



Contact: Evan Kell
CE Broker
ekell@cebroker.com
www.CEBroker.com

CE Broker's New Service Model and Change to CEB Partners Program

CE Broker, the official continuing education (CE) tracking system for the FL Department of Health (DOH), has announced a change to its service and subscription model starting in August 2012. This is the first change to CE Broker's service model in 8 years.

Standard subscriptions cost \$35 per license cycle. Service lasts until the end of each user's license cycle. Whether you subscribe at the beginning or end of your cycle, your subscription would end on the same date. 80% of all CE Broker users subscribe in the last 2 – 3 months directly preceding the license expiration date. Therefore, the \$35 was only buying 2 – 3 months of access to CE Broker's online continuing education tools.

The Change: *Subscriptions to CE Broker Professional Accounts will now cost \$29 per year.* In August, every FL healthcare professional that subscribes to CE Broker will receive one full year of access.

"We are dedicated to delivering WOW customer service and believe this change will make our service more user-friendly and easier to understand," says COO Brian Solano. "The majority of our users will now receive more value for less."

What about the Association Discount? Members of the Florida Association of School Psychologists will receive \$5 off of the \$29 subscription, for a total of \$24 instead of the previous \$25 (\$35 - \$10). For those who want to maintain constant access to CE Broker, the discount amounts to \$10 per two years just as before.

What other discounts are available? Starting in August, CE Broker users can also select to auto-renew at the end of a year. Doing this will take an additional \$5 off of the renewed subscription. Members of the Florida Association of School Psychologists renew for \$19 with this option.

"Our goal is to simplify the CE process for all," Solano says, "and this is a step in the right direction."

CE Broker manages the database of continuing education records for the FL Department of Health. The DOH, Division of Medical Quality Assurance, uses the information in CE Broker to confirm completion of CE renewal requirements. CE Broker tracks the continuing education of all healthcare professionals licensed in Florida whether or not you choose to subscribe. Subscriptions to CE Broker are not required and free, basic accounts will always be available.

Visit CEBroker.com to learn more.