



Justification Toolkit

As a CareerSmart user, you have first-hand knowledge of our high quality, timely continuing education curriculum. Did you know we also offer a subscription-based service on the organizational level? Help us spread the news! In this toolkit you'll find all the necessary resources to introduce a CareerSmart Learning Partnership to your organization's leadership.

This Justification Toolkit includes:

- Email template – Use this editable template to create the perfect letter to send to your supervisor.
- General course and accreditation information – Show your employer how we can customize a platform that perfectly meshes with your organization's needs.
- Explanation of benefits – Use the talking points when speaking with your supervisor about why they should partner with CareerSmart Learning.

Benefits of Partnering

Here are some things to consider when talking to your employer about the importance of partnering with CareerSmart Learning:

- Financial – not only does CareerSmart Learning provide the highest quality courses on the market, but the cost is far less than their competitors.
- Workforce development – A well-trained staff is a high-performing staff and organizations that provide quality education are highly desirable to prospective employees.
- Employee retention - Well-trained employees are more likely to feel valued and less likely to look elsewhere.
- Quality of care – Patient outcomes improve with first rate training.
- Brand control and reputation – Reputations are built upon well-trained and highly efficient employees.
- Market share – Organizations with the best trained and best tenured personnel are well situated for growth.
- Technology use and integration – CareerSmart Learning uses state-of-the-art technology to deliver courses, track results, and submit scores for credentialing so your organization.
- Regulatory compliance – Accreditation is required for healthcare professionals to maintain their licensing and CareerSmart Learning has you covered: ANCC, CA BRN, CDPH, FL BON, GA BON, CCMC, CRCC, NASW, CDSS

Quantifying the Benefits

While you see the benefits of providing high quality, customized education to your team, your manager might not understand why it is so important to act. Here are some points to help make the connection between your organization's knowledge requirements and the specific needs and courses that meet those needs. DO NOT assume that your manager will be able to automatically make those distinctions.

Here are some items and examples you might want to include when quantifying the benefits:

Quality Education – CareerSmart Learning offers the highest quality courses on the market. They are designed by dedicated continuing education professionals and presented in a highly interactive manner than fosters learning.

Speed— CareerSmart Learning is designed to not only deliver courses on-demand, but also offers real-time reporting to help us manage all our continuing education needs.

Value— CareerSmart Learning has the best pricing in the industry and can also help us slash our budget by improving our retention and.

Here are examples of CareerSmart Learning partnerships:

Company 1 is a third-party claims adjuster with 30,000 employees. They have partnered with CareerSmart Learning in 2020 and we train over 1,200 of their nurses, case managers, CRCs, and social workers. Their original goals were to ensure their healthcare employees across the country were fully compliant and to improve employee retention by keeping their training in-house. They found CareerSmart Learning after unsuccessfully using other services for their educational needs, citing issues with rigid course packages, low levels of accountability and follow-up/through, and a general lack of care regarding the client's needs.

Since 2020, they also utilize CareerSmart Learning to help with their rapid expansion as they are constantly bringing on new employees. To this end, they require flexibility, custom packages, and daily customer service access. We provide them with 89 courses, a boutique branded experience, daily

touchpoints, and regularly scheduled reporting on course and assessment completion and certificate attainment.

Company 2 is one of the largest administrators of Medicaid managed care plans in the United States. We have been working with them since 2018 to train over 900 of their nurses and social workers. Acute attention to compliance and regulations are vitally important to their success. Our customized reporting and single sign-on solution allows them to keep accurate records of their employees' usage and credentials. Their package includes over 100 CareerSmart Learning courses, a boutique branded experience, on-demand touchpoints, and consultative discussions with our in-house experts on learning, content development, brand building, and marketing and sales. Their package also includes regularly scheduled reporting on course and assessment completion and certificate attainment.

Company 3 is a non-profit enterprise that provides workers' compensation insurance to California employers. Since 2016, we have partnered with them to create white label courses for case managers. They currently have 31 courses available to their employees. Because this company hosts the courses internally, we do not know the exact number of their users. We engage in a rigorous annual consultative review of their evolving needs to ensure that their course catalog is in line with their continuing growth and development. In addition to this larger review, we have client-requested and scheduled check-ins with a team of experts from their organization who are involved in the total health of the organization.

E-mail Template

Dear <Manager>,

I would like to suggest that we consider partnering with CareerSmart Learning as means of improving patient care, reducing staff turnover and costs, and integrating compliance into leadership.

For over 12 years, CareerSmart Learning has provided industry-leading continuing education and accreditation courses to healthcare professionals and organizations. The courses are engaging, interactive, developed by industry thought leaders, and available on-demand. CareerSmart Learning partners rely on their highly customizable programs, outstanding support, and industry expertise to help manage employee recruitment and retention, cut budgets, and improve patient outcomes.

To learn more about CareerSmart Learning, visit <https://careersmart.com/>.

Benefits to myself and our organization:

- *Improve employee retention.*
- *Build our culture, brands, and reputations.*
- *Drive referrals and increase market share.*
- *Maintain compliance & recertification for licensed employees.*
- *Improve patient and organizational outcomes.*

I would like to schedule a meeting with CareerSmart Learning to explore ways they can help us best use continuing education to maximize our results. Please let me know your availability. If you'd rather contact CareerSmart Learning directly, you can reach them at info@careersmart.com or 877-479-7338.

Thank you for your consideration.

Sincerely,

Next Steps

Schedule an exploratory meeting to learn more about ways that partnering with CareerSmart Learning can help your organization succeed.

Contact:

- info@careersmart.com
- 877-479-7338