



When You Need Assistance With Healthcare

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Healthcare Liaison, Inc. Expands Credentialing Program For Healthcare Advocates

Expansion Addresses Needs Of Rapidly Growing Healthcare Advocacy Profession

Berkeley, CA, June 15, 2010 — Three years after establishing the first program in the country specifically designed to credential medically trained professionals who want to work in the field of healthcare advocacy, **Healthcare Liaison, Inc.** today announced that it has expanded its groundbreaking **Healthcare Advocate Credentialing Program** to meet the needs of the rapidly growing healthcare advocacy profession. Advocacy professionals are variously referred to as healthcare advocates, patient advocates, patient navigators, nurse navigators, or healthcare liaisons.

Healthcare Liaison, Inc. now offers two options leading to the credential of Certified Healthcare Advocate: one is a yearlong course of study for individuals who plan to establish their own patient advocacy practice; the other is a nine-month program for those who would like to be certified as a Healthcare Advocate and perhaps work for others.

The credentialing curriculum for both programs covers the following subject areas:

- Communication Strategies in healthcare
- Navigation in Insurance systems
- Designs for Discharge Planning
- Ethical Dilemmas in Healthcare Advocacy
- Assistance for Families
- Age-specific approaches to healthcare advocacy
- Neonatal and Pediatric Aspects in Healthcare Advocacy
- Cultural Sensitivity in Healthcare Advocacy
- Cross-cultural issues in Healthcare
- Issues in placement
- End of life decision-making

In addition to the core curriculum presented in both programs, the 12-month program provides coaching on how to set up a healthcare advocacy practice. Trainees receive specific coaching on business plan development, licensing regulations, malpractice insurance, marketing, the Code of Ethics for Healthcare Advocates, business forms, web site development and social networking. All credentialing candidates must complete the introductory workshop *Becoming a Healthcare Advocate: 11 Steps to a New Career in Healthcare*. Upon completion of this workshop, participants with appropriate training and experience can apply to enroll in either the yearlong program or the expedited nine-month program.

The Healthcare Liaison Credentialing Program is available to the following medically-trained professionals: RN, MD, DO, DC, MSW (medical), PT, OT, ST, and PharmD. Other medically trained personnel are considered on an individual basis. Applicants must have at least four years of post-licensure experience, including two years of inpatient and two years of outpatient experience.

Detailed information about the Healthcare Liaison Credentialing program can be found at www.healthcareliaison.com/credentialing_program.html. For more information, or to apply for a credentialing program, contact Joanna Smith, Joanna@healthcareliaison.com.