



## **Career Training and Workforce Solutions**

Prepared For: South Middlesex Opportunity Council  
Prepared By: Sandy Mead  
National Director of Workforce Development



Greetings,

The job market is facing the fastest shift in recent times... Online training may be the solution to meet these needs.

MedCerts is an online career training school pioneering the way students learn and employers hire. Delivering nationally recognized certification training in the Allied Healthcare and IT fields, we help students gain the skills and knowledge necessary to excel in new careers and deliver employers the right candidates. The interactive curriculum, personalized student success support, progress reporting, exam preparation, and access to industry experts all lead to certification exam pass rates 20% higher than industry averages.

MedCerts provides online and blended learning training options as well as apprentice opportunities since we are now approved by the Department of Labor as a **Federal Registered Apprenticeship Intermediary Sponsor** for Allied Health careers.

We look forward to working with your organization to enhance your completion, credentialing and placement results.

Regards,

*Sandy*

Sandy Mead  
National Director of Workforce Development  
734-718-2515  
[smead@medcerts.com](mailto:smead@medcerts.com)

## MedCerts Program Overview

MedCerts is a national online career training school pioneering the way students learn and employers hire. Focused on direct to consumer certifications in the Healthcare and IT fields, the eLearning school helps students gain the skills and knowledge necessary to excel in new careers and deliver employers the right candidates to fit their organization. MedCerts delivers certification and career training through HD-quality video-based instruction, virtual simulations, games and animations, and on-the-job training. Since 2009, the company has trained over 20,000 students in over 35 career programs and worked with over 800 organizations using or hiring these students.

## Building Your Talent Pipeline

**Goal** - Training for workforce participants to increase national credentials and enhance career opportunities in the high demand healthcare sector.

**Locations** - Middlesex County, MA

### Challenges

- Short-term programs
- Ongoing start dates
- Transportation
- Need Online training options

**High Demand Healthcare Careers** - *Reference - 2019 Data Results – Burning Glass Technologies Research*

- **Medical Assistant**
  - 1,338 job postings
  - Median annual salary \$31,639
  - Projected 10-year growth of 17%
- **Medical Secretary**
  - 1,887 job postings
  - Median annual salary \$30,455
  - Projected 10-year growth of 13%
- **Nursing Assistant – Patient Care Technician**
  - 1,976 job postings
  - Median annual salary \$28,996
  - Projected 10-year growth of 10%
- **Pharmacy Technician**
  - 925 job postings
  - Median annual salary \$32,009
  - Projected 10-year growth of 9%

## Training

MedCerts training includes support from enrollment through to placement. Our teams are well prepared to work side-by-side with workforce professionals to co-manage their progress through enrollment, training, experiential learning, certification and to gain employment at self-sustainable wages. Key components of our training include:

## Training

Online Training and Blended Learning Options	Individual Career Guidance
One-on-One Mentoring	Job Placement Assistance
Chromebook to Support Learning	Subject Matter Exam Prep Assistance
Course Simulations	Certification Exam Fees
Electronic Books	Coursework
Bi-weekly Progress Reports	Experiential Learning Opportunities

## Regional Employer Demand and Required Skills

Research completed on the region utilizing Burning Glass Technologies data reveals the Regional Employer Demand and skills required of employees:

Regional Employer Demand	Required Skills
Partners Healthcare	Customer Service
CVS Health	Scheduling
Lahey Clinic	Vital Signs Measurement
Atrius Health	Patient Care
Lowell General Hospital	Medical Office
Benchmark Senior Living	Medical Terminology

## MedCerts Solution

Provide short-term online or blended learning training to increase national credentials and enhance career opportunities in the high demand healthcare sector.

## Program Options and Credentials

MedCerts courses range from three-to-six months in duration. Each includes preparation for nationally recognized credentials and or certification. The accreditation and certifications below meet the quality and compliance standard through formalized education. A sample of our most utilized courses and their nationally recognized certifications are as follows:

- **HI-1000 Medical Front Office Assistant and Administration**
  - CCSP - Certified Customer Service Professional
  - CMAA – Certified Medical Administrative Assistant
  - CBCS – Certified Billing and Coding Specialist
- **HI-6000 Medical Assistant**
  - CCSP - Certified Customer Service Professional
  - CMAA - Certified Medical Administrative Assistant
  - CCMA - Certified Clinical Medical Assistant
- **HI-7000 Patient Care Technician**
  - CCSP - Certified Customer Service Professional
  - CPCT – Certified Patient Care Technician
- **RX-3000 Pharmacy Technician Professional (ASHP/ACPE)**
  - CCSP - Certified Customer Service Professional
  - CPhT – Certified Pharmacy Technician

## Apprenticeships

MedCerts has been approved to serve as a workforce intermediary for four Allied Healthcare apprenticeship programs which include: Medical Assistant; Medical Coder/Biller; Pharmacy Technician and Phlebotomist. In this capacity, MedCerts is authorized by the Department of Labor to serve as an intermediary and conduct, operate and administer the above listed apprenticeship programs. The Registered Healthcare Apprentice Program from MedCerts is a scalable solution considered a best-in-class training model. Great for organizations looking to fill vacancies, increase employee retention, get fully involved in the training, and take advantage of Workforce grants and funding.

## Experiential Learning

Our solutions are aligned with your talent pipeline strategies through Experiential Learning, apprenticeships and direct hire. It is our goal to work with core and community partners as well as workforce agencies to achieve the maximum economic benefit for the region.

## Outcome Goals

MedCerts outcome goals include impressive completion, placement and credential rates which include:

- 82% Program Completion
- 89% Allied Health Credential Rates
- 75% Placement

## MedCerts Partners

MedCerts has partnering relationships with workforce boards, healthcare organizations and non-profits, and employers across the country. Some hire our graduates, some host interns and externs, while others partner with us to create hybrid training programs to fill a greater number of vacancies. A partial listing of our partners includes:

Over 800 healthcare 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)

Funding Partners

- Workforce Development Boards
- Nonprofit Organizations
- State and Local Governments

A Sample of Employer Partners include:



## **Additional Program Materials**

About MedCerts

Ten Ways Workforce Offices Across the Country Are Benefiting from MedCerts

Healthcare Apprenticeships

Healthcare Programs Available

HI 6000 – Medical Assistant Program

RX 3000 – Pharmacy Technician Professional

Medical Assistant Curriculum

Progress Report - Sample

MedCerts 12 Elements of eLearning

# About MedCerts

---

## Who Is MedCerts?

MedCerts is an online career training school pioneering the way students learn and employers hire. Focused on direct-to-consumer certifications in the healthcare and IT fields, we help students gain the skills and knowledge necessary to excel in new careers and deliver employers the right candidates to fit their organization. With 40% annual organic growth, MedCerts was named to the 2019 Inc. 5000 fastest-growing companies list. We've diversified by adding partnerships with healthcare organizations across the country and expanding our B2B relationships to train existing staff and fill talent pipelines. These partnerships provide students with Experiential Learning opportunities and job placement.

## MedCerts Vision

Since 2009, MedCerts has been connecting those looking to start a new career with organizations that need to fill open positions. Through partnerships with Workforce Agencies, MyCAA Military Spouses, and the Army COOL program, we're continuing to gain momentum with diverse and self-motivated individual students. As we transform to add workforce solutions we'll not only accelerate our growth but also create better outcomes for our students.

## MedCerts Results

With over 20,000 students enrolled in over 35 career programs, MedCerts continues to pave the way for online healthcare training solutions. Our average exam pass rates for Allied Healthcare professions are 20% higher than the national average. Through strong student acquisition, cutting edge educational delivery, proprietary content, and career services we've employed students at over 800 organizations nationwide in acute and non-acute facilities, pharmacies, and many more.



**89%**

**Pass Rate**

On Allied Health  
Exams



# 10 WAYS

*Workforce Offices* Across the Country are  
Benefiting from *MedCerts*



Sandy Mead • 734-237-3960 • [smead@medcerts.com](mailto:smead@medcerts.com)

HEALTHCARE • INFORMATION TECHNOLOGY • CUSTOMER SERVICE • MANUFACTURING

# Healthcare Apprenticeships

## MedCerts Healthcare Apprenticeships

Apprenticeships are a customizable solution for your organization to attract, train, and retain employees. All apprenticeship programs consist of five components: direct business involvement, related instruction, structured on-the-job training from an experienced mentor, rewards for the skills gained, and the completion resulting in a national credential

### MedCerts Healthcare Apprenticeship Benefits

- **Attract & Retain:** apprentice programs have been shown to reduce turnover, reduce hiring costs, and promote retention by investing in employee development
- **Best in Class Training Model:** marries formal classroom training with on-the-job training, so apprentices can quickly apply what they're learning
- **DOL Intermediary:** our apprenticeship programs are already registered, allowing you to join our standards to quickly implement a program
- **Scalability:** standards are nationally recognized, so organizations in multiple states can implement a program across all locations
- **Quality Online Training:** we get students ready for their career – our Allied Healthcare National Exam pass rate is significantly above the national average
- **Funding Options:** apprenticeship programs may be eligible for grants and wage reimbursement in partnership with Workforce agencies

### Services Included:

- **DOL Intermediary:** we'll handle all the paperwork with the Department of Labor to get your program fully registered
- **Enrollment and Orientation:** getting students started and familiar with the Learning Management System and their program
- **Proactive/Reactive Outreach:** our Student Success teams monitor progress and help students stay on track for completion dates
- **Progress Reports:** if you'd like to keep tabs on the trainees progress, we can set up automated email progress reports to be sent to your inbox
- **Exam Prep and Registration:** students sit with Subject Matter Experts who ensure they are ready and a coordinator that helps students get signed up

## Healthcare Programs Available

<b>Program Name</b>	<b>National Certifications</b>	<b>Program Length</b> (in weeks)
<b>Pharmacy Technician Professional (ASHP/APCE)</b>	CPhT, CSSP	24
<b>Medication Care Coordinator</b>	CMAA, CphT	22
<b>Phlebotomy Technician</b>	CPT, CCSP I	11
<b>EKG Technician</b>	CET, CCSP I	11
<b>Cardio-Phlebotomy Technician</b>	CET, CPT, CCSP I	23
<b>Patient Care Technician</b>	CPCT/A, CCSP I	15
<b>Medical Assistant</b>	CMAA, CCMA, CCSP I	27
<b>Healthcare Administrative Professional</b>	CMAA, CBCS, CEHRS, CPhT	36
<b>Medical Front Office Assistant and Administration Specialist</b>	CMAA, CBCS	22
<b>Medical Front Office &amp; Electronic Health Records</b>	CMAA, CEHRS	24
<b>Electronic Health Records and Reimbursement Specialist</b>	CEHRS, CBCS	22



# HI 6000

## Medical Assistant

\$4,000

TUITION

27 weeks

DURATION



High School Diploma or GED

REQUIREMENTS



### PROGRAM DETAILS

Clinical Medical Assistants are multi-skilled allied healthcare professionals who may administer medications, assist with minor procedures, record vital signs, take medical histories, prepare patients and rooms for examinations, handle laboratory specimens, provide patient education, and much more. Because of the specialized skill set and knowledge that is held by these professionals, they find themselves working in clinics, physicians' offices, hospitals, outpatient facilities, and specialists' offices across the country.

MedCerts' medical assistant online program covers a wide range of skills and objectives that expand beyond the primary functions of a medical assistant. The program was developed by industry experts and through technology, provides students with a one-of-a-kind learning experience. Throughout the program you will be able to interact with the curriculum through 3D virtual office scenarios, clinical skill simulations, animations, assessment gamification and activities.

Students are prepared to perform both clinical and administrative duties required in a medical facility through MedCerts' medical assistant online class. Throughout your medical assistant training, you will have a team of Subject Matter Experts, Student Success Advisors and Coordinators providing support. MedCerts also offers career services and job search assistance upon graduation.

### COURSES

CS 1011	Customer Service Professional - Level I
HI 1014	Human Anatomy and Medical Terminology
HI 1011	Medical Office Procedures and Administration
HI 6010	Clinical Medical Assisting

### AT THE END OF THIS PROGRAM, YOU WILL BE ABLE TO:

- ✔ Understand basic human anatomy and utilize medical terminology and responsible communication in the healthcare facility
- ✔ Comply with HIPAA/HITECH, OSHA, CMS and other healthcare regulations and laws as they apply to patient information
- ✔ Comprehend the use of Diagnosis and Procedure codes and employ Electronic Health Records and related Practice Management
- ✔ Recognize the importance of infection control and environmental safety in general, specialty and surgical practices
- ✔ Gain an understanding of the laboratory, specimen collection techniques, cardiopulmonary testing, pharmacology and medication administration

### ATTAINABLE CAREERS

Certified Clinical Medical Assistant	Medical Office Assistant
Chiropractor Assistant/Clinical Assistant	Ophthalmic Technician
Doctor's Assistant	Optometic Assistant
	Optometic Technician
	Medical Assistant



### TARGET CERTIFICATIONS

<b>CCMA</b>	Certified Clinical Medical Assistant
<b>CCSP</b>	Certified Customer Service Professional
<b>CMAA</b>	Certified Medical Administrative Assistant

*As a MedCerts Student, you also have the added benefit of Job Search Assistance including guidance with resume building, networking, interviewing, and job search tips.*



# RX 3000 Pharmacy Technician Professional

\$4,000

TUITION

24 weeks

DURATION



ISSUING AUTHORITY



High School Diploma or GED

REQUIREMENTS

## PROGRAM DETAILS

Start your ASHP Online Training today with the MedCerts' RX-3000 Pharmacy Technician Professional Program and in only 24 weeks you could find yourself a well-qualified pharmacy technician with multiple job offers!

Among the available pharmacy technician online programs, the MedCerts Pharmacy Technician Professional program is ASHP/ACPE accredited and promises to prepare graduates for a career in the Pharmacy sector. Students will participate in a 160-hour Externship Experience at a pharmacy, applying what they have learned through the pharmacy technician online classes in a real-world environment. In addition, the preparation, registration, and costs associated with the Pharmacy Technician Certification Examination (PTCE) administered by the Pharmacy Technician Certification Board (PTCB) is covered by MedCerts.

Hospitals, Pharmaceutical Companies, and Private Practices depend on the expertise of ASHP Certification in pharmacy technicians for the preparation of distributing accurate prescription medication and the delivery of exceptional customer care. The MedCerts' ASHP Pharmacy Technician Program features 24/7 access to the curriculum including video course content, program supplements, and all resources needed for independent study.

As a Pharmacy Technician student, all training materials are provided to help you with exam preparation, regardless of the duration of your personalized program. You will find the MedCerts' Subject Matter Experts are caring, highly trained, skilled, and certified professionals who provide support in the achievement of your success.

## COURSES

CS 1011	Customer Service Professional I
HI 1014	Introduction to Human Anatomy & Medical Terminology
HI 2017	Pharmacy Technician Principles and Practices Didactic Instruction Simulations and Lab
EX2017	Experiential Externship



## AT THE END OF THIS PROGRAM, YOU WILL BE ABLE TO:

- ✓ Comply with pharmacy laws, HIPAA/HITECH, CMS and other healthcare regulations
- ✓ Demonstrate correct processing of medication orders; preparation, storage, and distribution of medications
- ✓ Apply patient-safety and medication-safety practices, and identify, handle, and safely dispose of hazardous materials
- ✓ Prepare medications requiring sterile, non-sterile and chemotherapy compounding
- ✓ Apply knowledge of pharmacology, Medication Therapy Management, and inventory management in the pharmacy

## ATTAINABLE CAREERS

Pharmacy Technician	Pharmacy Tech Specialist
Oncology Technician	Pharmaceutical Sales
Infusion Technician	Compounding Specialist



## TARGET CERTIFICATIONS

CPMT	Certified Pharmacy Technician Certification
CCSP	Certified Customer Service Professional

As a MedCerts Student, you also have the added benefit of Job Search Assistance including guidance with resume building, networking, interviewing, and job search tips.



## Medical Assistant Curriculum

Course		Course Length
<b>CS-1011</b>	Customer Service Professional	1 week
<b>HI-1014</b>	Intro to Human Anatomy & Medical Terminology	6 weeks
<b>HI-1011</b>	Medical Office Procedures & Administration	6 weeks
<b>HI-6010</b>	Clinical Medical Assisting	14 weeks

Certifications	
<b>CCMA</b>	Certified Clinical Medical Assistant
<b>CCSP</b>	Certified Customer Service Professional
<b>CMAA</b>	Certified Medical Administrative Assistant





# MedCerts 12 Elements of eLearning

## Instructional Design

MedCerts builds its career training programs using M. David Merrill's Principles of Instructional Design. The complete user learning experience is focused on a four-phase cycle of instruction: activation, demonstration, application, and integration. While virtual environments and simulations address important clinical skills, gamification challenges students to demonstrate their knowledge and skills in a way that is fun, interactive, and engaging.

## 12 Elements of eLearning

1. Instructor-Led Video
2. 3D Animated Demonstrations
3. Immersive 3D Environment
4. Interactive Skills Activities
5. Industry Insights
6. Simulated Software Application
7. Task-Based Demonstration
8. Game-Based Learning
9. Physical and Virtual Courseware
10. Worktext Exercises
11. Performance-Based Exam Prep
12. Standardized Assessments

