



2024 COURSE CATALOG

VOLUME 1.0



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About This Partnership

History

Mercy University and Medical Sales College (MSC) announced a pioneering partnership designed to prepare students for success in the medical device industry. Launching in May of 2024, Mercy University will offer an innovative medical device sales program, a first of its kind in the Tri-state area, providing students with the training and certifications necessary to enter and succeed in the competitive medical device industry.

This strategic partnership adds yet another valuable course to CERTIFI by Mercy University, which provides career-focused credentials vital to today's workforce. The program will be hosted at Mercy University's Westchester Campus in Dobbs Ferry, leveraging its state-of-the-art facilities in the backyard of a thriving medical device market.

"We are thrilled to partner with Medical Sales College to introduce this groundbreaking program to our students," said **Brian Amkraut, Vice President of Workforce Credentialing and Community Impact at Mercy University**. "As the healthcare landscape continues to evolve, there is a growing demand for skilled professionals in medical device sales. By bringing a proven model of medical device training to Mercy, we can rapidly equip students with the knowledge and practical skills needed to succeed in well-paying jobs in this increasingly important field in the healthcare sector."

"We are excited to bring this industry-leading curriculum to Mercy University and nurture the next generation of medical sales professionals," said **Travis Allen, Chief Executive Officer of Medical Sales College**. "This program is designed to bridge the gap between education and industry, providing students with a direct pathway to rewarding careers in medical device sales. A partnership with Mercy University also means empowering Hispanic and other minority students so that we can create medical device leaders of the future who better reflect the patients and healthcare workers they serve. Together with Mercy University, we are committed to delivering a world-class educational experience that prepares students for success in this dynamic field."

Students in this program will have access to a comprehensive training program designed to provide a strong foundation in anatomy, physiology, surgical procedures, healthcare buying procedures and device sales techniques, as well as individualized support in securing employment. Through a blend of classroom instruction, hands-on training, and real-world simulations, students will gain valuable insights into the complexities of medical sales while developing the confidence and expertise to thrive in competitive markets.

About Mercy University

Mercy University is an independent, coeducational institution serving more than 9,000 students each year across campuses in Westchester, the Bronx, Manhattan, as well as online. It is a federally designated minority-serving institution and the largest private Hispanic Serving Institution in the state of New York. Mercy offers more than 100 undergraduate and graduate

degree programs and certificate programs within six schools: Business, Education, Health and Natural Sciences, Liberal Arts, Nursing and Social and Behavioral Sciences. The institution also provides non-credit courses and certificates for adult learners looking to acquire new skills through CERTiFi by Mercy University. Mercy was founded in 1950 by the Sisters of Mercy whose mission of transformative education remains strong. For more information, visit www.mercy.edu.

About Medical Sales College

Medical Sales College (MSC) transforms the lives of their students and the healthcare sales landscape by offering specialized training programs and placement services that prepare aspiring professionals for successful careers in medical device sales. As the premier and original educational institution in this field, MSC combines cutting-edge curriculum with hands-on, immersive experiences, equipping students with the knowledge and skills required to excel in the dynamic and ever-evolving world of medical devices. With a commitment to excellence and a proven track record of job placement, MSC is a pivotal bridge between talented individuals seeking meaningful careers and the thriving healthcare industry, making it the ultimate destination for those looking to break into medical sales.

Program Mission

To provide access to higher education opportunities that enable students to develop the knowledge and skills necessary to enter and succeed in the lucrative and promising field of medical device sales and, through this education, achieve their personal and professional goals.

Program Purpose

- To facilitate effective student learning by providing appropriate knowledge, skills, and experience and to encourage their use in the field of medical device sales.
- To help bridge the gap of experience and knowledge between new and existing sales representatives in the medical device field.
- To provide students with real world knowledge of medical device sales as it relates to the salesperson's perception, the challenges related to the surgeon client, and the difficulties encountered in selling to hospitals.
- To employ faculty members who bring our students' academic excellence and the advanced skills that come from years of practice within the medical device sales profession.
- To provide critical education and fundamental instructional services that prepare students to enter the challenging field of medical device sales and become successful.
- To use the newest teaching technology as part of our instruction so that access to these resources results in a better learning environment for all.
- To assess student learning continually and use assessment data to improve the curriculum, instruction, counseling, and services offered to students.

- To be organized as a for-profit institution, and generate the financial resources necessary to support the mission and satisfy its stakeholders.
- To provide an educational experience to the student that will provide a lifetime of knowledge— more than simply a career.

Educational Values

Accountability

In their capacity as professional medical sales representatives, each student will be accountable to hiring managers, to the manufacturers they represent, to the patient, to the surgeon customer, and to themselves. As a result, students must practice being accountable – to all stakeholders.

Commitment

Each student must understand the importance of doing what is promised, by the time it is promised. Every company requires that employees demonstrate commitment and be actively engaged in activities that lead to success. Total effort will be expected each day.

Communication

Open and direct communication is crucial to facilitate smooth operations within an organization. Moreover, the invaluable relationships built with surgeon customers are founded upon communication. We expect students to demonstrate effective communication skills daily.

Customer Service

Customer service and relationship building are the cornerstones of success in any business. We teach the fundamental principle that “if we do not take care of the customer, someone else will”. Surgeon customers demand and deserve exceptional service. We encourage students to embrace a customer- focused approach to their interactions.

Self-Direction

Successful sales reps require a great deal of internal drive and initiative. They must be self-thinkers and self-starters. We encourage students to be curious, to ask questions, and to exercise creative thinking. Ultimately, sales reps must be resourceful and learn how to create value.

Flexibility

Sales representatives in the medical device industry will constantly be challenged with new products, new opportunities, and new obstacles. Successful salespeople are flexible, and eagerly adapt to change. We promote an environment where change and innovation are valued.

Participation

All sales reps – regardless of their level within an organization – get their “hands dirty” and “pitch in” to help. We encourage students to take pride in their careers, to take an active role in

all activities, and to offer unique contributions to the learning environment.

Teamwork

Sales representatives collaborate with surgical teams to solve problems, make decisions, and take action that will result in the best patient outcomes. We emphasize that patient outcomes reflect all contributors, and these good outcomes precede individual gain.

Introduction

How to Use This Handbook

This handbook is provided for you as a ready reference and is a summary of our policies. It is designed to acquaint you with the School as quickly as possible. It is essential that all students familiarize themselves with the contents of this handbook. Please understand that this booklet merely highlights School policies and practices. It is provided as a reference, but cannot be construed as a legal document. The policies and practices described in this booklet do not in any way represent a contractual agreement between the School and the student.

Academic Delivery

Our hybrid program consists of a combination of online training with a strong residential component. Students complete 3 weeks of the 12 weeks of instruction online. Our faculty is trained to ensure our students working online receive a response to their work within 48 hours. Covered in the online weeks is HIPAA compliance, OR protocol, fire safety, anatomy, vocabulary, medical terminology and introduction to sales. The remaining class hours are completed on campus.

Class Hours

All students are expected to be present Monday through Friday during the scheduled-on campus class hours: 8:30am - 4:30pm, Monday-Thursday and 8:30am - 12:30pm on Fridays. Please refer to your Enrollment Agreement for your specific class hours.

Corporate Office Hours

Office hours are 7:00am to 4:00pm MST Monday through Friday. If you need office support, please contact our office during normal business hours.

School/Office Holidays

The following holidays will be observed:

- New Year's Day
- Memorial Day
- Independence Day (4th of July)
- Labor Day
- Thanksgiving Day
- Friday After Thanksgiving Day
- Christmas Eve
- Christmas Day

If one of these holidays falls on a weekend, the holiday may be observed on the Friday preceding or the Monday following the actual holiday.

Facilities, Learning Resources and Equipment

We provide exceptional facilities and training tools designed to promote a comprehensive education in medical device sales. We maintain classrooms, a mock-up of an operating room, sawbones and Virtual Reality labs.

Additional training tools that may be offered to supplement the lecture and classroom environment include:

- PowerPoint Presentations
- Internet Research Exercises
- Skeletal Models
- Surgical Instrumentation and Equipment
- Surgical Videos
- Surgical Education
- Virtual Reality Surgical Training

Students have access to the LMS, which is an online database of information required to succeed as a medical sales representative. The LMS resources includes:

- Medical terminology
- Medical vocabulary
- Surgical techniques
- Product manuals
- Procedures
- Surgeon profiles

Mercy utilizes Canvas as its learning management system (LMS). Canvas is a reliable, cloud-based system that includes the features necessary to support interactive distance education. The LMS accommodates many kinds of online content, such as articles, PDFs, presentations, videos, slide share files, images, audio files, live web content. It also facilitates communication among and between students, their peers, and instructors with email tools, discussion forums, etc.

Students will receive a secure log-in username and password to access the LMS.

Equipment at the site includes:

Reamers, trials, retractors, trauma tray, screws, plates, surgical sets, large power, saw handpiece, sag blade, sawbones, Video camera, projector/TV, printer, mayo stand, OR bed, back table, ring stand, knee holder, Virtual Reality stations, student tables & chairs.

Student access to a refrigerator and microwave is also provided.

The Goal of the Program

The goal is to fill a niche in a specific area of education and to prepare students for a specialized sales job in medical device sales. We will attempt to provide an education, an exposure, a familiarity with the nomenclature to the science of medical devices, and a realistic sales training specific to successful medical sales.

The Goal of the Student

The goal of the student is to learn how to become successful in the medical device sales field. The student will learn areas of human anatomy nomenclature specific to the industry and gain knowledge of surgical procedures and sales training aimed specifically toward medical device sales.

Admissions

Applying to Mercy University, Powered by Medical Sales College

We are committed to making educational opportunities available to all applicants wishing to enter the field of medical device sales. Admission is based on evidence of previous levels of achievement in areas such as academics, business, and competitive sports, along with the applicant's performance on their phone interviews which is designed to gauge the level of sales aptitude of the applicant during their application and screening process.

Applicants, students, and the industry benefit equally from our admission policies. It is the successful graduates that perform in the field for companies and, therefore, it is the companies that continue to return to us for top sales performers that ensures the continued success of our graduates.

There is no "formula" for gaining admission to this program. Students with vastly different credentials come from across the country and from many different industries and backgrounds. What is common in our students is the talent they bring and the passion to explore and succeed in the medical device industry.

As a prospective student, you are encouraged to review this catalog prior to signing an Enrollment Agreement. You are also encouraged to review the addendum for your state of residency which will identify any additional disclosures and or policies not included in the catalog and are required by the state licensing authority in the state in which you reside.

Admission Requirements

Applicants must be 18 years of age and provide evidence of having earned a bachelor's degree or High School Diploma, GED or equivalent. A current resume or CV must be provided, and a phone interview conducted. They must also meet the English proficiency requirements (EPR).

What Do We Look For?

Applicants can set themselves apart from thousands of other applicants in various ways. Some show promise through previous experiences or achievements in a business endeavor. Other successful applicants have demonstrated excellence in academic or extracurricular initiatives. Still others bring perspectives formed by unusual personal circumstances or experiences.

Admission Process

The process begins with an enrollment application. After submitting an enrollment application, the admission staff will contact the applicant to discuss the process, program and technology requirements and answer any questions the applicant may have. We will explore the applicant's

potential fit for the program and the industry. Applicants will be required to provide a copy of their transcripts, degree or diploma and a current resume or CV. Determination of acceptance will be granted by a licensed agent of the State, where required.

Technology Requirements

Students must have regular daily access to a laptop computer or tablet, and bring the computer to all classes, which the following minimum requirements:

- A functioning email account
- High-speed Internet access
- A supported web browser (Google Chrome - Preferred)
- Functioning audio input/output (Speakers, Microphone and Camera)
- Most up-to-date downloaded version of "Lockdown browser"

Note: Best practice is to allow application software to update as new versions are released.

Immunizations

As future medical device sales professionals, and the work you will perform in the operating room, please be aware there are a number of industry required immunizations. We encourage all students to have these completed prior to beginning their job search.

- MMR
- TB
- Hepatitis B
- Varicella or proof of chickenpox
- Current seasonal flu vaccine
- COVID-19

Certificate Programs

12-Week Spine and Orthopaedic Reconstruction & Trauma

Program Objective and Description

This program allows the student the option to participate in both our Spine and Orthopaedic Reconstruction & Trauma curriculum over 12-weeks with our training staff. The objective of this program is to prepare the student with the training and skill set needed to obtain an entry level employment opportunity within medical device sales. Graduates are employable throughout the United States. During the 12-week period the student will become proficient in basic anatomy, medical terminology and the pathology common to reconstruction of the hip, knee and trauma procedures and devices along with spinal anatomy, biomechanics, pathology, spine surgery procedures, instruments and implants. Course participants will receive extensive instruction covering basic bone biology and biologic products. Students will also master the objectives of industry guidelines in HIPAA, AdvaMed, O.R. etiquette and protocol. Sales Methodologies & Techniques, a proprietary program designed for Medical Sales Professionals, is taught by our sales instructors who will guide course participants through numerous specific sales scenarios that medical device representatives frequently encounter. In addition, students will have the opportunity to participate in sawbone exercises and surgical education. The schedule is tentative and subject to change depending upon the progress of the class. A course syllabus will

be distributed prior to the start of class. Weekly review of assigned work and an open discussion of the assignments will be conducted.

Upon successful completion of this program, the student will receive a Certificate of Completion in Spine and Orthopaedic Reconstruction & Trauma.

The following is an overview of content taught within this program:

- Professional Representative Certification (PRC)
- Regenerative Medicine/Biologics
- Sales Methodologies & Techniques
- Specialty Curriculum (Spine and Orthopaedic Reconstruction & Trauma)
- Business Development & Placement Services

LMS Introduction

This software will assist the student in distinct ways.

- How to Define Your Territory
- Surgeon Targeting & Profiling
- Hospital Profiling

Professional Representative Certification (PRC)

As a requirement, all medical sales representatives must complete industry credentialing prior to entering the operating room. Knowing hospital protocol and operating room etiquette is a must. Most company sponsored training programs spend less than a day covering this subject matter. We offer the best-trained professional representatives for the benefit of the employer, hospital and patient safety. In addition, as a selling representative, you work with several departments at the hospital. In our PRC segment, a student takes it a step further. A typical representative learns by trial and error. We want to give you every advantage to succeed. Outside of hospital protocol and operating room etiquette, we also cover industry regulations.

- Introduction to the Operating Room
- Fire Safety; Laser; Radiation; Electrical Biomedical
- National Patient Safety Goals
- How the FDA Regulates Medical Device Manufacturers
- Regulations of Adverse Events & Complaint Handling
- HIPAA
- Blood Borne Pathogens
- Infection Control
- Aseptic Principles & Techniques
- AdvaMed
- Code of Ethics
- O.R Conduct for the Sales Rep
- SPD, Decontamination & Instrument Processing
- Compliance & the Sunshine Act
- Off Label Awareness
- General Surgical Instrumentation

During this segment you will also go through the ins and outs of the medical device sales industry:

- Full-Line vs. Specialty Representative
- Distributors
- Direct Representative vs 1099 positions
- Rep-Less Models
- Physician Owned Distributorships
- What it takes to become a Surgeon

Anatomy & Vocabulary

Anatomy and vocabulary is vital to understanding pathology and procedures as well as the devices themselves; therefore, this topic is focused on before coming to campus prior to each specialty through the LMS online portal. In week 2 you will be taught anatomy and vocabulary as it pertains to Orthopaedic Reconstruction & Trauma and in week 7 anatomy and vocabulary as it pertains to Spine.

Regenerative Medicine/Biologics

One of the fastest growing segments in medical sales is Regenerative Medicine (Biologics). With the introduction of newer technologies such as stem cells, growth factors, and amniotic tissue membranes, along with an extensive portfolio of other allograft and autograft tissue types, there is a lot to know and understand in order to be successful. Most representatives in the field have a low degree of understanding in this area. Like PRC, most company sponsored training programs spend less than one day on biologics (some as little as a couple of hours). We understand that an expert in biologics is high in demand. We spend the time necessary to get you more than just acquainted with biologics. The following is a complete list of requirements and education during the week spent learning Biologics.

- Bone Formation
- Bone Healing
- Autografts
- Demineralized Bone Matrix
- Stem Cell Therapy
- Platelet Rich Plasma
- Amniotic Membranes
- Soft Tissue Allografts
- Human Dermal Tissue
- Synthetic Biologics
- Cartilage and Joint Preservation
- Wounds
- Tissue Banking

Sales Methodologies & Techniques

- Dynamic – High Activity, Energy, Effective Action
- Consultative – Consultant, Expert, Professional Advice
- Selling – Product, Yourself
- Relationship Selling Workshop & Role Plays
- Product Selling Role Plays
- Product Value Selling Workshop
- Validation Selling
- Keyword Selling Workshop & Role Plays

Specialty Curriculum

Clinical & Sales Focus on Spine and Orthopaedic Reconstruction & Trauma (ORT)

In this segment students develop a comprehensive understanding of the Orthopaedic and Extremities, concepts and treatment options. Students will gain knowledge of the most common Hip, Knee, and Trauma pathologies and procedures, as well as current total hip, total knee and traumatic surgical treatment options. During this combo class, students will also gain knowledge of the most common Hand, Wrist, Elbow, Foot & Ankle anatomy and pathologies. The main goal is to obtain a wide vocabulary based on ORT and Extremities terminology. This is crucial so graduates will be able to first, communicate intelligently with hiring managers to help secure a position within the industry. Secondly, graduates will form a strong, solid foundation, which will enable them to integrate and contribute at a faster pace once out in the field. The following is a complete list of suggested education during the specialty curriculum:

Hip & Knee

- Pathologies (Degenerative, Tumor, Trauma)
- Biomechanics (anatomical relationships and importance of balance/ biomechanics)
- History of Arthroplasty Technologies
- Surgical Treatment Options
- Surgical Arthroplasty Techniques
- Implants & New Technologies
- Clinical Studies Research Project
- Radiograph /Image Analysis
- Devices and Design Concepts
- Implants- Product Analysis
- Implants- Competitive Analysis
- Product Profiling / Role Plays

Trauma:

- Long Bone Traumatic Pathologies
- Biomechanics (anatomical relationships and importance of balance/biomechanics)
- History of Plating Technologies
- Surgical Treatment Options for Long Bone Trauma
- Long Bone Plating Surgical Technique
- Implants & New Technologies
- Clinical Studies Research Project
- Radiograph /Image Analysis
- Devices and Design Concepts
- Implants- Product Analysis
- Implants- Competitive Analysis
- Long Bone Product Profiling / Role Plays

Spine:

- Biomechanics of the Spine (anatomical relationships and importance of spinal balance)
- Pathologies: Tumor, Trauma, Degenerative, Deformities, Anterior Lumbar
- Fusion Treatment Options
- Surgical Techniques: ACDF/PLIF/TLIF/ALIF, MIS Pedicle Screw Fixation Surgical Technique
- Cervical & Lumbar Interbody Technologies

- History & Concepts of: Plating Technologies, Pedicle Screw Fixation Technologies, MIS Technologies (Minimally Invasive Surgery) – Lumbar Pedicle Screw, ALIF Technologies, Thoraco-Lumbar Deformity System Technologies, Thoraco-Lumbar Lateral/Oblique Approach
- Radiograph/Image Analysis
- Devices and Design Concepts: Plating, Pedicle Screw Fixation Systems, ALIF (Plating, Cages vs. Stand-A-Lone devices)
- Product Analysis: Plating, Pedicle Screw, Deformity System, ALIF, DLIF/XLIF/OLIF, VBR
- Competitive Analysis: Plating, Pedicle Screw, Deformity, ALIF, DLIF/XLIF/OLIF, VBR
- Product Profiling / Role Plays: Plating, ALIF, VBR
- Clinical Studies Research Project

Business Development & Placement Services

The last week of education is focused on business development & student placement. With the vast amount of industry connections, along with the launch of Zero Fee recruiting, this is what makes the difference for our students. The following are the specifics of our placement activity. Our goal is for students to be interviewing the first week after graduation.

- Zero Fee Recruiting
- Networking Plan
- Hiring Manager Target Sheet
- LinkedIn InMail Campaign
- Distributor In-Person Visits
- Interview Follow-Up

Course Material and Hours

Subject Matter	Lecture Hours	Lab Hours
Professional Representative Certification (PRC) – HIPAA, OR protocol, bloodborne pathogens, aseptic principles, hospital orientation, corporate compliance, Advamed	20	
Orthobiologics & Regenerative Medicine – vocabulary, bone and tissue biology and healing, synthetics, wound healing, stem cell, dermal matrices	20	
Orthobiologics & Regenerative Medicine – Products & indications	20	
Orthopaedic Reconstruction & Trauma – Anatomy & vocabulary	20	
Orthopaedic Reconstruction & Trauma: Hip – Pathology, surgical treatment, radiographs, devices/product profiling, Virtual Reality Lab/Mock OR	38	6
Orthopaedic Reconstruction & Trauma: Knee – Pathology, surgical treatment, radiographs, devices, product profiling, virtual reality lab, mock OR	38	6
Orthopaedic Reconstruction & Trauma: Trauma – Pathology,	38	4

surgical treatment, radiographs, devices, product profiling, labs		
Spine – Anatomy & Vocabulary	20	
Spine: Cervical – Pathology, surgical treatment, radiographs, devices, product and competitive profiling, role plays, sawbone labs	38	6
Spine: Thoracic & Lumbar – Pathology, surgical treatment, radiographs, devices, product and competitive profiling, role plays, sawbone labs	38	6
Spine: Deformity & Trauma – Pathology, surgical treatment, radiographs, devices, product and competitive profiling	38	4
Sales Methodologies & Techniques: Sales training, product presentations mapping the sales call, understanding the surgeon customer, sales roles plays	40	
Course Review, Final Examination, Networking and placement services	40	
TOTAL	408	32

Graduation Requirements

Students must complete all assignments, earn a cumulative score of 71% or higher

Occupational and Instructional Program Classifications

The programs offered are designed to provide graduates entrance into the career field of: Sales Representatives, wholesale and manufacturing, technical and scientific products, as defined by the United States Department of Labor’s Standard Occupational Classification (SOC code): 41-4011 Classification of Instructional Program (CIP code) 52.1804.

Student Services

Awards

All students are eligible for the Most Valuable Participant (MVP) designation if their academic and performance records dictate such an award upon graduation.

Placement Services

Job placement assistance for successful graduates is provided by our Placement Services Team. This team only represents the graduates and their mission is to assist successful students with initial job placement into a medical sales career. They are not structured to provide ongoing recruiting services to graduates AFTER they obtain their initial job in medical sales. They are committed to working with successful graduates for 12 months following the completion of their program. Any student that does not attend Week 12 of their program for any will forgo their right to placement services. **Current law prohibits any school/ program from guaranteeing job placement as an inducement to enroll students.**

The goal of the program is to offer qualified professionals the opportunity to receive specialized, hands-on training related to the products, procedures, and selling skills necessary to excel in

the field of medical device sales. Because graduates of this program have prepared themselves for sales opportunities in the device industry, they are uniquely qualified to have very different conversations with hiring managers. When a graduate sits in front of a hiring manager, they are able to speak a language that resonates with the manager, they are able to demonstrate their preparation for managing a territory, and they are able to articulate a clear and defined plan for driving business immediately. These attributes are extremely valuable to hiring managers, who have a compelling need for professional representation of their products.

The resources of the Placement Services team are available to successful graduates free of any charge. Graduates are not obligated to utilize the services offered by this group, but these services are available to graduates of the program.

Placement Services has established relationships with hiring managers in the medical device industry and maintains a database of thousands of employers. The placement process utilized by this group has assisted in the job placement of hundreds of graduates. This success rate is due to many factors, but one is the fact that talented sales professionals who complete this program in past years have “paved the way” for subsequent graduates.

The Job Hunt Process: A Graduate’s Role

Finding a job after completing the program is a process. Both graduates and the Placement Services team have important roles to play in this process. What cannot be overstated is how fundamentally important the graduate’s role is. As part of the training, students are provided with specific instructions and suggestions for networking to find job opportunities on their own. These strategies and concepts are discussed in depth during the last week of training when a representative from Placement Services speaks with each class

Placement Services Recruiting Philosophy

Because Placement Services is a component of the program, they can provide their recruiting services at no cost to the employer. This concept was initiated in 2012 and has been marketed to potential employers as “Zero Fee Recruiting.” By participating in Zero Fee Recruiting, companies can interview and hire someone trained to do the job, someone who is prepared to succeed immediately; all at no cost to the employer.

The efforts of Placement Services are often directed at the corporate executives and HR recruiting staff who make national and global decisions regarding sales force composition and management. These individuals have a “big picture” view and the problems associated with hiring and retaining key sales reps resonate deeply in their daily lives. Placement Services seeks to have industry partners visit the campus locations regularly, knowing that when industry executives see the facilities, staff, simulated OR environment, and curriculum, they will recognize the caliber of training that these prospective hires receive.

Distributor- Hiring Manager Level

Many companies work through an independent distributor network, so that hiring decisions are made at the local level rather than the national level. Even in companies with a direct sales force, final hiring decisions are often made by local field hiring managers. It is the goal of Placement Services to understand what the local needs are currently and perhaps more importantly, what needs are anticipated in the foreseeable future. All information is held in the strictest of business confidence.

Because of the depth of these relationships, Placement Services can monitor the progress of students throughout the course of their training, and beyond, and to present the most appropriate candidates for interview opportunities, based on the specific needs and preferences of the hiring manager. Obviously, it is incumbent upon the student to present themselves, their skills, and their performance in a manner that leaves as good an impression as possible, as these opportunities are often highly competitive and eagerly sought after.

It is the depth of these relationships and this level of business intelligence that gives Placement Services a large part of its competitive advantage. Because of the nature of the orthopaedic and spine industry, many jobs are never posted for public application. This is partially since the requirements for success are so high and hiring managers do not want to be inundated with unqualified candidates.

It is also, however, because the job search is often designed with the intention of replacing an existing, under-performing sales rep without disrupting the business they are currently servicing. This means that the search must be conducted with the utmost discretion, and Placement Services' extensive database of graduates makes it an ideal starting point for this search.

The Process

In May 2016, Placement Services launched a free recruiting website to provide our industry partners with a simple and easy way to review potential graduates. This website is www.zerofeerecruiting.com and is only available to graduates. Each graduate who successfully completes the program creates a personal profile on this website. Specific information is uploaded on the website by the student to create a positive impression for a potential employer. Examples of the type of information on the profile include the student's resume, course of study, grade earned, interview questions, and awards earned. In addition, each student is given the opportunity to create a personal video as well. This video is also uploaded on the site and enables the graduate to have a virtual "face to face" interview with a potential employer. Feedback on the free recruiting website from our employing partners has been universally positive.

In addition, Placement Services is often engaged in filling an open sales position for a hiring manager. The recruiting process begins by identifying available candidates for that opportunity. This determination will be based on geography, skill set, specific training fulfilled, hiring manager preferences, and a host of other issues. After the most qualified candidates have been identified, recruiters gather information (i.e. resumes, biographical information, and performance) that is forwarded to the hiring manager for their review.

While Placement Services attempts to manage the interview and screening process as vigorously as possible, it is, in the end, the hiring manager who makes the ultimate decision regarding any specific candidate. Except in instances where companies determine to leave the final selection to Placement Services, candidates may or may not receive feedback from the hiring managers regarding why they were or were not selected.

The Future

Placement Services continues to expand its relationships both horizontally (across more companies in the industry) and vertically (deeper and deeper within the organizations). As our

graduates outperform their peer groups, both in speed and scope of success, hiring managers and companies continue to expand the portion of their new hires that come from our institution.

While many in the medical device recruiting business have call lists and potential contact sheets that contain high level executives, Placement Services has hosted and continues to host senior level executives from nearly all of the major orthopaedic and spine companies, as well as an ever-expanding number of smaller, aggressive, up-and-comers. A partial list includes Stryker, DePuy Synthes, Medtronic, Zimmer Biomet, Integra, Stryker-Mako, ConMed, Wright, SpineWave, Arthrex, Smith & Nephew, Exactech, and Olympus

Student Records/Certificates

Records of the name, address, e-mail address, and telephone number of each student who is enrolled in an educational program, and for each student granted a certificate will be maintained. Permanent records include all the following:

1. The certificate granted and the date on which the certificate was granted.
2. The program and hours for which the certificate was based.
3. The grades earned by the student.
4. The student's ledger

A Certificate is issued to the student upon graduation. Additional Certificates or transcripts may be requested from the office and will be provided electronically.

Tutoring and Online Technical Support

Students who need additional assistance are encouraged to contact the office to arrange for tutoring.

Online technical support to the LMS is provided during office hours. Support services are exclusively for issues pertaining to access to our online platform.

Policies and Procedures

Academic Calendar

The academic schedule of program start dates is subject to change due to corporate and market demands. Please visit our website at www.medicalsalescollege.com for the most current upcoming class dates.

Start Date	Program
05/28/2024	12-week Spine and Orthopaedic Reconstruction & Trauma

Standards of Academic Performance

Our Rationale

The Standards of Academic Performance have been established in order to:

- Give the student guidance during their pursuit of knowledge of medical device sales
- Maintain an environment that clearly defines expectations of the student

- Clarify the roles and responsibilities of students, faculty, and administrators
- Allow us to maintain academic integrity

Academic Standing/Satisfactory Academic Progress

Advanced Standing

Students with a cumulative score of 90% or higher on evaluations will be considered to have an advanced standing.

Satisfactory Academic Progress

Students with a cumulative score of 71% or above at the end of each week will be in satisfactory standing.

Probation - Cumulative score of less than 71%

Students who have a cumulative score of less than 71% at the end of any week will be placed on probation for the next week and will be required to redouble their effort and improve their performance by the end of the next week. Students who improve their cumulative score to 71% or above at the next evaluation will be removed from probation.

Dismissal - Cumulative score of less than 71% for more than one week

Students on probation who fail to improve their cumulative score to 71% or above by the end of the probation may be dismissed from the program.

Students dismissed from the program will not be eligible for reinstatement.

Assumption Of Risk By The Student

During the program and as part of the educational process, students may be using power tools (i.e. surgical drills and saws) to obtain a familiarity with the subject matter. The student agrees to assume the risk of using these power tools and hereby releases The School and its instructors, employees, and staff from any liability or injury that may arise from usage of these tools in the program. Additionally, The School has no liability for any actions or occurrences that may occur outside of the physical location while the student is attending the program. The conduct, activities, and participation by the student in any sporting event, function, or activity outside of the program, regardless of the level of participation by School associates, is entirely at the student's own risk and the student agrees to assume all risks in any activity, physical or social in nature.

Attendance Policy

Regular, on-time attendance is essential to the student's learning process. When students are absent, tardy, or leave early, they must communicate this to their instructor and make an effort to stay current on all class work during their absence. Excessive failure to report to class in a timely manner, reporting unprepared for the day's lessons, or departing early without approval is grounds for corrective action up to and including removal from the class. Instructors will maintain a record of attendance (absences and tardies) for both morning and afternoon class hours. All students are required, at a minimum, to complete all hours as required by their program of study. If a student is absent for a short duration (due to sickness or for other personal reasons)

then hours may be “made up” by the student during off-hours, as access to facilities and instructors are available.

Students attending online are expected to attend with computer screens turned on as well as participate weekly and complete and submit all assignments on time.

If absence and/or lack of participation results in a student’s cumulative score falling below a 71%, then the student may be placed on academic probation. If, for reasons beyond the control of the student or The School, a student misses a substantial part of their program, then The School may invite the student to complete the program in a subsequent class. So long as the student leaves in good standing for pre- approved personal or medical reasons, no additional tuition or fees will be assessed to the student for being readmitted to a subsequent program. In this case, the student will assume the cost of any additional travel expenses.

Computer and Telephone Use Policy

Students are required to use their own personal laptop computers while on campus. During class hours, each student will be provided access to the secure student network. Students must always refrain from using staff computers. Cellular telephone use is not allowed within the classroom. Cellular telephone calls should be made during breaks and during the lunch hour. We strictly prohibit copyright infringement, visiting illegal or pornographic websites and torrenting which may lead to disciplinary action, up to and including expulsion.

Conduct Policy

To assure orderly operations and to provide the best possible learning environment, students are expected to follow rules of conduct that will protect the best interest of The School. Conduct that is offensive to fellow students or to staff will not be tolerated. It is impossible to list all forms of behavior considered unacceptable. By our standards, any action that is disruptive, offensive, unfavorable, averse, hostile, or inauspicious to fellow students or staff is deemed unacceptable. Examples include but are not limited to cheating, plagiarism, theft, falsification of documents or records, fighting or threatening behavior, insubordination, disrespect, dishonesty, sleeping or appearing to be sleeping on campus, and any inappropriate sexual conduct. Students who are dismissed from the program due to unacceptable or disruptive behavior will not be eligible for reinstatement.

Confidentiality Agreement

The student acknowledges The School has spent considerable funds to develop the curriculum and teaching tools used during education. These products and publications are protected, proprietary in nature, and confidentially made available only to the student. The student agrees that the material, handouts, curriculum, and other teaching tools are protected, highly confidential products of The School. Students will not copy, redistribute, audio record, rebroadcast, or otherwise reproduce or share any of our training material while in the program, and will not provide or share any materials to anyone who has not completed a program. The audio recording, redistribution, rebroadcasting, or pirating of this protected information to any non-student is actionable by The School and subject to injunctive relief in favor of The School. It is agreed that in any legal action arising out of this Agreement, the prevailing party shall be entitled to the recovery of reasonable attorney fees.

Covid Policy

The school follows CDC and state guidelines related to COVID 19 and complies with specific mandates that may include mandatory masks, proof of vaccination, or regular testing. Students who test positive must inform their instructor immediately and follow CDC guidelines. The school reserves the right to move to remote learning if necessary.

Disability Policy

The School does not discriminate against individuals with disabilities. In preparing our students for the demands of the medical device industry, the school does not allow extra time to complete assigned work, presentations or tests. Students with a disability, prior to the start of class, should discuss any limitations that may prohibit them from successfully completing the program or fulfilling the role of a surgical device sales representative with the school's President. The school may not be able to provide specific aid, accommodations or learning resources.

Dress Code Policy

Students wear light blue scrubs each day, except for graduation day where students will wear a suit appropriate for an interview on the day they film their placement video.

Drug and Alcohol Policy

Misuse of drugs and alcohol impairs students' health and productivity. Drug and alcohol problems result in unsafe working conditions for all students and staff. We are committed to maintaining a productive, safe, and healthy environment, free of unauthorized drug and alcohol use. Any student involved in the unlawful use, sale, manufacturing, dispensing, or possession of controlled substances, illicit drugs, or alcohol on premises will be subject to disciplinary action up to and including dismissal from class and referral for prosecution.

There will be no alcohol stored or consumed on site at any facility.

English Proficiency Requirement

The English Proficiency Requirement (EPR) is to evaluate the English language proficiency of students whose native language is not English and want to enroll. Due to the highly sensitive role and responsibilities of a medical device representative, clear and concise communication is required between the representative and the operating team to ensure patient safety. Therefore, if a language barrier is identified during the evaluation and application process, candidates may be required to submit official evidence of English language proficiency. Instruction is given in English and is not offered in any other language at this time. English Language Services are not provided.

Applicants may demonstrate competency from one of the following tests:

- **IELTS (International English Language Testing System):** Overall band score of 6.5 or higher*
- **TOEFL (Test of English as a Foreign Language):** Minimum score of 550 on the paper-based test or 80 on the Internet-based test
- **SAT (March 2016 or later) Writing & Language Test:** 31 or higher

- **ACT combined English-Writing or English Language Arts portion:** 24 or higher

Grades

The instructor of record for each program assigns grades weekly representing the student's academic performance. Grades may not be changed after the instructor records the grade as part of the permanent electronic file maintained by The School, except in cases of computational error or for removal of an incomplete grade. In the event a student believes a grade is inaccurate, the student is encouraged to first talk with their instructor before filing an appeal through the grievance process.

Students may not perform additional work, revise a paper, repeat an exam, or complete other assignments after the instructor reports the final grade in order to receive a change of grade.

The student must be enrolled in the course for the entire length of the course to receive a final grade. Grades can only be issued for work completed during that time. Student grades are posted weekly and final grades assigned for program completion.

Course status codes of "I" and "W" are defined as follows:

"I" for incomplete is assigned when a student is on an approved leave of absence and is scheduled to return to complete the program. When the student returns and completes all segments, the "I" is replaced with the grade earned. In the event the student does not return as scheduled, the student is withdrawn, and "I" is replaced with a "W".

"W" for withdrawn is assigned as the final grade in the event a student withdraws or is withdrawn from the program.

All student grades will be posted and shared with classmates and published on the ZeroFee website.

A+	100 - 98.00	C+	84.99 - 83.00
A	97.99 - 95.00	C	82.99 - 82.00
A-	94.99 - 92.00	C-	81.99 - 79.00
B+	91.99 - 90.00	D+	78.99 - 75.00
B	89.99 - 87.00	D	74.99 - 73.00
B-	86.99 - 85.00	D-	72.99 - 71.00
		F	< 71.00

Your final grade for the program will represent a combination of your scores on all the following:

Grade Breakdown	
Tests	30%

Product Presentation	20%
Orthopaedic Reconstruction & Trauma Surgical Technique	10%
Specialty Surgical Technique	10%
Orthopaedic Reconstruction & Trauma Final	10%
Specialty Final	10%
Sales Test	10%
TOTAL	100%

Leave of Absence

Requests must be made via email to admin@medsalescollege.com, including the reason for the leave of absence and the student's expected return date. A leave of absence may be granted for reasons such as illness, care of a family member, or other personal matters. The student must be in satisfactory Academic Standing to be granted a leave of absence. If the leave request is approved, the student will be allowed to enroll in a future program at the point in the program in which their leave of absence in the initial class began. Students must attend the campus location of original enrollment. Attendance and grades from the original enrollment will be transferred to the new program of enrollment. Students may not retake any portion of the program previously completed. Enrollment in the next program start date is dependent on available space in the class, and cannot be guaranteed. Students who are granted a leave of absence will have up to eight months from their last date of attendance to return to complete their program. If a student fails to return from an approved and scheduled leave of absence, The School will exercise the right to withdraw the student from the program.

Missed Work Policy

When a student is absent, it is the student's responsibility to inform their instructor by written email, in order to make arrangements to complete missed work, including tests and presentations. If the student fails to communicate with their instructor within 24 hours of the date the work, test or presentation was due, the student will receive a zero. Once the student has communicated with their instructor, the student has 3 business days (72 hours) to complete the missed work. Missed work not completed within the 3 day (72 hour) deadline will result in a zero. Tests or presentations may not be retaken to improve a student's grade. Missed presentations must be made up live with the instructor via GoogleMeet or RingCentral Meeting (with cameras on). Video recorded presentations will not be accepted or graded.

Pre-Scheduled Absence Policy

If a student should have a pre scheduled absence, the student must inform their instructor to discuss specific curriculum, assignment and tests that may be missed during their absence.

Missed work due to a pre-scheduled absence is to be completed in accordance with the above Missed Work Policy.

Release of Information

The student agrees to allow the use of their images, videos, name, history and, hopefully, their ultimate success story, in any sales or marketing materials and without compensation. Each student will be invited to evaluate the training they receive and to offer any personal insights or experiences that may be valuable to future students and which may assist the School in furthering its goals. The student also agrees that the School may provide their contact information to prospective students who have requested additional information about the School and the experiences of former graduates.

Safety Policy

We are sincerely interested in the safety and well-being of our students. The School will make every effort to keep the equipment in excellent condition and make sure that all safety devices are working properly. If, despite our efforts to ensure safe working conditions, a student has an accident, it should be reported to an instructor immediately. The School will see that prompt medical attention is provided.

Security Policy

The School is committed to maintaining a safe and secure environment. In order to maintain a secure environment, we strictly prohibit students and visitors from bringing any firearm onto school property. The School reserves the right to monitor and record its classrooms and labs, for the safety and security of our students, staff, and property. In addition, video will be used for training purposes. Failure to comply with this policy will result in disciplinary action up to and including removal from class and any applicable charges being filed against the student/visitor for such a violation.

Sexual Harassment Policy

The School seeks to provide an environment free from sexual harassment and sexual assault. The School has a zero-tolerance policy for acts consisting of harassment or assault. Sexual harassment is discriminatory, unlawful, and may involve the behaviors of a person of either sex against a person of the opposite or same sex. It occurs when behavior constitutes unwelcome sexual advances, request for sexual favors, and other unwelcome verbal or physical behavior of a sexual nature where such conduct is made either explicitly or implicitly as condition of employment or education, where submission or rejection is used as the basis for employment or educational decisions, or where such actions are intimidating, hostile, or offensive. The School understands that sexual harassment may not be intentional. Any person who feels that he or she is being sexually harassed must immediately inform the President, who will initiate an investigation into the allegations and advise the School's legal counsel.

Student Complaints

Complaints are defined as any student concern regarding the school programs, services, or staff. A complaint must be based on a claimed violation of a rule or policy that has not been

resolved through ordinary processes. The student is encouraged to attempt and resolve all grievances at the lowest possible level. The student should first discuss the problem or complaint with the person whose decision or action is being contested and then with that person's supervisor. If the grievance cannot be resolved at that level, the student can submit a formal complaint in writing.

Any student who brings a complaint has the burden of proof and must provide documentation and evidence to support the allegation. A complaint should normally be filed within five (5) working days of the incident or incidents. Note: This policy does not limit the School's right to change rules, policies, or practices.

Grievance Procedure

Complaints are defined as any student concern regarding the program, services, or staff. A complaint must be based on a claimed violation of a rule or policy that has not been resolved through ordinary processes. The student is encouraged to attempt and resolve all grievances at the lowest possible level. The student should first discuss the problem or complaint with the person whose decision or action is being contested and then with that person's supervisor. If the grievance cannot be resolved at that level, the student can submit a formal complaint in writing.

Any student who brings a complaint has the burden of proof and must provide documentation and evidence to support the allegation. A complaint should normally be filed within five (5) working days of the incident or incidents. Note: This policy does not limit the School's right to change rules, policies, or practices.

A student who has a concern about a school-related issue is encouraged to schedule a conference with the director to find a resolution. If an issue is not resolved to a student's satisfaction through the conference, the student can file a formal complaint in writing with the director who will formally investigate the complaint, take appropriate action, and provide a written response to the student by the 10th business day after the day the formal written complaint is received by member of the faculty or staff. Note: a conference with the director is not required before a student files a formal written complaint.

Complaint Hotline

We understand the importance of providing a safe and ethical classroom for our students. In an effort to assist with this standard we have partnered with Ethico Compliance who will provide our students with an anonymous avenue to report classroom or campus issues and concerns. This hotline is available twenty-four (24) hours a day, seven days a week and there will always be someone available to speak with our students. The line is staffed by a third-party organization that will document their concern and send the report to someone in the corporate office. The student may remain anonymous or they may choose to identify themselves. Regardless of their decision, their information will be documented and investigated. The toll-free number that they can call is 888-845-0828. There is also the option to report concerns online by visiting MyComplianceReport.com. Once the student has entered the site they will click on "Begin new report" (bottom left of page). At that point they will be asked to provide an access ID which is 'MEDSC'.

Termination/Dismissal Action

The student must apply himself or herself to the subject matter. The School reserves the right to terminate continued participation by any student for the following reasons:

- Lack of participation, tardiness, and failure to complete essential assignments.
- Failure to grasp and master the subject matter (i.e. failing tests).
- Violation of the standard honor code.
- Disruptive classroom conduct inconsistent with the goal and decorum of learning.

Students terminated from their program are not eligible for reinstatement.

Tobacco Policy

The School maintains a non-tobacco and non-smoking policy within the interior of the office and office building. The use of cigarettes and/or smokeless tobacco is allowed on the exterior of the building within the designated areas only.

Transferability of Credits

The transferability of credits you earn in the program is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the certificate you earn in the educational program is also at the complete discretion of the institution to which you may seek to transfer. The School does not have any written agreements with any other institutions regarding the transferability of credits. If the certificate that you earn is not accepted at the institution to which you seek to transfer, you may be required to repeat some or all your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals.

Financial Information

Following are the costs to complete the 12-Week Spine and Orthopaedic Reconstruction & Trauma program:

Tuition paid directly to The School	\$19,495.00
Estimated costs for scrubs (3 pair @ \$20/pair)	\$60.00
Total costs to complete the program*	\$19,555.00

*The total costs to complete the program include estimated books and equipment/lab costs but do not include transportation, parking fees, lodging or meal expenses for the weeks on campus. Students are free to stay at any location of their choosing while studying on campus. Accommodation recommendations are located on our website. Keep in mind distance/traffic while deciding on housing.

In addition to the scrubs required to be worn during residential training, students are required to have a business suit/outfit (appropriate for interviews) during their residential training.

Other Fees: \$150.00 cancellation fee is charged to students who withdraw from a program in

accordance with the College's refund policy.

Payment and Method of Payment

The student may make tuition payment(s) to the School with any major credit/debit card (Visa, MasterCard, American Express or Discover), or by check made payable to: Medical Sales College and remitted to our corporate location in Tampa, FL - 101 E. Kennedy Blvd., Suite 1165, Tampa, FL 33602. A \$500.00 deposit is due upon enrollment to hold the seat in the program. The remaining tuition is due 30 days prior to the start of class. Students who have not paid tuition will not be allowed to attend class.

Financing Options

Although we do not offer financing to students, we are pleased to have partnered with Meritize and Climb Credit to offer financing opportunities for those who qualify. For more information please visit www.meritize.com and www.climbcredit.com

*Some restrictions may apply. More information can be found on our website at www.MedicalSalesCollege.com on the Tuition & Financing page located under the Admissions tab.

Transfer Credit

Due to the unique nature of the program(s) offered, The School does not accept transfer credit previously earned from other institutions nor is credit for experiential learning accepted. All program hours are required to be completed at the college for a student to be issued a certificate.

Financial Aid

The School is not approved for participation in any state or federal financial aid grant or loan programs.

Cancellation & Refund Policies and Procedures

Postponement of Starting Date

Postponement of the starting date, whether at the request of The School or the student, requires a written agreement signed by both parties. The agreement must set forth:

- Whether the postponement is for the convenience of The School or student, and
- A deadline for the new start date, beyond which the start date will not be postponed.

If the course is not commenced, or the student fails to attend by the new start date set forth in the agreement, the student will be entitled to an appropriate refund of prepaid tuition and fees within as set forth in the agreement, determined in accordance with the refund policy and all applicable laws and rules concerning the Private Occupational Education Act of 1981.

Late Enrollment Policy

A late enrollment is defined as less than 30 days prior to the program's scheduled start date. A student may not enroll more than seven (7) days past the start date of the program and will have to defer enrollment to the next class start date. Permission to register late does not affect any academic policies.

Applicant's Right to Cancel/Refund Policy

In the event the student decides not to participate in the enrolled program, a written request for cancellation must be submitted to the School and emailed directly to:

withdrawal@medsalescollege.com or mailed to our corporate office at 101 E Kennedy Blvd, Suite 1165, Tampa, FL 33602.

- Students who are not accepted to the program are entitled to a full refund of all monies paid.
- Students who cancel this contract by written notice to the School within three (3) business days are entitled to a full refund of all tuition and fees paid except where class has already begun. In that case, the student would be entitled to a refund based on the posted refund table.
- Students who withdraw by written notice after three (3) business days, but before commencement of classes, are entitled to a full refund of all tuition and fees paid except the maximum cancellation charge of \$150.00.
- Students shall receive a full refund of tuition fees paid, should the school discontinue or cancel the program or course in which they are enrolled.

In the case of students withdrawing after commencement of classes, the school will retain the cancellation charge plus a percentage of tuition and fees based on the percentage of time completed in the program, as described in the table below.

Refund Table:

Student is entitled to upon withdrawal/termination	Refund Percentage to Student
Within first 10% of program	90% less cancellation charge
After 10% but within first 25% of program	75% less cancellation charge
After 25% but within first 50% of program	50% less cancellation charge
After 50% but within first 75% of program	25% less cancellation charge
After 75% if paid in full, cancellation charge is not applicable	NO REFUND

Percentage of program is based on total length of program. For example; withdrawal at completion of week 6 of a 12-week program would equate to 50% attendance of the program with 50% of the program remaining and therefore a 25% refund less cancellation charge would be issued. ($6/12 = .50$)

The student may cancel this contract at any time prior to midnight of the third business day after signing this contract. The school's refund policy shall not be impacted by the policy for granting credit for previous training.

All refunds will be made within 30 days from the date of termination. The official date of

termination or withdrawal of a student shall be determined in the following manner:

- a. The refund will be based on the date in which the school receives written notice of the student's intention to discontinue the training program, or
- b. The refund will be based on the date in which the student violates published school policy, which provides for termination.
- c. Should a student fail to return from a leave of absence or an extended leave of absence, the effective date of termination is the earlier of the date The School determines the student is not returning or the day following the student's expected return date.

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