



July 2011

To our Valued Authorized Providers,

I want to share several important updates with you regarding the American Red Cross training programs you provide. In July, we will begin to implement a number of changes designed to enhance the quality and value of our programs and services as we continually strive to offer state-of-the-art training courses and materials. Specifically, we are:

- **Expanding and standardizing the portfolio of courses available across the country**, which may increase the number of courses available to you.
- **Establishing consistent, market-based pricing** that enables the Red Cross to recover our costs and support our mission.
- Enhancing customer service by **establishing a toll free customer call center** and moving to **centralized contract management**.
- Offering **enhanced, newly revised programs** in First Aid/CPR/AED, CPR/AED for Professional Rescuers and Healthcare Providers, Emergency Medical Response, and Lifeguarding – updated with the latest science and educational innovation methods.
- Continuing to implement **the next generation of Red Cross training** – with *2 year certification, free digital materials and free digital refreshers* for many of our courses.
- Updating our Learning Management Center to provide **better and easier self-service access for instructors to manage course records and print certificates**.

Please note that as part of these changes, **effective July 1, 2011, your authorized provider fees will be as outlined in the table below**. If you have been recently notified of price increases, we apologize for the multiple messages. A revised Authorized Provider Agreement will be sent to you by the end of the year.

Pricing Schedule for American Red Cross Health & Safety Training

Course name	AP fee per participant
First Aid	\$19
CPR + AED (Adult)	\$19
CPR + AED (Pediatrics)	\$19
First Aid + CPR + AED (Adult)	\$27
First Aid + CPR + AED (Pediatrics)	\$27
First Aid + CPR + AED (Adult + Pediatrics)	\$27
CPR + AED for the Professional Rescuer	\$27
Administering Emergency Oxygen	\$10
Bloodborne Pathogens	\$10
Responding to Emergencies (Adult + Pediatric)	\$35
Emergency Medical Response	\$19
Review/Challenge Class – First Aid	\$19
Review/Challenge Class – CPR + AED (Adult)	\$19
Review/Challenge Class – CPR + AED (Pediatrics)	\$19
Review/Challenge Class – First Aid + CPR + AED (Adult)	\$19
Review/Challenge Class – First Aid + CPR + AED (Adult + Pediatrics)	\$19
Review/Challenge Class – CPR + AED for the Professional Rescuer	\$19



Course name, <i>continued</i>	AP fee per participant
Review/Challenge Class – Administering Emergency Oxygen	\$8
Review/Challenge Class – Emergency Medical Response	\$19
Sports Injury Prevention & First Aid with CPR	\$27
Asthma Inhaler Training	\$8
Basic Aid Training	\$10
Cat and Dog First Aid	\$19
Epinephrine Auto-Injector Training	\$8
Wilderness First Aid	\$19
Babysitter’s Training	\$10
Nurse Assistant Training	\$50
Learn to Swim – Levels 1-6	\$5
Parent & Child Aquatics	\$5
Basic Water Rescue Review	\$5
Lifeguard	\$35
Review Class – Lifeguarding	\$35
Waterfront Lifeguarding	\$35
Water Park	\$35

*\$35 will be the maximum fee per participant for participants taking training for multiple certifications.

We are very excited to introduce this suite of changes to you, because we believe you will enjoy the enhanced product and service quality. Our new programs are shorter, more interactive, and focused on hands-on skills practice. Combined with the choice to purchase or library participant materials, and some of the best prices in the industry for the high quality printed materials, our customers and training partners have the opportunity to save on their total training costs. The two-year certification period, free digital materials and free digital refreshers are specifically designed to save you money while still delivering the high quality, effective training you have come to rely on us for. We are confident that you will be delighted by our updated programs, and that the changes will give you more choices and more flexibility.

The Red Cross is proud to serve this community in more than one ways. Fees paid to the Red Cross help recover the costs of developing our training programs, as well as help fulfill our mission in this community and across the country. The Red Cross responds to over 70,000 local and national disasters, provides nearly half of the nation’s blood supply, and delivers hundreds of thousands of emergency communications and support for military members and their families.

Thank you for the opportunity to partner with you. If you have any questions, please do not hesitate to contact us.

Sincerely,

Mark T Smith
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