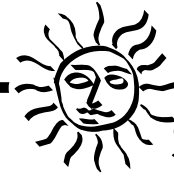


CTA Announcer

March – April 2006 Newsletter



What is
Spring Fever?

Business Is Booming

Did you know that in the last ten years, the number of U.S. spas has quadrupled? There are now officially over 12,000 spas in our country and more are opening monthly! The International Spa association recently reported that spas earn more money than theme parks, motion pictures and ski resorts!

ISPA (International Spa Association) tells us that the most popular spa treatment ordered by “spa-goers” is massage! “Massage therapists are an integral part of a spa experience, and the spa industry is taking the massage therapist more seriously now,” reported Alison Howland, director of spa development for the Aveda Corporation in Minneapolis, Minnesota (see *Massage & Bodywork Magazine*, April/May 2006 issue).

So, if you are thinking of becoming a massage therapist, you might consider working at a spa! Please contact admissions if you are interested in learning more!

A Coder Shortage

The health care industry continues to talk about a shortage of various health personnel, including medical coders. Along with a shortage for nurses, the shortage for coders is running at approximately 19% nationally. The Bureau of Labor statistics indicates a need for people to work in this industry. Approximately 10,000 new coders are needed annually. If you are interested in learning what wages are for these folks, check out www.salary.com.

What does a coder do? Basically, the medical coder assigns a designated code that has described a service that was provided by a health care professional or facility for payment. Coders will also assign codes to diagnoses. All of this work is simply part of the procedure for claim submission. The work of coders also carries great responsibility, as they must be exact in their work so as to not cause loss of revenue or promote fraudulent claims by incorrectly coding. Their work also leads to the cash flow of their organization. So coding work is an “exact science”. Coders face the challenge of high quality and high productivity for their companies.

At Career Training Academy, you can choose to attend one of three programs, all designed for a variety of “job titles” within the health insurance industry. The *Medical Biller* program is a four-month diploma program, which can prepare you to work in an entry-level position as a “medical biller”. The *Health Insurance Claims Examiner/Medical Biller* program is a ten and one half month diploma program, which prepares people to enter the workforce as medical coders, medical billers, health insurance claims processors, dental claims coders, billers and processors, and customer service representatives.

Almost two years ago, Career Training Academy began offering a unique program titled *Advanced Medical Coder/Biller* because there was a need for specialty billing expertise in the employment market. Upon successful completion of this seventeen and one half month program, graduates are awarded an Associate in Specialized Business Degree.

So whether you have less than one year or more than one year to train for a new career, consider training to enter an industry where shortages exist! New classes begin May 1st and you can contact admissions to learn more!

Spring fever commonly occurs with a sudden warm spell following a long cold period. When the temperature rises, the body has to get rid of heat. Expansion of blood vessels occurs so blood can be carried to the body surface where heat can be lost quickly to the air. The energetic feeling experienced is the body's reaction to the large amount of work going on to cope with a warming environment!

Spa Employment Web Sites

Looking for a spa job? Try the Internet. Here is a list of sites that should prove helpful:

- www.Bestspajobs.com
- www.Dayspaassociation.com
- www.Globalhospitality.com/ae/spas.html
- www.Hcareers.com
- www.Salonemployment.com
- www.Spa-jobs.com
- www.Spatrade.com

yes!
you!
CAN!

Student Resource Services

"You're Here to Succeed", "We're Here to Help" are the words that Student Resource Services (SRS) use to describe the services they offer to students. Career Training Academy has always felt that these words also describe their philosophy in helping students achieve their goals, while attending.

In March, 2006, Career Training Academy began offering additional counseling services from this third party organization, truly dedicated to helping students succeed. Both organizations understand the juggling and demands that adult students face on sometimes a daily basis. "With Student Resource Services, you have immediate access to a comprehensive network of experts and information, 24 hours a day," described Andrea Spisak, Account Representative.

SRS has a strong website (www.StudentLifeTools.com) which covers topics such as financial counseling and planning, health and wellness, marriage and family challenges, stress and anxiety, legal concerns, and motivation. Empowering people with information is something this group does well. There is also an interactive "Ask an Expert" function which allows you to submit questions and receive personal responses from area experts.

In addition, if students require a "face-to-face setting", you can also be placed in touch with a local professional who can assist in helping to problem solve.

Understanding that students easily face personal challenges is something that all schools have given thought to...having a solution to help students works at Career Training Academy with supplemental assistance from Student Resources Services "Vital Tools for Student Success". *If you are interested in learning more about this "around-the-clock" help, please contact our school.*

Lending an Extra Hand

Many instructors and school employees are dedicated to helping students succeed. A formal recognition for "Lending an Extra Hand" will begin to spotlight the great stories of effective instructors and staff members work with students. Watch for future postings on our website and in our schools.

Calling All Seniors

If you are a high school senior and have not yet selected a school to attend, then please schedule a time to visit one of our campuses to learn more about our associate degree programs. High school seniors can select one of several class starts (though keep in mind, each class start does limit the number of students which can begin at that time).

Summer classes will begin July 3 and July 31; fall classes will begin September 5.

Students at Career Training Academy enjoy:

- ☞ Smaller class sizes
- ☞ Mentorship program
- ☞ Free counseling
- ☞ Specialty externship experience
- ☞ Graduate Quality Assurance program

Please contact Darlene, in Admissions, if you are interested in learning more about starting one of our training programs.

Therapeutic Touch Field Trip

"Therapeutic Touch" is a class offered in the Seventh Module for Comprehensive Massage Therapist & Advanced Bodyworker students. Therapeutic Touch is a contemporary interpretation of ancient healing practices that induce relaxation, reduce pain and accelerate the healing process. This scientifically researched modality is taught in universities worldwide and practiced in hospitals and clinics. The course introduces students to therapeutic touch definitions and techniques.

Students in the current class had also wanted to learn more about Labyrinthine Peace and the historical references to a labyrinth. Some massage therapists believe that walking a labyrinth is more of a right-brain task, leading to improving creativity, providing intuition, promoting reflection and helping to reach a meditative state. Labyrinths can be found at hospitals, spas, colleges and churches. Our students learned that walking a labyrinth gives participants an opportunity to focus on what is important to their life. A quiet time to reflect can be helpful in dealing with the challenges we face in life.

On April 12, 2006 massage students from the North Hills Branch Campus toured the Labyrinth Ministry at East Liberty Presbyterian Church in Pittsburgh, PA. The "Chartres" Labyrinth was created in 1996 and has been walked by thousands. (The best known of the Christian labyrinths is in France, at the Chartres Cathedral, which was built in the twelfth century.) Students enjoyed learning about the historical role of labyrinths and their evolution into modern time. If you are interested in learning more about the labyrinth at the East Liberty Presbyterian Church, log onto www.cathedralofhope.org.

The field trip was a great supplemental treat to a rewarding course!

Gift Certificates for Mother's Day

Gift certificates for massages are a great idea for a mother's day gift. Busy moms will be happy to have a time off to receive a therapeutic massage! Please call any of our campuses to learn more about purchasing a gift certificate (also, you may wish to learn more about our specialty packages of massages).



MASSAGE CLASS STARTS
ADVANCED MEDICAL CODER CLASS STARTS
MEDICAL ASSISTING CLASS STARTS

New day classes begin May 1 and June 5, 2006.
New evening classes begin June 5, 2006

DENTAL ASSISTANT CLASS STARTS
(Main Campus, New Kensington, PA only)

New day classes begin June 5, 2006