

ONLINE ACADEMIC YEAR PROMOTIONAL MATERIALS

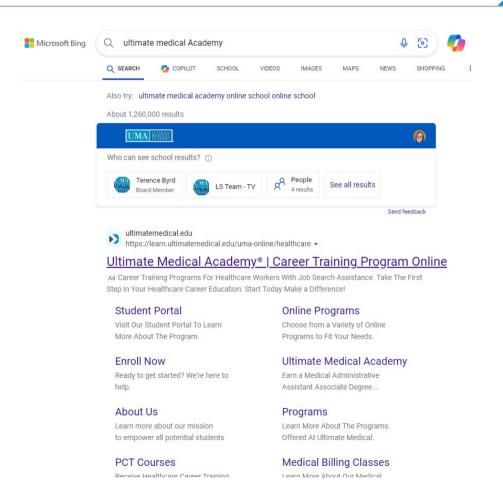


ORGANIC SOCIAL MEDIA LINKS

- ► 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
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SEARCH MARKETING



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

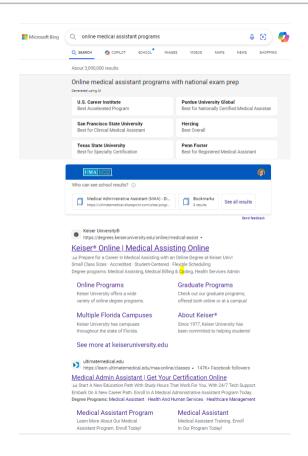
https://learn.ultimatemedical.edu





SEARCH MARKETING

► This is an example of our organic search result: Online Medical Assistant Programs





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

Medical Administrative Assistant | Ultimate Medical Academy

Citation





Healthcare Career Training - Online

UMA gives you personalized attention as you train for a career as a medical administrative assistant. Professionals in this field may hold a position as front office staff, customer service representative or medical secretary.

Some skills you'll learn as a student:

- ► Greet patients and get them checked in
- Schedule appointments for patients
- ► Medical coding and filing insurance claims

Our coline Medical Administrative Assistant associate degree program can help you get on the right career path. This program typically lasts 18 months. Classes at UMA help prepare you to take the Certified Medical Administrative Assistant (CMA4) exam. If you meet eligibility requirements and pass this exam. you'll become certified which can help you stand out as an applicant. This certification is considered an addition to the training you needev at UMA and is not required for graduate.

When you graduate, you'll be prepared to take the Certified Medical Administrative Assistant exam. And job search assistance service is included in tuition. Employment in this field is projected to grow 22 percent from 2016 to 2026.









92% of surveyed students enrolled in UMA's online programs would likely select UMA again if they had the opportunity to start over. ² 66 I would recommend UMA to the whole world! Miguel R, UMA Graduate	
MAN a handleredity generated by the Approximate of Preside Schauselan Schause	

1. Completion times vary according to the individual studen

Z SOURCE (DRA 2022-2023 Unione Student Satetration Survey of 1,1317 responses, Survey was conducted and feeded by Handwer Hassacch, shouldes unto Unione Bulletin who were active at the first of the survey between All 1, 2022 - Am 50, 2023.

¹ Completion times vary according to the individual student.

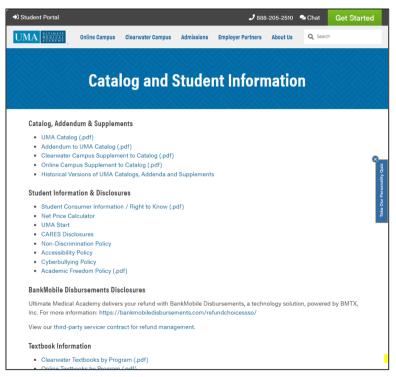


CATALOG AND STUDENT INFORMATION

7/17/2024 7



CATALOG AND STUDENT INFORMATION



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



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







ORGANIC SOCIAL CAMPAIGNS















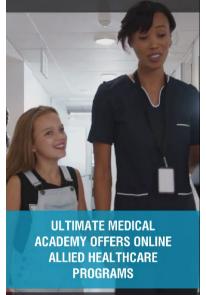








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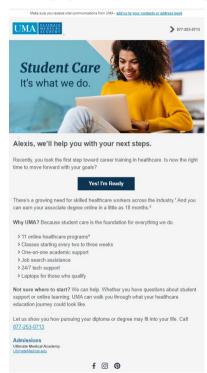




INTEGRATED ENGAGEMENT CAMPAIGNS



PROSPECTIVE STUDENT RE-ENGAGEMENT CAMPAIGN







Email Marketing

Landing Page



NEW STUDENT

WELCOME LETTERS



Dear UMA Student.

Welcome to UMA's Health Sciences - Medical Administrative Assistant associate degree program, and congratulations on your enrollment! Our goal is to help you become as career-ready as possible and this is the first big step. You've chosen a more comprehensive path to earning an education, helping to change your life and shape a better future. Remember the reasons you decided to pursue career education and hold onto them as you progress.

In your degree program, you'll have the opportunity to build necessary foundational field skills while enhancing your skill set in general areas that employers may look for. The knowledge available to you on this path has the potential to make a difference in your life and in the lives of others.

We're excited that you decided to pursue this career training path for yourself - and you should be, too! UMA typically helps grads in this program find entry-level jobs in the medical secretaries and assistant field, which is projected to grow 8 percent through 203 That's nearly 53,600 job openings.1

Remember, we're here to support you on every step of this journey. As a UMA student. you have access to services such as financial aid guidance, if you qualify, plus academic support, resource guidance for personal obstacles, career services, and so much more. When you graduate, you'll join over 80,000 alumni nationwide and receive job search assistance and access to an alumni-exclusive professional networking platform, among

In this package, you'll find some special UMA swag. Wear it to show your school pride, and to remind yourself of your commitment to pursue an education. Visit the Puma Den UMALearn.com to connect with resources and useful information to help you start stron

We're so proud to have you as a part of our community of learning, and we look forward t speaking with you soon. If you have any questions, don't hesitate to reach out to us.

Cassandra Tresley

Cassandra Preslev

Program Director, Health Sciences - Medical Administrative Assistant cpreslev@ultimatemedical.edu

1. Bureau of Labor Statistics, Occupational Outlook Handbook, Secretaries and Administrative Assistants, b gov/ooh/office-and-administrative-support/secretaries-and-administrative-assistants.htm#tab-6

NOTE: Where national data regarding earnings or employability within a particular field are cited. individual readers should take note that national averages may not accurately reflect the earnings of workers in their particular part of the country, and may include earners at all stages of their career, not just entry-level wages



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Dear HMA Student

Welcome to UMA's Health Sciences - Pharmacy Technician associate degree and congratulations on your enrollment! Our goal is to help you become as car possible and this is the first big step. You've chosen a comprehensive path to education, helping to change your life and shape a better future. Remember th you decided to pursue career training and hold onto them as you progress. And we're here to support you.

In your degree program, you'll have the opportunity to build necessary foundat skills while enhancing your skill set in general areas that employers may look knowledge available to you on this path has the potential to make a difference and in the lives of others

We're excited that you decided to pursue this career training path for yourself you should be, too! UMA typically helps grads in this program find jobs in the p technician field, which is projected to grow 5 percent through 2031. That's nea

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Regina Peckin

Program Director, Health Sciences - Pharmacy Technician rpeskin@ultimatemedical.edu

1. Bureau of Labor Statistics. Occupational Outlook Handbook. Pharmacy Technicians. bls.gov.

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Dear UMA Student.

Welcome to UMA's Medical Billing and Coding diploma program, and congratulations on your enrollment! Our goal is to help you become as career-ready as possible and this is the first big step. Remember the reasons you decided to pursue career education and hold onto them as you progress. And know that we're here to support you.

We're excited that you decided to pursue this career training path for yourself — and you should be too! UMA typically being grads in this program find entry-level jobs in the medical secretaries and assistant field, which is projected to grow 8 percent through 2031. That's nearly 53,600 job openings.1

Remember, we're here to support you on every step of this journey. As a UMA student, you have access to services such as financial aid guidance, if you qualify, plus academic support, resource guidance for personal obstacles, career services, and so much more. When you graduate, you'll join over 80,000 alumni nationwide and receive job search assistance and access to an alumni-exclusive professional networking platform, among

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We're so proud to have you as a part of our community of learning, and we look forward to speaking with you soon. If you have any questions, don't hesitate to reach out to us.



Program Director, Medical Billing and Coding sienkins@ultimatemedical.edu

1. Bureau of Labor Statistics. Occupational Outlook Handbook, Secretaries and Administrative Assistants, bls.

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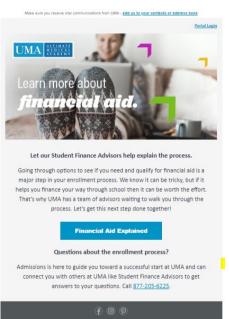


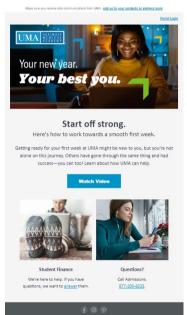
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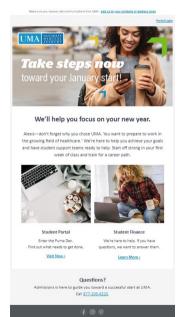


STUDENT ADMISSIONS WINTER ENGAGEMENT CAMPAIGN





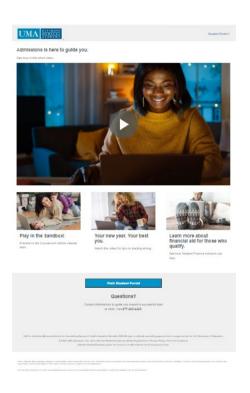


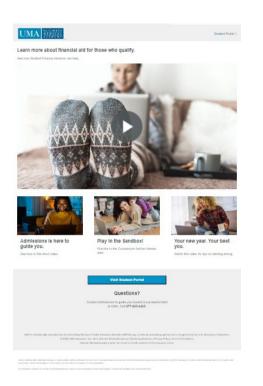




WINTER ENGAGEMENT CAMPAIGN

EMAIL COMMUNICATIONS



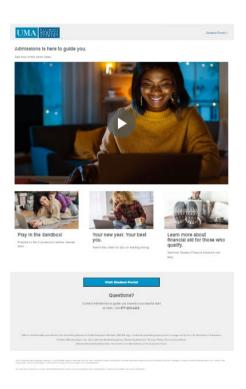


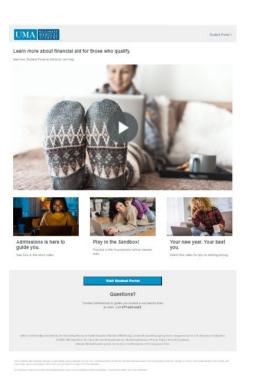


WINTER ENGAGEMENT CAMPAIGN

ADMISSIONS VIDEO SUPPORT

STUDENT FINANCE VIDEO SUPPORT







WINTER RETENTION **ENGAGEMENT CAMPAIGN**

FMAIL COMMUNICATIONS





Alexis, shake things up and stay active!

Things tend to cool down in the winter, but don't give your education the cold shoulder this season. Call your Learner Services Advisor today to see how we can help you stay on track. That means being active in your Courseroom. Not sure whether you have a task to complete? Let us know!

Call Now 888-205-2078

Resources may also be available if you find yourself frozen by any obstacles standing in your way. Just give us a call and we will help guide you to potential

Enjoy the holiday season, and we hope to hear from you soon. Call 888-205-2078

Amber Heindl / Your Learner Services Advisor Ultimate Medical Academy UltimateMedical.edu





Alexis, sleigh your goals this holiday season! We can help.

Maybe your goals include a brighter future for you and your family or finding a healthcare career -- it might be both! Whatever your goals may be, if they include graduating at UMA then you're in luck. Just visit the Puma Den to explore some of the resources available to you.

Enter the Puma Den

Here are a few of the resources you can find in the Puma Den to help you stay on

- . Roadmap: View your path to academic success in your course
- . Low-Cost Internet: Check if you're qualified for internet that doesn't break
- . My Documents: Easy access to all your UMA documents, in one convenient

Give us a call at 888-205-2078 to learn more. We're here for you.

Amber Heindl / Your Learner Services Advisor Ultimate Medical Academy

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WINTER RETENTION ENGAGEMENT CAMPAIGN

STUDENT PORTAL





WINTER RETENTION ENGAGEMENT CAMPAIGN

ORGANIC SOCIAL







