



**PLATINUM**  
EDUCATIONAL GROUP

JANUARY 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**.

In this edition:

1. Improve Your Program in 2020
2. Who is Platinum Educational Group, Exactly?
3. Platinum Educational Group is restructuring in 2020
4. **Facebook Contest**
5. What is YOUR Idea for an Allied Health Workshop?
6. Guest Authors Wanted. Submit an Article!
7. **Top 10 Reasons to use Platinum Planner for YOUR Competency Tracking**
8. **Article:** Understanding the Family Educational Right and Privacy Act
9. **Article:** Derogatory Slang in the Hospital Setting
10. **Article:** The Scholarly Column- Present vs. Presence
11. Customer Showcase: Southern Regional Technical College
12. And Much More!



### Improve Your Program in 2020

The New Year always brings in fresh ideas, a clear mind, and resolutions for improvement-both personally and professionally. We truly hope that all your personal goals are achieved this year, but we KNOW we can assist you with achieving your professional ones! If your 2020 professional goal is to maximize your program's efficiency, we can help! We want to make your lives, and your students' lives, much easier! We can also help raise your programs overall performance and pass rates! If you do not currently use our solution(s), take a short demo and find out why we are the best choice.

[View our solutions & schedule a demo](#)

Until then, we wish you all a happy and prosperous New Year!

**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, 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, since 2015!**

**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.



## Platinum Educational Group is restructuring in 2020

**"Education is the most powerful weapon which you can use to change the world." - Nelson Mandela**

In January, Chief information officer (CIO) and Co-owner will be taking the helm as Platinum Educational Group's CEO. By the time you read this article, Jason would have assumed the company's highest leadership position from co-founder and retiring CEO, Douglas Smith.

As part of our restructuring plan Doug Smith will be returning to his teaching roots at Platinum Educational Group. Doug's intention is to continue to support Platinum as a full-time medical educator which will give a big boost to the education bench under direction of John Spencer. Also, at the beginning of the year, Tom Gottschalk, COO has indicated his plans to retire from Platinum. Similar to Doug's offer, Tom will be offering his full support to Jason and the team upon requests (just from the sidelines) while exploring new and exciting adventures that lie ahead of him.

So, what does this mean for the future?

[Read full article](#)



## 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! December's awardee is **Jason Stanton from Peoria, Arizona**.



## 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!**



## WANTED!

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 free demo of Platinum Planner on **YOUR** time

Easy Demo Scheduling!



## FERPA: Understanding the Family Educational Right and Privacy Act

By Tom Gottschalk, COO, Platinum Educational Group

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](#)



## Derogatory Slang in the Hospital Setting

By Brian Goldman, MD

In the on-call lounge late one evening, two residents compared notes on their respective rotations, with four medical students listening in.

"I am totally fried," said Jane, a second-year resident in general surgery. "We spent three hours in the hole digging for an appendix on a 22-year-old woman."

"Why did it take so long?" asked Mike, a resident in internal medicine.

"Let's just say she was a bit fluffy," said Jane. "Exactly three clinic units fluffy. She has a Milwaukee goiter so huge it took two of my students to keep it from getting in the way. We've got her on megadose vitamin C. The over-under on her bounceback for wound infection is six days."

[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: Present vs. Presence

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

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](#)

## Upcoming Conferences for Allied Health

No conferences scheduled

[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: What is the best process for switching our primary school admin?** A: We know Primary Admin changes can happen, and we'd like to make the transition as smooth as possible for you. In short, a current school admin (primary or not) can create the new admin in EMSTesting and/or Platinum Planner, then call us and request that the admin be changed to the primary admin. If the old primary admin is no longer working at your company we can flag/disable their school admin account, so they no longer have access to all school settings, but only once we have set someone new as the primary admin.

[Read Full Article!](#)

**"The best thing about this group is the customer service. All of my questions have been answered within 30 min to an hour. 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](#)



## 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: Southern Regional Technical College (SRTC)

Every Month we give a little bit of love to one of our valued customers! This month we celebrate the awesome Veterinary Tech program at Southern Regional Technical College!

Southern Regional Technical College, a unit of the Technical College System of Georgia, is a public two-year college that provides access to learner-centered high-quality services; academic and occupational credit courses; associate

degree, diploma, and technical certificate of credit programs; continuing education opportunities; business and industry training; and adult education programs. Through traditional and distance delivery methods at multiple instructional sites, the College supports workforce development serving primarily the citizens of Colquitt, Decatur, Early, Grady, Miller, Mitchell, Seminole, Thomas, Tift, Turner, and Worth counties.

SRTC 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 Veterinary Tech program to look at new ways to track competencies, they looked to us.

The Veterinary Technology program is a sequence of courses designed to prepare students for careers in the field of veterinary technology. General education, basic science and program-specific learning opportunities develop the knowledge and skills required for job acquisition, retention, and advancement. It has received past top national ranking accolades.

**Length of Program:** Seven (7) Semesters

**Program Chair, Veterinary Technology Program Director:** Jennifer Mason, DVM

**Advisor, Veterinary Technology Faculty** - Sharon Poitevint

**A huge thank you to the entire hard working Veterinary Tech Staff at Southern Regional Technical 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

