



CONCORDE
CAREER
COLLEGES

QUARTERLY ALUMNI NEWSLETTER

INSIGHT

JANUARY 2017

A Hero Among Us

Meet the Concorde graduate
who saved a young man's life
and was decorated by the
police for his efforts.

► Page 8

Photos by John Cudal Photography

WELCOME MESSAGE



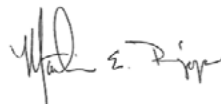
Greetings to members of the Concorde Alumni Community!

This year we made “Community” one of the central pillars for Concorde’s success. Our alumni, students and associates are all part of many communities - the health care community, educational community, and communities where we live and work, to name a few. Throughout the year, we have encouraged the Concorde community to reach out and give back to our various communities through health fairs, program advisory committees and local charitable organizations. Our Concorde Associates are even given paid time off to participate in community events of their choice. I encourage you to join us in our support of all our communities.

If you know of volunteer opportunities for Concorde alumni, students and associates, please contact any of our campuses and give them the details. To learn more about how #ConcordeCares in the Community, check out the article on page 6 of Insight.

Thank you for all you do in your communities! We are proud of the impacts you make every day!

Sincerely,



Martin E. Riggs
Vice President, Human Resources
Concorde Career Colleges, Inc.



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Alumni Benefits

Concorde is proud to offer alumni discounts and rewards through Working Advantage. Save up to 60% on ticketed events and online shopping by going to workingadvantage.com. ID# 253238577



FEATURE ARTICLE

Five Top Health Care Trends in 2017

Health care was a hotly contested issue this presidential election cycle. From urging Americans to be and stay well to discussions on the longevity of the Affordable Care Act, it stands to reason that the conversation will continue full speed ahead in 2017.

Each year, analysts and pundits alike try to predict the developments that consumers can expect to see across various markets. We did our own research into five of the top health care trends coming down the pipeline.

Rise in Telehealth Opportunities

Say goodbye to schlepping out of bed, waiting rooms, and paper sheets covering exam tables. While it won't completely overtake traditional office visits, there are websites popping up that host online doctors.

Here at Concorde, our 2017 benefits will include the option to visit with a board certified physician via secure online chat or phone for a \$25 copay. The physicians are available 24/7/365. Although there are limitations, it will be interesting as to whether America embraces this new offering.

Mobile Experience

Medical service providers are finally figuring out what businesses have known for

years. Whether patients or consumers, we're attached to our mobile phones. Or, are our phones attached to us? At any rate, hospitals, doctor's offices and dental clinics are optimizing their websites to allow for a more enjoyable experience.

There is also an increased focus in monitoring online reviews and customer satisfaction scores. Whether needing a specialized procedure or moving to a new area of town, patients shop for providers just as they would any other product/service and they do it ... from their phones.

Wearable Technology

Products like the Fitbit line and Garmin's wearable health technology took the world by storm the last few years. As ubiquitous as they seem, additional features are

constantly being integrated into the wrist-sized computers.

In fact, the global wearables market is expected to reach a value of \$19 billion in 2018, more than 10 times its value five years prior.

Look for technology that is Bluetooth compatible, has the ability to track/send data to your doctor's office and monitor a plethora of activities simultaneously.

Incentivizing Taking Active Role in Health Care

Rewarding good behavior isn't just for children. Give adults a worthwhile prize and we'll do things, too.

Organizations and insurance companies are incentivizing preventative care, diagnostic check-ups and consultations with health coaches in exchange for discounts on

monthly premiums. In other cases inducements are offered to improve and correct less than desirable behaviors.

An article published last year by Michael Dermer concluded, after studying the birth of these type of plans, "When financial incentives are aligned to the behaviors that improve health or optimize utilization of health resources, everyone in the health care community wins."

Growth of Health Care Support Roles

Even with the introduction of online doctor visits, *U.S. News and World Report* still contends that, "The health care support field is predicted to be one of the fastest-growing job segments in the next decade, according to the BLS, with a 23 percent increase, or about 974,000 new jobs."



As America continues to age and the birth-rate returns to above average numbers, a growing number of professionals are needed to care for them. That, coupled with technology and increased access to health care, and the market creates a demand that desperately needs to be filled.

It's why there has never been a better time to hold or pursue

a health care degree. Don't let your skills go stale! Invest the time in continuing education, keep your certifications up to date and, if it makes sense for your career path, consider the next degree in your field.

Whatever you choose, remember, we're here to help in 2017 and beyond! •



Instructor Attends Exclusive National DH Conference

Each year, 40 are chosen from applicants nationwide to attend the American Dental Hygienist Association's (ADHA) "Unleashing Your Potential" conference, held every November in Chicago. The ADHA's Leadership Development Committee reviews thousands of applications carefully to determine which candidates will derive the greatest benefit from the opportunity to further develop their leadership skills.

Whitney Howerton, an instructor in the Dental Hygiene program at Concorde's Memphis, Tenn. campus the last four years, was part of that exclusive group selected to participate in last year's "Unleashing Your Potential" weekend Nov. 25-27 in the Windy City. There, she mingled with fellow ADHA

leaders and absorbed a great deal of information regarding leadership skills, collaborative leadership and fiduciary responsibility in addition to enjoying one of the most vibrant cities in the country.

"It was a wonderful experience," said Howerton, who started teaching at Concorde as a part-time adjunct instructor before moving to full-time. "I met a lot of great leaders nationwide. What I learned I can definitely apply in my teaching."

Howerton said, in her application to the ADHA, she had to answer questions about her leadership involvement and where she saw the profession of Dental Hygiene headed. She was able to answer those questions thoroughly, because although

her career in Dental Hygiene is still young, her leadership experience is extensive.

She was president of the Tennessee Dental Hygiene Association from 2014-16 and currently serves as that organization's immediate past president. She also serves as an educator liaison for the ADHA and, this April, will lead a training workshop for the new Tennessee state board.

"We received leadership training for fiduciary responsibilities, conflict management, building a stronger professional community," Howerton said of the ADHA conference. "We learned important communication skills, such as how to be in tuned with a patient's needs when you first meet them."

"It was all about building a stronger community."

Howerton said her next endeavor is to become involved in leadership at a national level.

In the meantime, she looks forward to continuing to train and educate students at Concorde in a field she loves.

"I think Concorde has a great Dental Hygiene program," she said. "Even though it's fast-paced, you still receive everything you need."

"Dental Hygiene is very much a rewarding profession. You're engaging with patients and providing a service that not only provides them with good dental hygiene and health, but good overall health. It's all about building a good patient community and making a difference in peoples' lives." •

MARKETING PROMO

Spreading the Word: Marketing Concorde in 2017

2017 is an exciting time to get the word out about Concorde. In the first issue of Concorde Quarterly, you met our marketing team. They are hard at work this year, partnering with each campus to make Concorde a premier name in health care education.

From producing TV commercials using our lab facilities and student talent to combing the country for employer spotlights, 2017 is gearing up to be a busy year.

We'll also be focused on sharing your stories—share your story now! Last year, we had the privilege of meeting some rising stars in Kansas City and Dallas. And we got fired up!

"It's easy to get caught up in our day-to-day tasks in the

office. When we have the opportunity to interact with our students and alumni and hear how the decision to enter the health care world has affected them personally and professionally is amazing. To meet real life heroes – literally saving lives of patients and changing the lives of their family leaves me awestruck. It's by far the favorite part of my job," said Lisa Reinhart, Director of Marketing Operations.

Whether it's for a TV commercial, blog or social media salute, our goal is to capture the essence and experiences you had in the classroom, community and now, your career.

"We never have a problem finding an alum to feature on

the cover of this magazine," said Valerie Morrow, Concorde's Corporate Communications Manager. "The testimonies that come in are real, they are raw and they inspire action. They become ambassadors for change. If just one prospective student hears someone else's story and chooses Concorde because of it, it makes all the work worth it."

Employers think so too. When they see Concorde on an applicant's résumé, it sends a strong message: Excellence.

In a recent interview, Jacinda Lawton, owner and clinic director of Hope Pediatrics in Dallas noted, "We've been very impressed with the employees and graduates that we've hired through Concorde. They are well trained. They're... very eager and passionate. We've been very impressed, and we can always tell in a group of applicants or interviews the ones that come out of Concorde."

We know there are countless other teams that are staffed with Concorde graduates, who feel the same way and we're going to find them.

Let's call it the "Trifecta of Truth." You know better than anyone: Choosing where to pursue your education is a huge decision. It's one that we want students to feel confident about making.

According to a survey by BrightLocal, 88 percent of consumers trust online reviews as much as a personal recommendation.

And while we know, based on the people that we hire and commitment to real-world, hands-on training, we're top-notch, having personal testimonials from you coupled with impressions from hiring managers about our graduates gives that extra layer of assurance.

So be on the lookout for some big things this year and, if you come across any opportunities or think your employer would be a great spotlight, drop us a line at alumni@concorde.edu.

In 2016, we launched a new initiative at our campuses and our corporate office. While the concept of service is by no means new to us, we branded it, invested time and celebrated being a driving force of positive change in our communities by showing how #ConcordeCares.

Associates were encouraged to contribute to causes and local advocacy projects that were of significance to them, including but not limited to health care. With that level of philanthropic freedom, we saw nearly every sphere of society touched in a profound and meaningful way.

Through our collective efforts, we were reminded how



CAMPUS PRESIDENT SPOTLIGHT

fortunate we are and how a single act of kindness often impacts the giver more than the recipient.

We spent time planting trees, serving meals, providing medical services to families and everything in between.

Below is a graphic to help visualize how we spent our time this year.

We share this information not to toot our own horns,

but to lay a foundation for an even better year of service and to inspire you to do the same. Communities are only as strong as those who serve them. Find what brings your soul to life and pursue it with purpose!

As you make connections and uncover opportunities, let us know. We may just send a team of our own to join you. Because #ConcordeCares about the things that you care about, too! •



Meet Eddie Kreiner

A 27-year Air Force veteran, Eddie Kreiner is leading the charge as Concorde-San Antonio's campus president. He remembers being captivated by Concorde during his very first interview. Every question he asked was met with "a genuine regard as to how best assist students to be successful and to ensure they gain the necessary skills needed to be successful on the job," he said.

The best advice he's ever been given? To be persistent and never give up on your dreams. I'm reminded of a gentleman, he said:

He failed in Business in '31.

He was defeated for State Legislator in '32.

He tried another Business in '33. It failed.

His fiancé died in '35.

He had a nervous breakdown in '36. In '43, he ran for Congress and was defeated.

He tried again in '48 and was defeated again.

He tried running for the Senate in '55. He lost.

The next year he ran for Vice President and lost.

In '59 he ran for the Senate again and was defeated.

In 1860, the man who signed his name A. Lincoln was elected the 16th President of the United States.

The difference between history's boldest accomplishments and it's most staggering failures is often, simply, the diligent will to persevere. •



ALUMNI SPOTLIGHT

Concorde Training Leads to Saving a Life



Garden Grove graduate James Harkins

James Harkins was raised with a giving spirit. The son of parents who both work in law enforcement, he was brought up believing strongly in the value of public service.

Little did he know that hard-wired value system would one day save a young human life. But more on that later. First, a little background.

After graduating high school in his native southern California, Harkins went straight to work

and spent the next five years in the loss prevention/security business. But all the while, he still held onto that goal of public service.

“Nursing provided the path-way,” he said. “It provided the most stability. It was easy to get into, and there were a lot of different options as to what environment I worked in.”

Harkins performed a Google search for nursing schools

in the Garden Grove, Calif. area and narrowed it to three schools. Of those three, Concorde Career College stood out.

“What I liked about Concorde was that there was nothing flashy,” he said. “They were very up front, very simple, answered all my questions.

“They were more concerned with my education than tuition.”

Harkins enrolled in Concorde’s Vocational Nurse program in July 2013 and graduated 14 months later.

“My favorite part of the program were the clinicals,” he said. “It was very hands-on. The instructors were very knowledgeable. The best part was working in the ER (emergency room) at Huntington Beach Hospital. I liked not knowing what’s coming through the door. It challenged my skills, made me a better nurse.”

What he learned and trained for over those 14 months made Harkins feel as though he was ready for anything that might be thrown his way in terms of medical situations. He didn’t know until June 8 of last year just how much and how

deeply he’d have to call on those skills.

Harkins had been working since April 2015 as a health aide in the nurse’s office at Bolsa Grande High School in the Garden Grove United School District. Last June 8, he received a phone call that there was an emergency at the school’s tennis courts. A student was on the ground, and teachers were starting cardiopulmonary resuscitation (CPR). Once Harkins arrived, he had the highest medical license at the scene, putting him in charge.

“I personally did chest compressions for close to 10 minutes and directed other staff to handle the student’s airway and another to place AED (automated external defibrillator) pads on him,” Harkins said. “Thankfully, I had gotten advanced cardiac support training just a month earlier.”

Over the next 15 minutes, Harkins administered two shocks to the student from the AED. Fire department personnel and paramedics soon arrived and administered two more. Finally, a pulse was detected, and the student was put in an ambulance and rushed to the hospital.

Want to tell your story?

We would love to hear from you! If you would like to share how Concorde played a part in your journey to a new future, please reach out to alumni@concorde.edu.

Earlier last fall, that student walked into Harkins' office and thanked him.

"I didn't have time to panic" that day, Harkins said. "If I freak out, he dies. I just kept thinking, this has got to work."

Harkins said he credits his training and education at Concorde for being able to answer such a critical call when it came.

"At Concorde, I wasn't just taught to be a nurse, I was taught to think like a nurse," he said. "I was able to use critical thinking skills. I was able to put all my skills together and save the boy's life."

For his efforts, Harkins was presented the Chief's Coin by the Garden Grove police chief, given to citizens who go above and beyond. •



Photos by John Cudal Photography

James Harkins displays the Chief's Coin he received for helping save the life of a high school student on June 8, 2015.

Other Stories We Received from Alumni...

"On the brink of a divorce, homelessness, and no support while having to care for my daughter, my mentally challenged son, and an elderly and disabled mother I decided to enroll... It turned out to be one of the best decisions of my life!

Some days were harder than others, but ...during my tenure at Concorde, I was a Lamplighter, I received perfect attendance 4 terms, honor roll 4 terms, Student of the Term 2 terms, Student helping Student 2 terms, and Hardest worker for 2 terms, and the ultimate pin: the Graduation Pin with Highest Honors! There is hope in all situations. Never give up!"

- LaToya Boswell, Southaven, MA Graduate July 2016

"At the age of 38, I was laid off from my job of 10 years. I had always wanted a career in the health field. I decided to go to Concorde to obtain a degree for Respiratory Therapy.

My whole life has changed, for myself and my family. I owe it all to Concorde!"

- Sheron Rodriguez, Kansas City, RT Graduate July 2016

"I have a background in real estate appraisals and warehousing in the food industry. I decided to make a change in my life by going back to school... I was tired of always not having a stable income. I went to school literally full time and worked almost 60 hours per week at the same time!

Sometimes, I would come to class late and still have to learn the material at an accelerated level. I had a very hard time trying to understand concepts that I have never worked with. My instructors saw something in me to push me to continue to work hard at this program.

I can honestly tell you that there were times I really wanted to quit the program and just go back to the dead end job that I have been accustomed to. Without the support of certain instructors... I would not have pushed myself to grasp the concepts and pass my boards on the first attempts.

Once I passed my boards it was less than one month after that I landed my first Respiratory Therapist job where I am currently working with so much joy every day that I go to work!"

- Marcus Streator, Garden Grove, RT Graduate, April 2016

CAREER CORNER

Thinking about Your Digital Footprint in 2017

A few years ago, the trend of “Googling yourself” was at an all-time high. But consider today’s social landscape. Do you know what’s out there? When’s the last time you logged into your LinkedIn profile or checked your Facebook privacy settings?

A Career Builder study found that nearly 60 percent of employers now turn to social networks to research job applicants. According to a business News Daily article, “While they might not be specifically looking for negative posts, nearly half of the hiring managers surveyed said they have found information on social media that has convinced them not to hire a candidate. The top types of posts that left employers with a bad impression include:

- Provocative or inappropriate photographs, videos or other information
- Information about a candidate drinking or using drugs
- Discriminatory comments related to race, religion, gender, etc.
- Bad-mouthing of a previous company or fellow employee
- Poor communication skills

Audit yourself

That’s a nice way of saying “Google Yourself.” See what others can see by searching your first and last name in quotes.

You’ll also find out who else shares your name and if you

need to be aware of any cross-contamination when it comes to your reputation. If you’re really cautious, you can also set up Google alerts.

Likewise, audit your social media presence. Remember that LinkedIn profile that you forgot about setting up years ago? It’s actually doing you more harm than good. LinkedIn is algorithmically-designed to show up in the first three results of Google in a named search.

What does your Facebook page look like? Does it speak well to your professional capabilities? It may be wise to revisit your privacy settings and tagging privileges. Facebook has a feature where a user can choose to hold pictures from being tagged

without their approval. See others that concern you? Have a chat with the person who posted it and let them know you’d appreciate it if they removed it or untagged you. If they care about you, they’ll understand.

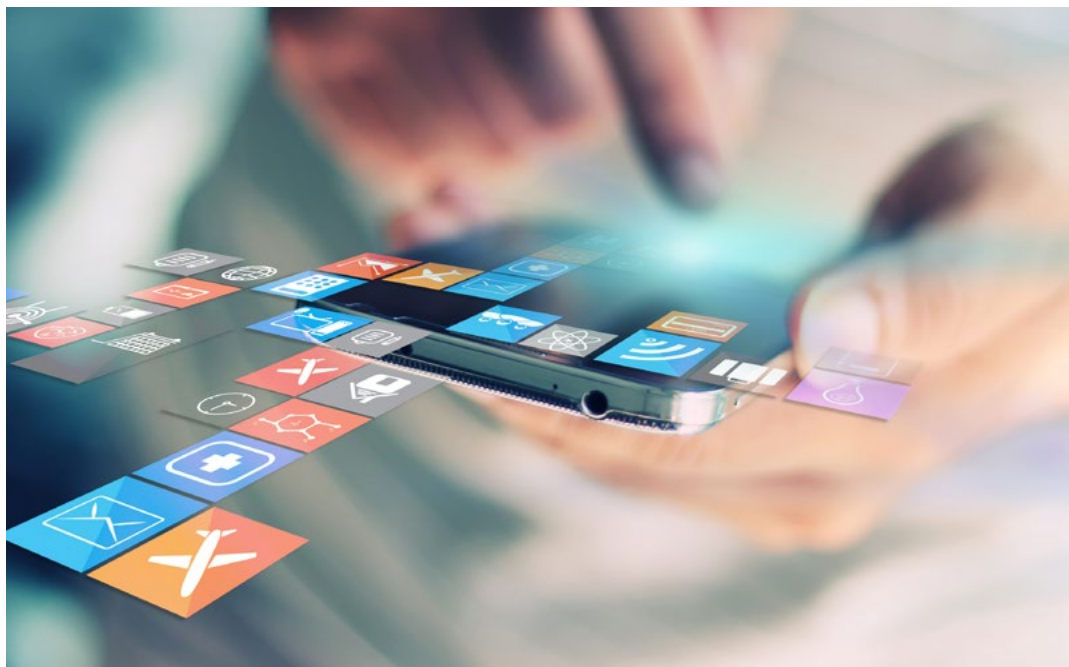
Set reminders to update

There are sections to every profile on social media. From About Me to Favorite Quotes, most users don’t give those a second look after they initially set up their account.

When a potential connection clicks to see more, what will they find? Will they read what you were into as a high school graduate or read about some inside joke between you and your bestie? Make sure that sections are reflective of you and your current aspirations.

Don’t post when you’re angry, depressed or exhausted

It really goes for all types of communication, but it’s particularly important in a digital age where deleting doesn’t mean unable to be found again. When our emotions are running high, it’s best not to memorialize them with a status – especially if it’s dealing with a coworker, difficult patient or stressful day. Rather than launching frustration into the Interweb, have a few trusted friends on speed dial. You’ll be happy you did! •



PARTNERSHIPS IN THE COMMUNITY

Concorde Partnerships: Putting Pillars into Action

The last weekend in October, Concorde Garden Grove joined with long-time partner, State Senator Janet Nguyen, to welcome Remote Area Medical (RAM) to the campus. Remote Area Medical provides medical care through mobile clinics in underserved, isolated, or impoverished communities.

These clinics provide general medical, dental, vision, preventive care and patient education. RAM is active in many parts of the world, most recently airlifting food and supplies to Haitian villages cut off from the outside world by Hurricane Matthew.

For the Concorde–Garden Grove clinic, RAM also worked with the Illumination Foundation (homeless outreach) and Kids Vision for Life, in order to bring medical, dental and vision care to patients in need.

Overall, our combined crews provided 175 dental services, 400 vision screenings and administered 500 flu shots.

The clinic setup began on Thursday afternoon, with the arrival of the RAM Semi truck. Early Friday afternoon the volunteers arrived and began to transform 4 Labs, 12 classrooms and the Learning

Resource Center (Library) into a two-day RAM clinic.

Working late into the evening on Friday, the volunteers also marked out and coordinated specific parking for doctors/dentists, volunteers, Concorde students and patients. Dozens of Concorde students participated in serving throughout the weekend.

Several of our Medical Assisting students even completed blood borne pathogen training, in order to be able to assist with delivering dental instruments for sterilization, during the clinic.

At 5 a.m. Saturday, the volunteers arrived to get started. They set up individual check-in lines for the various services, in order to collect medical histories and create charts, as well as completing final preparations for the clinics.

After check-in the patients were walked to the provider stations by additional volunteers, so that the process was smooth and orderly. RAM is particularly experienced in managing high-volume clinics, and they did so again with calm dignity.

The clinic was a great success. We welcome such partnerships again in the future, and are already planning a vision-only clinic with Kids Vision for Life soon. •



CALENDAR OF EVENTS

JANUARY 2017

- 2-5 **Spirit Week** • Dallas
- 3 **Classes Resume** • All campuses
- 10-11 **Therapy Animals on Campus through Mo-Kan Pet Partners**
Kansas City
- 11 **Surgical Technology Program Ribbon Cutting** • Miramar
- 13 **MLK Day of Service** • San Diego
- 16 **No classes for Marting Luther King Jr. Day** • All campuses
- 18 **New Year, New Dress for Success Runway Show** • Orlando
- 27/30 **United Way Tax Prep for Students** • Memphis
- 28 **Mansfield Run with Heart** • Grand Prairie
- 31 **Blood Drive** • San Bernardino

FEBRUARY 2017

- 3 **Wear Red Day for Heart Health Month** • Orlando
- 13-17 **Selling Valentines for American Heart Association**
Garden Grove & San Diego
- 17 **Alumni Mixer** • Southaven
- 22 **Community Resource Fair** • Aurora
- 22 **American Red Cross Blood Drive** • Memphis

MARCH 2017

- 6-10 **Dental Assisting Week**
- 6-15 **Student Satisfaction Surveys**
- 9 **Spring PAC Meeting** • Tampa
- 24 **Dental Hygiene school screenings for Shawnee Mission School District** • Kansas City
- 27-31 **Violence Against Women Awareness Week** • San Antonio
- 31 **March Madness** • Jacksonville



A quick note from our editors...

If you would like to promote your upcoming events in the Q2 April newsletter, please contact the Marketing Team at alumni@concorde.edu. Please send by March 15.

Connect With Concorde



What Employers Are Saying:

"Health care is [one of] the fastest growing industry in United States. There's a lot, there's a lot of opportunity to grow and to grow within the industry."

The students that have graduated and have been employed... it's hard to describe. The bottom line is when they go through Concorde, you know they're quality."

Jason Joseph

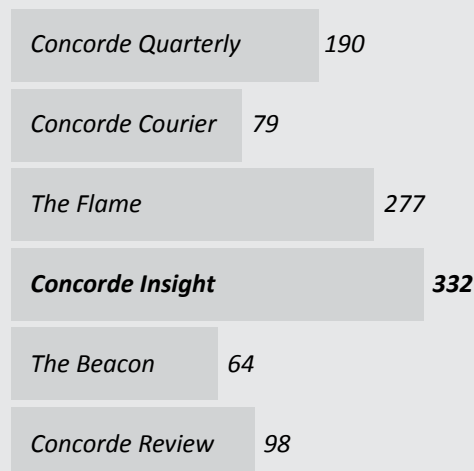
University Relations Advisor
Med Energies

Name the Newsletter

We asked and you responded! Thank you to all of those who voted for their favorite Concorde newsletter name!

More than a thousand of you let your voice be heard. By a 6 percent margin, Concorde Insight beat out The Flame.

Here's how the 1040 votes stacked up:



It's the first time we've done an alumni survey, but won't be the last! This year, we'll be working to grow our connection with you, bringing you opportunities to further your career goals and inviting you to continue to be a part of campus life by joining students in community service, speaking engagements and more.