



Industry Information for Allied Health Educators, Instructors, Administrators, 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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Life Has a Funny Way of Repeating Itself

Most of us know about Groundhog Day on February 2nd and the tradition behind it. Per folklore, if it is cloudy when a groundhog emerges from its burrow on this day, then the spring season will arrive early; if it is sunny, the groundhog will supposedly see its shadow and retreat into its den, and winter weather will persist for six more weeks.

The holiday has also produced a cult movie classic titled **Groundhog Day** starring Bill Murray. The main character of the film finds himself in a time loop, repeating the same day again and again. It is only until he gains some insight into his life that he can go on living it normally.

Well, Platinum Educational Group does not want YOUR program to see its shadow OR get stuck in a time loop by using costly or outdated methods! **We have helped SEVERAL HUNDREDS of EMS training programs become more efficient. WE CAN HELP YOU TOO.**

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

Until then, have a happy Groundhog and 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 programs. **We are proud to boast the best, and most cost-efficient, testing, skills tracking, scheduling, and reporting for all levels.**

"We operate slightly outside of the box, but Platinum Education Group has been very good at accommodating our special needs and requests. We have used their primary competitor in the past and Platinum has been SO much more user friendly and comprehensive than anything we have had prior!" - Jane Dinsmore, Program Director, PERCOMOnline, Inc. and PERCOM/Kilgore College Consortium

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.



February Promo for Surgical Technology Programs!

Exciting news for ALL Surg Tech programs! **NOW** is the time to look at [Platinum Planner](#) for keeping track of your student's clinicals and scheduling. If you give us a few minutes of your time to provide you a short demo of Platinum Planner, we will automatically send you a \$5 Starbucks gift card!

Top 5 Reasons for my Surg Tech Program to Utilize Platinum Planner

- No Institutional Fee to Utilize!
- Easiest and Most Flexible Platform to fit Surg Tech 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 February, 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 February only, so offer is limited!

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

Easy Demo Scheduling!



Facebook Contest! \$50 Gift Card!

Thank you to everyone that has given us some love on Facebook! We appreciate you! We are fast approaching 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!** January's awardee is **Jennifer Weede from Oceanside, California!**



YOU Can Host a 2018 Platinum Educational Group Workshop Series at NO EXPENSE!

Platinum Educational Group is **offering workshop geared at Allied Health programs!** We have a variety of FREE educational workshops available ala carte style! Simply pick and choose what workshops you would like presented at your institution and we will oblige! FEEL FREE TO MIX AND MATCH! **There is no cost to**

the host or participants at these workshops and CE credits can be earned! Click the link below to learn more about the 2018 Workshop series presented by Platinum Educational Group! **Presentation availability fills up quickly, so contact us to schedule your workshop today!! DON'T MISS OUT!**

[View All Upcoming Workshops!](#)



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 student app!**

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

Present vs. Presence: How your students view you in their classroom experience.

Many instructors have gotten into the habit of showing up on time and being present in their classrooms. Being "Present" versus having "Presence" can change the dynamics of the environment of your student's classroom experience. Below is a list of questions that you might ask yourself.

[Read Full Article](#)



Teamwork and Diplomacy

By Tom Gottschalk, COO, Medical Educator

The push in medical education is always multidirectional. The pulls and pressures from the industries we serve are no different. Which, an optimistic glasses half full type person would say, creates an exciting opportunity for all of us every day. I believe internships, improved real world experiences, and high-fidelity simulations deliver big potential for academic types like us. It can also improve the quality of education for tomorrow's healthcare providers. Which is particularly true regarding upgrading the team building aspect of instruction.

[Read Full Article](#)



For-Profit Group Wants Extension for ACICS Colleges

By Paul Fain, Inside Higher Ed

Career Education Colleges and Universities, a trade group for the for-profit college sector, in early January called on the U.S. Congress to give colleges that are accredited by an agency the Obama administration terminated more time to find a new accreditor.

[Read Full Article](#)



Ask the Customer Support Team!

Q: How long does it take to get Platinum Planner ready for use for my program?

A: We recommend scheduling 3 training sessions with our Customer Support team. These sessions can be scheduled **ON YOUR TIME**. Platinum Planner also provides a self-directed, step by step onboarding guide, and extended **free live customer support** between the hours of 8am to 8pm (ET) M thru F. Weekend assistance is also available.

Have a Question? Ask Us! If your query is featured, we will send you a personalized "swag bag"! Submit your question [HERE](#)



Favorite "Chotski" Contest

We want to have the coolest "swag" at conferences, but we need your help! Take this short poll to let us know what is your favorite "chotski" to receive at conferences and trade shows. All entries will be entered into a \$15 Starbucks gift card drawing held on February 28, 2018! **Just click the photo to start!**

Upcoming Events for Allied Health

[2/8/18 to 2/10/18, Charleston, SC - AST Educator Conference](#)

[2/28/18 to 3/2/18, Las Vegas, NV - ABHES Annual 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!**



When radiologists take a selfie
From ifunny



Platinum Educational Group Announces Partnership with Corporate Screening through VerifyStudents Platform

As a leader in assessment, clinical tracking, scheduling, and reporting for nursing, allied health, and EMS institutions, Platinum Educational Group understands the importance of keeping track of students' needs on one online platform. This also includes background checking and screening. Platinum is pleased to announce its new collaboration with Corporate Screening, a leading provider of pre-employment and student background screening services, via their VerifyStudents platform.

[Read Full Article](#)



Staff Introduction

Desiree Dykstra: Special Projects Coordinator

Desiree joined Platinum Educational Group in July 2017 as our Special Projects Coordinator. Ms. Dykstra plays a vital role in marketing, education, and data entry support. She attained an Associate Degree from Grand Rapids Community College, with hopes of pursuing a Bachelor's Degree in the near future. Desiree's hobbies include reading and writing. In her spare time, she enjoys watching TV, online shopping, hanging with friends, and playing with her handsome Doberman pup named Prince.

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 +](#)



Appreciation Corner

February Spotlight: Regina Sportsman, RMA, CMA (AAMA), BA, MM, MBA

We are proud, and excited, to have the medical expertise of Regina Sportsman! She will be Platinum Educational Group's monthly contributor to the Platinum Pulse: Allied Health Edition! Be on the look out for her articles entitled "**The Scholarly Column!**"

Regina has been in higher education for nearly a decade. She is a previous business owner that later went into the medical field for almost twenty years before venturing off into academia. Mrs. Sportsman has a love for educating students in a plethora of areas as well as a love for writing. To date, Regina is working on several pieces to be published. Mrs. Sportsman has lived and worked all over the United States and these experiences afforded her the opportunity to witness the standards of education based on standards of living in those areas. Many of her best practices were developed or witnessed by living and working in so many diverse areas.

Mrs. Sportsman is currently pursuing her third graduate degree to complete her masters journey. In her medical background she is a Registered Medical Assistant with the American Medical Technologist (AMT) and a Certified Medical Assistant with the American Association of Medical Assistants (AAMA) and is currently a member with both national organizations. In addition, she is a member of the Virginia Society of Medical Assistants (VSMA).

[Read Full Bio HERE](#)

We say thank you for all you do to advance Allied Health and keep up the great work, Regina!

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 to 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](#).