



PLATINUM
EDUCATIONAL GROUP

FEBRUARY 2020

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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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:

- 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 Allied Health programs. **We are proud to boast the best, and most cost-efficient, competency tracking, scheduling, and compliance reporting for each Allied Health profession.**

"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, since 2015!**

Our Mission: Deliver valid and reliable testing, assessment, scheduling, competency tracking, & compliance reporting solutions.

Our Vision: Every learner in the world can benefit from our solutions.



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 of Michigan City, Indiana**.



What is YOUR Idea for an Allied Health Workshop?

Platinum Educational Group offers free educational workshops designed for Allied Health! **There is no cost for participants to attend and lunch and snacks are provided!**

WE ARE CURRENTLY LOOKING FOR ALLIED HEALTH WORKSHOP TOPICS AND IDEAS FOR 2020! Please contact [contact us](#) with your thoughts and ideas!



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 allied health 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!

Top 10 Reasons to use Platinum Planner for YOUR Clinical Tracking



1. No Institutional Fee
2. Our online platform saves Coordinators/Instructors an average of **5 hours or more a week**
3. Makes accreditation **site visits easy and stress-free** with detailed reports
4. Provides detailed **student progress reports**
5. FREE fully functional student/preceptor **app** that works online or offline
6. Easy to set up and get started
7. FREE **Unlimited Training** for all Administrators, Program Directors, and Instructors
8. FREE **Unlimited Customer Support** for Administration, Instructors, Coordinators, Students, and Preceptors
9. Better prepared students to match the work force
10. Don't just take our word for it, see what others say about Platinum Planner! [View our Testimonials](#)

Stop wasting time tracking your students with paper and pencil or excel. We have an easier and more cost-effective accreditation solution!

"I was tired of tracking externship with paper and pencil. A health science colleague from my college recommended Platinum Planner. It has made tracking externship hours and required skills so much easier for both instructors and students. Because I have this tool, I get updated daily so I can conference with students who seemed to be falling behind. Platinum Planner is an amazing product and I wish we would have started using this earlier." - Zulihana Pascual, Director of Dental Assisting Technology, Indian River State College

Schedule a short demo of Platinum Planner on **YOUR** time

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](#)



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](#)



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](#)



Platinum Educational Group's Refund Policy

By John Zimmer, HR Manager

PEG recognizes that there will be times when our service cannot be used and require a refund to be issued. Please click the link below to view our refund policies for:

Client-School-Institution Refunds

Bookstore Refunds Student Refunds

Platinum Educational Group (PEG) proudly do their best to provide you with excellent customer service. If you are experiencing technical difficulties or just need help with our websites/software, contact our help desk at 616-818-7877, or contact our [Customer Support](#).

[View our Refund Policy](#)



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](#)

Upcoming Conferences for Allied Health

[AST Educator Conference Ð February 6th-8th in San Antonio, Texas](#)

[All PEG Events!](#)

We are looking for State and National Allied Health conferences for 2020! 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 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 a skill 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 Allied Health Education. If you would like to connect and see how we can collaborate, [contact us!](#)



17th Annual Conference Registration Now Open

Please join ABHES in Houston, Texas for the 17th annual conference and pre-conference events. To access the registration website, which includes information about the schedule of events, making hotel reservations, and attendee fees, please click below.

[More Information](#)



CAAHEP's Commissioners Approve Mission & Vision

At the 2019 Annual Meeting in San Antonio, CAAHEP Commissioners voted to approve new Mission and Vision statements that reflect where CAAHEP is going in its next 25 years.

[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.

[More Information](#)



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!](#)



Prices Effective July 1, 2020

Our pricing schedule will increase **slightly** in 2020. These increases will not affect training institutions, but students will see a **nominal** change. The increase is being done for several reasons including:

- To continue providing our customers with the **most up-to-date technology and software** programming.
- To continue providing our customers with the **most experienced customer support and programming staff**. To date, our customer support has an **industry-leading 97% satisfaction rate** and the **shortest average call back time** to students and instructors.
- To keep pace with inflation and fair market value. Even after this upcoming increase, **Platinum Educational Group is still under its competitors' prices** while offering more benefits, services, solutions, and overall value.

[Read Full Article!](#)



Customer Showcase: Baton Rouge Community College (BRCC)

Every Month we give a little bit of love to one of our valued customers! This month we celebrate the awesome Pharmacy Tech program at Baton Rouge Community College!

Baton Rouge Community College (BRCC) was born from a 1994 Desegregation Settlement Agreement between Louisiana and the U.S. Department of Justice in an effort to eliminate remnants of a dual-race system in the state's post-secondary educational structure. The college officially opened its doors on August 20, 1998, expecting an estimated enrollment of 700 students. Instead, faculty and staff were shocked to find almost triple that number – 1,866 enrollees – waiting.

BRCC has been a long-time customer of Platinum Educational Group for their EMS program. We have been their online testing solution since 2010 and have trusted us for their competency tracking since 2011! So, when it came time for their Pharmacy Tech program to look at new ways to track competencies, they looked to us.

The BRCC Pharmacy Technician Program strives to instill knowledge, skills, abilities, values, and essence of teamwork. Our goal is to provide the Allied Health workforce with highly qualified Pharmacy Technicians who will deliver personalized, high quality healthcare while still preserving the dignity of every person by providing compassion and care of the highest standard.

Program Faculty:
Cardice Sylvan, Program Manager

Christin Dillon Academic Advisor

A huge thank you to the entire hard-working Pharmacy Tech educators at Baton Rouge Community College. 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](#).

Leaving You Laughing

