

MedCerts

Pioneering the way students learn and employers hire.

All About MedCerts

- ❖ MedCerts organization, students, partners
- ❖ Industry insights
- ❖ Our programs
- ❖ Training & hiring solutions for organizations



We Are MedCerts

- ❖ Founded in 2009
 - 2019 Inc 5000
 - 40% Organic annual growth
- ❖ Best in class outcomes
 - 82% completion rates
 - 89% Allied Health Exam pass rates
- ❖ Over 25,000 students trained
- ❖ Market leader in consumer-focused healthcare training
 - Data-Driven Approach to Outreach and Support
 - Self-Paced, with Structured Program Schedules
 - Follow along with expert instructors in the field and interact with simulations that replicate patient and real-life experiences.



20%

Higher Pass

Rate

vs National Avg.

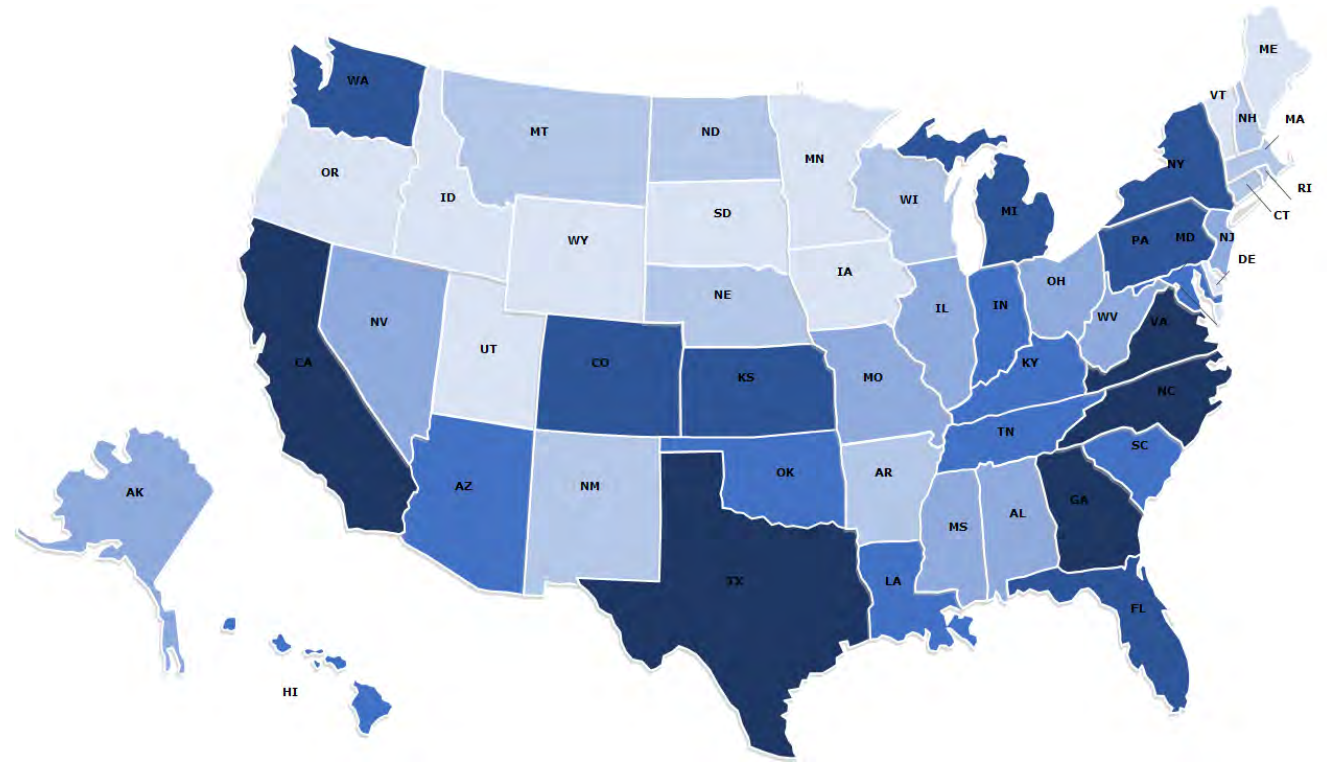
Our Student Groups

- ❖ Displaced front-line workers and the unemployed
 - Funding: Workforce Innovation and Opportunity Act (WIOA)
- ❖ Active Duty-Army Soldiers, National Guard, Army Reserve Members
 - Funding: Army Credentialing Assistance Online (Army COOL)
- ❖ Military spouses
 - Funding: Military Spouse Career Advancement (MyCAA)
- ❖ Career changes / continuing education
 - Self-funded through MedCerts payment plans
- ❖ Employer train & hires
 - Funding: from employer, tuition reimbursement

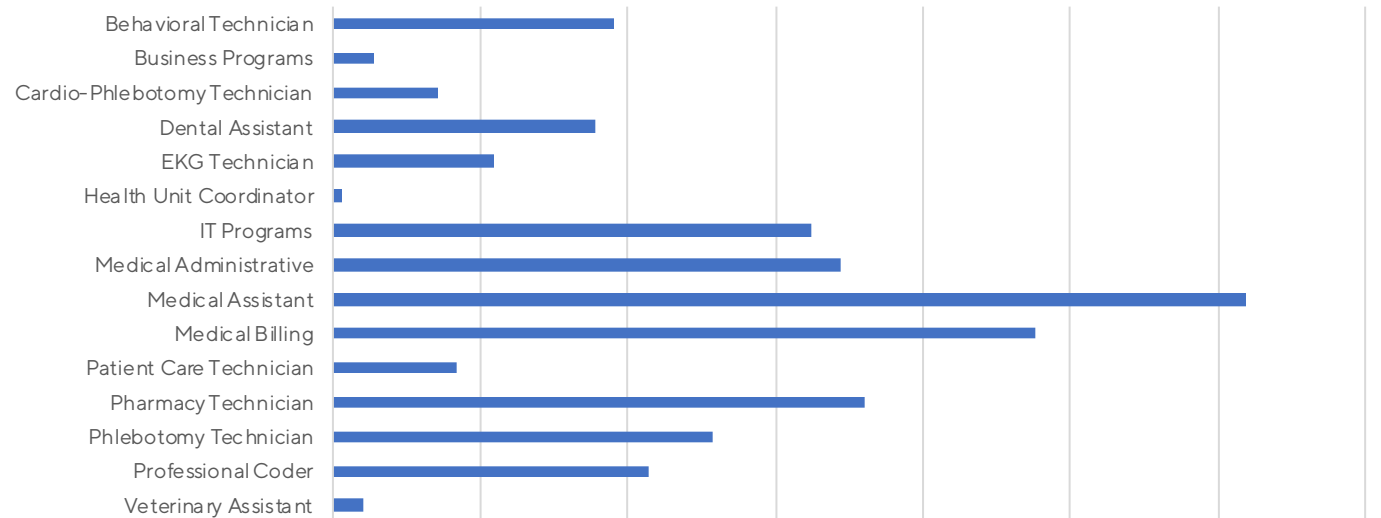


Our Students

- ❖ Located in all 50 states
- ❖ Other locations: Washington DC, Guam, Puerto Rico, Virgin Islands
- ❖ Study a variety of programs spanning healthcare, IT and manufacturing



2019-2020 Enrolled Programs



Healthcare Employer Partners

- ❖ Over 1000 organizations have MedCerts trained employees on staff
 - Hired graduates
 - Provided Experiential Learning opportunities
 - Part of a hybrid training program
- ❖ Types of organizations
 - Acute healthcare
 - Non-acute healthcare
 - Pharmacy (hospital, retail, compounding, specialty)



Workforce Partners

- ❖ 500+ American Job Centers, Adult Education Centers and non-profits have used grant money to train participants at MedCerts
- ❖ Expanding workforce training methods
 - 100% online programs
 - Blended learning with remedial training
 - Blended learning and Apprenticeships with employers
- ❖ Case Managers get progress & skills gained reports, and copies of transcripts and diplomas
- ❖ MedCerts training programs have been included in grants at the local and state level



When it all comes together...



"I always thought this dream was out of reach, because I dropped out of school in the tenth grade, when I was offered this opportunity with Ochsner and JOB1, I felt like I won the lottery."



Registered Apprenticeship Intermediary

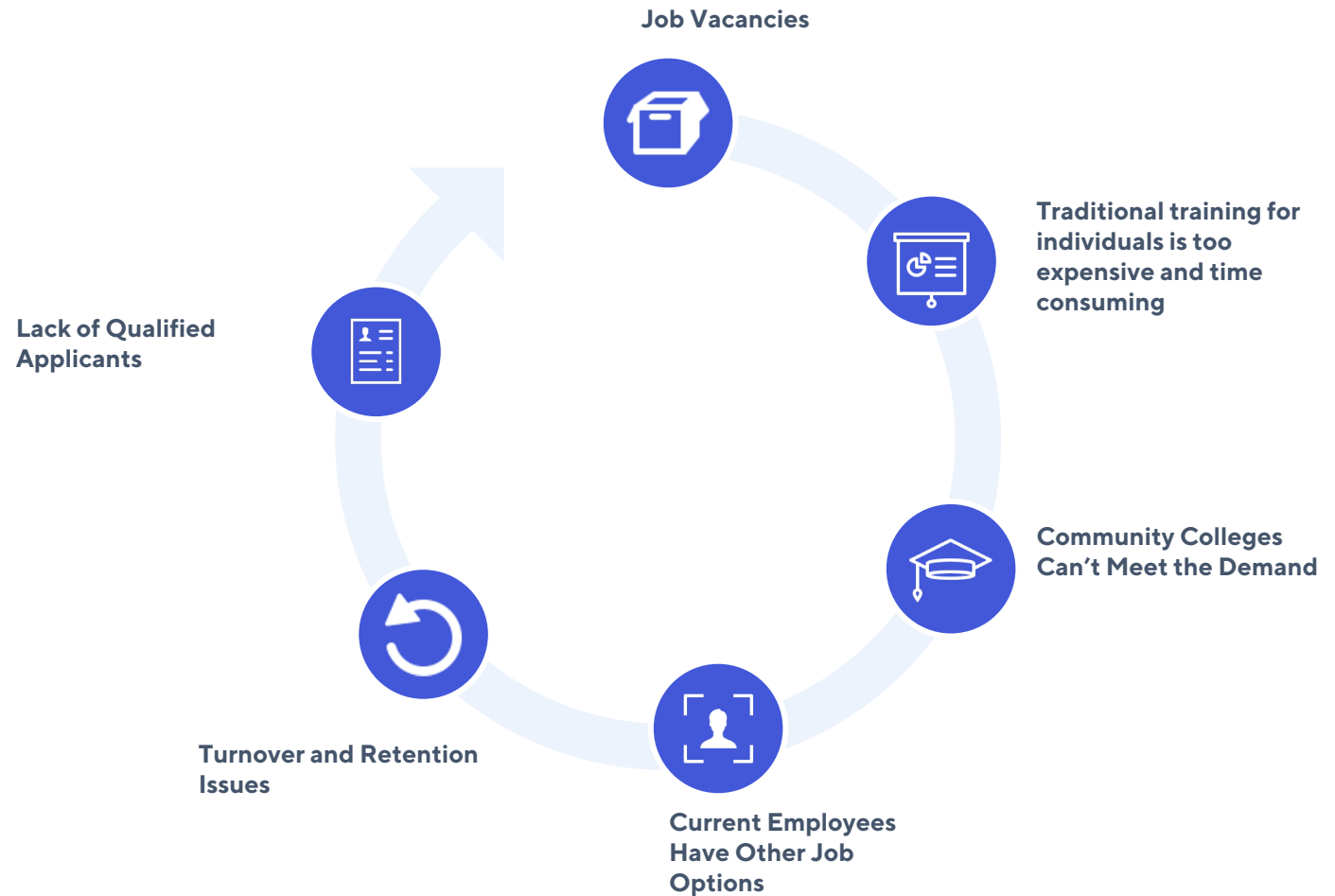
- ❖ Approved by the US Department of Labor
- ❖ Healthcare providers can utilize the MedCerts approved standards
- ❖ Participants are paid while they receive their education and clinical experience
- ❖ 5 Allied Health career programs:
 - Certified Clinical Medical Assistant
 - Phlebotomy Technician
 - Professional Coder
 - ASHP Pharmacy Technician
 - Veterinary Assistant



Why Healthcare Training?

Market Conditions

- ❖ More people are seeking treatment
- ❖ Healthcare systems are expanding
- ❖ 50% of the workforce are customer facing
- ❖ There's a shortage cycle of qualified candidates



Cost & Effect

- ❖ Labor costs are ~50% of a healthcare organizations cost
- ❖ Vacancies drive up those costs
- ❖ Creates a ripple of more costs



Nationally Recognized Certification Based Careers

Category	Facility Type	Certifications/Careers
<p>Outpatient Facilities</p>	<p>Physician’s Office (Private Practice)</p>	Medical Assistant
		Medical Office Assistant
		Cardio-Phlebotomy Technician
	<p>Urgent Care/Medical Clinic</p>	Medical Assistant
		Medical Office Assistant
		Cardio-Phlebotomy Technician
<p>Inpatient Facilities</p>	<p>Hospitals</p>	Patient Care Technician
		Medical Assistant
		Health Unit Coordinator
		Phlebotomy Technician
		EKG Technician
		Pharmacy Technician

Nationally Recognized Certification Based Careers

Category	Facility Type	Certifications/Careers
Skilled Nursing/Residential Care Facilities	Long-term Care Facilities	Patient Care Technician
		Medical Office Assistant
		Cardio-Phlebotomy Technician
		Pharmacy Technician
	Assisting Living Facilities	Patient Care Technician
		Medical Office Assistant
		Cardio-Phlebotomy Technician
		Pharmacy Technician
	Substance Abuse/Mental Health Facilities	Patient Care Technician
		Behavior Technician

Nationally Recognized Certification Based Careers

Category	Facility Type	Certifications/Careers
Specialized / Other	Medical Laboratories	Cardio-Phlebotomy Technician
		Phlebotomy Technician
		EKG Technician
		Pharmacy Technician
		Medical Assistant
	Dialysis Clinics	Cardio-Phlebotomy Technician
		Phlebotomy Technician
		EKG Technician
		Pharmacy Technician
	Retail Pharmacy	Pharmacy Technician
	Education/Training	Any that apply

Traditional Solutions Are Failing

Traditional Education Programs

- Candidates have options
- Community colleges don't have the capacity
- Schools are phasing out programs

"On-the Job" Training

- Pulls employees from primary responsibilities
- Typically not formal trainers
- Limited expertise
- Outdate materials

New Hires Self Study

- Poor outcomes
- Outdated materials
- No trainee support

Healthcare Programs

Our Programs

- ❖ Contain a blend of MedCerts 12 Elements of eLearning
 - Focused on user engagement and immersive learning
 - Created leveraging David Merrill's Principles of Instructional Design
 - Engage with multimedia content including animations, games, instructor-led videos, and comprehensive checkpoints to prepare for your career and certification exam
 - Virtual environments and simulation components are created using the same software as Fortnite.
- ❖ Curriculum always updated to align with National Certification Exam, jobs analysis, and employer input/expectations
- ❖ Short-duration, micro-learning elements, competency driven
- ❖ Fully supported with integrated exam preparation
- ❖ Programs are self-paced, with structured program schedules and components are self-contained, most contain eBooks

Our Healthcare Catalog

Program Name	Certification	Length (in weeks)
Pharmacy Technician Professional (ASHP/APCE)	CPhT	24
Medication Care Coordinator	CMAA, CPhT	22
Phlebotomy Technician	CPT, CCSP I	11
EKG Technician	CET, CCSP I	11
Cardio-Phlebotomy Technician	CET, CPT, CCSP I	23
Patient Care Technician	CPCT/A, CCSP I	15
Medical Assistant	CMAA, CCMA, CCSP I	27
Health Unit Coordinator	CHUC	21

Program Name	Certification	Length (in weeks)
Healthcare Administrative Professional	CMAA, CBCS, CEHRS, CPhT	36
Medical Front Office Assistant and Administration	CMAA, CBCS	19
Medical Front Office Administration Specialist	CMAA	13
Medical Front Office & Electronic Health Records	CMAA, CEHRS	24
Electronic Health Records and Reimbursement Specialist	CEHRS, CBCS	22
Electronic Health Records Specialist	CEHRS	14
Medical Billing Specialist	CBCS	12



Example Curriculum

Patient Care Technician

Course		Course Length
CS-1011	Customer Service Professional	1 week
HI-1014	Intro to Human Anatomy & Medical Terminology	6 weeks
HI-6011	Phlebotomy	4 weeks
HI-6012	Electrocardiography	4 weeks
HI-7011	Fundamentals of Patient Care	8 weeks



Curriculum Development & Delivery

Online training has come a long way.

“Old-School” Online

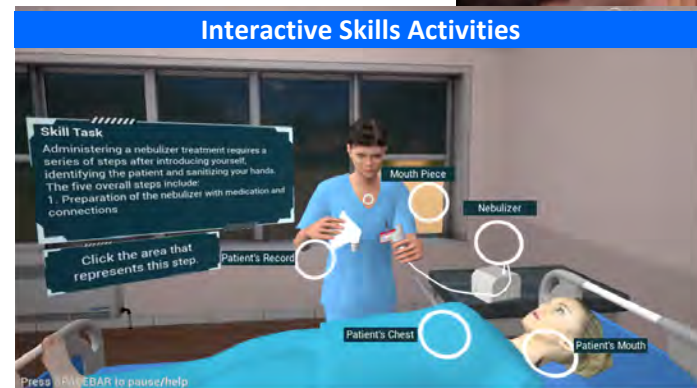
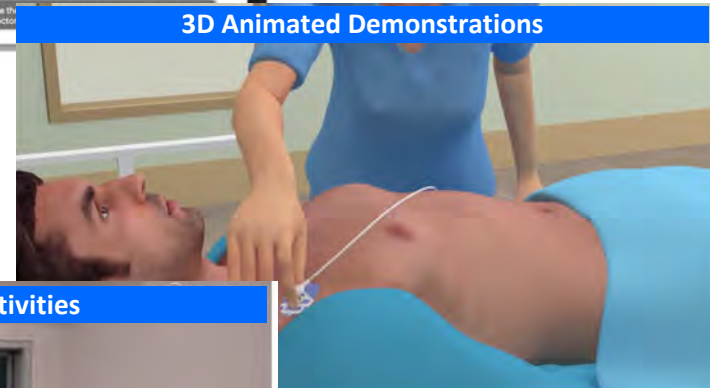
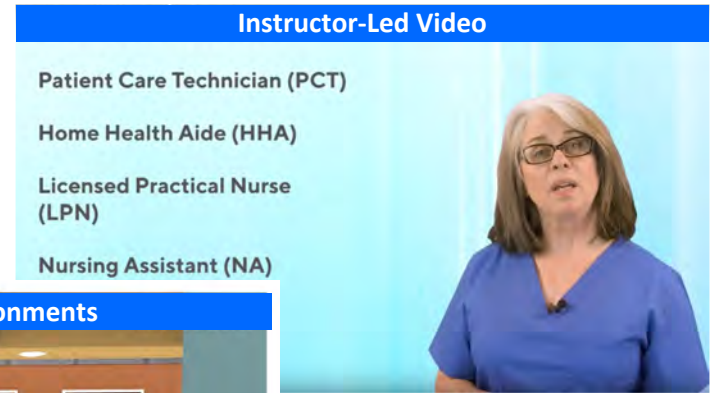
- PDFs of PowerPoints
- Instructor webcam videos
- “Read this article”
- Posting to discussion boards
- Read in the textbook
- Simple blackboard LMS

Modernized Online Training

- 3D animated demonstrations
- Immersive 3D environment
- Interactive skills activities
- Simulated software applications
- Game-based learning
- Progress & task tracking

12 Elements of eLearning

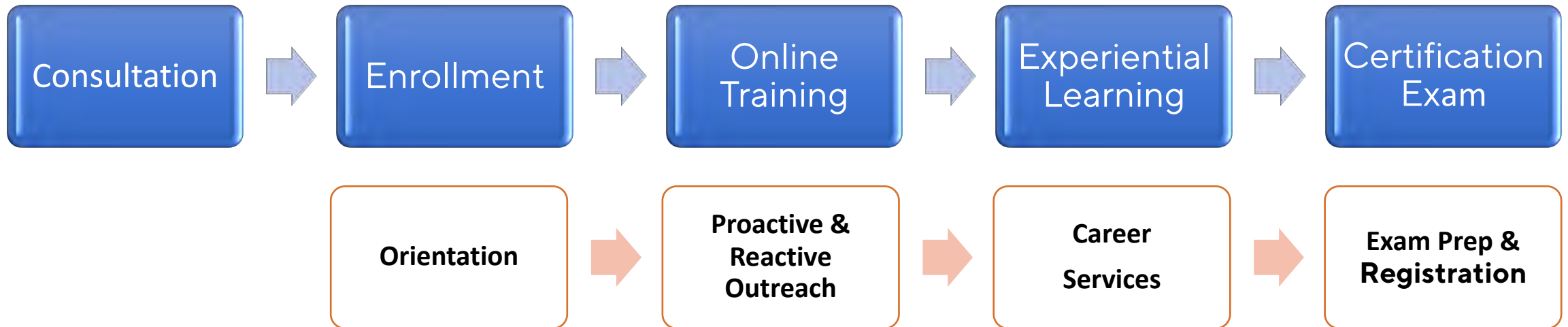
- ❖ Instructor-Led Video
- ❖ [3D Animated Demonstrations](#)
- ❖ [Immersive 3D Environment](#)
- ❖ [Interactive Skills Activities](#)
- ❖ Industry Insights
- ❖ Simulated Software Application
- ❖ Task-Based Demonstration
- ❖ Game-Based Learning
- ❖ Physical and Virtual Courseware
- ❖ Worktext Exercises
- ❖ Performance-Based Exam Prep
- ❖ Standardized Assessments



Providing Student Support

- ❖ We take data seriously. It helps us support students and engage with purpose.
- ❖ Enrollment Advisors help to select the right program
- ❖ 1-1 mentoring from Student Advisors who help students celebrate successes and stay on track with a Warm Welcome, Weekly Waves, Milestone Moments, and Necessary Nudges
- ❖ Exam preparation process uses adaptive knowledge assessments throughout the program and practice exams from the issuing authority to simulate exam day
- ❖ Career Services Advisor help students prepare for the job market through resume builders, virtual interview simulations, mock job applications and cover letter templates

Student Journey & Support Services



Training and Hiring Solutions, For Employers

Fill Vacancies: No-cost Staffing Solution

Hire & provide hands-on experience to students finishing their entry-level training

Benefits

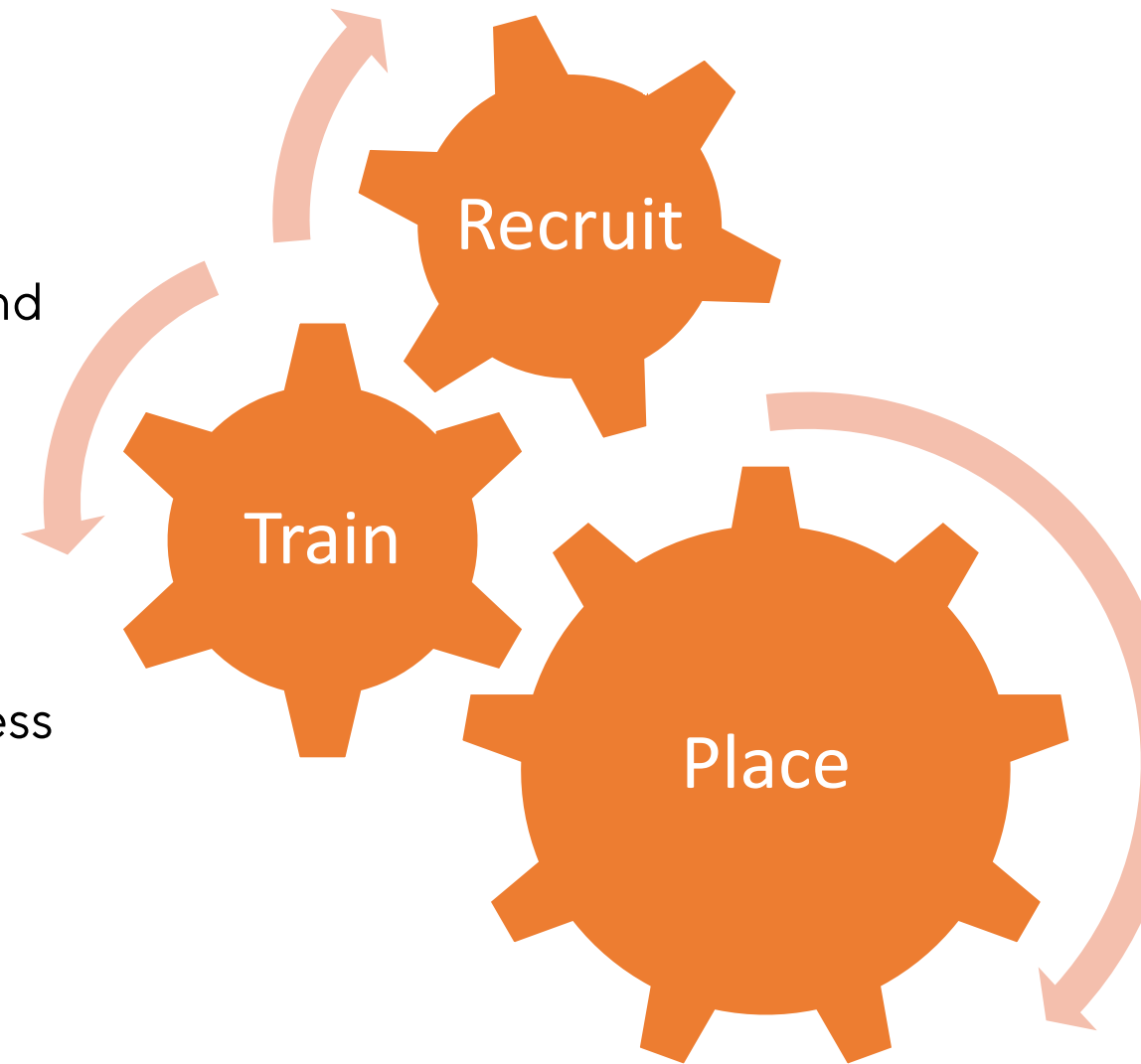
- FILL VACANCIES IMMEDIATELY
- TRY-OUT INTERVIEWS
- NO TRAINING COST
- CANDIDATES VETTED BY MedCerts
- PAY IT FORWARD
- FIRST CHANCE TO HIRE

Options

- **Job Placement** - the first opportunity to hire students
- **Internship Site** - bring on students and provide the hands-on experience
- **Externship Host** - a set amount of hours of hands-on training
- **Job Shadow & Volunteer Opportunities** - informal opportunities for students to get hands on experience

Create A Talent Pipeline

- ❖ Fill current vacancies and create a pipeline of candidates to fill future roles
- ❖ MedCerts can help with recruitment, vetting, and enrollment
- ❖ Multiple training options to choose from:
 - 100% online programs
 - Apprenticeships
 - Content licensing
- ❖ Receive real-time reporting on students' progress
- ❖ Organizations choose when students start working in facilities:
 - From Day 1
 - Once credentials are earned
 - After hands-on training



Recruiting Services

- ❖ Marketing recruitment
 - Facebook
 - Google
- ❖ Partnership recruitment
 - Workforce partnerships
- ❖ Vetting & Enrollment
 - Interviews, resume review
 - Background checks, drug tests, etc.

Medical Assistant Train & Hire Program

MedCerts is partnering with Sanford Health to create a unique train and hire program for people interested in becoming a Medical Assistant. Approved applicants will begin a 6 month online training program, with education expenses paid for by Sanford Health in exchange for a two year work commitment. After completing their training, students start a paid externship to receive hands-on training at a Sanford Health facility. Candidates who complete their externship and pass their National Healthcareer Association exam will be hired on full-time as a Medical Assistant for Sanford Health. Fill out the form to connect with a Program Enrollment Advisor.

John Pierre-Louis
 jpierrelouis@dcrooc.org 845-454-7629 ext. 1054
 City
 New York

Submit

What Does A Medical Assistant Do?

Medical Assistants are multi-skilled allied healthcare professionals who may administer medications, record vital signs, take patients and rooms for laboratory specimens, provide much more. Because of the knowledge that is held by find themselves working in hospitals, outpatient offices across the country.

Life as a Medical Assistant

SANFORD HEALTH

EKG CERTIFICATION TRAINING

Start career training today and become a highly-demanded EKG Technician in 11 weeks. All course materials, exam fees, and student support are included for just \$2,000.

Payment options available
 Get trained, get certified, get employed.

5 8 Shares

Patient Care Technician | 100% Online, Video Based. | Get Certified in 23 Weeks

info.medcerts.com/Patient_Care/Technician

CPCT Patient Care Technician Training 100% Online. 1/10 the Cost of College. Interactive Training, Engaging Curriculum. Finish in as Few as 23 Weeks. Fully Online. Flexible, 24/7 Access. One-on-One Support. Job Placeme...

Training Option 1: 100% Online Programs

A proven training blueprint resulting in a fully-certified new hires

Benefits

- PROVEN OUTCOMES
- OPEN ENROLLMENT
- INCLUDES EXAM PREP
- "HANDS-OFF" FOR EMPLOYER
- TURNKEY SOLUTION
- STUDENT SUPPORT SERVICES INCLUDED

Services

- **Enrollment and Orientation** - assistance with the LMS and their program
- **Proactive/Reactive Outreach** - monitoring progress and helping students stay on track
- **Exam Prep & Registration** - Subject Matter Experts who ensure students are ready and signed up for the exam
- **Progress Reports** - know how trainees are performing with automated report

Training Option 2: Healthcare Apprenticeships

A bespoke, scalable solution considered a best-in-class training model

Benefits

- THE BEST IN CLASS TRAINING MODEL
- FILL VACANCIES IMMEDIATELY
- EMPLOYER IS HANDS-ON WITH TRAINING
- HIGH RETENTION RATES
- FUNDING AVAILABLE
- SCALEABLE ACROSS LOCATIONS & STATES

Services

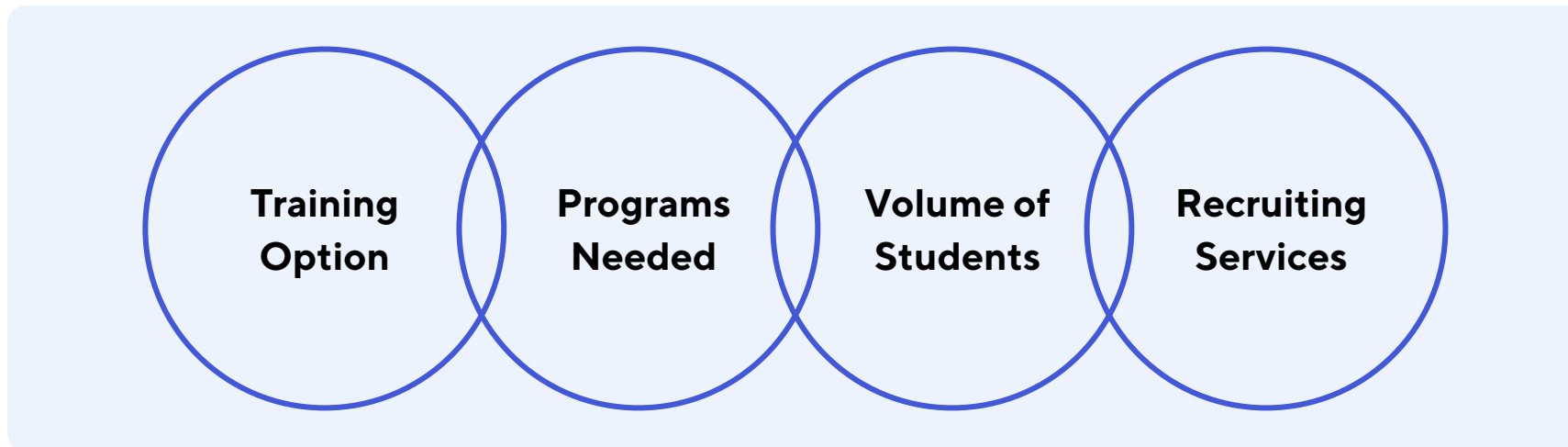
- **MedCerts as DOL Intermediary** – we handle all the paperwork and reporting with the DOL
- **Enrollment and Orientation**
- **Proactive/Reactive Outreach**
- **Exam Prep & Registration**
- **Progress Reports**

How it all comes together...(example)

- ❖ General Hospital needs 100 Medical Assistants over the next 2 years
- ❖ MedCerts, according to a phased schedule, recruits the candidates
 - Through online advertising and workforce partnerships
- ❖ MedCerts & General Hospital vet and interview each candidate
 - MedCerts pre-screens candidates based on predetermined criteria, then passes them to GH
 - General Hospital approves candidates and green lights their training enrollment
- ❖ Candidates then start the training program
 - 4 month 100% online program with support from MedCerts
 - 2 certification exams to pass
 - At 75% program complete, they participate in a 40-hour unpaid externship at GA (optional)
- General Hospital hires them on full-time after program completion

MedCerts Pricing

Pricing is all inclusive, and set “per student” dependent on...



MEDCERTS LIST PRICES
\$1,300 - \$6,000

OTHER SCHOOLS
\$6,000 - \$20,000+

Summary

MedCerts trains professionals to obtain national certifications

MedCerts has demonstrated best-in-class outcomes for the past 10+ years

MedCerts uses data-driven student support & progress report feedback

MedCerts is a creative alternative to today's education & staffing market

**A Better Future, Faster.
A Better Credential, Faster.
A Better Career, Faster.
A Better Candidate, Faster.
A Better Outcome, Faster.**