



# CURRENT ONLINE ACADEMIC YEAR PROMOTIONAL MATERIALS

---

2022

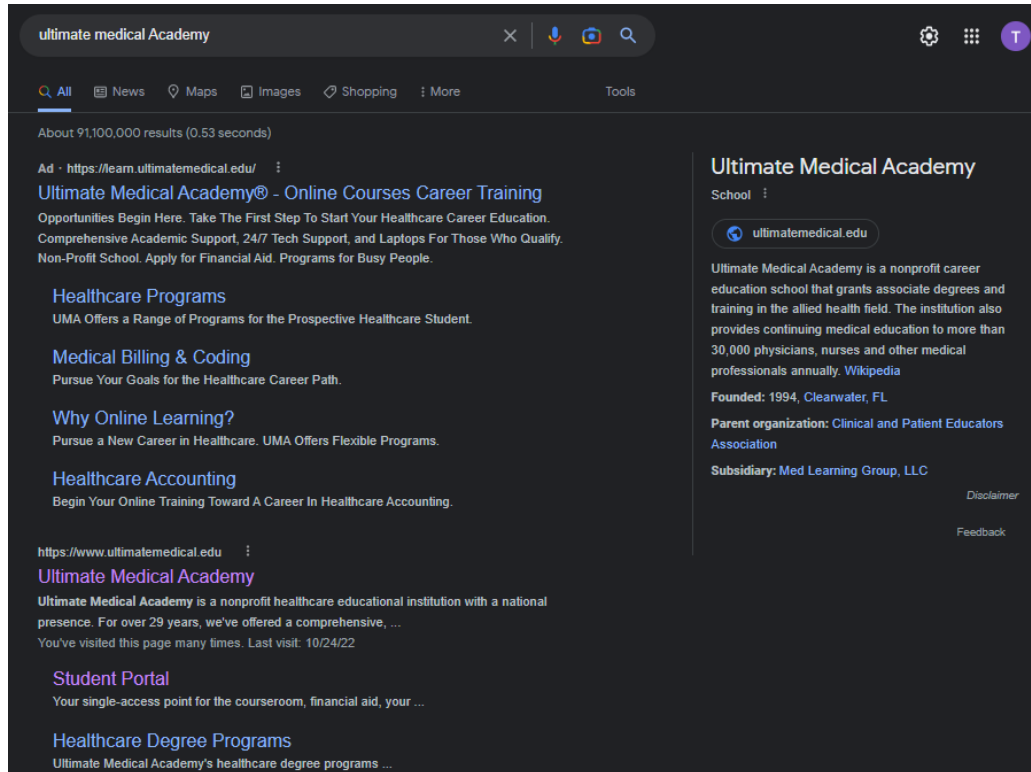


# ORGANIC SOCIAL MEDIA LINKS

- ▶ Facebook: <https://www.facebook.com/umaonline>
- ▶ Twitter: <https://twitter.com/UltimateMedical>
- ▶ YouTube: <http://www.youtube.com/user/ultimatemedical>
- ▶ Instagram:  
<http://www.instagram.com/ultimatemedicalacademy>
- ▶ Pinterest: <http://pinterest.com/ultimatemedical>
- ▶ LinkedIn: <https://www.linkedin.com/school/ultimate-medical-academy/>



# SEARCH MARKETING



The screenshot shows a search engine interface with the query "ultimate medical Academy". The search results are displayed in a dark theme. On the left, there are several search results, including an advertisement for "Ultimate Medical Academy® - Online Courses Career Training" and organic results for "Ultimate Medical Academy" and "Student Portal". On the right, a detailed knowledge panel for "Ultimate Medical Academy" is visible, providing information about the school, its website, and its history.

**Search Query:** ultimate medical Academy

**Search Results:**

- Ad - https://learn.ultimatemedical.edu/**  
**Ultimate Medical Academy® - Online Courses Career Training**  
 Opportunities Begin Here. Take The First Step To Start Your Healthcare Career Education. Comprehensive Academic Support, 24/7 Tech Support, and Laptops For Those Who Qualify. Non-Profit School. Apply for Financial Aid. Programs for Busy People.  
[Healthcare Programs](#)  
 UMA Offers a Range of Programs for the Prospective Healthcare Student.  
[Medical Billing & Coding](#)  
 Pursue Your Goals for the Healthcare Career Path.  
[Why Online Learning?](#)  
 Pursue a New Career in Healthcare. UMA Offers Flexible Programs.  
[Healthcare Accounting](#)  
 Begin Your Online Training Toward A Career In Healthcare Accounting.
- https://www.ultimatemedical.edu**  
**Ultimate Medical Academy**  
 Ultimate Medical Academy is a nonprofit healthcare educational institution with a national presence. For over 29 years, we've offered a comprehensive, ...  
 You've visited this page many times. Last visit: 10/24/22  
[Student Portal](#)  
 Your single-access point for the courseroom, financial aid, your ...  
[Healthcare Degree Programs](#)  
 Ultimate Medical Academy's healthcare degree programs ...

**Knowledge Panel: Ultimate Medical Academy**

- School
- ultimatemedical.edu
- Ultimate Medical Academy is a nonprofit career education school that grants associate degrees and training in the allied health field. The institution also provides continuing medical education to more than 30,000 physicians, nurses and other medical professionals annually. [Wikipedia](#)
- Founded: 1994, Clearwater, FL
- Parent organization: Clinical and Patient Educators Association
- Subsidiary: Med Learning Group, LLC
- [Disclaimer](#)
- [Feedback](#)

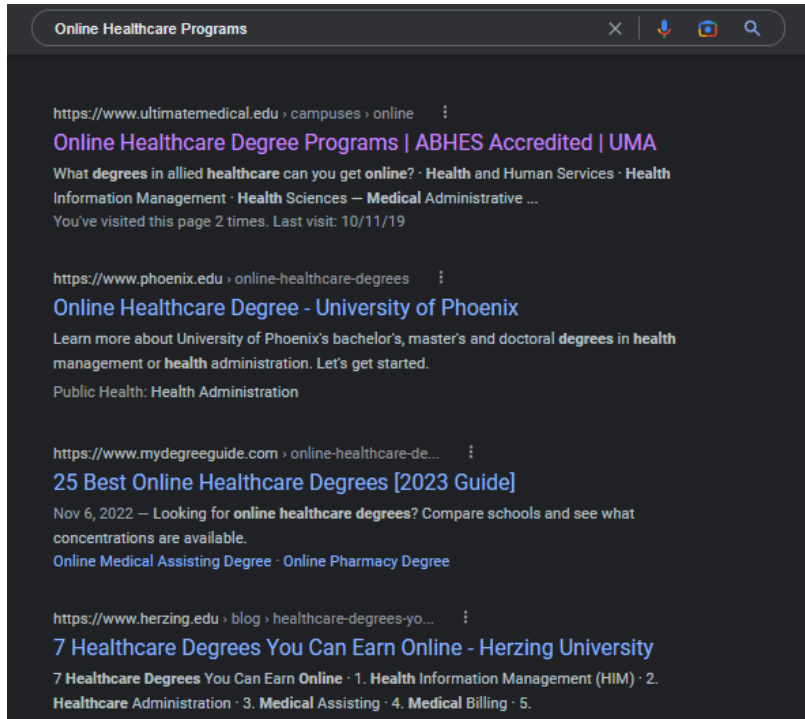
This is the corresponding landing page when someone clicks on a search result.

<https://learn.ultimatemedical.edu>

The screenshot shows the landing page for 'HEALTHCARE CAREER TRAINING' at Ultimate Medical Academy. The page features a blue header with the UMA logo, a phone number (877-643-7439), and a 'UMA Programs' menu. A central form titled 'Learn How We Can Help You Succeed' includes input fields for First Name, Last Name, Email Address, Phone, and Program of Interest (with a dropdown arrow). A green 'REQUEST INFO' button is positioned below the form. A small disclaimer text is located at the bottom of the form area. To the right of the form, the heading 'HEALTHCARE CAREER TRAINING' is displayed above a circular graphic of people. Below this, the text 'Ultimate Medical Academy – Online!' is followed by a paragraph describing personalized attention and a list of services: One-on-one Academic Support, Certification Preparation, 24/7 Technical Support, Job Interview Coaching, Job Search Assistance, and Laptops for those who qualify. A statement mentions a relationship with thousands of employers across the U.S. At the bottom, four colored boxes represent 'UMA Online Programs', 'Job Search Assistance', 'Financial Aid', and 'Engaging Online Learning'. A large purple section at the bottom contains a testimonial: '90% of employers who hired a UMA graduate said they would hire another.' with a quote from Danielle Oliva, Network Synergy. The footer includes the UMA logo, accreditation information (ABHES), and the phone number 877-643-7439.



# SEARCH MARKETING



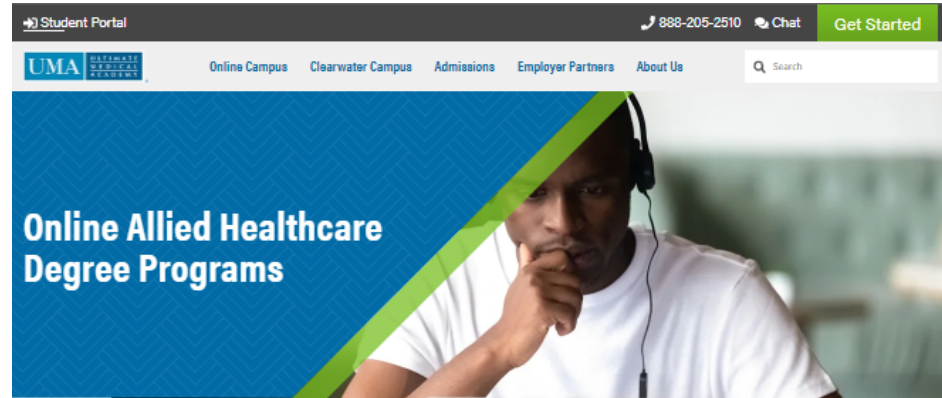
▶ This is an example of our organic search result: Online Healthcare Programs

This is the corresponding landing page when someone clicks on a search result.

<https://www.ultimatemedical.edu/campuses/online>

Citation

<sup>1</sup> Completion times vary according to the individual student.



### Earn a degree in an allied healthcare field online in just 18 months.<sup>1</sup>

Earn your degree in an allied healthcare field from the comfort of home. Don't let a busy life get in the way of pursuing your dreams of a new career. Take flexible study online courses at Ultimate Medical Academy from your personal office, your favorite coffee shop, or almost anywhere! You can earn your degree in an allied healthcare field online on a schedule that fits into your life.<sup>2</sup> Make your education work for you.

With UMA's quality career training and personalized support, you can feel comfortable knowing there will always be someone guiding you along your journey. Take your first step toward earning an online degree in an allied healthcare field and enroll today.



#### How long does it take to complete an online degree in allied healthcare?

How long it takes to complete an associate degree in one of UMA's online allied healthcare programs depends on the student. However, each associate degree program at UMA will take at least 18 months to complete.<sup>3</sup>

#### What will my tuition cover?

At UMA, tuition covers more than just your courses. It also includes books, software, and student services like one-on-one academic support, job search assistance, interview coaching, and more.<sup>4</sup> We also have Student Finance advisors who can help you understand financial aid options if you qualify.

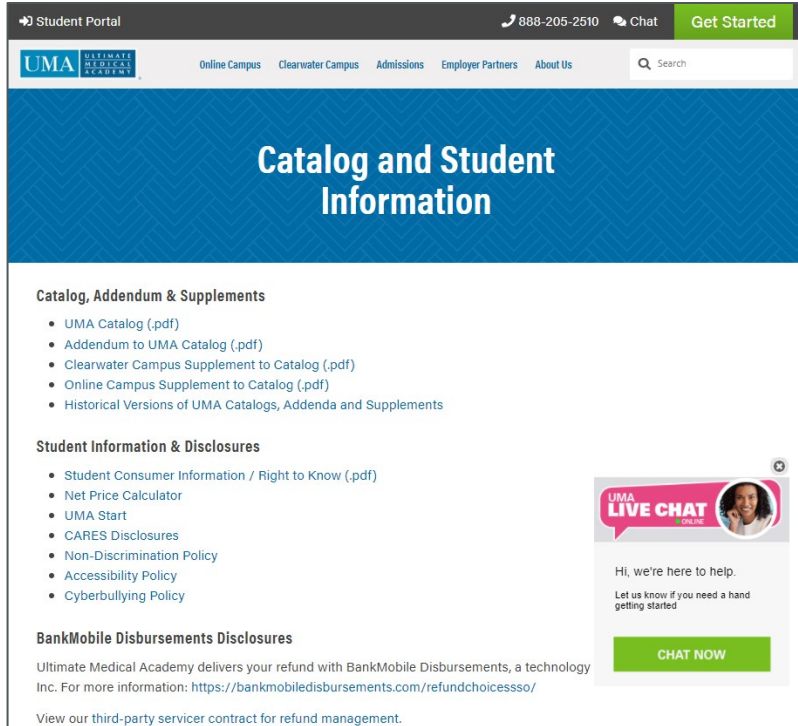
To learn more about tuition at Ultimate Medical Academy, head to our [Tuition page](#).



# CATALOG AND STUDENT INFORMATION

---

# CATALOG AND STUDENT INFORMATION



Student Portal 888-205-2510 Chat Get Started

UMA ULTIMATE MEDICAL ACADEMY Online Campus Clearwater Campus Admissions Employer Partners About Us Search

## Catalog and Student Information

**Catalog, Addendum & Supplements**

- UMA Catalog (.pdf)
- Addendum to UMA Catalog (.pdf)
- Clearwater Campus Supplement to Catalog (.pdf)
- Online Campus Supplement to Catalog (.pdf)
- Historical Versions of UMA Catalogs, Addenda and Supplements

**Student Information & Disclosures**

- Student Consumer Information / Right to Know (.pdf)
- Net Price Calculator
- UMA Start
- CARES Disclosures
- Non-Discrimination Policy
- Accessibility Policy
- Cyberbullying Policy

**BankMobile Disbursements Disclosures**

Ultimate Medical Academy delivers your refund with BankMobile Disbursements, a technology Inc. For more information: <https://bankmobiledisbursements.com/refundchoicesso/>

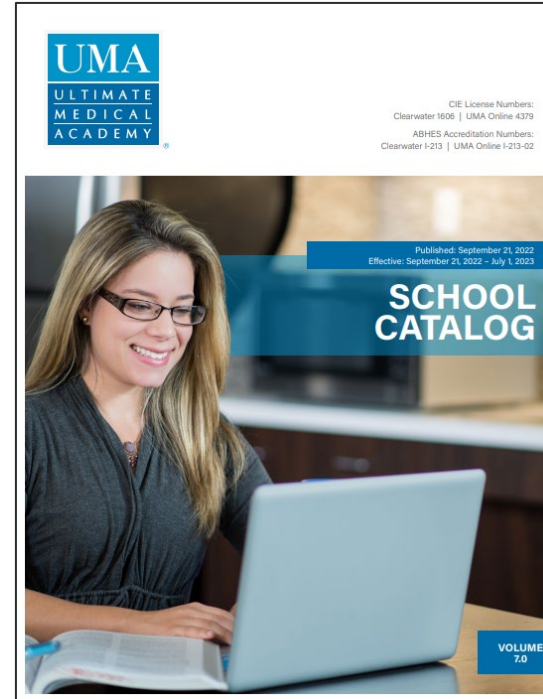
View our third-party servicer contract for refund management.

**LIVE CHAT ONLINE**

Hi, we're here to help.  
Let us know if you need a hand getting started

**CHAT NOW**

<https://www.ultimatemedical.edu/student-information>



UMA ULTIMATE MEDICAL ACADEMY

CIE License Numbers:  
Clearwater 1636 | UMA Online 4339  
ABHES Accreditation Numbers:  
Clearwater I-213 | UMA Online I-213-02

Published: September 21, 2022  
Effective: September 21, 2022 - July 1, 2023

## SCHOOL CATALOG

**VOLUME 7.0**

<https://portal.ultimatemedical.edu/public/uma/images/PDF/Catalog/UMA%20Catalog.pdf>





# ORGANIC SOCIAL CAMPAIGNS

---



# ORGANIC SOCIAL CAMPAIGNS

**Tip**  
TUESDAY

**Mindset While Studying Matters.**

.....

Approach your study sessions with positive vibes and you may find it much easier to get started and stay focused.

**Who's Your Hero?**

#NationalHeroDay

A graphic with a blue background and a white chevron pattern. It features two medical professionals, a male doctor and a female nurse, standing and talking. To their right are the dark silhouettes of a superhero and a superheroine. A pink banner with the hashtag #NationalHeroDay is positioned below the medical professionals. Three L-shaped corner brackets in yellow, green, and pink are scattered around the scene.

**3**

**Things You Can Do for Your Mental Health**

#WorldMentalHealthDay

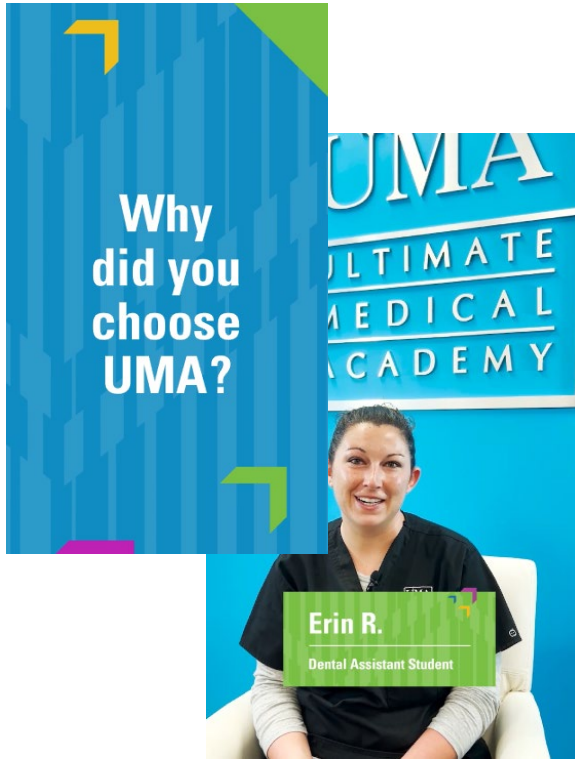
Time for a Break!

A close-up photograph of a hand with red-painted nails holding a white mug filled with coffee. The text "Time for a Break!" is printed on the inside of the mug. Three L-shaped corner brackets in yellow, green, and pink are overlaid on the image.

**Happy Halloween, Pumas!**

A cartoon illustration of a cat dressed as a vampire, wearing a black cape and having fangs. The cat is set against a purple background with silhouettes of bats. The text "Happy Halloween, Pumas!" is written in a white, stylized font at the top.

## ORGANIC SOCIAL TIK TOK ASSETS

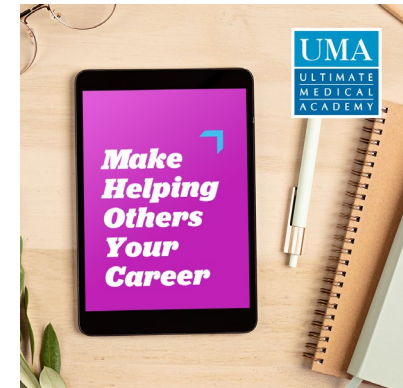
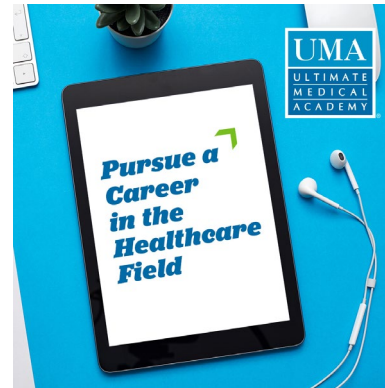
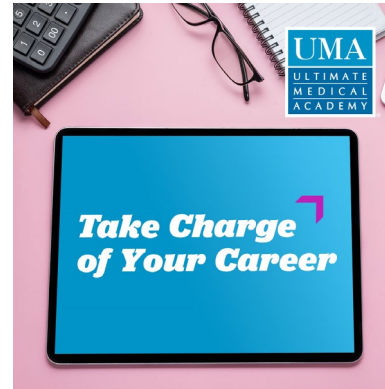
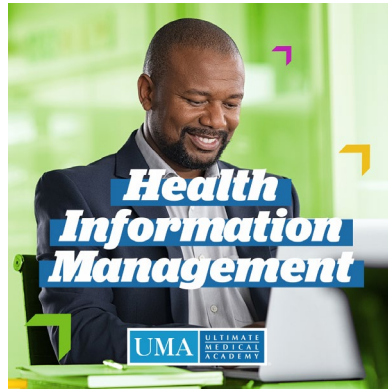




# PAID SOCIAL CAMPAIGNS

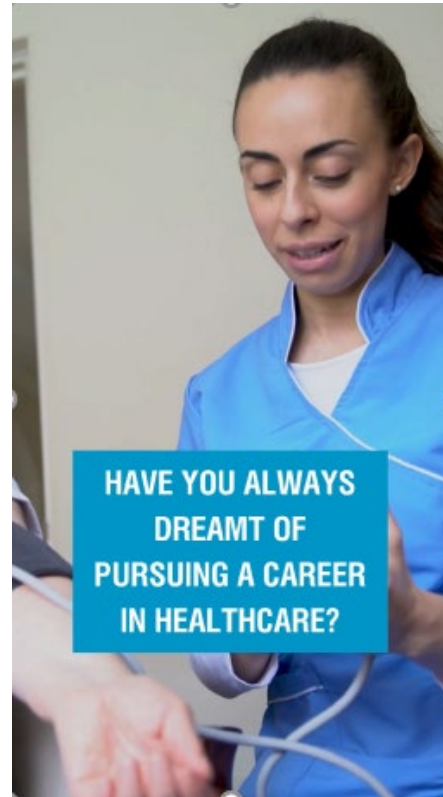
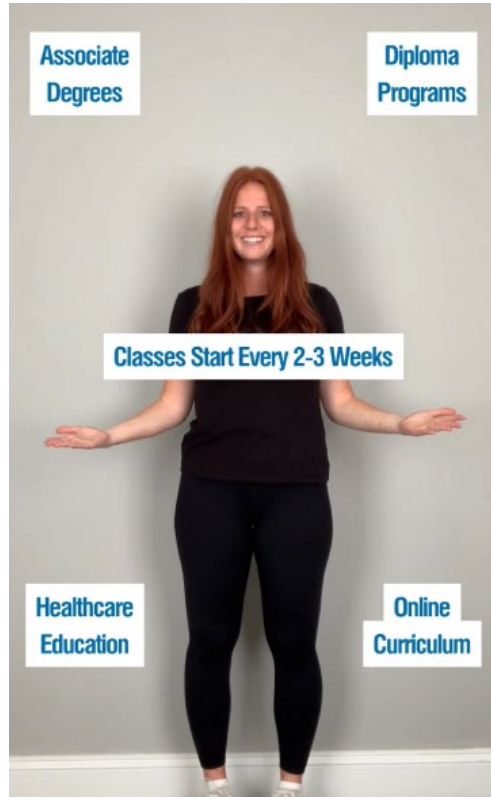
---

## PAID SOCIAL CAMPAIGNS





## PAID SOCIAL TIK TOK ASSETS





# INTEGRATED ENGAGEMENT CAMPAIGNS

---

# STUDENT SUMMER RETENTION CAMPAIGN

**UMA** ULTIMATE MEDICAL ACADEMY

We'll help you **stay focused** this summer!

Alexis, don't let summer distractions get in the way.

Staying focused on your coursework in the summer can be tricky *but not impossible*. Your UMA advisor can connect you with resources that may be able to help support your productivity.

[Get Summer Resources](#)

**Time Management**  
Learn time management techniques with helpful videos, pdfs, and other tools.

**Academic Services**  
An instructor can assist with coursework and answer questions.

**Wellness**  
Find links that may be able to support you and your family's wellness.

**Childcare**  
Connect to local programs and resources that may be able to help with childcare.

For more assistance with summer resources, reach out to Learner Services now at [888-258-2138](tel:888-258-2138).

**Your Advisor / Learner Services**  
Ultimate Medical Academy  
[UltimateMedical.edu](http://UltimateMedical.edu)

f i p

**UMA** ULTIMATE MEDICAL ACADEMY

Here's your **summer** music motivation!

Enjoy this Spotify playlist.

Alexis, your summer soundtrack has just arrived.

Let this Spotify playlist fuel your motivation for staying on top of your coursework this summer.

**Summer Hit List**

1	Three Little Birds	03:00
2	Steal My Sunshine	04:25
3	Sunday Morning	04:04
4	Bidi Bidi Bom Bom	03:07
5	Levels - Radio Edit	03:19

Enjoy these good vibes while you tackle assignments, study, and handle other student tasks. Bravo!

And, if there's anything that is preventing you from making progress as a student, please reach out to me at [888-258-2138](tel:888-258-2138). You can also check out these [summer support resources](#) now.

We are here to help you succeed.

**Your Advisor / Learner Services**  
Ultimate Medical Academy  
[UltimateMedical.edu](http://UltimateMedical.edu)

**UMA** ULTIMATE MEDICAL ACADEMY

Enter our sweeps for a **chance to win!**

Alexis, don't miss the chance to win in our sweeps!

Summer is a time that can be full of distractions. Here's one that will just take a minute, and it gives you a chance to enter our sweepstakes!

Just schedule an appointment request with your instructor, located in the [Puma Den](#). That's it! Now you're entered in our sweepstakes.

[Schedule My Appointment](#)

About those summer distractions, we can possibly help you there, too. Call us now at [888-258-2138](tel:888-258-2138). We may be able to connect you to resources that may help you manage your busy summer season.

**Your Advisor / Learner Services**  
Ultimate Medical Academy  
[UltimateMedical.edu](http://UltimateMedical.edu)

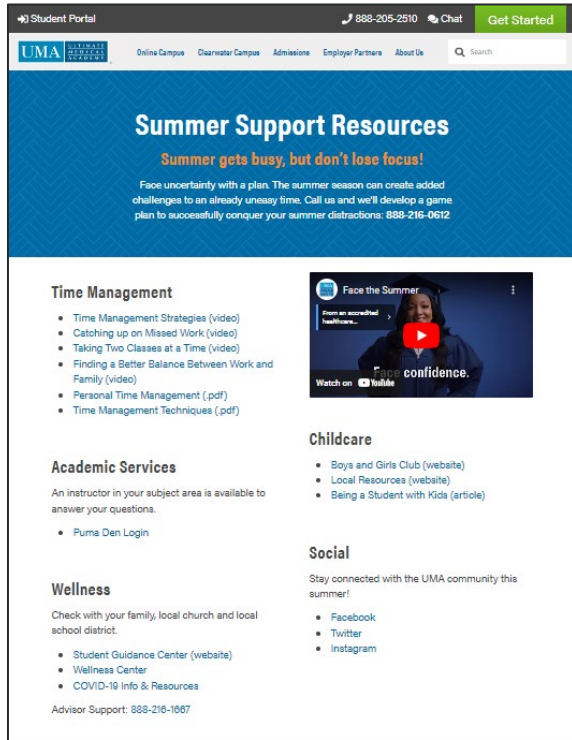
f i p

Email Marketing





# STUDENT SUMMER RETENTION CAMPAIGN



Landing page



Paid Social Media Posts



Organic Social Media Posts

## STUDENT SUMMER RETENTION CAMPAIGN



**Summer** distractions?  
No sweat!

Call your advisor for possible resources at **888-258-2138.**

**LEARN MORE**

Student Portal Assets



Enter our **sweepstakes!**

Just book an instructor appointment request.

**BOOK APPT. REQUEST**

# WINTER ENGAGEMENT CAMPAIGN

## EMAIL COMMUNICATIONS

**UMA** ULTIMATE MEDICAL ACADEMY 888-205-2078

*Make a list*  
CHECK IT TWICE ✓

**Alexis, 'tis the season to take advantage of UMA Resources!**

What's on your winter wish list this holiday season? Your success is on the line, and why the Puma Den is full of our resources to support your healthcare education journey.

**PUMA DEN CHECK-IN**

You probably have plans this winter like spending time with loved ones, holiday shopping, looking after the kids while they're off from school, or all of the above. Don't forget your plans for the future. Making sure you're on track to graduate is a big part of that.

To help you stay on track, UMA offers a variety of resources, such as:

- **Virtual Library:** Access to study materials from the comfort of your home
- **Academic Services:** A team of people to support your educational journey
- **Student Wellness:** Resource guidance for life's obstacles

Call [888-205-2078](tel:888-205-2078) to learn more about available UMA resources, and find helpful tips on how to stay on track this winter.

**Your Advisor / Learner Services**  
Ultimate Medical Academy  
[UltimateMedical.edu](http://UltimateMedical.edu)

f @ p

**UMA** ULTIMATE MEDICAL ACADEMY 888-205-2078

*Make a list*  
CHECK IT TWICE ✓

**Alexis, stay on track with your externship this winter!**

The holiday season always seems to find a way to sneak up on us, but you can get the best of you. It's the season of giving and caring for the ones you love, but it's also a time to look forward to the future. Your externship plays an important role in this — and there are no winter breaks.

This season, our holiday wish is for you to put your best foot forward. So don't get discouraged by the holidays and think about what the new year can bring once you complete your externship. Put it toward the top of your holiday list — and check it twice!

Remember why you started at UMA and what drives you. And don't forget to reach out to us to have us to help. If you have concerns regarding your externship, call us at [888-205-2078](tel:888-205-2078) to see how we can help.

**Your Advisor / Learner Services**  
Ultimate Medical Academy  
[UltimateMedical.edu](http://UltimateMedical.edu)

f @ p

**UMA** ULTIMATE MEDICAL ACADEMY 888-205-2078

*Make a list*  
CHECK IT TWICE ✓

**Alexis, take your momentum into the new year!**

Now is a good time to consider what you want to achieve this year. If continuing to pursue training for a career in healthcare is on that list, [log in](#) to your Courseroom and participate in your program!

**PARTICIPATE TODAY**

Here are 3 ways to participate and get your year off to a great start:

1. Post a discussion
2. Submit an assignment
3. Complete an assessment

Once you complete one of these tasks to stay active in your course, check out your UMA email for a [special surprise](#).

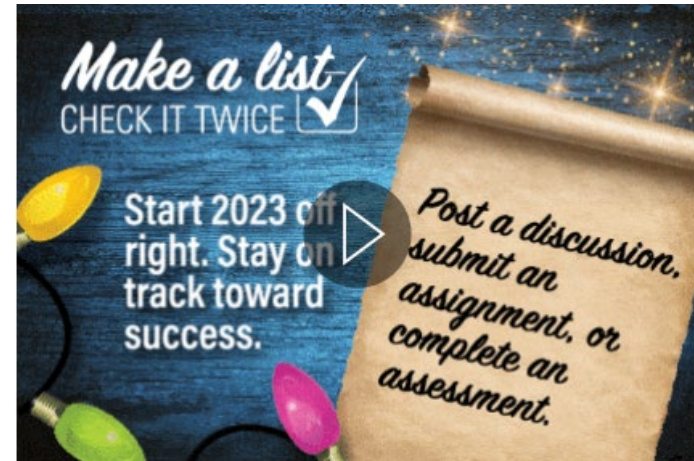
Having issues? Call [888-205-2078](tel:888-205-2078) today. We are here to help!

**Your Advisor / Learner Services**  
Ultimate Medical Academy  
[UltimateMedical.edu](http://UltimateMedical.edu)

f @ p

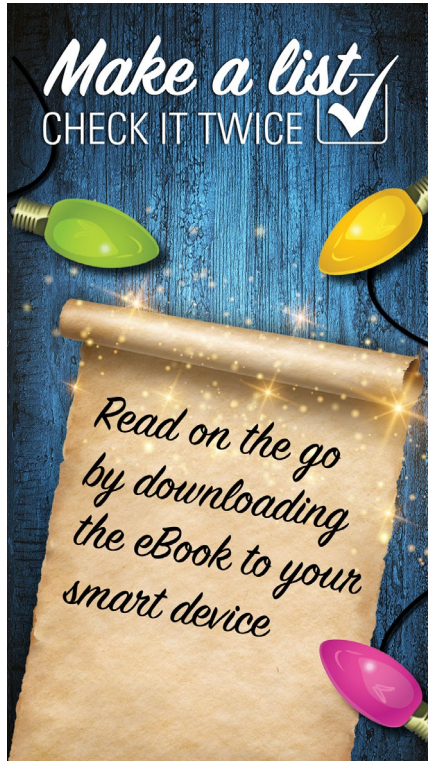
# WINTER ENGAGEMENT CAMPAIGN

COURSEROOM BANNER



# WINTER ENGAGEMENT CAMPAIGN

ORGANIC SOCIAL





# STUDENT JOB SEARCH PREPARATION

---

# STUDENT JOB SEARCH PREPARATION COMMUNICATIONS

**Resume assistance & interview prep is on the way! >>**

**Are you ready to pursue a career in healthcare? We're here to help.**

How do you feel about your resume going into the job search? How about your interview skills? If you feel ready for a career in the field but need some help in those areas, you're in luck! We have a team of advisors who are not only ready to help you look for a job and optimize your resume, but can also conduct practice interviews with you.

**SCHEDULE MY PRACTICE INTERVIEW**

**In the meantime, check out these blogs for some helpful tips on how to stand out as a job candidate:**

**Interview Prep >>**

**HELPING YOU PUT YOUR BEST FOOT FORWARD.**

**Alexis, we have job interview tips you should check out.**

A good first impression can make all the difference — especially when it comes to the job hunt.

**READ: 12 VIRTUAL INTERVIEW TIPS**

At UMA, we want to equip you with all the tools necessary for pursuing an entry-level role in the field. That goes beyond education. That's why we provide career readiness resources and virtual interview tips like these:

- Download and test the necessary software
- Pay attention to your background
- Dress professionally, as you would in person

With virtual interviews becoming even more common in the digital age, especially since the COVID-19 pandemic, it's important to know how you can stand out as a job candidate through a screen. Good luck in the job search!

**Your Advisor / Learner Services**  
 Ultimate Medical Academy  
[UltimateMedical.edu](http://UltimateMedical.edu)

**Ready to interview to become a pharm tech? >>**

**LET US HELP YOU GET STARTED!**

**Alexis, eager to interview for a pharm tech career?**

You're in luck! Our team of advisors are ready to help you through the job search process. We're here to help you find and land an entry-level role as a pharmacy technician. Give us a call to learn more!

**CALL MY ADVISOR**

We are here to equip you with the knowledge and tools you'll need to stand out as a job candidate.

**JOB SEARCH SUPPORT RESUME WRITING PRACTICE INTERVIEWS**

Are you ready to start this next chapter in your journey? Call [888-262-9715](tel:888-262-9715) for more info.

**Your Advisor / Learner Services**  
 Ultimate Medical Academy  
[UltimateMedical.edu](http://UltimateMedical.edu)




# STUDENT CONTINUING EDUCATION

---





# STUDENT CONTINUING EDUCATION COMMUNICATIONS



**A few more months now**  
Could Mean More Money Later

Alexis, a few more months of schooling now may increase your earning potential later.<sup>1</sup>




People with an associate degree earn about \$154 more per week than those with a high school diploma in median earnings according to the Bureau of Labor Statistics' survey of full-time workers 25 years old and over. Over the course of a year, that's around \$8,000 in additional income.<sup>1</sup>


If you're interested in possibly boosting your income potential, our Admissions Graduate Team can help you get on track toward a corresponding associate degree in your field of study.

**LET'S GET STARTED**

Contact us today at [teamolaxiv@ultimatemedical.edu](mailto:teamolaxiv@ultimatemedical.edu) to learn more or to discuss your future at UMA. We look forward to hearing from you!

**Admissions Graduate Team**  
Ultimate Medical Academy  
[teamolaxiv@ultimatemedical.edu](mailto:teamolaxiv@ultimatemedical.edu)  
877-245-7494



**Stay at UMA!**  
Earn Your Associate Degree.

Alexis, you are only one step away from pursuing your associate degree.




Graduation is just 18 weeks away. What if, instead of your academic journey ending there, you also earned an associate degree? This is an option, and our Admissions Graduate Team can help.


**DON'T STOP NOW!**

By adding a few more months to your studies, you can have a corresponding associate degree. This may help expand your career opportunities while also giving you an edge on job candidates without an associate degree.

Contact UMA's Admissions Graduate Team today at [teamolaxiv@ultimatemedical.edu](mailto:teamolaxiv@ultimatemedical.edu) to learn more or to discuss earning your associate degree!

**Admissions Graduate Team**  
Ultimate Medical Academy  
[teamolaxiv@ultimatemedical.edu](mailto:teamolaxiv@ultimatemedical.edu)  
877-245-7494



**Opportunity awaits!**  
Earn your associate degree at UMA.

Alexis, an associate degree can help you meet your healthcare career goals.

You might be closer to earning an associate degree than you think.

**KEEP GOING!**

Applying your diploma toward a corresponding associate degree program can help you build your soft skills while education is still fresh in your mind. Plus, if you already have your study techniques in place, that can make for a seamless transition.

Reach out to UMA's Admissions Graduate Team today by emailing [teamolaxiv@ultimatemedical.edu](mailto:teamolaxiv@ultimatemedical.edu) to talk about your associate degree program options.

Don't wait until graduation passes. Contact our Admissions Graduate Team today at [877-245-7494](tel:877-245-7494).

**Admissions Graduate Team**  
Ultimate Medical Academy  
[teamolaxiv@ultimatemedical.edu](mailto:teamolaxiv@ultimatemedical.edu)  
877-245-7494

