



MedCerts

PARTNER SOLUTIONS 



**Cumberland Valley High School
Uses MedCerts to Jumpstart**

**Student Careers in
Allied Healthcare**

A Case Study

Cumberland Valley High School Uses MedCerts to Jumpstart Student Careers in Allied Healthcare

A Unique Opportunity Around Allied Healthcare

A 2021 report ranked Pennsylvania as the state with the 3rd worst nursing support staff shortage. The problem is especially pronounced in the rural areas, like those surrounding Mechanicsburg. There's a 28% vacancy rate on average for nursing support staff in rural Pennsylvania communities.

“The specialized training needed in healthcare goes far beyond what the schools can provide. We turned to MedCerts because they specialize in online training that prepares individuals to take the industry-recognized certification exams in healthcare.

After completing training, students can land a well-paying entry-level job with a local employer, and also articulate up to a semester of college when they graduate from high school.”

MARK BLANCHARD

Superintendent,
Cumberland Valley
School District



THE CHALLENGE



Cumberland Valley High School is located in Mechanicsburg, PA and has 3,035 students enrolled. They are one of the top public schools in the state, with a graduation rate of 96% (above the state median) and ranked in the top 6% of Best College Prep Public High Schools in Pennsylvania. However, 25% of the student body is economically disadvantaged, and unfortunately, higher education seems like an unattainable goal for many graduates.

Cumberland Valley was looking for innovative solutions to both better prepare their students looking to directly join the workforce and to make a college education more attainable for their graduates.



**Career-ready
skills**



**Industry-
recognized
credentials**



College credits

THE SOLUTION



Through Emerge Education, a workforce development organization, Cumberland Valley High School partnered with MedCerts to pilot a healthcare certification training program for high school students. Available starting in 11th grade, students opting to participate chose from 1 of 22 MedCerts Allied Health training programs. The program counts as an elective credit, is learned at the student's own pace and is separate from any of the district's existing curriculum.

The immersive curriculum included a clinical component with local healthcare employers, such as UPMC, offering students hands-on experience. Emerge Education managed the majority of the work with the students, with MedCerts being the primary point of contact from the initial information sessions all the way through to clinical placement. Once up and running, the program required minimal effort from the school district, as there is no official school supervision.

Cumberland Valley High School Uses MedCerts to Jumpstart Student Careers in Allied Healthcare

Popularity Aligns With Demand

27 students enrolled in MedCerts' Medical Assistant program, making it by far the most popular option. It's a case of students being strategic. According to the U.S. Bureau of Labor Statistics, over the next 10 years the amount of Medical Assistant jobs is projected to increase by an usually high 15%.

"This is a model program giving students an industry-recognized credential to work in an in-demand industry right out of high school, while also putting them on a pathway to earning a college degree if they choose to pursue additional education upon graduation."



KELLY LOUGEE

Senior Vice President - Client and Student Operations,
Emerge Education

THE RESULTS

1

4X Expected Demand

In the first year, the goal was 15 students enrolling in the first cohort. 65 students ended up signing up for MedCerts programs.

2

100% Completion Rate

During the first year of the program, zero students dropped out. There have been 4 program completions during year one of the initiative.

3

5 Certifications Earned

Over the first year of the MedCerts program, 5 students received their national certifications.

DUAL TRACK BENEFITS

Upon program completion, students earn elective credits that count towards their high school graduation. They can take their national certification test - with MedCerts paying for the test - but it isn't required for program completion. These completed programs can also be converted to college credits at colleges and universities that are MedCerts Credit for Prior Learning partners.

COLLABORATION IS KEY

For a Career and Technical Education program to be successful, it requires a high level of collaboration. MedCerts and EmERGE Education take on the vast majority of that responsibility, meaning their programs are a light lift for school districts with strained resources. EmERGE Education will handle all retention efforts with students.

By combining EmERGE Education's deep understanding of district needs with MedCerts' proven training programs, these online-based CTE programs empower students, enhance career readiness and build stronger community partnerships