



## Industry Information for EMS Instructors, Educators, Administrators, Preceptors, and Students

This newsletter is dedicated to instructors, administrators, and providers of the EMS profession. As always, **if you have any questions** concerning anything in this edition of the *Platinum Pulse*, feel free to reach out to us at [jeremy@platinumed.com](mailto:jeremy@platinumed.com) and a representative will contact you.

In this edition:

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### The Hectic Agenda is Back!

By now, many of you are back to the grind faced by educators every year! (See our Insanity in Education article below). The many hours a week spent on students is enormous, but 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**
- **Currently use a product you are not happy with (cost, customer service, etc.)**

**THEN CONTACT US TODAY!** It is NOT too late for you to utilize our electronic solutions even if your current course has started! We make it easy, ALL OF IT! The platform setup, the training, the industry leading customer support. Shoot, we have even made scheduling a demo to look at our solutions easy! Simply click the link below and chose a time that suits YOUR demanding agenda! We look forward to making YOUR life easier!

[Easy Demo Scheduling!](#)



### A Message from the Platinum Educational Group CEO: Who Moved My Cheese?

By Doug Smith, CEO, Medical Educator

Platinum just finished publishing a huge new update to our web solutions which our company has aptly titled Who moved my cheese? There are many new features as well as some previous features still available, which are now positioned in a different location. We believe the features will be easier to find but certainly, as with anything new, there is a learning curve and the need to forget the old way and become comfortable with the new way.

[Read Full Article](#)



## Enrollment Update!

All programs MUST accept students for ALL COURSES AND CLASSES from your DASHBOARD - NOT ON EMSTESTING AND PLATINUMPLANNER! Once you login to your account, you are taken straight to your dashboard. If you cannot find where to enroll your students, or have any other questions, please reach out to us. **We are here to help!**

[Contact Us](#)



## Back-to-School Facebook Contest!

We know it is a hectic and busy time of the year for the staffs of EMS programs. That's why we want to give back to our hard-working educators! Just go to our [Facebook Fan Page](#) under the "What is your Passion for EMS" comment box and tell us what your passion for teaching is in **ONE WORD**. Answers can be used more than once and each comment will be entered into a random drawing for a \$25 gift certificate! **Easy!**

For a **double entry**, represent your school after your comment with **@yourschoolname!** Make sure you give our page a like too! We appreciate it!

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!** September's awardee is Jim Reed from Columbus, OH!



## 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 EMS levels. **We are proud to boast the best study prep and skills tracking programs for each.**

**"Platinum Educational Group's programs are always based on evidence based practice of learning. Platinum staff are always reaching out to update educators and programs. They always go above and beyond...video blogs on updates and one on one help anytime." - Christina Blancas, Paramedic Instructor**

**Factoid:** We have delivered over 120 features to 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.



## 2017 Platinum Educational Group Scholarships Program Recap

### EMT Student Awarded National Scholarship!

The 2017 EMS scholarship was awarded to student Athanasia "Ethel" Ventura. Ms. Ventura is enrolled in the [When Seconds Count](#) Emergency Medical Technician (EMT) program located in Salem, MA. Ethel's decision to become an EMT is due to the kindness and expertise of paramedics she met while experiencing her own

medical emergency. She would like to emulate those traits in her goal of becoming a care provider in EMS. "I hope to show my future patients that their lives are of great importance and value." stated Ms. Ventura.

Help us celebrate Ethel's achievement by liking and sharing her story from our [Facebook Fan Page!](#)

[View All Previous Scholarship Recipients Here!](#)



## Don't Miss Out On Our Free Workshop Series!

Platinum Educational Group is **offering a workshop series like no other!** We have a variety of FREE educational workshops available throughout the country! **There is no cost for participants to attend workshops, lunch and snacks are provided, and CE credits can be earned!** Please see below for scheduled workshops. If there are no workshops in your area, stay tuned, as more will be scheduled soon! Spaces

fill up quickly so register today!

[View All Upcoming Workshops!](#)

REQUEST A WORKSHOP! WE ARE CURRENTLY LOOKING FOR TRAINING CENTERS TO HOST A FREE WORKSHOP SERIES! If interested [click here!](#)

## New Features Updates

By the Dev Team

[NEW FEATURE: Platinum Planner Student Clinical Opportunity Documentation Upgrade!](#)

[NEW FEATURE: Easier Enrollment Process for Students!](#)

[NEW FEATURE: Unified Courses/Class Creation between all PEG Products!](#)

[NEW FEATURE: Class Groups and how to add Students to them](#)



### Top Five Reasons to Use EMSTesting

- True Computer Adaptive Testing Practice!
- Most Validated Solution Available! Over 115,000,000 responses to date!
- Over 5,000 validated questions in our test bank; with questions at four provider levels!
- Group Testing feature turns learning into a fun game!
- EMSTesting can be used with any EMS textbook, regardless of publisher!

**Join the hundreds of other programs that have adopted our solutions to make their EMR-EMT-AEMT-Paramedic program run as smoothly as possible!** We offer the most reliable and valid testing on the market via [EMSTesting](#). We provide the only Computer Adaptive Testing (CAT) testing prep program that mimics the National Registry Exam! We will help your program raise your pass rates and we offer a [100% guarantee\\*](#) to back that!

*"I have been using EMS Testing for the last 4 years for our EMT and Paramedic programs and since utilizing the module exams and adaptive testing from Platinum Educational Group our success rate for first time paramedic testing has gone up by 15 to 20%. The tests that we make are very challenging making the students think. It is a great program and I would recommend this to everyone." - Earl Neal, EMS Educator*

[View the 90 Second Intro to EMSTesting Video!](#)



Easy Demo Scheduling!



### Top Five Reasons to Use PlatinumPlanner

- Provides students with a **FREE** mobile app that works both online and offline!
- **Accreditation Standards!** Meets/Exceeds what accrediting bodies are looking for!
- **Totally customizable** to meet **YOUR** program specific needs!
- **Track the skills YOU want, download forms that YOU want to use!**
- There is **NO** Institutional fee!

In addition to testing, we also provide a complete skills tracking, scheduling and reporting solution called [PlatinumPlanner.com](http://PlatinumPlanner.com). This flexible program tracks schedules, skills, and patient encounters. It assists in clinicals, labs, and scenario experiences. It generates reports for student progress, accreditation standards, and **NREMT Portfolio requirements!** Platinum Planner also offers free preceptor training!

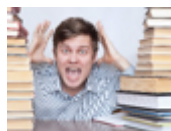
The best part, Platinum Planner involves **NO INSTITUTIONAL FEE** for EMS programs to use! There is just a minimal per student fee.

*"We have fallen in love with Platinum Planner. It is an excellent product, that we will use for many years to come. It has met our needs in every way thus far, and the support teams have been great in making small changes as requested already!" - Troy Vernon, Clinical Coordinator/Paramedic Educator, Denver Health, Department of EMS Education*

[View the 90 Second Intro to Platinum Planner Video!](#)



Easy Demo Scheduling!



## Insanity in Education

By John Spencer, Lead Medical Educator, Customer Service Manager

At some time in our lives, we all have heard insanity defined as doing the same thing the same way, over and over again, and expecting a different outcome. A more literal definition would be "extreme foolishness; folly; senselessness; foolhardiness" (The Definition, 2017).

[Read Full Article](#)



## Self Confidence: Now vs. Then

By Tom Gottschalk, COO, Medical Educator

Back in the good old days, medical professionals were more self-confident and 'we liked it'. We didn't have any of these fancy toys when assessing sick or injured people. We used our guts and raw brain power to treat the ill and impaired. And like I said, we liked it. That it just how it was. Today's medical providers have all these bells and whistles that basically do the job for them.

[Read Full Article](#)

## Upcoming Events for EMS

[9/23/17 to 9/26/17, Savannah, GA - GAEMS 2017](#)

[9/28/17 to 9/31/17, Marquette, MI - UPEMS 2017](#)

[10/2/17 to 10/4/17, Greensboro, NC - Emergency Medicine Today Conference](#)

[10/6/17 to 10/7/17, Lansing, MI - SMEMSIC I/C Conference 2017](#)

[All PEG Events!](#)



by Steve Berry

[iamnotanambulancedriver.com](http://iamnotanambulancedriver.com)

## News From Our Partners 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!](#)



[Level 1 Instructor Course: Cape Elizabeth, Maine](#) Dates: 9/22/2017 to 9/24/2017

[Level 2 Instructor Course: Maryville, Illinois](#) Dates: 9/29/2017 to 9/30/2017

[Scenario Evaluation Workshop \(Troy, NY\)](#) Dates: 9/15/2017 to 9/16/2017



The Wisconsin EMS Association (WEMSA), in cooperation with, and with support from the Office of Rural Health, celebrated 2017 National EMS Week by releasing the 5th edition of the Wisconsin EMS poster. Since the late 1990s, WEMSA has produced a poster depicting all of the EMS service providers and locations throughout the state. In 2013, WEMSA partnered with the Office of Rural Health and for the first time added first responder organizations to the poster. Working again with the Office of Rural Health, the 5th edition of the poster has both been updated, and increased in size to give an even larger view of all of the EMS providers throughout Wisconsin.

A complimentary copy of the poster was mailed to EMS stakeholders throughout Wisconsin, including ambulance services, first responders, fire departments, hospitals, training centers, legislators, and others. It's perfect for displaying at your location. Additional posters are also [available from the WEMSA store](#) - including flat, unfolded posters that are perfect for framing. Get yourself a copy today!



## Ask the Customer Support Team

By David Smith, Customer Service Advocate

**Q: My student purchased an access code for the wrong provider level from the bookstore (or online vender). Can they still use that to pay their course enrollment fee, or do they need to return it and exchange it for the correct one? A:**

The answer used to be that students had to return the access code to whoever they purchased it from, as access codes have different values based on the provider level, and based on whether it is an EMSTesting access code or a Platinum Planner access code. There was not a way for a student who purchased an access card of a lower value to apply it to a course of a higher value and then just pay the difference.

[Read Full Article!](#)

[Read past Q&A!](#)

*"We have been using EMS Testing and Platinum Planner for over 2 years now and it has been great. Whenever there is a problem or I have a question someone is always there to help. Thank you for all that you do and for your excellent customer service!" -Kimberly Jeffries, EMS Program Director*

## Parting Thoughts

Connect With Us!

CONNECT WITH  
US ON:



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 +](#)



## 2017 NAEMSE Symposium Recap

Wow. What an exciting time at [National Association of EMS Educators](#) Symposium 2017! A BIG thank you to the wonderful staff at NAEMSE and to ALL participants! See you next year!

**For FULL NAEMSE 2017 recap details and learn how you can get free conference swag!**

[Click for More!](#)



## Customer Appreciation Corner: Texas

September Spotlight: Those Affected by Hurricane Harvey

Dear Houston and Surrounding Area Customers,

Our thoughts and prayers are with you folks as you continue to experience the effects of Hurricane Harvey. It is our ongoing hope that you, your staff, and your students are all safe and that life will return to normal very soon.

In the meantime, I would like to extend our fellowship by assisting in any way we can. **If your program needs some adjustments due to Harvey, please reach out to us and we will make them.** We are here to help.

Again, from the entire staff here at Platinum Educational Group, stay safe and our thoughts are with you! Please pass along to your faculty.



## Does your Program need Student Access Cards or Credit?

By John Zimmer, Client Relations Manager

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

1. EMS 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 (EMSTesting, PlatinumPlanner, PlatinumTests) using their own credit/debit cards.

As Fall classes start, if you need student access for either EMSTesting, 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](#).