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**ATA College rolls out new allied health programs**

Partners with Norton Healthcare to address employment shortfall concerns

Louisville, Ky. – ATA College, an allied health college located in east Louisville, is enrolling the following new program offerings: Associates Degrees in Medical Assisting, Medical Coding and Hospital Coding as well as diplomas in Practical Nursing and Limited Medical Radiography.

“In response to the need for more trained healthcare professionals, we have built state-of-the-art labs and put the proper resources and staff in place to offer these in-demand, accredited programs,” says Don Jones, ATA President.

According to Kim Maffet, Associate Vice President of Workforce Development for Norton Healthcare, Kentucky’s largest healthcare provider, a major shortfall of more than 700,000 nurses and an additional 700,000 allied health professionals is projected over the next 10 years.

“The aging of baby boomers will have a huge impact on supply and demand in the healthcare workforce,” says Maffet. “Not only will there be larger numbers of older patients requiring healthcare, but there also will be a massive number of workers from this generation retiring from healthcare positions. The healthcare industry needs to be prepared to fill these vacant slots.”

ATA and Norton Healthcare have aligned to provide students the opportunity to extern at any of Norton Healthcare’s hospitals, physician offices and urgent care centers. At the same time, the partnership will provide employers more opportunities to recruit qualified personnel and employees more opportunities to pursue accredited programs, as well as further their careers at Norton Healthcare.

“It’s a win-win relationship for our students and their medical professionals,” says Jones. “The best way to address the impending needs of the healthcare community is for educational institutions and healthcare organizations to work together to produce and employ quality allied health professionals.”

ATA began enrolling for the new programs earlier this year, and will likely need to expand its campus for a third time in two years.

Jones is serious about keeping ATA’s focus on students and the skills needed to be successful in the workplace. The college offers unique professional development opportunities including mentoring programs, free computer training, free tutoring, job fairs and training in soft communication skills.

“The trend, especially among small medical practices, has been to concentrate on teaching employees soft communication skills, like customer service and teamwork,” says Maffet. “That is valuable. However, success among our workforce also is contingent upon employees having a solid, comprehensive educational background. ATA’s curriculum provides that along with the customer service and teamwork skills that are so important,” says Maffet.

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In addition to the new programs, ATA also offers career-focused programs in Dental Assisting, Medical Office Assisting and Information technology.

New class sessions begin every five weeks. Classes are enrolling now. Call 502.371.8330 for more information or visit www.ata.edu.

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Established in 1994, ATA College is an accredited college offering programs in the Allied Health field. ATA College has day and evening classes designed for the working adult with instructors who are professionals in their field. Most programs include opportunities for externships, providing hands-on experience. ATA also provides students with life-time graduate career services. Financial aid is available for qualifying students. For more information about ATA College, visit www.ata.edu.