



Specialist Language Course



1. Background:

Specialist Language Courses (SLC) designs and facilitates complex technical - and business-focused language programmes to an international market, focusing on courses where language skills make a critical difference to organisational and individual effectiveness.

As a consultancy SLC offers a 'best of breed' approach, working with specialist schools, in-house training organisations and online language experts. We work with Business, Aviation, Oil & Gas, Maritime, Medicine, Law, Finance, and the Military sectors among others.

SLC works increasingly in online language training. This year, the company is releasing a suite of online Medical English courses for Nurses, Doctors, Health Care Assistants and Carers, and another focusing on the English for Health & Safety in the Oil & Gas industry. Courses will be both self-study and blended, using both online and classroom tuition.

2. Why have you sought CPD Standards Accreditation?:

SLC sought CPD Standards Accreditation for its recently launched course, Online English for Nurses: Getting the Essentials Right. XX commented:

- “We wanted to have the course externally and independently verified in order to demonstrate the quality of the course to potential learners and organisational purchasers, such as NHS Trusts, healthcare recruitment companies, private healthcare groups and medical universities.”

SLC also believed the accreditation would strengthen the marketability of its course as online technical English courses are not part of mainstream training as they are difficult to create and relatively ‘niche’ in their appeal. They commented:

- “Given the irregular shifts of healthcare professionals and how busy most are, we believe that an online training is the best way for international nurses to learn the English to communicate effectively in an English-speaking environment. We felt that having CPD Standards accreditation would give us greater authority when presenting the concept to individuals and organisations.”

SLC delegates are international nurses who are preparing to work, or who have recently started to work in an English-speaking environment, including NHS Trusts, private hospitals, primary care practices, and care homes. SLC commented on how they benefit from a CPD accreditation:

- “Nurses need to show that they have undertaken CPD-accredited activities as part of their re-validation process. For international nurses, taking our course shows a commitment to improving their communication skills in interactions with patients and other healthcare professionals.”

3. What was accredited and how?:

SLC its first online Medical English course, ‘Online English for Nurses: Getting the Essentials Right’ accredited. They commented:

- “We are hoping to have our upcoming online Medical English courses for Health Care Assistants & Carers and for doctors accredited when they are launched this year.

SLC benefitted from the assessment process through the advice to improve their course to a higher standard. They commented:

- “We received some good advice, especially around course follow up and feedback, which we will integrate into the second iteration of the course. We are also developing a blended version of the course which we will make sure addresses the points raised around tutor support for online learning.”

4. How do you use your accreditation?:

SLC promote the CPD Standards accreditation on their website and have a dedicated course page where the logo is found. The course is also promoted on marketing collateral used for networking opportunities. They commented:

- “We have recently entered a series of partnerships with healthcare recruitment companies who are giving or offering the course to their international nursing candidates. In all cases, the fact that the course is CPD-accredited is a definite benefit.”

Links:

- <https://www.specialistlanguagecourses.com/shop/online-english-for-nurses-getting-the-essentials-right>
- <https://healthcare.english360.com/>

5. What effect has CPD Standards accreditation had on your business?:

SLC believes the CPD Standards accreditation has given them stronger credibility in the marketplace. They commented:

- "For a new product in a relatively uncharted space, it has helped in forming partnerships and in opening up conversations with potential customers.

6. Quotes here pertaining to the CPD Accreditation if possible...

SLC provided some testimonials for the CPD Standards accredited course:

- "The course is amazing, I'm loving" (Leonor, Portuguese nurse)
- "I want to say you that your course online is absolutely wonderful! Since the first units it was very useful for my job at the Lister hospital." (Cristina, Italian nurse)
- "I think the course is very good, interactive and has diversity of exercises that cover all language skills: speaking, listening, reading, grammar and vocabulary. We also found it extremely important the fact that it shows actual equipment used in hospitals/care homes in the UK, so it is very specific and exact. I will continue recommending it strongly." (Sylvia Lopes, JSL Consultants, Portugal and Poland)