



ALLIED HEALTH PROFESSIONS

The **Platinum Educational Group** newsletter is dedicated to Allied Health instructors, administrators, and providers. If you have any questions please reach out to us anytime either by [email](#) or call **616.818.7877**.

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Springtime Pot O' Gold?

March is upon us. Could springtime be close behind? I know for us folks in the north it is a welcomed season! To kick the month off, **MARCH on over to our [Facebook Fan Page](#)** and get entered to **win a \$50 Gift Card** just for giving us a like! An easy pot o' gold to win!

Have a safe and happy St. Patty's Day 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 each allied health field.**

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

***Factoid: We have delivered over 230 new features and updates for our customers, many at their request, in the last two years!**

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.



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!**

WANTED!

We are currently looking for quality 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's Annual Scholarship Program Information Notification List

Do not let your students miss this \$1000 opportunity

Both students and instructors have been very excited about [Platinum Educational Group's Annual Scholarship Program](#). Every year we award one lucky student in each EMS, Nursing, and ALLIED Health field with \$1000! We have had numerous emails and phone calls asking when students can start applying. Well, the time is almost upon us! The 2019 scholarship packet will be available near future. **If you would like to be on our scholarship notification list, [CLICK HERE](#).** This will ensure YOUR students will get the information as early as possible!



Five Big Things in February

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 February...

[Five big things in February.](#)



Featured Program: Respiratory Therapy/Care

Exciting news! [Platinum Planner](#) is now customized to meet the clinical tracking and student scheduling needs for Respiratory/Care programs! We have worked hard to provide an affordable tailored platform for ST. **How affordable?** There is **no institutional fee** to use Platinum Planner and only a one time nominal per student fee of \$67! Let us show you how we can assist your program!

[Click for Respiratory Therapy Program Demo!](#)

PLATINUMPLANNER.COM

"We are happy with Platinum Planner. 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. The software is cost effective, easy to maneuver, and accessible from any device – we love that!" - MaryBeth Cregger, MS-RRT, Director of Clinical Education - Respiratory Therapy Program, Illinois Central College



Give us a "Like" and be Entered for a \$50 Gift Card

Thank you to everyone that has given us some love on Facebook. We are fast approaching our 3000 "Likes" contest drawing! If you haven't already, then give us a like and be included! Winner will receive a **\$50 visa gift certificate!**

In addition to special contests, each month we randomly select a profile that has liked our [Facebook 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 **Matthew Sisty from Adrian, MI**



Platinum Announces New National Sales Director

Jeff Dykstra, MBA, SSGB

Platinum Educational Group is pleased to announce the addition of Jeff Dykstra as National Sales Director. Mr. Dykstra's past professional experience ensures he will be a strong leader and solid contributor to the success and growth of Platinum. Jeff brings a vast knowledge of sales, leadership, and business development. Welcome aboard, Jeff!

[Jeff Dykstra LinkedIn Profile](#)



Platinum Announces New Customer Service Advocate

Beatrice Alegria

Not only did we onboard a new Sales Director, but we also added a new Customer Support Advocate! Platinum Educational Group is pleased to announce the addition of Beatrice "Bea" Alegria to our Customer Support Team! Ms. Alegria brings a wealth of knowledge and experience in providing top-notch customer support. She is also fluent in Spanish, so Bienvenido a bordo (welcome aboard), Bea!

[Beatrice Alegria LinkedIn Profile](#)



Platinum Announces Promotion

Korben Rand

We certainly are movers and shakers for the first part of 2019! In addition to are new employees, Platinum Educational Group is pleased to announce the promotion of Korban Rand to Data Scientist! For the past year, Korben has been a stellar performer in our Customer Support Team. Soon, his focus will turn to compiling, analyzing, and compartmentalizing industry statistics and information that will help us better serve our valued customers. Congrats on the promotion, Korben!

[Korben Rand LinkedIn Profile](#)



Clinical Tracking at an AFFORDABLE Cost

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 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 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

Medical Assistant

Radiation Technology

Dentistry
EMS
Field Training
Fire Services

Nursing
Patient Care Technician
Phlebotomy
Pre-clinical

Respiratory Care
Speech Language
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 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](#)

"What is there not to like about Platinum? Maybe you don't like having to wait minutes vs. hours for a question to be answered or maybe you don't like the flexibility to create your own online forms for student evaluation. They have provided excellent training and customer support! Thank you, Platinum Education Group!" - Steven Sheffer, Program Director and Professor, Florida State College at Jacksonville

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

Easy Demo Scheduling!



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 health care providers. Which is particularly true regarding upgrading the team building aspect of instruction.

[Read Full Article](#)



End of the Road for Argosy

Another For-Profit Falls

By Andrew Kreighbaum, Inside Higher Ed

Trump administration cuts off Title IV student aid for Argosy University campuses and blocks deal to go nonprofit after chain fails to make payments to thousands of students.

The Education Department said Wednesday it would block plans by Argosy University to go nonprofit. In the same announcement, it said it would also boot the for-profit college from the federal student aid program.

[Read Full Article](#)



The Scholarly Column: Blooms Taxonomy - Why should I incorporate this model into my teaching methods?

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

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.

[Read Full Article](#)



Know the Rules! Episode 5: Business Associates Risk Analysis Required

By Kimberly Shutters, CEO, HIPAA alli

The HIPPA Security Compliance Series to assist all medical community professionals

A [Business Associate](#) (BA) is someone who performs services that involve the disclosure of [Protected Health Information](#) (PHI), such as claims processing, utilization review, billing, quality assurance, or benefit managers.

Did you know?

In 2013, the Final [Omnibus](#) Rule updated the HIPAA Security Rule and Breach Notification clauses of the HITECH Act.

As a result every [Business Associate](#) (BA) that **creates, receives, maintains, or transmits** electronic [Protected Health Information](#) (ePHI) is required to perform a comprehensive enterprise wide [HIPAA Security Risk Analysis](#) (Per: §164.308(a)(1)(ii) (A)).

[Read Full Article](#)

Upcoming Conferences for Allied Health

[3/28/19 to 3/29/19, Chicago, IL - ABHES Accreditation Workshop](#)

[All PEG Events!](#)

We are looking for State and National Allied Health conferences! Do you know of any 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 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 8 a.m. to 8 p.m. (EST) Monday thru Friday. 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](#)

[Read past Q&A!](#)

"Customer service is exceptional! I accidentally deleted a lab with lots of skills listed. Reported it online to Platinum Planner at 10:30pm, received a call back (from Tom) at 10:38pm! He was friendly, didn't promise anything, but said he'd make sure it was given appropriate attention. Sure enough, the lab reappeared in my list the following day, with notifications from Sarah and Tom. THANK YOU!" -Mary Burget, Instructor, Northwestern Michigan College

News From Our Allies in Education

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



ABHES Accreditation Workshops – March 2019

March 28, 2019 - Institutional/Programmatic Accreditation Workshop (Recommended for Initial Applicants)
9:00 AM - 5:00 PM

[More Information](#)



Pennsylvania Association of Private School Administrators Annual Conference Information

Pennsylvania Association of Private School Administrators (PAPSA) 2019 Annual Conference will be held at the Lancaster Marriott and Convention Center at Penn Square of Lancaster, July 23-24, 2019.

[More Information](#)



Customer Showcase: Illinois Central College (ICC)

Every Month we give a little bit of love to one of our valued customers! This month we celebrate **the awesome Respiratory Therapy staff at Illinois Central College.**

Students in the ICC Respiratory Therapy program will experience first-hand leading edge instructional technology; instruction in current medical practices; and receive dynamic hands-on clinical experience. Graduates are eligible to take both certification and registry exams prepared by the National Board for Respiratory Care to become both Certified (CRT) and a Registered Respiratory Therapist (RRT).

Program Director - Kelly Crawford-Jones

Kelly has been the Director of Respiratory Therapist Program at ICC since 2000.

Director of Clinical Education - MaryBeth Cregger

MaryBeth has been with ICC since 2010 and became Clinical Education Director in 2014.

Instructor - Sarah Breitenbach

A huge thank you to the entire hard-working Respiratory Therapy staff at ICC. We appreciate you being one of our valued customers!

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 (Platinum Planner, Platinum Tests) using their own credit/debit cards.

If you need student access for Platinum Tests 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](#).