I

Institutional Planning Item B- Market

Phlebotomy Training Specialists vision is to standardize Phlebotomy Training nationwide. Our vision is to open schools across the country to implement our proven successful way of learning to draw blood. Our growth has been methodical and tempered in order to ensure that each location attains the highest level of learning in each state.

The target customer or student for Phlebotomy Training Specialists are individuals who desire to work in the medical industry and need a place to start, individuals who already work in the medical industry but not in this specific modality, or individuals who desire to work in this modality and need the training to do so.  Phlebotomy is a stepping stone position, working at Plasma Centers, Blood Banks, Plasma Donation, Dialysis, Physician’s offices, hospitals, medical clinics, laboratories, and as paramedical examiners, etc.  There is a consistent turnover rate in Phlebotomy, as many individuals use it for employment both part and full time while they are in school.

Phlebotomy Training Specialists will utilize the same marketing, advertising and sales approach that we use in other states and cities. These approaches have proven successful for in excess of 20 years. Our marketing team will implement proven SEO strategies and PPC campaigns on all search engines. Our main form of advertising is our Google campaign. PTS has a video production department that produces short spots and extended targeted marketing videos and materials that is located on our website. We identify our competitors by compiling a comparative market analysis. These evaluations cover the metropolitan area of a current competitor, the course length, class schedule, average course price, and demographics.

Our school stands out primarily because of the following:

1. **Class Frequency** – PTS has day, evening, and weekend classes that start every other month.
2. **Flexible Scheduling** – Students can attend a variety of day, evening, or weekend classes to achieve the hours they need to graduate. This flexibility helps us garner more students and allows them the opportunity to attend make-up classes to stay on track.
3. **Flexible Payments** – Students are allowed to make interest-free payment plans for class if it is needed.
4. **Affordable Program** – We try and price the program affordably so that it is attainable financially for most students.
5. **Return Policy** – Students at PTS are allowed to return back to the class as much as they want or need to free of charge for additional training or to practice their skills before an interview. There is no time limit on this … we have students who return back from long trips or humanitarian trips after a few years, and we re-train them for free as long as they are a former paying graduate of the program. This applies nationwide.

Currently Phlebotomy Training Specialists has 100 schools in 35 states.