

CENGAGE
GROUP

 ed2go



Who We Are

ed2go believes education is the most influential and transformative tool in one's career pursuit.

Our purpose is to empower our Academic Partners to engage the communities they serve as they assist individuals to achieve and even exceed their goals.

We exist to support our partners as they work to enrich the lives of students, equipping them with relevant and transferable skills.



Student-Focused Approach

Our offering allows Academic Partners to further enrich the lives of students, equipping them with relevant and transferable skills. All while providing our Partners the expertise and support they need to ensure their students' successes.

-  Online format effectively serves individuals with barriers to training and teaches all learners to use technology effectively
-  Stackable and industry-recognized credentialed courses
-  One-on-one support from our Student Support team throughout their Advanced Career Training program
-  Well-trained facilitators and quality curriculum that leads to industry-recognized credentials
-  Training for locally, regionally, and nationally in-demand occupations
-  Funding Support – Provincial Grants, Employer Grants, Indigenous Grants, and more

Why ed2go?

Wage Growth

47%

A recent student survey revealed a **47%** increase in wages within 1 year of completion.

Completion Rates

85%

At a national level, self-pay students average **85%** completion rates.

Increased Enrollments

230%

partner institutions reported a **230%** increase in enrollments after 1 year

ed2go Solution



Deliver Ready-to-Go Online Course

- 100+ courses that align with in-demand occupations in Canada
- Advanced Career Training and certifications
- Fundamentals for soft skill development and employability



Manage Your Websites

- Branded sites and web pages
- CAD retail pricing in your online catalog
- Offline payment options
- API and single sign-on (SSO) capabilities



Enroll Students

- Career Training enrollment team for advising, course registration, and confirmation
- Phone, chat, and email support



Evaluate Local Job Demand Analysis

- Personalized reporting on local workforce demand and student progress



Provide 3rd Party Funding

- Identify and secure funding sources and enable access from provincial and federal grants, military, employer, indigenous funding, and more



Grow with Marketing Support

- Customizable marketing assets
- Search engine optimization
- Embedded lead generation



Partner Services

- Dedicated Account Manager and Marketing Manager to ensure your success



Student Services

- Student Advisors provide support and career advice
- Administer drop, refund, and transfer requests



CONTENT TEAM SHOWREEL

Learning Design Principles



Intentionality

Ensures that a learning experience will be effective, challenging without being overwhelming, and that students will be motivated to accomplish increasingly complex goals.



Authenticity

Asking learners to complete authentic tasks, in a real-world wrapper, applying and demonstrating their learning outside of the classroom.



Inclusivity

Considers the full range of human diversity and difference. We create a flexible learning environment that accommodates individual learning differences and creates a sense of belonging.

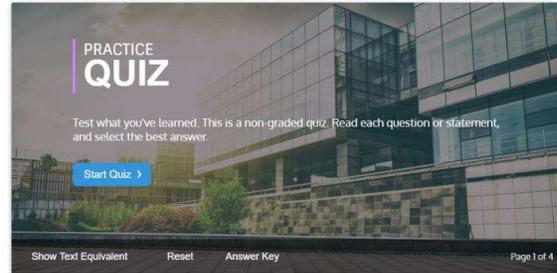


Personalization

Every learner is an individual. Meeting learners' needs for competency, autonomy, and belonging feeds into their senses of intrinsic motivation, self-regulation, and well-being, all of which affect their level of success.

Baseline Course Features

- Objective-Driven (discoverable in LMS)
- National Certification Competency Mapping
- Narrative Content Authored by Experts
- Textbooks, eBooks, Kits, and Tools
- Problem-based & Real-World Application
- Personas reinforce professional Tips, Tricks, and Lessons Learned
- Self-Check Interactives and Simulations
- Safe-to-Fail & Graded Assessments mimicking certification exam question style
- Audio, Image, and Video elements
- Embedded Durable Skill Preparation
- Job Readiness & Obtainment Assets
- Fully Accessible – WCAG 2.1*
- Dedicated Instructor Support
- Course meets quality rubric threshold



A Day in the Life of Bayside Medical Associates

Read the following scenario and think about the question that follows. Click on the question to learn more.

Blank

Connie is a medical assistant at Bayside Medical. Her babysitter called to tell her that Connie's 12-year-old daughter, Nicole, came home from school with a fever and sore throat. Connie knows that Nicole experiences recurrent bouts of strep throat. She also knows that the drug sample closet in the office always has samples of amoxicillin, which is what Nicole's pediatrician always prescribes. That evening, Connie took a 10-day supply of amoxicillin samples home with her.

Was it okay for Connie to take these drug samples for her family's use? [Click Here](#) [Reveal Answer](#)

Meg



Meg, Certified Sterile Processing Technician with one year's experience

MAKE A CHOICE

Select the correct choice in each menu and then press the submit button.

- 1)
- 2)
- 3)
- 4)
- 5)
- 6)
- 7)
- 8)
- 9)

[Submit](#)

*There are occasions when courses are partially accessible due to media elements, in those cases equivalent fully accessible activities are available.

LMS: Students can easily track progress and grades

The screenshot displays an LMS interface for a course titled "1cc-1 - Certified Clinical Medical Assistant (live: GES156-1)". The course section is "nckz-6khajjk". The user is identified as "Syd Learner".

Course Progress:

- 22% complete
- 50.6% score

Course Content:

- Lesson 8: Patient Scheduling (Completed Lesson)
- Lesson 8 Introduction (Completed)
- Learning Objectives (Completed)
- Introduction (Completed)
- Reading Assignment (Completed)
- Chapter 1: Scheduling Appointments (Not Started)
- Scheduling Software (Not Started)
- Establishing a Scheduling System (Not Started)
- Patient Flow (Not Started)
- Appointment Matrix (Not Started)
- Walk-In Patients (Not Started)
- Scheduling Outpatient Procedures (Not Started)
- Chapter 2: Methods of Scheduling (Not Started)

Reading Assignment:

You received the textbook, *Medical Assisting: Administrative & Clinical Competencies*, as part of the required reading material for this program. Material from the textbook will be part of the online quizzes, midterm, and final exam. Please complete the following reading activities before continuing with the online portion of this lesson.

The textbook cover is titled "MEDICAL ASSISTING ADMINISTRATIVE & CLINICAL COMPETENCIES" and is published by ENGAGE.

Discoverable Learning Objectives

The learning objective alignment can be found on all content pages, and they are accessible from a menu on the course homepage.

The screenshot displays a course interface. On the left is a navigation menu with the following items: Home, Scores, Discussions, Learning Objectives (highlighted with a blue arrow), and Getting Started. The main content area is titled 'Learning Objectives' and contains the following list:

- 1. Identify the various administrative and clinical job duties of a medical assistant.**
 - 1.1 Differentiate between administrative and clinical job duties of a medical assistant. There are [3 activities](#) and [4 assignments](#) to complete.
- 1.2 Explain the meaning of scope of practice for medical assistants.** (Highlighted in callout)
 - There are [4 activities](#) and [4 assignments](#) to complete.
 - 1.3 Identify the health care settings and benefits of a medical assistant. There are [3 activities](#) and [6 assignments](#) to complete.
 - 1.4 Recognize the importance of professional certification. There are [4 activities](#) and [5 assignments](#) to complete.
 - 1.5 Discuss the members of the health care team. There are [6 activities](#) and [3 assignments](#) to complete.
 - 1.6 State the importance of medical assistants in the health care field. There are [4 activities](#) and [3 assignments](#) to complete.
 - 1.7 Discuss the role of a medical assistant in maintaining the reception area and opening and closing the office. There are [5 activities](#) and [4 assignments](#) to complete.

The callout box for objective 1.2 lists the following activities:

- [Scope of Practice](#) activity
- [Your Turn: Scope of Practice](#) activity
- [Learning Check: Medical Assisting Foundations Wrap-up](#) activity
- [Reality Check](#) activity

Safe-to-Fail Interactivities for Comprehension and Reinforcement

Learning Check: General Body Systems and OB/GYN

Learning Objectives
 17.6 Discuss common procedures and screenings performed on general body systems.
 17.7 Discuss common examinations and tests in the field of OB/GYN.

Show Text Equivalent

Matching Game

Reset Key Shuffle

Check your understanding of general body system and OB/GYN tests by completing this matching game. Match each test to its correct purpose.

Pap test	Measures the amount of oxygen in the blood.
Urine sample	Checks distance vision.
Snellen chart	Detects blood in the stool.
Ishihara plates	Detects malignant cells of the cervix.
Hemoccult test	Checks for signs of protein or sugar during pregnancy.

Learning Check: Instrumentation Anatomy

8.1 Discuss the basic anatomy and styles of instrumentation.

Magnets Try to create a match. After placing the items, click the Submit button.

1	2
3	4
5	6
Finger Rings	Tip
Ratchet	Box Lock
Shank	Law

Submit Reset Answer Key Show Text Equivalent

Study Time With Flashcards

Flash Cards

The following key terms are important for you to know as you work in the medical assisting field. Look at the terms on the flashcards below and see if you can recall what they mean. Then click on the cards to flip them over and see if you were right!

Nasal speculum	Otoscope
Ophthalmoscope	Reflex (or percussion) hammer
Tongue blade (or depressor)	Vaginal speculum

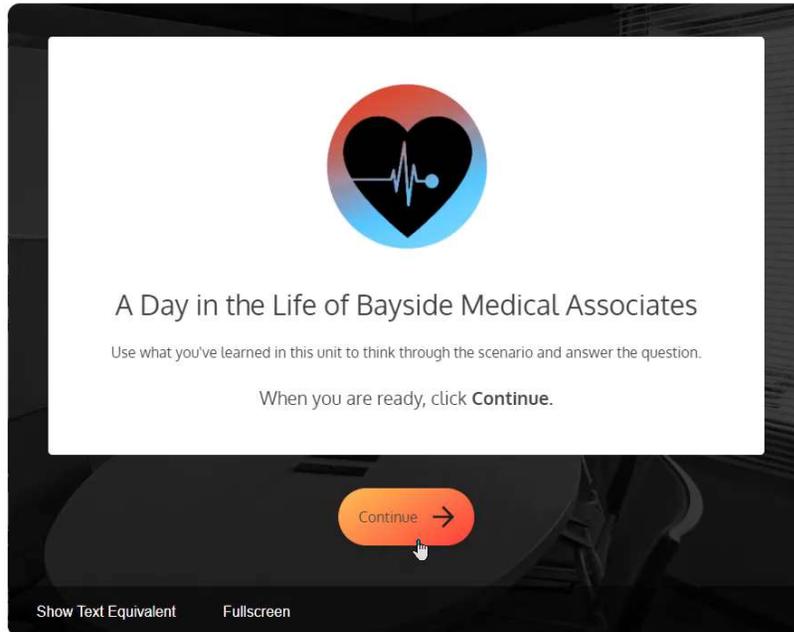
Real-World Scenarios for Application and Practice

Real-life Scenarios & Reality Checks

Throughout our courses students are asked to participate in real-life scenarios & reality checks that offer an immersed, hands-on experience.

This allows students to use their critical thinking skills while offering the opportunity to respond how they would handle similar situations in the real-world.

Feedback is given each step of the way.



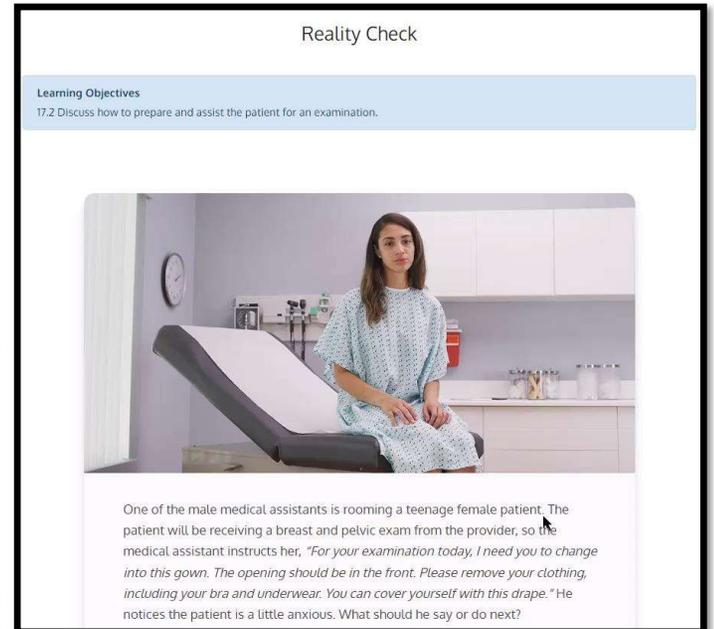
A Day in the Life of Bayside Medical Associates

Use what you've learned in this unit to think through the scenario and answer the question.

When you are ready, click **Continue**.

Continue →

Show Text Equivalent Fullscreen



Reality Check

Learning Objectives
17.2 Discuss how to prepare and assist the patient for an examination.

One of the male medical assistants is rooming a teenage female patient. The patient will be receiving a breast and pelvic exam from the provider, so the medical assistant instructs her, "For your examination today, I need you to change into this gown. The opening should be in the front. Please remove your clothing, including your bra and underwear. You can cover yourself with this drape." He notices the patient is a little anxious. What should he say or do next?

CompTIA Security+

- Recognized industry credential with global value
- First step toward a cybersecurity career
- Online, self-paced, and ideal for workforce reskilling
- This Automake feature offers a more visual approach to chunking out content.
- Offers learners a diverse range of learning experiences and ensures they receive ample practice;

Course also includes:

- 40 hands-on activities (including projects and case studies)
- 26 labs (including virtual labs and simulations)
- 15 flashcards
- 51 learning checks
- 21 videos
- 2 podcasts

Given the emphasis on repetition and practice for passing the CompTIA Security+ exam, these resources are designed to thoroughly prepare learners.

Social Engineering Principles

Authority

To impersonate an authority figure or falsely cite their authority.



Sterile Processing – POV and 360 Images

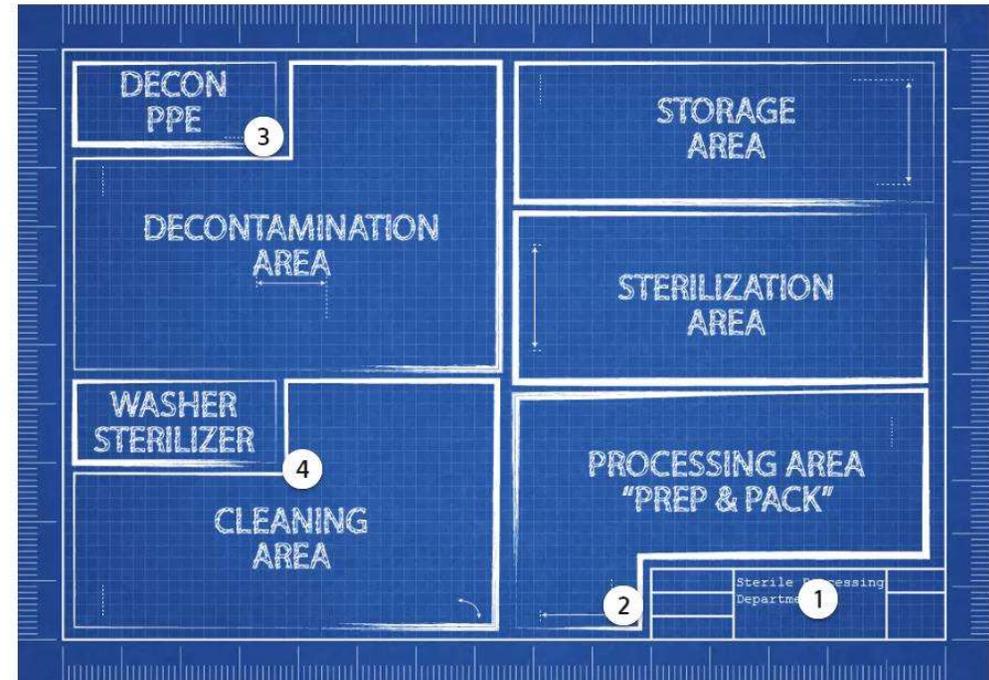
Panorama with Hotspots

Panorama with Hotspots



Orientation Walking Tour

Orientation - Walking Tour

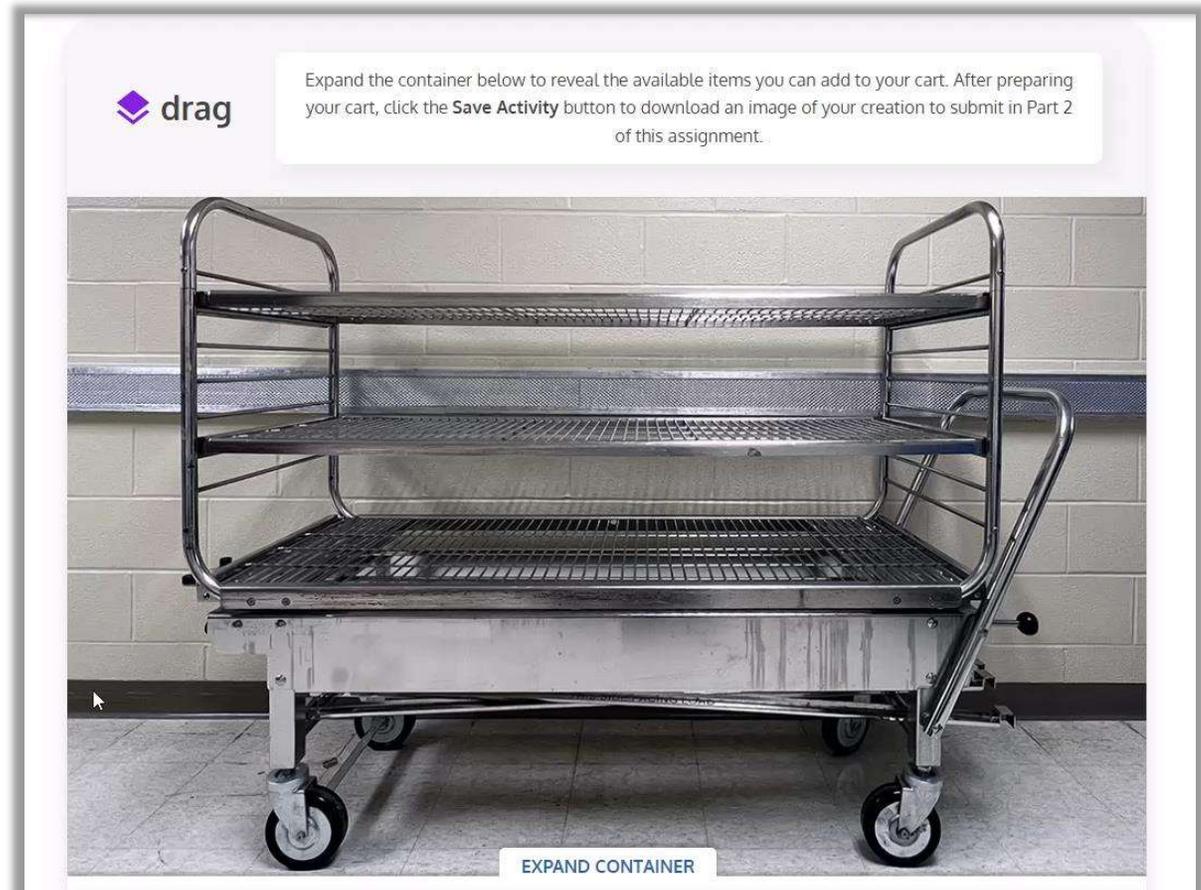


Sterile Processing — Drag

New Drag Activity

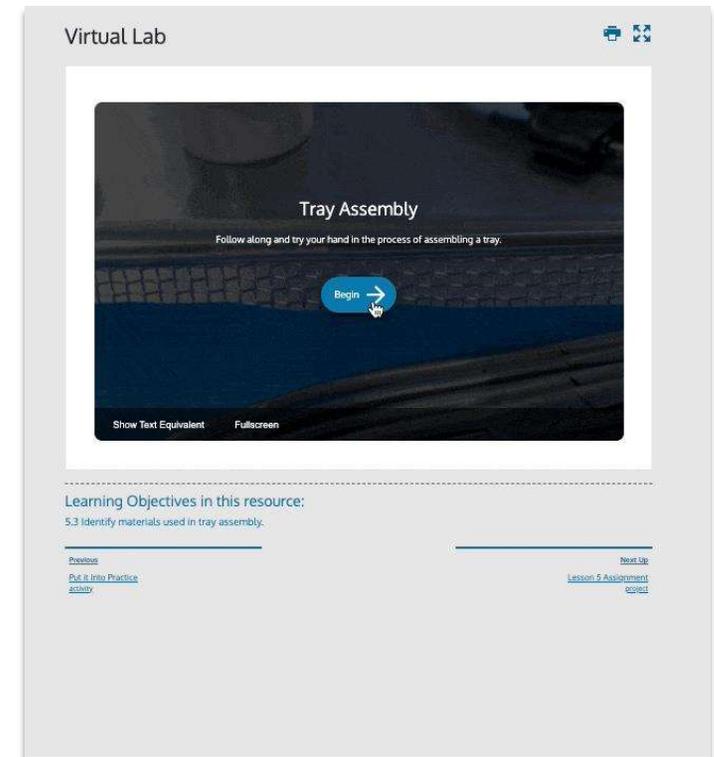
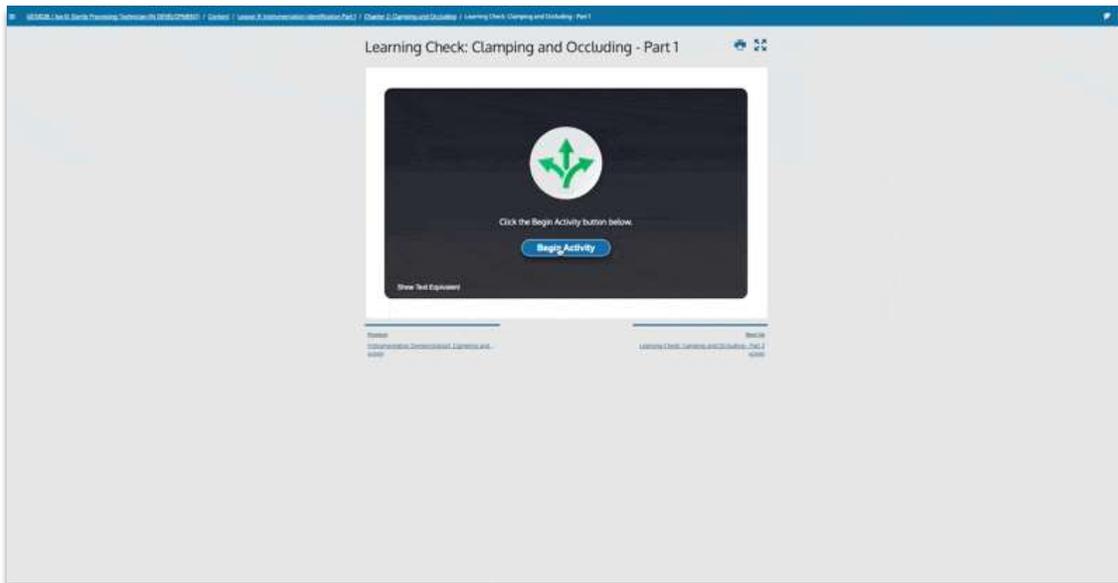
Lesson 7 Assignment- Drag Automake

- New Automake created to act as a simulation for a unique demonstration assignment
- Allows student to critically think about items to be loaded on the cart. Correct items and placement play an important role for this activity
- Allows the instructor to grade and provide feedback on this simulation workaround



SPT | Lab Kit In-Action

- SPT students receive a lab kit and practice manual to complete to complete a series of activities to prepare them for hands-on tasks in the sterile processing setting.
- Learning activities like the “Instrument Identification Game” allow students the opportunity to connect lab kit items to the objective driven content.



Credit Articulation vs. Credit Recommendation (we have both!)

Credit Articulation

- Agreement made with an individual HED institution (1:1 relationship)
- Number of credits and level (sometimes direct course alignment)
- Once the agreement is made, credit granting is assured*
- Credit evaluation process can differ across schools; consumes time and capacity
- Limited external endorsement/ROI

Ed2go credit articulation with Excelsior University

Credit for ed2go Programs		
Program	Program Completion Date Range	Credits
Certified Bookkeeper	10/1/2020 – 9/30/2025	3 LL
Certified Electronic Health Records Specialist	05/01/2021 – 04/30/2026	7 LL
Certified Physical Therapy Aide	05/01/2021 – 04/30/2026	11 LL
Certified Paralegal	10/1/2020 – 9/30/2025	9 LL

ACE Credit Recommendation

- Guidance provided to any HED institution (1:many)
- Number of credits, level, and course title alignment
- Institutions can choose to accept credit ACE recommendations
- Credit evaluation process consumes time and capacity
- Broad external endorsement/ROI

Area	ed2go ACT Program	Credit Hours	Level	
			Lower Division	Vocational
Allied Health	Certified Clinical Medical Assistant	12	x	
	Certified EKG Technician	5	x	
	Certified Phlebotomy Technician	6	x	
	Clinical Dental Assistant	3	x	
	Medical Billing and Coding	11		x
	Medical Terminology	3	x	
	Pharmacy Technician	10	x	
	Sterile Processing Technician	9	x	
	Veterinary Assistant	15	3	12

- ✓ By receiving ACE credit recommendations, our courses gain recognized external validity, ensuring that they are recognized and respected by colleges, universities, employers, and EBMs nationwide.
- ✓ ACE's endorsement assures our educational partners and learners that ed2go courses meet high-quality standards, aligning with the expectations of both academia and the workforce.

ACE Credit Recommendations

Area	ed2go ACT Program	Credit Hours	Level		Rec Date	Course Alignment
			Lower Division	Vocational		
Allied Health	Certified Clinical Medical Assistant	12	x		10/1/24	Clinical Medical Assisting (3), Healthcare Records Management (2), Healthcare Office Procedures (3), Healthcare Communication (1), Medical Terminology (3)
	Certified EKG Technician	5	x		10/1/24	Intro to EK Tech 1 (2), Medical Terminology (3)
	Certified Phlebotomy Technician	6	x		10/1/24	Intro to Certified Phlebotomy Technician (3), Medical Terminology (3)
	Clinical Dental Assistant	3	x		10/1/24	Chairside Dental Assisting
	Medical Billing and Coding	11	3	8	10/1/24	Billing and Reimbursement (2), CPT Coding (3) ICD-10 PCS Coding (3), Medical Terminology (3)
	Medical Terminology	3	x		02/01/25	Medical Terminology (3)
	Patient Care Technician	6	x		10/1/24	Introduction to Patient Care Tech (3), Medical Terminology (3)
	Pharmacy Technician	10	x		10/1/24	Basic Pharmacology for Allied Health (3), Medical Math (1), Law and Ethics for Pharmacy Careers (1), Pharmacy Technician Capstone (2), Medical Terminology (3)
	Sterile Processing Technician	9	x		10/1/24	Sterile Processing (3), Surgical Instrumentation (3), Medical Terminology (3)
Education	Veterinary Assistant	15	3	12	10/1/24	Veterinary Assistant (12 VC), Veterinary Technology (3 LD)
	Child Development Associate	5	x		10/1/24	Early Child Development (3), Communications (2)
IT/Cyber	Teacher's Aide with ParaPro Prep	3		x	10/1/24	Education
	CompTIA A+ Certification Training	6	x		10/1/24	Computer Repair
	CompTIA Network+ Certification Training	3	x		10/1/24	Network Fundamentals
Trades	CompTIA Security+ Certification Training	3	x		10/1/24	Cyber Security Essentials
	HVAC/R Technician	6	x		10/1/24	Intro to Refrigeration (3), Commercial Refrigeration Systems (3)
Business	Entrepreneurship	3	x		10/1/24	Entrepreneurship & Small Business Management
	Human Resources Professional	3	x		10/1/24	Human Resource Management
	Professional Bookkeeping with QuickBooks	3	x		10/1/24	Principles of Accounting

Expanding Access Through Language Learning:



Ed2go and EnGen, channel partners, offer personalized English language learning. This collaboration integrates language proficiency and vocational skill credentials, providing a comprehensive pathway to success.

EnGen and ed2go Courses

Construction & Trades

- Certification HVAC en español (incluye curso de inglés y examen profesional) EnGen (HVACR Technician)

Allied Health

- Asistente Médico Clínico Certificado Para Estudiantes de Español A Inglés (CCMA) (Vale Incluido) (Medical Assistant)
- Técnico de Atención Al Paciente Para Estudiantes de Español a Inglés (Value Incluido) (Patient Care Technician)

Teacher Professional Development

- Asociado de Desarrollo Infantil – Base Central (De Español a Inglés) (Child Development Associate – Center Based)

English Workforce Skills

- EnGen English Learning Pathways

Questions