling in. Keep up the great work Platinum Group!" - Jenifer Goodson, EMS Instructor, East Central College (MO)**

## News From Our Allies in Education

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



### Live NCLEX RN and LPN Review classes coming up March 14 & 17, 2020 in NYC!

The Feuer Nursing Review Live Lecture covers all the most important nursing concepts you need to know to pass your NCLEX exam. Once the class is over, the review continues online with 2 months of self paced review! They also no longer have expiration dates on online course material and has recently updated their study books!

[More Information](#)



## An Amazing Website filled with Resources for YOUR Nursing Students

The mission for Kevin's Review is to review with integrity and detail in order to provide the most value to nursing students. It offers measurable analysis and detailed comparisons to many study tools, resources, and techniques.

[More Information](#)



## VerifyStudents Announces Drug Screening Enhancements

VerifyStudents by Corporate Screening is proud to offer a convenient, mobile-friendly and paperless drug screening solution. Now, we're pleased to announce several NEW enhancements to our drug screening solution. Customers now have access to student drug screening statuses with the Drug Screening Instance History feature. The feature displays all milestones and timestamped action histories for your drug screening orders.

We're also pleased to offer the availability of approximately 4,500 more drug test collection sites to our network. With thousands of sites across the nation, your students have more options than ever.

[Read Full Article!](#)

## 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. Nursing 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](#).



## 2019 Year in Review

As we look forward to an amazing 2020, we take a moment to look back at the accomplishments of 2019. Thank you to all of our customers.

[Read Full Article!](#)



## Customer Showcase: Auburn Career Center

Every Month we give a little bit of love to one of our valued customers! This month we celebrate the awesome nursing education staff at Auburn Career Center.

Auburn Career Center provides an innovative career and technical education that empowers all learners to excel in the emerging workplace and enrich their community. Auburn Career Center has been a long-time customer of Platinum Educational Group for their EMS program. So, when it came time for their Practical Nursing program to look at new ways to track competencies, they looked to us.

The school of nursing at Auburn Career Center was established in 2007. Successful completion of this 1,200 clock hour program affords the individual the opportunity to take the licensure examination (NCLEX-PN) for practical nursing. The program focuses on delivering high quality nursing care to clients in any stage of wellness or illness across the lifespan.

Auburn's LPN program recently adopted Platinum Planner for their competency and externship tracking. We want to thank them for their trust in our solutions, our customer service, and our reputation to provide the highest quality of both!

**Program Faculty:** Geralyn Costello, Joyce Dick, Robin Finley, Louise Vadasz, Jannette Wright and Stacey Yarnell.

**A huge thank you to the entire hard-working nursing educators at Auburn Career Center. We appreciate you being one of our valued customers!**

## Leaving You Laughing

