

# **YOU HAVE A TRAINING CENTER. CONGRATULATIONS!**

Now what?

## CHECK OUT YOUR RESOURCES

**Training  
Resources**

**Training  
Center  
Management  
Resources**

**Training  
Center  
Marketing  
Resources**

You're busy, so we'll keep this short. This resource guide will point you to everything you need to train your students, manage your Training Center, and build your business.

Everything you see here comes with the best customer service and technical support in the industry. We're proud to stand behind your Training Center with dynamic, engaging courses that support your mission, management tools that handle routine data collection and administrative tasks, and turnkey marketing programs that position you more effectively in your community.

**Welcome! Let's get started.**


## MAKE TRAINING EASIER (AND MORE REWARDING)

Otis

Student  
Resources

Instructor  
Resources

Webinars



**It's all here** — everything you need to train your students, manage your Instructors, schedule courses, and deliver certifications.

Your Training Center may be a small business, but you have the online resources and infrastructure to help you grow, track schedules and budgets, and deliver a more professional training experience.

**You'll also find your Otis™ login.** You'll meet Otis, our Online Training & Information System, in the Training Center Management section of this booklet. Trust us, you're going to love Otis.

## MAKE SURE LESSONS LEARNED STAY LEARNED.



Your students can access LearningLinks, the digital student book from their program, and our Passport mobile app to build their emergency response skills.

Now they can refresh their emergency response skills anywhere to stay sharp.

### Learning Links

- ▶ Access to quarterly refresher lessons to help students stay prepared in the event of a medical emergency.

### Digital Student Handbook

- ▶ Available to download
- ▶ Content retention tool accessible through computer or Smartphone

### Passport mobile app

- ▶ Emergency topics
- ▶ Essential reference videos
- ▶ Digital student book
- ▶ Specific video segments from the training course
- ▶ Your Training Center contact information

## REGULATORY QUESTIONS? OTIS HAS A REGULATORY APPROVAL CENTER AND THE TRAINING CENTER ADMINISTRATIVE MANUAL (TCAM)

Make sure you and your Instructors know all applicable state laws and regulations — it's the key first step to compliance. Log into Otis and head to the Regulatory Approval Center. It has the most current legislative approvals and you can search by state, industry, or training program.

You can also access the HSI Training Center Administrative Manual (TCAM). The TCAM gives you and your Instructors the standards and guidelines you need to provide more effective training and better outcomes.

Your Training Center must have policies and procedures for the following quality assurance measures:

- Certification material and final exam security
- Student and Instructor quality assurance
- Equipment maintenance and decontamination
- Professional conduct

The new TCAM spells out everything you need to know, so you can document your standards and procedures.

You will also find quick links to the TCAM and Quality Assurance Center under the Training Center Management section of your TCM.



### The Regulatory Approval Center

- ▶ *Supports Training Center and Instructor compliance*
- ▶ *Most current legislative approvals*
- ▶ *Searchable by state, industry, or training program*
- ▶ *Advanced search for specific information on current approvals*

### The TCAM

- ▶ *A collection of standards and guidelines for quality assurance*
- ▶ *Continually updated as we improve our processes*
- ▶ *Created for ASHI and MEDIC First Aid Training Centers and Instructors, regulatory authorities, licensing boards, professional associations, educational accreditors, and anyone who uses our programs and products*

## WEBINARS — THE PRACTICAL, AFFORDABLE WAY TO KEEP UP WITH BEST PRACTICES



You probably don't have as much time as you'd like to keep up with new developments in training or running a business.

That's why you need our webinars. We introduce new topics regularly and they're all available as recordings, so you can learn when you have the time.

To see our webinars, visit: [hsi.com/events](https://hsi.com/events)

### Webinars

- ▶ *Emergency care training in the workplace*
- ▶ *Blended learning*
- ▶ *Digital certification cards*
- ▶ *Business development and marketing*
- ▶ *And more*

## THE MANAGEMENT RESOURCES YOU NEED TO RUN YOUR BUSINESS AND BUILD YOUR BUSINESS



Want to concentrate on training? We can handle the administrative load, with powerful online tools that keep you informed, support high-quality training, and control costs.

Do what you do best. We'll do what we can to automate the rest.

# WE DESIGNED OTIS FOR PEOPLE WITH PAPERWORK ALLERGIES



**Stop suffering.** Otis, our web-based business management platform, integrates and organizes your data.

Your new virtual business manager means you'll never have to face paperwork at the end of a long day or over the weekend again. It's covered — class and Instructor management, online ordering, digital certification cards, reporting and tracking, and more.

Otis is available in two levels — Otis Basic TCM (Training Center Manager) and Otis Advanced TCM. Otis Basic TCM is yours for free. Otis Advanced TCM has a low monthly subscription, but handles even more time-consuming, administrative tasks.

## Otis Basic TCM

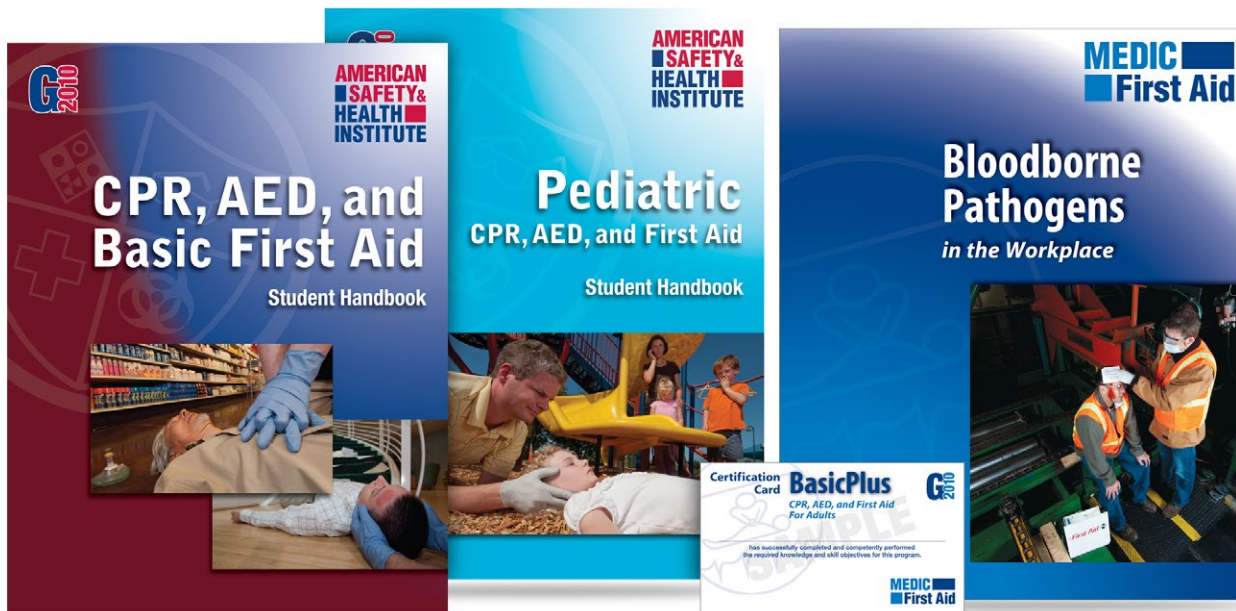
- ▶ *No charge*
- ▶ *Class and Instructor management*
- ▶ *Online ordering*
- ▶ *Digital certification cards*
- ▶ *Student and Instructor reporting and tracking*
- ▶ *Real-time monitoring*
- ▶ *Automated certification renewal emails*

## Otis Advanced TCM

- ▶ *Low monthly subscription rate*
- ▶ *Website builder*
- ▶ *Shared Instructor management*
- ▶ *Guest Instructor management*
- ▶ *PayPal integration*



## ONE-STOP SHOPPING FOR TRAINING PROGRAMS, SUPPLIES, MANIKINS, AND THINGS THAT COME IN HANDY WHEN YOU'RE TEACHING PEOPLE HOW TO SAVE LIVES



The Online Store has the programs and supplies you need to run your Training Center, with fast shipping and competitive pricing.

To access the online store, login to Otis.

### The ASHI & MEDIC First Aid Online Store

- ▶ Training Programs
- ▶ Print materials
- ▶ Digital certification cards
- ▶ Blended learning credits
- ▶ Spanish materials
- ▶ Wilderness and other Training Programs
- ▶ Training supplies and manikins
- ▶ Resuscitation supplies
- ▶ AEDs and accessories

## USE OUR PURCHASING POWER FOR YOUR PROFESSIONAL LIABILITY INSURANCE AND HEALTH INSURANCE



You need professional liability insurance. And you may need health insurance, too. We offer competitively priced policies, with program administration by Lockton Risk Services and carriers rated by A.M. Best, a worldwide insurance-rating and information agency.

Take advantage of your ASHI or MEDIC First Aid purchasing power by visiting the Lockton Insurance Center or calling 1.888.958.7786. You can apply, receive a quote, and be covered in minutes.

### Professional liability insurance

- ▶ Custom-designed insurance administered by Lockton Risk Services

### Health insurance

- ▶ Various levels of coverage available through the Lockton Insurance Program

## WE SHARE YOUR COMMITMENT TO QUALITY



We play a key role in creating the national standards and guidelines for emergency medical training programs.

We also monitor state laws and regulations covering emergency medical training — to help you comply with all training requirements and policies in your state, for the industries and communities you serve.

You can read about our quality assurance or call us at 800.447.3177 to speak with a regulatory specialist. Or you can log into Otis and visit the Regulatory Approval Center.

### Quality Assurance

- ▶ *Sample Certification Cards*
- ▶ *TCAM*
- ▶ *Training Center Audits*
- ▶ *Rate Your Program*
- ▶ *Complaint Review Process*

## HSI CONFERENCES — DESIGNED FOR YOU AND YOUR TRAINING CENTER



### EVOLUTION < T H R O U G H > INNOVATION

INSPIRED BY YOUR NEEDS

HSI CONFERENCE 2013 - SAN ANTONIO

We host a bi-annual conference for you and other ASHI and MEDIC First Aid Training Center Owners and Instructors. Emergency care training changes quickly. Make sure you keep up by attending.

For more information, visit the 2013 HSI conference site at [hsiconference2013.com](http://hsiconference2013.com).

The 2013 HSI Conference, "Evolution Through Innovation, Inspired By Your Needs," includes the following sessions:

- ▶ *Otis*
- ▶ *Instructor/Professional Development*
- ▶ *TC Strategies for Success*
- ▶ *EMS and Firefighting Trends and Education*
- ▶ *Safety Training Topics*

## BUILD A STRONGER BRAND FOR MORE AWARENESS, PREFERENCE, AND PRICING POWER

**Marketing  
Materials**

**PSAs**

**Marketing &  
Inspirational  
Videos**

**Good  
Samaritan**

Want more people to know about your Training Center and choose you over your competitors?  
You need to build a stronger brand.

Use these resources and think of us as your outsourced marketing department.  
We can help you build awareness of what you do with programs that make your phone ring.

- ▶ *Website Development*
- ▶ *Form Field Flyers*
- ▶ *Brochures*



## YOUR WEBSITE IS TOO IMPORTANT TO BE TURNED OVER TO THE GUY FROM YOUR COFFEE SHOP

Your brand has power and value, assuming you build it with professional-level marketing materials. We take the pain and hassle out of building a website and we can also supply you with brochures and data sheet PDFs, 30- and 60-second PSAs on Sudden Cardiac Arrest, and short marketing videos from Health & Safety Institute.

**Want more awareness and pricing power?** Build a professional-level website and keep the content fresh.

### Otis Advanced TCM

- ▶ *Build a more professional website with our toolkit.*
- ▶ *Build community awareness*
- ▶ *House your complete marketing "story" (flyers, newspaper and magazine article reprints, presentations, demo videos, and a blog)*
- ▶ *Easy-to-update class descriptions and class schedule*
- ▶ *Convenience for prospects who want to take your classes*



## THE SALES MATERIALS TO HELP YOU SELL YOUR TRAINING CENTER AND SERVICES



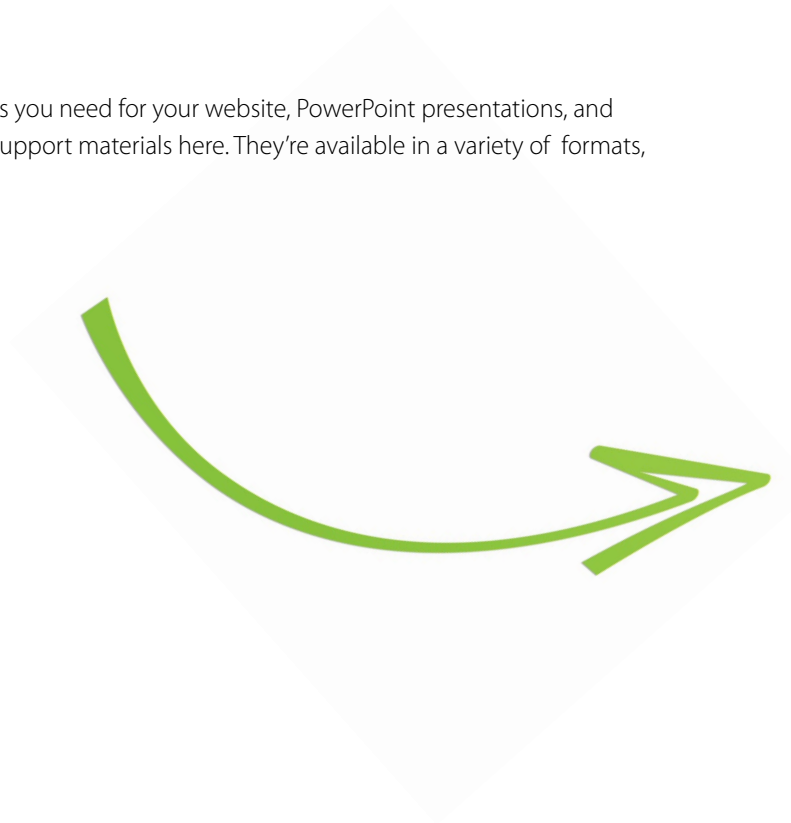
You can spend time and money working with local marketing resources to develop brochures and data sheets — or you can use ASHI and MEDIC First Aid brochures and flyers that are ready to go and available as PDFs.

Log into Otis to download ASHI and MEDIC First Aid flyers for all of our programs. They're designed to support the way you sell and they have space for you to add your own Training Center branding.

## BUILD YOUR BUSINESS WITH OUR BRANDS

ASHI and MEDIC First Aid are nationally recognized for the quality of our training programs, technical support, and customer service.

Download the logos you need for your website, PowerPoint presentations, and personalized sales support materials here. They're available in a variety of formats, file types, and sizes.

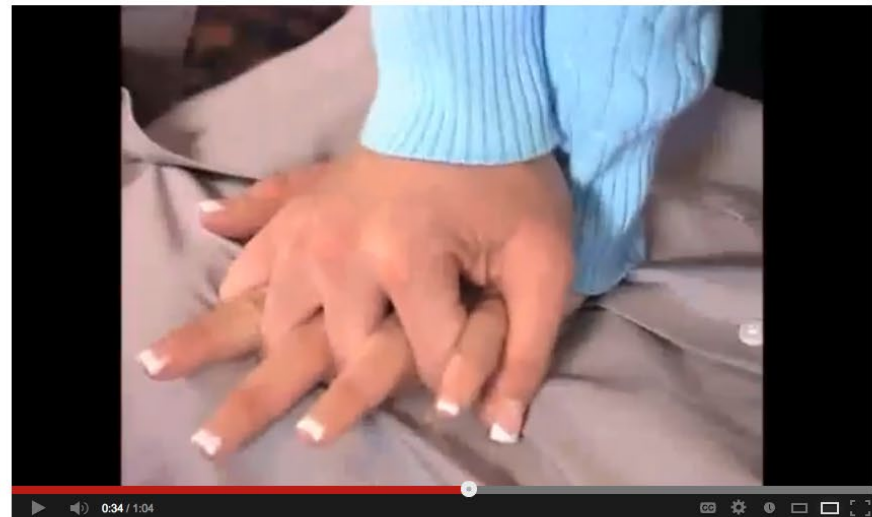


**AMERICAN  
SAFETY &  
HEALTH  
INSTITUTE**  
— APPROVED —  
**TRAINING CENTER**

**MEDIC**  
**First Aid**  
— APPROVED —  
**TRAINING CENTER**



## WANT TO SPREAD THE WORD ABOUT COMPRESSION-ONLY CPR? USE OUR “PUSH HERE TO SAVE A LIFE” DVD



This DVD contains 30- and 60-second PSAs showing correct compression-only CPR technique, along with key facts about Sudden Cardiac Arrest (SCA).

SCA strikes approximately 340,000 people in the U.S. every year. We're proud to share these PSAs with you, so you can share them with your local and industry media contacts.

## FRESH, DYNAMIC VIDEOS FOR YOUR WEBSITE, PROPOSALS, AND PRESENTATIONS

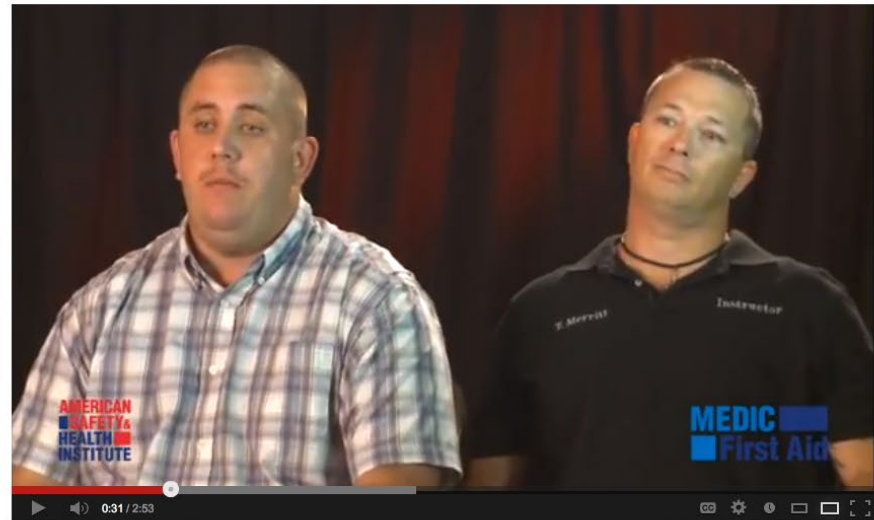


Health & Safety Institute, the parent company of ASHI and MEDIC First Aid, produces and maintains a large and growing inventory of fresh, dynamic video content.

It's free and available online to all ASHI and MEDIC First Aid Training Centers, for use in marketing and sales.

Browse our Youtube channel at: [www.youtube.com/HealthandSafetyInst](http://www.youtube.com/HealthandSafetyInst)

## KNOW A GOOD SAMARITAN? SHARE THEIR STORY WITH THE WORLD.



We're proud to play a role in teaching people how to save lives. When your students rise to the occasion and provide life-sustaining care, make sure their stories inspire others.

Share their story with us here and we'll spread the word. We'll also send you a certificate that you can present to your student (take a picture of the presentation and send it to your local newspaper and community journals for some cost-effective local public relations!).

## Need more help? Contact us!

**800.447.3177**

**541.284.3898**

**541.344.7429 FAX**

**Hours of Operation:**

6:30 A.M. - 4:30 P.M. PST • Monday - Friday

**Online Contact Us Form:**

[www.hsi.com/about-hsi/contact-us/](http://www.hsi.com/about-hsi/contact-us/)

**Or use Online Chat on our website:**

[www.hsi.com](http://www.hsi.com)

**Health & Safety Institute**

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