

# Pioneers In Long-Term Care Education & Training



**THE NATIONAL INSTITUTE FOR  
HEALTH EDUCATION & TRAINING**  
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**Strategies for Customer  
Retention & New Business  
Development**

## Partnering For Success

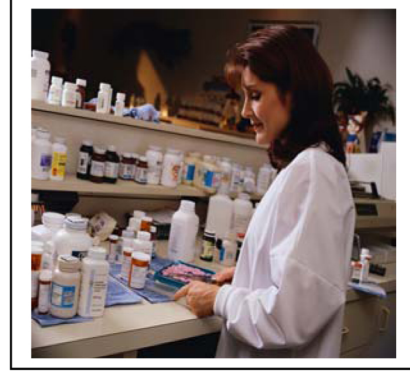


**NIH**



## The National Institute For Health Education & Training, Inc. is:

- A pioneer and leader in long-term care education, training, sales/marketing and consulting services
- An organization designed to provide the most up-to-date information and education affecting the long-term care industry
- A place where colleagues, co-workers, federal and state regulators, consultants and vendors work together to provide exceptional continuing education, consulting, marketing and value-added services to those involved in the long-term care industry
- An organization that provides accredited continuing education (CEU) programs for all disciplines
- An organization large enough to offer services nationwide, yet focused enough to tailor services that meet specific organizational needs
- A diverse organization servicing a unique client base which includes but are not limited to: Provider and/or Consultant Pharmacy Companies, Pharmaceutical Manufacturers, Long-Term Care Facilities; Skilled Nursing, Assisted Living and Group Homes
- An organization using exceptional educational and consulting services to impact the disciplines such as: Owners/Operators, CEOs, CFOs, Consultant Pharmacists, Administrators, Directors of Nursing, Social Services, Activities, Dietary, Therapy, Purchasing, Housekeeping and Key Department Heads such as: Nurse Managers/LPN's, MDS Coordinators, Medical Records



# Who is the National Institute for Health Education & Training? (NIH)



The NIH provides education, training and consulting services to health care providers, provider pharmacy companies and pharmaceutical manufacturers nationwide. Working closely with governmental agencies and national consultants, our team stays up-to-date on the latest regulations impacting survey, compliance, clinical procedures and management decisions impacting this complex industry. Our team of experts work on two levels by providing business support and consultation to our clients as well as providing critical information to their customers which assists them by achieving greater compliance, improved outcomes and quality of care for their patients and residents.

## Working with Provider Pharmacies . . . . .

Our Institute works closely with each Pharmacy to develop value added services for their customers that are personalized and that assist them in achieving success at their facilities. In addition, these services are developed by incorporating each individual Pharmacy's goals and objectives for cultivating new customers as well as the retention of existing ones into the marketing plan. By choosing the right mix of services for their customers, Pharmacies not only provide services that create loyalty, and that improve the quality of care in customer's facilities, they also offer services that meet the unique time constraints of the busy health care providers.

## Benefits to our Provider Pharmacy Companies . . . . .

- Strengthen the business partnership between the provider pharmacy company and their customers.
- Differentiates them from their competitors.
- Creates loyalty with customers when contracts are renewed.
- Provides an immediate opportunity to help your customer solve problems related to resident care and compliance.
- Creates the opportunity to offer a full array of education and training services without the need for additional space, employees, benefits or overhead of staff.
- Provides incentive for potential customers to become a part of your pharmacy.
- Allows the pharmacy to focus on day-to-day activities of providing their services while still having the option of offering a full-service education and training department.
- Promotes a greater understanding of the critical issues impacting their customers that are unrelated to the use of medication or pharmacy related services.
- Allows those companies with Nurse Educators or education departments to expand the scope of their offerings to meet an increased demand from customers at a low cost.





## Value Added Education & Training Services Partnering for Success

### *Strategies for Customer Retention & New Business Development*

Our Institute will work with each individual Pharmacy to design a personalized approach to education & training services for your customers. An approach that provides you with unique services that helps achieve your customer retention and new business development goals. These services will also help your customers achieve their goals of improved resident care, compliant surveys and continuing education accreditation by providing education in areas such as regulatory compliance, survey survival, changes in reimbursement systems, leadership development, F-Tag management and MDS training, to name just a few.

### **ON-LINE SELF STUDY/SMALL GROUP WEB BASED SYSTEM**

*CEU accredited \* audio programs \* available 24 hours a day to all staff*

- Customers have access to on-line self-study or small group web based system with over 30 CEU approved audio conferences yearly.
- Administrators and Nurses received CEU's for each course taken to be used toward license renewal.
- Customers receive the most up-to-date information in areas such as regulatory compliance, changes in reimbursement systems, MDS tools, management and leadership development as well as clinical issues related to pressure ulcers, incontinence, dementia, Alzheimer's and behavior management.
- On-line audio/webinars can be used as independent self-study, by the in-service directors for group education and training sessions or for department head meetings.
- Customers can access the system 24/7 from their facility or from home.



### **AUDIO CONFERENCE & WEBINARS**

- Customer receive audio conferences and/or webinars on timely topics presented by the industry's top consultants
- Provides customers an opportunity to train large groups of professionals at one time without leaving the facility
- Customers receive copies of live audio sessions to be used for future in-services.

### **LIVE COMMUNITY-BASED CONFERENCES**

- Customers participate in half, full day or dinner educational sessions conducted regionally in a community-based setting.
- Topics of interest are provided using only the best industry professionals.
- Attendees receive continuing education credits for participating.
- Pharmacy can be on-site to address the group and/or distribute related materials

**Contact Us Today!**

**The National Institute for Health Education & Training**

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**Thank You**

**We look forward to hearing from you!**

***Partnering For Success***

