

Tone-of-Voice Guide for CapYear Academy

Background

CapYear Academy is an online medical assistant certification training program that prepares pre-health students for the National Healthcareer Association's (NHA) Certified Clinical Medical Assistant (CCMA) exam. CapYear Academy's program takes less time, is more flexible, and is more affordable than many other programs offered through community colleges and other training providers.

Pre-health students need clinical experience to get into medical or PA school. Employers often require candidates to be certified for entry-level jobs even if they already have valuable knowledge from relevant coursework. Most pre-health students don't want to spend several months and thousands of dollars completing medical assistant training programs when they don't intend to become medical assistants. They're also not sure which programs they can trust. With some additional training, pre-health students can become certified and qualify for these entry-level clinical positions.

Timeframe, flexibility, and affordability are essential factors for pre-health students who are considering medical assistant training programs. CapYear Academy addresses all of these factors.

Positioning Statement

CapYear Academy is a high-quality, flexible CCMA certification training program that pre-health students can complete in as few as nine weeks. This self-paced, online program allows students to learn on their own terms, according to their own schedules, and at an affordable cost.

Pre-health students often struggle to find entry-level jobs that provide them with the clinical experience they need to be competitive candidates when applying to medical school and to start their medical careers. Employers with entry-level clinical job openings often prefer or require candidates to be certified. CapYear Academy closes this gap by providing a way for pre-health students to earn certifications that help them qualify for these job opportunities. While other organizations also provide medical assistant training, CapYear focuses on working with pre-health students.

Target Audiences

Audience 1: Pre-Med, Pre-PA, and Other Pre-Health Students

Most people in this target audience are college students between 18 and 24 who are pursuing bachelor's degrees or have recently graduated. These students are intelligent and highly motivated, and they want to gain clinical experience to prepare for medical school or PA school.

Audience 2: Pre-Health Advisors

Pre-health advisors work with pre-health students to help them through the medical school application process. They provide students with resources and other relevant information and they make sure students understand application requirements and what courses they need to take. They feel it's their job to help students navigate this confusing and expensive process.

Customer Pain Points

Audience 1: Pre-Med, Pre-PA, and Pre-Health Students

- They need to get clinical experience to prepare and be competitive applicants for medical school and PA school. This is challenging because most employers want entry-level medical staff to be certified, and most pre-health students are not certified.
- Most of these students are enrolled in four-year degree programs, so they may not have a lot of extra time or money for typical certification programs.
- Since pre-health students don't plan to become medical assistants, they may feel it's not worth it for them to earn a certification specifically for medical assistants, especially when they already have knowledge of biology and other medical subjects from their school coursework. If they could get jobs without certification, then would do so.
- Their schedules tend to be packed, so they need the flexibility to earn their certifications on terms that work for them.
- When they are considering certification, they want to know they are selecting a certification program that they can trust, that is valid in their states and that prepares them for for the certification exam.

Audience 2: Pre-Health Advisors

- They may be understaffed with great demands on their time and energy.
- They typically work with a large number of students who are experiencing a substantial amount of stress as they try to find clinical jobs and go through the process of applying to medical schools and PA schools. Working with students throughout this process can be challenging and requires patience, understanding, and the ability to find creative, affordable solutions they can trust.
- Some resources and opportunities come at a cost, and they must be sensitive to students' financial situations and mindful of their recommendations.

Overall Tone of Voice

The overall tone of voice for CapYear Academy is professional, relatable, and credible. It is neither overly formal nor too informal. Instead, the tone of voice falls between these two extremes, with a focus on being formal enough to show a high level of authority and professionalism, and informal enough to connect with students across all socioeconomic levels.

All messaging should convey that the brand is trustworthy, respected within the medical community, and empathetic to students' challenges and needs.

Descriptors

1. Relatable
2. Credible
3. Trustworthy
4. Affordable

Descriptor 1: Relatable

CapYear Academy is relatable because through its communication, it shows students that it understands the unique challenges students are facing as they prepare for medical careers.

CapYear Academy is not aloof or pretentious.

Embrace: CapYear Academy would say, "Our certified clinical medical assistant (CCMA) training program is a national certification that helps you qualify for the clinical jobs you need to prepare for medical school or PA school and launch your medical career."

Avoid: CapYear Academy would not say, "Our training program equips you with the specialized skills you need to secure employment opportunities and obtain a placement in your preferred medical school."

Descriptor 2: Credible

CapYear Academy is credible because it bases its training on the NHA's curriculum. This means that students are well-prepared for their certification exams because they are studying the material provided by the organization that administers the certification exams. Its instructors are also experienced medical professionals, such as board-certified surgeons, physicians, physician assistants, and nurse practitioners. This combination of high-quality course materials, opportunities for hands-on experience via externships, and instructors who are experienced medical professionals results in a program that effectively prepares pre-health students for clinical job opportunities.

CapYear Academy is not unreliable or fly-by-night.

Embrace: CapYear Academy would say, "Our instructors are experienced medical professionals who use a curriculum based on the certifying body's curriculum, so you'll learn everything you need to know to pass your certification exam."

Avoid: CapYear Academy would not say, "Our trained instructors will teach you what you need to know to pass your certification exam."

Descriptor 3: Trustworthy

CapYear Academy is trustworthy because it operates with integrity and takes pride in helping pre-health candidates qualify for and find the clinical experience they need. CapYear Academy delivers on its promise to students that they will have flexibility in their training and greater access to clinical job opportunities when they earn their certifications through CapYear Academy's program.

CapYear Academy is not unethical or dishonest and doesn't make promises it can't keep.

Embrace: CapYear Academy would say, "We offer an affordable, flexible certification program that helps you qualify for clinical jobs, prepares you for medical school or PA school, and lets you earn your certification when it's convenient for you."

Avoid: CapYear Academy would not say, "We guarantee that you'll quickly and easily get a clinical job after earning your certification."

Descriptor 4: Affordable

CapYear Academy is affordable because it provides a premium-quality training program that costs less than other similar programs. CapYear Academy offers a reasonably priced program that aligns with the budgets of students from all walks of life and socioeconomic backgrounds. Students also have options for payment plans and discounts, making the program even more affordable and accessible.

CapYear Academy is not inaccessible.

Embrace: CapYear Academy would say, "We offer a convenient, premium-quality certified clinical medical assistant (CCMA) training program is affordable and accessible to many students."

Avoid: CapYear Academy would not say, "Our medical assistant certification program is cheaper than many other programs."

Key Brand Words and Phrases

High-quality (or premium-quality) certified clinical medical assistant (CCMA) training program
Qualifying for an entry-level clinical job shouldn't be so difficult
Finding a clinical job doesn't have to be so hard
We'll help you qualify for and find the right job for you
Find a clinical job without the frustration
CapYear is your ally along your medical career path
We're right beside you, helping you qualify for the jobs you want
Qualifying for a clinical job just got easier

Learn what you need to qualify for the jobs you want
Practical, hands-on training through our optional externship
Real-world clinical experience
Capitalize on your gap year
Kickstart your healthcare career
Go from student to practicing professional in less than three months
Flexible online training that fits in with your busy schedule
Get your certification while you attend school
On-demand training
Self-paced learning
Greater access to clinical experience opportunities
Don't settle for just any job, qualify for your choice of entry-level job opportunities
Get certified now to succeed later
Certification on your terms