

# We're a More Effective Upskilling Solution



## Seven Reasons MedCerts is a More Effective Upskilling Solution

When it comes to allied healthcare vacancies getting filled, it's clear most healthcare employers are not hitting their goals. According to a [2022 survey by AMN Healthcare](#), **85% of healthcare facilities face a shortage of allied healthcare professionals**. Finding qualified candidates can be even more difficult outside of metropolitan areas, as allied healthcare workers make on average **12% less per hour** in rural areas compared to urban areas.

With traditional staffing methods such as filling roles through an external search not resulting in enough quality candidates, upskilling existing employees to fill in-demand allied healthcare is an attractive strategy to backfilling open positions for the simple reason it works.

## Why MedCerts is a More Effective Upskilling Solution

- **The Curriculum Is 100% Online**
- **The 12 Elements of eLearning**
- **AI Scenarios Help with Soft Skill Development**
- **A Collaboration With AMA On Blood Pressure Monitoring Curriculum**
- **Alignment with Industry Standards**
- **Industry Recognized Certifications**
- **On and Off Ramps For Learners**

Upskilling employees lowers expenses related to external job searches and minimizes the overtime costs that occur when remaining staff need to cover for vacant positions. Focusing on upskilling can lead to significant cost savings. For example, **eight months after participants took a one-year upskilling program, a study by MIT showed that this resulted in a 250% growth in ROI.**

There are also benefits upskilling provides around acquiring and retaining allied health professionals. **A 2021 Gallop/Amazon survey found 55% of healthcare workers were likely to quit their current position to work for an employer who offers training/education, while 71% of respondents who did receive such training reported greater job satisfaction.**

A more positive outlook leads to less employee burnout. For example, [UnityPoint Health partnered with MedCerts](#) on an upskilling program to train Medical Assistants and after a year there was a **97% employee retention rate** of program participants.

Upskilling can save money, improve team performance, and result in better employee retention, but only with the right program. Here are seven reasons MedCerts Partner Solutions is able to deliver superior results for healthcare employers looking to upskill their employees.

1

## Reason #1: The Curriculum is 100% Online

A DeVry University survey about **upskilling reveals 40% of respondents don't have enough time during the workday to take advantage of upskilling opportunities from their employer.** MedCerts addresses that problem by providing an eLearning curriculum that's completely online. The on-demand courses are asynchronous, meaning students can study at their own pace.

This flexible approach to learning is essential for environments where in-person learning isn't an option and often leads to better results even in comparison with more traditional teaching methods. For example, a Department of Education report evaluating online learning including adult continuing-education medical training programs found on average, "students in online learning conditions performed modestly better than those receiving face-to-face instruction."

2

## Reason #2: The 12 Elements of eLearning

A proprietary approach to instructional design, the **12 Elements of eLearning is how MedCerts makes skills and concepts easier to understand for students of all learning styles.** MedCerts programs offer a combination of tactics including instructor-led videos, 3D demonstrations, screen-based simulations, augmented reality, game-based learning and performance-based exam prep.

This approach to online learning improves knowledge retention, increases attention span and is viewed as a key differentiator among educators.

For example, an Eduventures Research survey found **70% of Chief Online Officers at schools say their fully online students perform comparably or better than on-ground students** when instructional design support is required. In comparison, only 58% of fully online students performed as well or better than on-ground students when instructional design was absent from their online courses.



## 3

### Reason #3: AI Scenarios Help with Soft Skill Development

A 2019 [study](#) on the role of empathy in the perception of medical errors in patient encounters found Miami patients were significantly more likely to assume there had been medical errors when caregivers lacked empathy. Meanwhile, in a 2020 report by the North Carolina Department of Commerce, healthcare employers were [more likely](#) than any other type of employer to cite a lack of soft skills as a problem in finding entry-level employees to hire.

Teaching allied healthcare workers soft skills is just as important as technical ability and setting expectations around interactions with patients is a major area of emphasis in MedCerts programs.

MedCerts training programs use scenario-based learning featuring AI-enabled virtual humans to teach students empathy and soft skills around patient care. Backed by conversational AI, generative AI and natural language processing; these role-playing sessions are based on real-life patient cases. Each interaction is customized and different, creating a safe virtual environment for students to consider their behavior.

MedCerts received a 2023 Merit Award for [Best Use of AI in Healthtech](#) for this innovative teaching approach.

## 4

### Reason #4: A Collaboration with AMA on Blood Pressure Monitoring Curriculum

**48.1% of U.S. adults or 119.9 million people [suffer](#) from hypertension.** It's really important that allied health professionals know how to check properly for high blood pressure, however, it's not a given even seasoned healthcare professionals know how. A 2019 survey by the American Medical Association (AMA) and American Heart Association [found](#) half of healthcare professionals hadn't been retrained in measuring blood pressure since their initial training in school.

To make sure allied healthcare professionals of all experience levels are checking blood pressure correctly, MedCerts has [collaborated](#) directly with the AMA, on three interactive learning modules they developed. BP Measurement Essentials, Measuring BP in Real-World Settings and Practice Measuring BP are part of the comprehensive "Vital Signs for Caregivers" eLearning unit and have been incorporated into all of MedCerts patient care programs.

## 5

### Reason #5: Alignment with Industry Standards

MedCerts programs are all about getting students workforce ready, and MedCerts collaborates directly with certification issuing bodies and healthcare employers to make sure the curriculum meets the highest educational standards. MedCerts is in frequent conversations with certification issuing bodies to make sure curriculums reflect current best practices. This commitment to excellence has led to national recognition. For example, the **MedCerts Intro to Human Anatomy Course App won the 2023 People's Choice Gold Stevie® Award for Virtual Learning Solution.**

Additionally, MedCerts training curricula can be added or subtracted to, based on the specific standards and needs of individual healthcare employers. When healthcare employers partner with MedCerts, there's usually a clinical component. For example, national pharmacy partners including CVS, Walmart and Kroger offer MedCerts Pharmacy Technician program students an externship. Based on what's being covered in the hands-on portion, MedCerts collaborates with employers to adjust the online teaching accordingly.

## 6

### Reason #6: Industry Recognized Certifications

According to the National Healthcareer Association's 2019 Industry Outlook, **70.9% of allied health employers require or encourage certification from potential employees.** It makes sense even around positions where certification isn't a legal requirement, employers would value third-party validation of a candidate's knowledge and abilities. MedCerts training programs were developed to prepare students to take the certification tests for the most respected certification bodies.

**Certification issuing authorities MedCerts works with include:**

- **National Healthcareer Association (NHA),**
- **American Healthcare Documentation Professionals Group (AHDPG)**
- **The National Center for Competency Testing (NCCT)**
- **AAPC (formerly American Academy of Professional Coders)**
- **American Health Information Management Association (AHIMA)**
- **The National Association of Health Unit Coordinators, Inc. (NAHUC)**



In many cases, MedCerts programs are designed to train and test students for multiple certifications. For example, students who successfully complete the MedCerts Clinical Medical Assistant & Scribe Professional program earn Online Certified Medical Administrative Assistant Certification and Certified Clinical Medical Assistant Certification both from NHA, and Apprentice Medical Scribe Professional Certification from AHDPG.

## 7

### Reason #7: On and Off Ramps for Learners

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### Conclusion

It can be daunting trying to understand the best way to upskill your team, but MedCerts takes all the guesswork out of the process. **With over 15 years of experience offering eLearning, MedCerts has both the expertise and proven results to deliver superior results around allied healthcare training.**

Through a partnership with MedCerts, you can create the educational pathways needed for a more sustainable allied healthcare workforce, with employees who are happier, less likely to burn out and better prepared.



Want more information about the MedCerts Partner Solutions tuition reimbursement program and how we can help create career pathways for your employees around allied health? Contact us at [partnersolutions@medcerts.com](mailto:partnersolutions@medcerts.com) to learn more!

Get Started Today

