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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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April Fools

All the pranksters and tricksters in the world, rejoice! You got to celebrate the one day out of the year that you have permission to fool your family and friends! People need at least one out of 365 days to express their inner clown, right? We hope you had a pranking good day!

But, what we don't want you fooling around with is creating your own tests for your program and doing skills tracking by hand. You don't have time for that! We have the time saving tools and resources for you, all made affordable!

No jokes about this - **We have helped SEVERAL HUNDREDS of training programs become more efficient. WE CAN HELP YOU TOO .**

[Click Here to View Solutions and Schedule a demo](#)

Until then, have a fantastic entry into Spring from all of us 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 all levels.**

"My experience with Platinum is nothing less than 5 stars. Customer service from Platinum is second to none, with personalized interactions to solve the most complex problems with ease. Everyone at Platinum makes you feel like your closest friend and work diligently to help you. Thanks Platinum Education Group, you are the best in the industry!" - Matthew Drake, Clinical Coordinator, MMR

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.

April Promo for Medical Assistant Programs!



Exciting news for ALL Medical Assistant programs! **NOW** is the time to look at [Platinum Planner](#) for keeping track of your student's clinicals and scheduling. **We have customized our platform to meet/exceed all your needs!** We KNOW you will be blown away with how much it can benefit your instructors and students! Oh yeah, **AND we made it affordable !**

There is **NO Institutional fee** to incorporate Platinum Planner into your program, only a one-time nominal per-student fee of only \$65 with several different payment options!! That cost is for the life of the student's program! There is no other cost involved! We do NOT hide our pricing and we encourage you to compare us to others!

[Click for Price List](#)

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!

Top 5 Reasons for my Medical Assistant Program to Utilize Platinum Planner

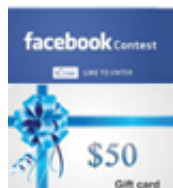
- No Institutional Fee to Utilize!
- Easiest and Most Flexible Platform to fit Med Assist Needs!
- Get Student Progress and **Site Visit Reports** in Seconds!
- FREE Unlimited Training Support for Instructors
- FREE Customer Support for all users - Admin, Instructors, Students, and Preceptors!

As a bonus, if your program adopts Platinum Planner during the month of April, we will provide your institution

with **3 FREE STUDENT SUBSCRIPTIONS** (\$195 value)! This is invaluable to students who may have hardships or students that have earned a special reward. This promotion runs April only, so offer is limited!

Platinum Planner is the best solution for complicated Medical Assistant clinical tracking AND includes a [FREE fully-functional student mobile app](#).

Easy Demo Scheduling!



Facebook Contest! \$50 Gift Card!

We are almost at 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!** March's awardee is **Terry Halloran from Mentor Headlands, Ohio!**



They're Back! Platinum Educational Group 2018 Scholarships Program has been Announced!

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

Both students and instructors have been very excited about this year's scholarship program offered by Platinum Educational Group. We have had numerous emails and phone calls asking when students can start applying. Well, the time has come! We are proud to announce our 2018 application packet is ready!

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!](#)



Clinical Tracking and Student Scheduling Made Easy

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 preceptors **that works online or offline!**

Do not waste time tracking your students with paper and pencil! 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!



The Scholarly Column

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

Blooms Taxonomy

Why should I incorporate this model into my teaching methods?

In 1948, psychologist Benjamin Bloom, along with his peers, created Bloom's Taxonomy.

- Taxonomy is a classification into ordered categories.
- Eponyms is word based on or derived from a person's name.

In academia, Bloom's Taxonomy is often used by educational institutions and educators across the board. This framework is a tool that acts as an aid in the learner's comprehension of concepts that are introduced in the classroom. The premise of this hierarchical model is to start at the bottom and to work up to the top. In this article, medical terminology is used to illustrate how this model can work.

[Read Full Article](#)



FERPA - Understanding the Family Educational Right and Privacy Act

By Tom Gottschalk, COO, Medical Educator

I will begin with a confession to our readers. I was never fully aware of the FERPA guidelines until long after the peak of my teaching time in the initial education setting. Thankfully, in retrospect, I obeyed them in the academic and private secondary environment, but I did not know the "why's". I was just doing. I guess I survived despite

my ignorance, thanks to good mentoring.

[Read Full Article](#)



The Difficult Task of Allied Health Educators: Preparing Students for the Real World

By Tom Gottschalk, COO, Medical Educator

Allied health educators are some of the most gifted people I feel privileged to know. They are tasked to teach new inexperienced students the skills required to work in an ever-changing health care environment often while educating seasoned employees, peers, and even the general public as well. Talk about hitting a moving target!

[Read Full Article](#)

Upcoming Events for Allied Health

[5/31/18 to 6/2/18, Lake Buena Vista, FL - AST Educator Conference](#)

[All PEG Events!](#)

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!**

Geek Comic



"This selfie craze is getting out of hand."



Back from the Dead? Court Opens Door for For-Profit Accrerator's Future

By Doug Lederman, Inside Higher Ed

The Obama administration's Education Department failed to consider key evidence when it reviewed and ultimately terminated its recognition of the Accrediting Council for Independent Colleges and Schools in 2016, a federal judge [ruled late Friday](#).

[Read Full Article](#)



Meet the Staff

Korben Rand: Customer Service Advocate

Korben joined Platinum Educational Group as a Customer Service Advocate in January 2018. He has worked several years in the customer service industry and is driven to provide excellent customer service with a focus on quality and making a connection with customers. Korben approaches life and work with a mindset of upholding a principle of peace, honesty, and care as few other things are more important to him. In his free time Korben enjoys reading, acquiring new hobbies, and taking care of his numerous pets.

[Learn More About Us](#)

New Prices Effective July 1, 2018

In 2017, we were proud to have provided new and exciting features exclusively for our valued clients to utilize! We have continued to offer new and exciting features and look forward to sustaining that dedication to you!

[2018 Price Schedule](#)



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 +](#)

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](#).

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If you do not wish to receive future email, [click here](#).
(You can also send your request to **Customer Care** at the street address above.)