

INSTITUTIONAL PLANNING

EAP Form 1.10 (Rev. 11/18)

STATE OF WISCONSIN
EDUCATIONAL APPROVAL PROGRAM
P.O. Box 8366
MADISON, WISCONSIN 53708-8366
(608) 266-1996



The Educational Approval Program (EP) is a postsecondary education agency that employs a regulatory model focused not only on compliance, but also institutional effectiveness. To facilitate an environment in which schools seek to be effective organizations that improve over time, the EAP requires schools to submit evidence that appropriate planning has been conducted. Although similar to a strategic or business plan, this information will enable the EAP and school officials to engage in a dialogue over time about the effectiveness and future of the school.

Schools that already have some type of strategic or business plan (e.g., schools that have either a corporate or accreditation plan) must adapt these documents to the following requirements and focus on Wisconsin operations and students. *The EAP does not expect any school to divulge any sensitive, proprietary business information.* The information must address the five elements identified below and provide the information requested.

I. SCHOOL INFORMATION

Name of School:

Coding Clarified

II. PLANNING ELEMENTS

A. MISSION. Describe your school's mission and vision, which identifies its purpose and its core values.

Professional Medical Coding Curriculum: Coding Clarified LLC provides a self-paced course to prepare you to become a CPC, Certified Professional Medical Coder. Coding Clarified LLC offers this online coding program using AAPC, American Academy of Professional Coders approved curriculum. Coding Clarified LLC prepares you to take the state exam to achieve your certification.

Course is 80 clock hours & approximately 16 weeks to complete with up to one years' time to complete if/when needed. Classes start daily. All classes are 100% online and can be accessed at any time of day, seven days a week. Your own certified instructor is assigned to you. Coding Clarified offers an online self-paced HCC coding internship to gain the coding experience employers desire you to have to land that first coding job. Coding Clarified LLC offers a professional written resume upon completion of courses and passing state exam. Our students that complete the program and HCC Internship have a 100% success rate in landing a job as an HCC coder.

B. MARKET. Discuss the nature of your school and the business in which it is engaged. Describe who your existing and/or potential customers are and what motivates them to enroll in your school. Explain how you let these customers know you are in business. Finally, identify who your competitors are and how you are different from them.

Coding Clarified allows you to embrace a new career as a certified professional coder with our online CPC classes. We offer affordable and accessible online medical coding course to obtain your coding certification. We will put you on a fast track to success with a highly rewarding and in demand career with AAPC approved program and payment packages. Our online medical coding classes will properly prepare you for your medical coding certification. You'll jump start your learning comprehensive AAPC approved education program that is up to date with the latest medical coding program to help you stay ahead of the game and pass your CPC Exam. You will benefit from our online internship to gain remote coding experience which employers highly desire and not very many if any at all competitors have such as CareerStep and or any community college. We use a licensed AAPC Instructor which also many institutions don't have on board. We market on our website, facebook, aapc site, word of mouth, etc.

C. MANAGEMENT. Describe your management team and how it functions to lead, administer and position the school. If your school has advisory boards, describe how the school uses them for program and school improvement.

Janine Mothershed CPC-I CADS, CAC President, Founder, Instructor-Answers coding questions, answer & send email requests

Sharon Lins Administrative Director CPC, CADS Answers calls, answer email requests, completes admin work for school

D. SWOT ANALYSIS. Identify your school's strengths, weaknesses, opportunities and threats (SWOT). Based on the results of this SWOT analysis, provide the following:

- 3 to 5 goals for strengths/weaknesses and how they will be addressed by your school.
- 3 to 5 goals for opportunities/threats and how they will be addressed by your school.

Strengths- HCC Internship, AAPC Education Partner, Licensed AAPC Instructor, Inclusion of CPC Exam Voucher, Membership & Resume. We can add this year the success of using automated systems we put in place to track student progress. Weekly contact with the students through automated emails assisting us in reaching students that are struggling in a particular chapter of the course. Being able to get them the study resources more quickly. Another automated system we implemented in 2023 was for a graduating student. They will receive a website link while leads to a brief PDF questionnaire and agreement to provide Coding Clarified future CPC Exam dates & results, Practicode progress (Practicode is a series of specialty charts a student completes to remove the "apprentice" label from their CPC -A credential).

Weaknesses- Still working on improving our efficiency in follow-up contact with graduates of Coding Clarified for 2 years required reporting of current employer & wages. This data is required by WIOA for DOL requirements. Students do not like to be forthcoming in how much they earn, and do not respond to our inquiries. Challenging to stay abreast of new contact information for graduate students, example email and phone number changes. Our Facebook group page is an asset in this area. We are able to reach students on FB typically even if the email or contact number we have on file for students is no longer valid.

Opportunities- A majority of our WIOA grant states are trending to individual workforce region eligibility decisions. Deciding on what type training and which training provider will be allowed to offer grant funding in their workforce region. We can be an approved WIOA training provider in a state and still not be approved to offer our training course, Professional Medical Coding Curriculum using WIOA grant funding. Working diligently in education the workforces the importance & benefits of remote training.

Threat- missing opportunities, deadlines etc. for expanding our services due to lack of follow up. That is an area we are working hard to improve through spreadsheets and Outlook calendar reminders.

D. SWOT ANALYSIS *(continued)*

E. FUTURE VISION. Describe your school 5 years from now. What will it look like and how will it be positioned in the marketplace.

Remote work from home employment has steadily increased over the past years <https://www.bls.gov/eos/current/oes.292098.htm>, especially with the use of technology of Zoom & Team Meeting Apps. Professional Medical Coders are finding a great majority of work from home employment opportunities. Licensed and approved for grants in 50 states. Expansion beyond belief and conducting coding training to all that join us through either private pay or grant funded.

III. SUBMISSION

I hereby certify that the information contained on this form and any attachments to the form is true and correct to the best of my knowledge.

Signature of Authorized School Official:

Janine Mothershed

Print or Type Name and Title of Authorized School Official:
Janine Mothershed

Date:

08.2.2023