



PLATINUM
EDUCATIONAL GROUP

NOVEMBER 2019

NURSING PROFESSIONS

The **Platinum Educational Group** newsletter is dedicated to Nursing 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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Family and Football and Turkey. Oh my!

You may have seen the "Christmas Spirit" in all the retail stores, but remember, we must still get through November! Which is great because this month is full of awesomeness! Some of the great things offered this month include a "fall back" of the clock, autumn football, and a special day to give thanks!

We are grateful and thankful to ALL of you hardworking EMS educators, instructors, coordinators, providers, and support personnel!

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 levels. **And we are proud to boast the best study prep and clinical tracking online platforms for each.**

"Platinum Educational Group is always ahead of the ever changing game!" - Dr. Kelly Weller Ed.D, RN, LP EMS-C, Program Director

"This group is outstanding to work with!" Kevin St. Peter, Owner/ Education Team Leader, Health Emergencies Learning Pros

Our Mission: Deliver valid and reliable testing, assessment, scheduling, externship 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!**

We are currently looking for quality nursing 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!

We're Growing! New Additions to Platinum Educational Group



Kate Szumski, Client Solutions Consultant Kate recently joined Platinum Educational Group in 2019. Kate has over 6 years of software sales experience within the IT industry. As a proud Michigan State University Alumni and West Michigan native, Kate spent the majority of her career in Chicago and is happy to be back home in Grand Rapids, MI! In her spare time she enjoys watching college basketball, spending time with family, and walking her Golden Doodle, Bogie.



Alanah Manning, Customer Support Advocate Alanah joined Platinum Educational Group as a Customer Service Advocate in October 2019. She has worked many years in customer service and sales industries. She is driven in providing excellent customer service with a spotlight on quality and making customer connections. When she is not working, she enjoys crocheting and crafting, playing with her menagerie of pets, and spending time with her husband.



Sherry Kinnucan, Lead Trainer, Medical Educator Sherry joined Platinum Educational Group in 2019 and brings over 17 years' experience in Emergency Medical Services including initial and continuing education, quality improvement and program coordination. Sherry is currently working on completing her Masters of Arts degree in Higher Education Leadership and enjoys camping, fishing, bird watching, reading, and spending time with her husband and four children.



Celebration Week's Giveaway Winners Announced

Last month we gave away several prize packages.

Last month contained celebrations of several allied health professions including Resp Care, Med Assist, Vet Tech! Educators, providers, students, and support staff had the opportunity to win a gift boxes filled with swag including travel mugs, key chains, bracelets, and more! The rules were easy, participants were asked to simply like our Facebook Page and pinned posts. That's it

A huge congratulations to our drawing winners Ann Hall, Christine Sperle, and Sierra Bell! We have contests for folks in the industries we serve all year long on all of our social media outlets. **Be sure to like or follow our social media platforms to get information on upcoming giveaways and contests.**

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! October's awardee is **Jordan Ginebaugh from Casnovia, MI!**



PlatinumTests's Group Testing Feature, Use It for Your Next Class Review

Nursing students and instructors have a BLAST utilizing Platinum Educational Group's "[Group Testing](#)" feature! This online quizzing platform is setup like the trivia-based quizzing that is popular in restaurants across the country. It is easy to set up in the classroom and students can use their smart phones, tablets, or laptops to play! It is an awesome platform for weekly reviews, exam study, or just for plain fun. **We recommend providing prizes for the student that gets the most right to bring out the most competition.**

If you would like to learn how [Group Testing](#) can benefit your classroom [CONTACT US](#) and we are more than happy to show you!



The Affordable Testing Solution for LPN/VN and RN Institutions

What is PlatinumTests?

[PlatinumTests](#) is the affordable online solution that delivers content constructed to mimic the NCLEX-PN exam. We offer a **TRUE Computer Adaptive Simulator** like no other on the market! This helps students prepare for their

LPN/VN and RN licensures in a **most valid and reliable method.**

PlatinumTests has over **3,000 secured objective-based LPN/LVN test questions and 4,000+ RN** that include multiple choice, NCLEX SATA, and NCLEX identification, all written and reviewed by experts in Nursing. All items are evaluated for cut score, difficulty, discrimination, p values, and point biserials.

We have worked hard to provide an affordable testing platform for LPN/LVN. **How affordable?** There is institutional fee of \$500 to utilize PlatinumTests* and only a one time nominal per-student fee of \$45(LP/VN) and \$90(RN)! This is substantially lower than other solutions on the market. **Let us show you a better and more cost-effective testing platform!**

[More Details](#)

Easy Demo Scheduling!

*Institutional fee waived if already paid by another program within your institution. Check with Platinum rep.



Finally, Clinical Tracking 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 mobile app for students and preceptors!**

Do not waste time tracking your students with paper and pencil or with expensive online platforms! We have an easier and more cost-effective solution!

[Top 10 Reasons to Use PlatinumPlanner](#)

"We are a Nursing program just finishing up our first year using Platinum Planner for our clinical scheduling and documentation. As the program coordinator responsible for all clinical scheduling this platform has made my job so much easier!" - Pamela Thurman, BSN, RN, CPA, Practical Nursing Coordinator(former), Franklin Technology Center at MSSU

Easy Demo Scheduling!



Platinum Educational Group Customer Support Team: Excellence Personified

By Tom Gottschalk, COO, Medical Educator

If we asked our customers ten years ago what they envisioned Platinum Educational Group as, they would have likely had two perspectives. The first was that there were these two guys (Doug and Tom) who owned and operated a software company in the Midwest. The other point of view was that Platinum was this big testing company in Michigan, who had a corporate structure and whose goal was to take over the world. Who was right? The first group for sure. Up until 2012, Platinum was literally a two-man show being powered by trusted advisors, contractors, and excellent customers, which much like friends can do, have driven us to where we are today.

[Read Full Article](#)



Self-Motivation: How Can I Teach it to My Students?

By Tom Gottschalk, COO, Medical Educator

Let's look at the situation with the end in mind first. Why do you really care if student is motivated to learn? It is their problem, not yours. Right? Wrong, the answer should be clearer. **Motivated students are easier to teach!** They value the return on investment of giving you, and educational content, attention plus they actively participate in the acquisition of knowledge. Picture yourself as a professional coach of adult spelling bee contestants or draft recruits to war. How small is the audience or willful participants? What is the inspiration putting them in here? Where will they be in two weeks from the first day of training? And most importantly, what is the motivation to be there at all? Intrinsic or extrinsic?

[Read Full Article](#)



The Scholarly Column: Accreditation vs. Non-Accreditation

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

I have been working in higher education for ten years. Nine of those years, all of the medical assisting programs that I have worked for have been accredited. In the last ten months I have worked with a medical assisting program that is non-accredited. There are recognizable differences in student learning styles. I can attribute this to the fact that there are no competencies that are required in the curriculum.

[Read Full Article](#)



Episode 14: Know The Rules! Insider Threat - Part 1

By Kimberly Shutters, CEO, HIPAA alli

The HIPPA Security Compliance Series to assist all medical community professionals!

Do You Know Who Your Employees Are?

Insider threat is becoming one of the largest threats to organizations and some cyberattacks may be insider-driven. Although all insider threats are not malicious or intentional, the effect of these threats can be damaging to a **Covered Entity** (CE) and Business Associate (BA) and have a negative impact on the confidentiality, integrity, and availability of its electronic **protected health information** (PHI).

[Read Full Article](#)

Upcoming Events for Nursing

[11/8/19 to 11/10/19, Louisville, KY OADN Annual Conference](#)

EVENTS WANTED!

We are looking for State and National RN, LPN/LVN conferences! Do you know of a RN, LPN or LVN conference that we simply CANNOT miss? Please [drop us a line](#) and let us know! We'll even send you a thank you gift!

News From Our Allies in Education

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



Live NCLEX Review class coming up November 9 - 12th 2019 in NYC

The Feuer Nursing Review Live Lecture covers all the most important nursing concepts you need to know to pass your NCLEX exam. Once the class is over, the review continues online with 2 months of self paced review! They also no longer have expiration dates on online course material and has recently updated their study books!

[More Information](#)



An Amazing Website filled with Resources for YOUR Nursing Students

The mission for Kevin's Review is to review with integrity and detail in order to provide the most value to nursing students. It offers measurable analysis and detailed comparisons to many study tools, resources, and techniques.

[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.

[Read Full Article!](#)

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

If you need student access for 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](#).



Customer Showcase: Franklin Technology Center (FTC)

Every Month we give a little bit of love to one of our valued customers! This month we celebrate the awesome folks at **the awesome LPN staff at Franklin Technology Center.**

Organized in September 1957, the Franklin Technology Center (FTC) Practical Nursing Program is the second oldest program in Missouri. The program is fully approved by the Missouri State Board of Nursing and is currently in candidacy status for accreditation through Council of Occupational Education (COE). A variety of student services are available to Practical Nursing students including Financial Aid assistance and vocational guidance and placement. In addition, students have access to many services offered through Missouri Southern State University (MSSU) such as access to the MSSU library, student health clinic, and food service vendors.

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

Program Coordinator - Katie Bozarth, B.S., C.S.T.

Instructor - Jodi Stewart

Instructor - Amy Price

[Click Here for Full Staff Details](#)

Leaving You Laughing

