

# HIMSS<sup>19</sup> CHAMPIONS OF HEALTH UNITE

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## Leveraging Continuing Education to Improve Professional Prospects and Profiles

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# Conflict of Interest

- Wendy Whitmore, CLO
- Has no real or apparent conflicts of interest to report.

# Agenda

- **Further professional development**
  - With potential employer/client or contract targets
  - As it relates to confidence and commitment
  - In terms of ongoing industry growth and success
- **Evaluate accreditations, approvals and credentials**
  - Establishing goals for achievement, choosing carefully
  - Creating a checklist to evaluate educational opportunities
- **Highlight learning and credentials to improve prospects**
  - How and when to modify applications, RFPs, resumes/CVs
  - How to link and highlight credentials for best recognition
  - How to establish credibility using your professional profile
  - Questions



## Learning Objectives

- Outline how continuing education can further professional development
- Evaluate accreditations, approvals and credentials when considering training options
- Leverage and strategically highlight new learning to improve career prospects



# Continuing Education and Professional Development



## Continuing education can further professional development

- Employers and clients look for “activity”
- Active learning is always a “good sign”
- Empty dates can be filled by learning dates
- Competition can be mitigated
- Cross-skill and upskill training indicates initiative and self motivation



# Enhance personal confidence and demonstrate professional commitment



- New learning
- Presentations
- Up-skill education
- Credentials



## Impact Industry Success

- Find new contacts
- Network in the industry
- Attain re-licensure
- Renew credentials
- Highlight commitment
- Express new ideas
- Stay abreast of changes



# Evaluating Educational Options for Professional Development



# Investigation before registration



- Interviews and research can limit mistakes
- Establish a primary goal and work your research around it
- Create a Q&A list for those working in your area of interest
- Conduct informational interviews
- Compare role requirements
- Define goals and intentions



# Establishing achievement goals

Identify goals for professional development before selecting an educational path. Which elements are most important?

- Expanding skillsets
- Increasing knowledge base
- Achieving industry credentials
- Enhancing resume/CV
- Learning a new role
- Acquiring a new client or target audience
- Becoming a trusted advisor
- Developing a professional profile



# Checklist to Evaluate Continuing Education



## Objectives

- **Learning Objectives**
  - Are the learning objectives accurately targeted to my current or desired role?
  - Do they indicate what I will be able to do as a result of the program?
  - Are the learning outcomes reasonable for the length of the program?



# Checklist to Evaluate Continuing Education

- Course Credentials
  - Do instructor or course author qualifications lead you to believe that accurate content will be delivered?
  - Is the instructor presenting within his/her area of expertise?



# Checklist to Evaluate Continuing Education

- Disclosures and Methods
  - Has each instructor disclosed financial interests related to the course content?
  - Are instructional methods described?
  - Do methods include active involvement of the audience?
  - Do methods align with your learning style?



# Checklist to Evaluate Continuing Education

- Credits/Credentials
  - Does the program offer CEUs relevant to your specific industry or area of new skill?
  - Is it offered by an approved CEU provider?
  - What are the criteria for satisfactory completion of the course and earning of CEUs?



# Checklist to Evaluate Continuing Education



- Registration Fees
  - Are fees reasonable when compared to similar programs?
  - Are discounts available for students, members, renewals?
- Follow-up from Program Provider
  - Will anyone respond to requests for detailed information?
  - Are answers readily available on the educators website?



# Checklist to Evaluate Continuing Education



- Growth Potential
  - Are there pre-requisites for the course you are considering?
  - Are there other levels of learning you may attain?
- Industry Recognition
  - Is the program you are considering recognized by your targets?
  - If not, is this important or is it more important to acquire the skills associated with the program in order to meet target needs?



# Selecting and executing training options

Once you have successfully selected your training and built your plan, focus on completion.

- Establish a timeline (for progress and study)
- Identify benchmarks
- Create a study log
- Plan ahead for conversion
- Track progress and add updates
- Engage support as needed



# Leveraging New Learning and Achievements for Professional Success



# Strategically highlighting learning to improve prospects

- Avoid becoming a “static candidate”
- Make your resume, CV or online profile a living breathing document
- Show that you are open to new ideas, willing to invest valuable time
- Create a category to highlight skills, valuable knowledge and goals
- Hit your target (employer/client/admissions) with new information regularly
- Become a credible resource and trusted advisor in your field of interest
- Add stickiness to your skillset. Show what you know!



# How to avoid becoming a “Static Candidate”



- What is a static candidate?
- What do employers/clients want?
- Why is a recent learning date important?
- How do targets review experience vs. education?
- What aspects of professional education are most important?
- Are dates/renewals relevant?
- Will the financial investment convert to better revenue results?



## Make your resume, CV or online profile a living breathing document

- Immediately add new credentials to all points of promotion
- Cross-link to relevant articles and professional sites
- Explain your reasoning for specific educational goals
- Employ seals and badges to highlight accomplishments
- Grow your reference list with educator recommendations
- Revisit your documents regularly



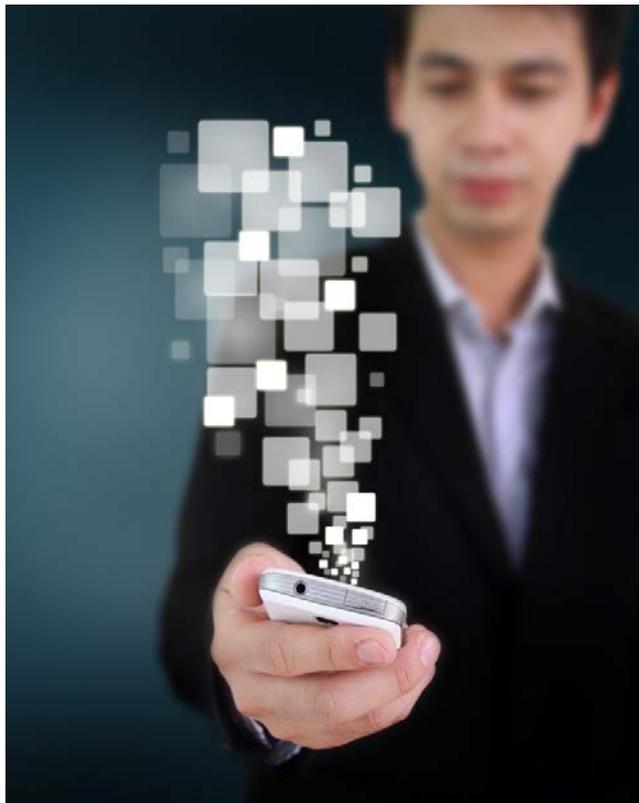
# Show that you are open to new ideas, willing to invest valuable time



- Ask the question “would you hire yourself?” If yes, why? If no, why not?
- What are the 5 most desirable candidate skills?
- How do you stack up against your competition?
- What have you done for your professional profile lately?



## Highlight skills, knowledge and goals



- Identify target touchpoints
- Add a custom category
- Build a book of “newness”
- Welcome feedback
- Identify “buzz-words”
- Network/comment/engage

# Hit targets regularly and abundantly

- **Review and Catalogue**
  - recent workshops attended
  - courses completed
  - whitepapers reviewed
  - articles written/read
- **Amend and Append**
  - online applications
  - resume/CV's
  - social media profiles
  - author descriptions/bios, etc.



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## Become a credible resource and trusted advisor in your field

- Research industry hot topics
- Educate yourself in-depth in dynamic areas of importance
- List your high-level topics of knowledge in your professional profiles
- Author whitepapers and articles relevant in your area of expertise
- Offer to present on these topics to industry organizations
- Establish a presence online approaching sites with similar focus



# Add stickiness to your skillset!



- Look for opportunities to reap long-term benefits from the education you have acquired
- Seek out instructor/SME leadership opportunities
- Attach “mailbox money” to your knowledge – author a course, write a book, build a brand
- Establish a reputation – attend events - network
- Volunteer for panel discussions, become a thought leader



# Learn More to Earn More!

- Nothing returns better on your investment than education.
- Targets view continuing ed as a sign of professional dedication and commitment.
- Educational achievements are often reflected in compensation.



*Learning is an ongoing process. Stay on top of your industry!  
If you view it as part of your overall development plan, you will certainly advance more rapidly and achieve more of your goals.*

# Questions



# 4Med



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