

Strengthen Your Allied Healthcare Team Through Skills-Based Training



The Value of Upskilling

Continued education (C.E.) for allied healthcare professionals is essential for providing the community with the highest quality healthcare and better patient outcomes. A MedCerts evaluation of the **U.S. News 2024-2025 Best Hospitals Honor Roll** found all 20 of these top institutions provide their medical staff with upskilling opportunities, confirming C.E. as a best practice.

QUICK FACT



Around allied healthcare, C.E. is a clear necessity, with a National Healthcareer Association study **finding**

52% of healthcare employers feel their certified allied health employees need to further develop clinical skills.

The good news is upskilling allied healthcare workers delivers proven results. For example, a multiservice health center in New York City upskilled their medical assistants in a 9-month program **teaching** how to better treat and coordinate care for diabetic patients. The impact of the program included the blood pressure and cholesterol levels for tracked patients improving considerably. Additionally, for the union that participated in the study, overall, there was a 17% decrease in health care costs and 50% lower emergency room costs when their members were treated at the facility.

Upskilling of any length can provide significant improvements in patient treatment. For instance, after just a one-hour education program about identifying pressure ulcers, certified nursing assistants at a nursing home **increased** their reporting of skin breakdown by 68%, comparing the 3 months after the training session to the 3 months prior.

It's also clear that upskilling assists with employee retention. The Education Fund, an education and training partnership between unions and 22 healthcare employers, **found** just a 4% turnover rate among their learners. That's just one-fourth of the overall employee turnover rate at participating healthcare facilities

Why a Skill-Based Approach to Continued Education Can Be More Effective



While the value in upskilling is clear, there's a significant obstacle in getting allied healthcare professions enrolled in continued education programs. Even more than budgetary limitations, the biggest issue is allied healthcare professionals not having enough hours in the day between their day job and personal life to upskill at the same time. For example, a DeVry University [survey](#) found 40% of U.S. workers don't take advantage of upskilling opportunities offered by their employers because they don't have time during the workday. 35% of respondents added family time and other obligations take priority over learning and development time.

The pragmatic solution to the lack of hours employees have to devote to continued education is focusing on a specific skill, rather than a program teaching or reteaching an entire allied healthcare role. Hiring for skills is 5X **more predictive** of job performance than hiring for education, and around upskilling, it makes sense to be equally strategic, training your team for the needed competency and just that.

This approach provides employees with a more manageable path for acquiring the needed skill while still performing the normal duties of their full-time job. It's also extremely time-efficient. MedCerts' specialty courses take only 1-6 weeks to complete, and focus on five different areas healthcare employers have consistently flagged where allied healthcare workers need more education.

This white paper takes a close look at the value of single-competency upskilling through online learning and illustrates how each MedCerts' specialty course addresses a skills gap that's a common problem among allied healthcare teams.

The Importance of Online Upskilling in Healthcare

Given the hours and physical demands involved with allied healthcare work, in many cases, continued education wouldn't even be possible without asynchronous learning. On-demand, online courses mean employees can learn at their own pace. This flexibility also benefits healthcare employers, as when the learner is asked to cover a double shift, it's not an either/or choice between helping out or making a deadline on their continued education course.



MedCerts has over 15 years of experience in online-based allied healthcare training and is a recognized industry leader in the space, for example, receiving two **Campus Technology Awards** for online program development.

MedCerts Partner Solutions has the expertise necessary to make the online training process as frictionless as possible – more efficiently getting employers a more knowledgeable workforce.



Addressing Key Training Gaps with Specialty Courses

While traditionally MedCerts has offered training programs that led to an allied health certification, the advantage of MedCerts' Specialty Courses is they're more modular, turning a workforce skills deficiency into a team strength. These courses are designed to quickly address some of the most common struggles allied healthcare professionals have in performing their day-to-day roles at the highest level.

STACKED CREDIT



Specialty Courses can often be stacked as credit to help complete a MedCerts training program that leads to certification, meaning in addition to quickly upskilling your staff, an education pathway is being created to potentially train your staff for other in-demand allied healthcare roles down the road.

Infection Prevention & Control: Reducing HAIs

According to the CDC, on any given day, one in every thirty-one hospital patients **has** at least one healthcare-associated infection (HAIs). This **results** in approximately 75,000 deaths each year in the United States, in addition to \$28–\$33 billion in excess costs.

A lot of these lives can be saved: a survey of U.S. nursing homes **found** only 61% of infection prevention staff had formal Infection Prevention and Control (IPC) training. It's estimated that up to 70% of HAIs are **preventable** through effective IPC measures.

The MedCerts **Infection Prevention and Control in Healthcare** course teaches allied healthcare professionals the simple steps necessary to reduce unnecessary HAIs from occurring in the workplace. The 1-week, 16-hour online course costs \$600 and is written and presented by **Linda Goss**, a certified infection preventionist and former president of the Certification Board of Infection Control and Epidemiology. She explains how proper hand hygiene, disinfection of surfaces and equipment, safe injection practices and handling regulated waste correctly will successfully improve patient outcomes.

QUICK FACTS

75,000 deaths

occur each year in the United States due to HAIs

An estimation of

70% of HAIs

are preventable through training.

COURSE INFORMATION

Infection Prevention and Control in Healthcare

Teaches allied healthcare professionals the simple steps necessary to reduce unnecessary HAIs from occurring in the workplace.

INSTRUCTOR: Linda Goss

TIMELINE: 1-week (16-hours)

COST: \$600

Geriatric Care: Meeting the Demands of an Aging Population

While 41% of the **hospitalizations** in the United States are patients older than 65, national certifications for allied healthcare positions like Medical Assistants and Occupational Therapy Assistants aren't required to include geriatric-specific coursework. That can lead to serious errors: a study of community-based primary care providers, including physician assistants, found **concerning** gaps in geriatric knowledge, with several utilizing practices that could jeopardize the health of older patients.

The MedCerts' **Geriatrics for the Healthcare Professional** course provides employees with the training necessary for properly addressing the needs of elderly patients. The 32-hour, two-week course costs \$800 and was developed in partnership with an expert in geriatric care to make allied healthcare workers more effective in supporting and communicating with older adults in hospitals, long-term care facilities and in-home care environments.

Specific topics covered include identifying age-related physical, cognitive and sensory changes, and dealing with the unique physical, medical, emotional and financial challenges faced by older adults. The course is delivered through a combination of recorded video-based lectures, guided AI assessments and 3D demonstrations and scenarios.

QUICK FACT

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COURSE INFORMATION

Geriatrics for the Healthcare Professional

Provides employees with the training
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needs of elderly patients.

TIMELINE: 2-weeks (32-hours)

COST: \$800

Mental Health Training: Equipping Frontline Workers for the Mental Health Crisis

According to Mental Health America, 46% of Americans **meet** the criteria for a diagnosable mental health condition at some point in their life, with 1 in 5 American adults having a diagnosable mental health condition in any given year.

Allied healthcare workers who interact with patients are inherently going to treat patients with mental health challenges, and can more effectively do their job with additional training. The MedCerts **Fundamentals of Mental Health Care** course enhances effectiveness around supporting, communicating with and addressing the specific needs of patients dealing with mental illness. The 96-hour, 6-week course costs \$1,000 and is led by experts in the mental health field.

Subject matters addressed include crisis care, psychiatric pharmacology, aspects of medical law related to the psychiatric healthcare setting, support of the client through all phases of treatment and maintaining client safety throughout the client's time in treatment. The Fundamentals of Mental Health Care course is especially recommended for Certified Nursing Assistants and is stackable towards completing either the MedCerts **Mental Health Support Specialist** or **Mental Health Support Professional** programs.

QUICK FACTS

46% of Americans

meet the criteria for a diagnosable mental health condition at some point in their life

1 in 5 American adults

having a diagnosable mental health condition in any given year.

COURSE INFORMATION

Fundamentals of Mental Health Care

Enhances effectiveness around supporting, communicating with and addressing the specific needs of patients dealing with mental illness.

TIMELINE: 6-weeks (96-hours)

COST: \$1,000

Professionalism in Allied Health: Enhancing Communication and Reducing Errors

Rudeness or unprofessional behavior isn't just unpleasant; in a healthcare setting, it negatively affects patient outcomes and costs healthcare providers money. For example, Vanderbilt University **found** that trauma patients treated by physicians modeling unprofessional behavior were at a 24% increased risk of death or complications. Additionally, CRICO Strategies found around 30% of medical malpractice lawsuits involve communications failures, which **primarily** occur during patient handovers between caregivers.

The good news is teaching professionalism leads to better outcomes. For instance, patient satisfaction with the Mayo Clinic's allied health staff **increased** from 71% to 77% after their allied health workers completed a professionalism training program.

The **MedCerts Professionalism in Allied Health** course addresses the problem in an eLearning context, providing healthcare providers with the right curriculum to teach employees soft skills and workplace expectations. The 32-hour, 2-week course costs \$500 and was written by a combination of healthcare professionals working in the field, healthcare employers and professional educators. It focuses on patient interactions, proper office behavior, medical ethics, diversity and cultural bias and better communication in order to build stronger relationships between allied health workers and their patients.

QUICK FACT

Trauma patients treated by physicians modeling unprofessional behavior have a

24% increased risk of death or complications

COURSE INFORMATION

Professionalism in Allied Health

Provides healthcare providers with the right curriculum to teach employees soft skills and workplace expectations.

TIMELINE: 2-weeks (32-hours)

COST: \$500

Introduction to Human Anatomy and Medical Terminology

A 2018 report found 92% of people in the allied health field of physical therapy felt they had the potential or actual need for continued education about anatomy. However, that same study found only 25% of training programs surveyed offered continued education focused on anatomy.

The MedCerts **Introduction to Human Anatomy and Medical Terminology** course addresses the need for allied healthcare workers to learn more or refresh their knowledge about anatomy. The 96-hour, 6-week course costs \$800 and is a comprehensive overview of the structure, function and pathology of the eleven body systems. It will provide your team with a better understanding of medical terminology, human systems and organs, teach how to identify symptoms related to major diseases and improve your staff's ability to use medical language within healthcare settings.

Created and led by a team including medical experts, doctors, a medical assistant and a medical technologist, the Introduction to Human Anatomy and Medical Terminology course is tactically focused on providing the skill and knowledge necessary for improving team performance.

QUICK FACTS

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But only

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COURSE INFORMATION

Introduction to Human Anatomy and Medical Terminology

Addresses the need for allied healthcare workers to learn more or refresh their knowledge about anatomy.

TIMELINE: 6-week (96-hours)

COST: \$800

Conclusion

QUICK FACT



According to data **shared** by the National Institutes of Health, since 2020, the entirety of medical knowledge

doubles every 73 days

In such an environment, where the opportunities for increasing medical knowledge are seemingly infinite, it can be daunting deciding where to start in upskilling allied healthcare teams.

MedCerts simplifies that process by offering short courses focused exclusively on the skills that will be most impactful in improving the performance of allied healthcare workers. Professionalism, communication with patients who are either elderly and/or face mental health challenges, infection prevention and anatomic knowledge are all skills that directly lead to better patient care. Additionally, these skills also foster a friendlier workplace environment – which improves staff retention and leads to fewer medical errors and patient lawsuits.



Want more information about how an emphasis on skills-based upskilling can improve the performance of your allied healthcare team and lead to cost savings?



Contact us today at **partnersolutions@medcerts.com** to learn more about MedCerts' Specialty Courses!