



How To Partner With MedCerts:

Smart partnerships. Real outcomes.

Institutions are expected to serve a more diverse, career-focused and digitally native student population—while navigating tighter budgets, declining traditional enrollments and increasing pressure to align academic programs with real-world workforce needs.

At MedCerts Partner Solutions, we believe that colleges and universities are essential engines of opportunity—and we exist to help them thrive in this evolving landscape.

That's why we partner with forward-thinking institutions to:

- **Expand access to short-term, high-quality training programs in high-growth fields**
- **Diversify revenue streams with low-lift, high-value credentialing options**
- **Attract and retain new types of learners, from adult students to working professionals**
- **Fuel workforce and community impact through career-aligned credentials**

Our mission is to help your institution serve more students more effectively—without sacrificing academic integrity or overextending internal resources.

Whether you're looking to supplement your course catalog, reach new audiences or strengthen employer relationships, MedCerts provides flexible, proven partnership models that deliver measurable results for your campus and your community.

Content Licensing



Take advantage of our award-winning, industry-certified online training programs to expand your academic offerings without taxing your faculty or curriculum development teams. MedCerts programs are interactive, research-backed and designed to meet the expectations of today's learners—who demand flexibility, career relevance and digital delivery.

Healthcare and IT occupations are among the fastest-growing sectors in the U.S., with healthcare alone projected to add about 2 million jobs between 2021 and 2031⁵.

Key Benefits:

- Rapidly expand your catalog with healthcare and IT programs aligned to industry needs
- Deliver asynchronous, 100% online learning with embedded certification pathways
- Embed credentials into associate or bachelor's programs to boost graduate employability
- Free up internal resources while offering modern, flexible learning formats

Program Reselling

Why Add MedCerts Specialty Courses to Your Training Strategy?

Together we can build a stronger, more sustainable workforce through short-term, online specialty courses. Select the courses that align with your organizational needs, enroll employees and measure success with MedCerts' robust reporting tools.



Upskill Your Team



Improve Patient Outcomes



Boost Employee Retention



Flexible Integration



Course Offerings

Online Healthcare Specialty & Stackable Courses



PS1061

Infection Prevention and Control in Health Care



PS1071

Geriatrics for the Healthcare Professional



HI-7013

Fundamentals of Mental Health Care

With rising demand for short-term, career-focused education, reselling MedCerts programs allows your institution to connect underserved learners with affordable, high-quality training in fast-growing industries. We'll support your efforts with a co-branded landing page, marketing guidance and enrollment tools. This model is ideal for engaging adult learners, workforce partners or non-degree-seeking students who want skills that lead directly to employment—and it often serves as a stepping stone to full academic enrollment.

Enrollment in undergraduate certificate programs rose by nearly 10% in Fall 2023², reflecting a growing student demand for faster, more career-relevant pathways.

Key Benefits:

- Reach new learners with no curriculum build required
- Offer flexible, affordable, self-paced online training in high-demand fields
- Receive MedCerts' support with marketing best practices and account management
- Generate new non-credit revenue with minimal operational lift
- Create a student pipeline—many MedCerts graduates go on to pursue degrees at partner institutions

Credit for Prior Learning (CPL)



Awarding academic credit for MedCerts credentials helps students save time and money—while encouraging completion and continuation. With over 100,000 MedCerts alumni, your institution can tap into a growing population of credential holders ready to advance their education.

Only 11% of students nationwide have received prior learning credit, even though research shows it boosts completion rates and lowers time-to-degree⁶. This is a major opportunity to attract adult learners and career changers with stackable credentials.

Key Benefits:

- Attract credentialed learners who are already on a career pathway
- Accelerate time-to-degree, reduce cost of attendance and improve retention
- Align degree programs with real-world experience and certifications
- Diversify your student body and offer greater access to underserved populations

Employer Partnership Enablement



If your institution already works with local or regional employers, MedCerts can enhance those relationships through co-branded, credential-based training that aligns with workforce needs. Our healthcare and IT programs are workforce-approved, fast to implement and ideal for tuition assistance, incumbent worker upskilling or community development initiatives.

Middle-skill jobs make up 52% of the U.S. workforce, yet only 43% of workers are trained at that level⁴—leaving a gap colleges and employers urgently need to fill.

Key Benefits:

- Co-sell MedCerts programs to your employer network as workforce solutions
- Provide employers with job-ready, certified talent faster
- Offer flexible, stackable credentials for upskilling or hiring pipelines
- Strengthen your institution's value to regional employers and policymakers

Let's Build Something Together



Whether you're expanding enrollments, adapting to learner needs or driving regional workforce impact—MedCerts is here to help. Our partnership models offer scalable, sustainable solutions that help your institution thrive in a rapidly changing world.

Partnering with MedCerts is a strategic investment in your students, your institution and your community.

Visit Partners.MedCerts.com/Academic to get started.