

SMC Academy leverages AAPC education resources to drive high enrollment and certification success.



SMC Academy

Industry
Education

Headquarters
Mount Vernon,
Illinois

Overview

SMC Academy is an online program that offers high-quality medical coding training that prepares students for AAPC's CPC credentialing exam. Founder Lora Phillips, RHIA, CCS, CPC-I, established this easy-to-access learning environment with the motto "Medical coding made simple."

Goals

Provide high-quality medical coding training to prepare students for the CPC exam and their career goals.

Approach

Lora's teaching approach is shaped by her own struggles as a student overwhelmed by medical coding. Through real-world experience, she discovered how to make coding manageable, inspiring her to create a training program that offers an interactive and personalized learning experience, where students can progress at their own pace and receive the amount of support they need.

By partnering with AAPC and using our gold-standard curriculum and Practicode software, Lora established a strong foundation for the ongoing success of both SMC Academy and its students.

"I love that AAPC is always putting student satisfaction above everything."

– Lora Phillips, President of SMC Academy



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Results

- **Remarkable Student Success:** Students from diverse backgrounds, including those with no prior healthcare experience, successfully transitioned into lucrative medical coding roles.
- **Impressive Pass Rates:** Nearly 75% of students pass the certification exam, which is higher than the average of 46.9%.
- **High Enrollment:** The flexible, high-quality program attracts students, with classes often exceeding 50 students per month.
- **Expanded Online Reach:** Lora's engaging TikTok content, which shares her journey and promotes her student-centered approach, has attracted over 42,000 followers.
- **Streamlined Certification Process:** With access to Practicode, SMC Academy students gain real-world experience, allowing them to remove their apprentice designation more efficiently.
- **Enhanced Teaching Flexibility:** The curriculum allows Lora to tailor her teaching methods to fit the needs and schedules of her students.
- **Significant Time Savings:** AAPC's comprehensive and up-to-date curriculum eliminates the time-consuming task of updating materials.
- **Consistent Support and Responsiveness:** The AAPC team provides quick solutions to any issues, prioritizing student satisfaction and support.
- **Increased Professional Growth:** Partnering with AAPC has boosted Lora's credibility and opened up additional professional opportunities.

"The AAPC curriculum is superb. I was blown away when I first saw it. As an instructor that worked at the community college level for ten years, updating the curriculum every year was my responsibility, and it was very time consuming and took away from me teaching students. The fact that the curriculum's already built and it's automatically updated...that has taken a huge load off of my shoulders."

— Lora Phillips, President of SMC Academy

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