



# How To Partner With MedCerts:

## Finding The Right Allied Health Training Model

When it comes to addressing allied healthcare staffing needs, MedCerts realizes there's no one size fits all solution. Every healthcare system has their own resources and challenges and hiring needs is an ever evolving situation.

For that reason, MedCerts offers a variety of workforce training models, to help healthcare employers find the allied healthcare training solution that's the right fit. Based on our expertise in training, recruitment and program development; MedCerts delivers a pipeline of qualified allied health professionals through four distinct programs.

In this guide, we'll explore each model, providing key details, examples of successful partnerships and data showing the dramatic impact of these programs in solving staffing challenges.

### Learn More:

[Train and Hire Model](#)

[Upskilling Model](#)

[Hire MedCerts Graduates](#)

[Apprenticeship Model](#)

# Train and Hire Healthcare Talent



One of the advantages of looking to fill entry level allied health jobs, is it's a situation where creating the perfect candidate can be easier than trying to find the perfect candidate.

Through the Train-and-Hire model, MedCerts offers healthcare employers an end-to-end solution for identifying and training talent. We handle recruitment through established marketing channels, vet candidates for suitability and enroll them in online training.

Our subject matter experts design industry-relevant content that meets national certification standards. Your organization covers the training costs, provides supplemental clinical hours and receives dedicated, well-prepared employees ready to fill your staffing needs.

Giving aspiring allied health workers their big break not only starts careers, but it's often more cost-efficient than hiring existing professionals. Additionally, in exchange for having their tuition costs paid for by the employer, trainees typically sign an agreement to work at your healthcare facility for at least two years, creating more long term stability on your staff.

For example, Sanford Health, the largest rural health system in the U.S. reports that 86% of the candidates hired through MedCerts are still with the company after two years.



# Success Story: Lutheran Health Physicians



Lutheran Health Physicians is located in northeastern Indiana and is made up of five medical groups with more than 40 specialties. They teamed up with MedCerts to recruit and train potential medical assistants with the initiative yielding immediate results.



## 165 Candidates Found:

Over a 37 day period, MedCerts found and screened 165 candidates who were interested in working as a medical assistant for Lutheran Health Physicians.



## 13 People Accepted:

Although their goal was initially just 5 employees, Lutheran Health Physicians ended up accepting 13 people into their train-and-hire program.



## 8 Completions:

Less than a year later, 8 of these individuals had already completed their medical assistant training.



# Upskill Your Employees



So much of filling a position is about finding candidates that are the right fit for your workplace culture. That's why when looking to address an allied healthcare worker shortage, hiring from within is such an attractive option. Contributors in positions such as administrative assistant, data entry clerk and the janitorial staff are already trusted members of the organization, who understand hospital procedures.

The MedCerts Upskilling Program empowers your existing workforce with opportunities for career advancement, often giving valued team members their first opportunity to move into a clinical role. By investing in their education, the skills gap in your organization gets addressed, without any disruption to workplace performance during the learning period.

Since MedCerts online coursework is asynchronous, students learn at their own pace and continue performing their existing jobs while preparing for their new role. MedCerts' online programs are designed for working adults, requiring only 15 to 20 hours of weekly effort to complete in as little as 4 to 6 months.

Additionally, upskilling will likely save both time and money. According to a LinkedIn study, the median time it takes for healthcare providers to fill a role is 59.5 days. Meanwhile, a Wharton School of Business study found organizations generally pay 18%-20% more to external hires than to employees promoted from within, even though the internal hires do better on performance reviews.

Upskilling also has a direct impact on retention. A Gallup/Amazon poll found 71% of healthcare workers report greater satisfaction with their jobs after participating in an upskilling opportunity.



## Success Story: UnityPoint Health



UnityPoint Health (UPH) is a hospital network in Iowa, Illinois and Wisconsin that employs more than 32,000 team members. Dealing with a shortage of Medical Assistants, they partnered with MedCerts to offer existing employees working in non-medical roles, the opportunity to pivot to a career in allied health.



### 100% Completion Rate:

3 cohorts or 39 students total have both started and finished UPH's Health Medical Assistant Career Pathways Program since September 2023.



### Job Ready Faster:

The program took 3-6 months to complete, with students finishing in as little as 14 weeks. All 39 students completing the program were promoted to Medical Assistants at UPH.



### 97% Employee Retention Rate:

A year after the program began, only one participant no longer works at UPH, showing the program making a positive impact on employee retention.

# Access Our Talent Network



For healthcare employers who need allied healthcare workers immediately and can't wait on a training program to be completed, MedCerts can still help. MedCerts has a nationwide network of over 15,000 annual graduates in 51 states and territories. Overall, MedCerts has trained over 100,000 individuals in the healthcare and IT industries.

Healthcare employers can connect with MedCerts graduates who are trained and ready to work. MedCerts provides resources to help organizations find qualified candidates and build their workforce with skilled professionals.

As a staffing resource, it's no risk and all reward. Instead of employers subsidizing the cost of training MedCerts students, this diverse group of certified allied healthcare professionals have already completed their education and are job-ready now.



# Build a Healthcare Apprenticeship Program



If employers are looking for a staffing solution where students are able to earn while they learn, which reduces staffing costs, MedCerts' Healthcare & Medical Apprenticeship Programs might be the best fit.

MedCerts is registered as an apprenticeship intermediary with the Department of Labor and currently offers 9 distinct allied healthcare apprenticeship programs. Any allied healthcare course offered by MedCerts can be adapted into a year long apprenticeship, with the curriculum customized to train employees with the exact skills required by the employer.

Apprenticeships provide a win-win solution for students and employers. Students earn a salary while gaining hands-on clinical experience and your organization shapes a workforce equipped with real-world skills.

MedCerts is a critical facilitator in this partnership. In addition to providing the online curriculum, MedCerts assumes responsibility for ensuring standards are met, program tracking and interactions with the Department of Labor.

Additionally, healthcare employers may also qualify for wage subsidies for new hires or from local workforce development funds and MedCerts will guide your organization through the application process.



# Success Story: Henry Ford Health



Henry Ford Health is one of the nation's leading academic medical centers and the largest healthcare provider in Michigan, employing 50,000 team members.



## Pharm Tech Apprenticeship Program:

Since 2020 Henry Ford Health has used the Pharmacy Technician Apprenticeship Program to support their staffing needs in their clinical and retail pharmacies.



## 65 Employees Completed:

Henry Ford Health and MedCerts have trained 65 employees successfully completing their apprenticeship program with a 90% retention rate.



## Grant Funding:

Henry Ford Health has used state grants to offset training costs and increase employee retention.



# Transforming Healthcare, One Partnership at a Time



Partnering with MedCerts is more than a collaboration — it's a strategic investment in the future of healthcare. Whether you're looking to fill vacancies, upskill employees or develop apprenticeships, MedCerts provides the expertise and resources necessary to make it happen. Together, we can build a workforce that thrives.

**For more information or to start a partnership, visit**

**[Partners.MedCerts.com/Employer](https://Partners.MedCerts.com/Employer)**