### The American Heart Association Training Program Organization and Administration (PROAD)

#### American Heart Association (AHA) and Emergency Cardiac Care (ECC) committee

(“manufacturers”)

- Research & development of training and curriculum.
- They write books, design the course format, make the DVDs, write the tests and create the class forms.

#### AHA Regional Faculty

(account managers [aka “sales rep”] & auditors)

- Oversee the administration of the training programs
- Audit and review training centers’ compliance with AHA standards & guidelines
- Sales

#### AHA Authorized distributors

(Sell the training materials)

(“wholesalers”)

- World Point
- Laerdal
- Channing-Bete
- Amazon
- eBay
- CPRmanuals.com

#### AHA Training Centers

(“retailers”)

- Jürman Medical Association

- Certify Instructors
- Process and sell AHA certificates
- Monitor Instructors for compliance
- Maintain all course records of all instructors
- Can have Training Sites that act as Training Centers on their behalf

#### AHA Training Sites

(“franchises” for Training Centers)

- AmeriMed CPR Training

- Certify Instructors
- May process and sell AHA certificates
- Monitor Instructors for TC for AHA compliance
- May also maintain all course records of all their instructors

#### AHA Instructors

(“end users”)

- You

- Must align with a Training Center directly or thru a Training Site
- Each Training Center may choose their own business structure
- Each Training Center may have an alignment fee
- May teach classes for Training Centers as employees and/or subcontractors
- The lead instructor must process the roster through their TC
- The assisting instructor can teach as an assistant for any Training Center or Training Site
- May teach classes for themselves as independent contractors to whomever they want
- Instructors submit course rosters to their TC or TS for card processing
- Each TC has its own method for accepting your course roster submission
- Pay TC or TS
- TCs and TSs may charge the fees of their choosing
- Must turn in all paperwork to their TC or TS
- Must comply with AHA standards & guidelines
- Must be familiar with, and follow rules & guidelines in Program Administration Manual (PAM)
- Ignorance is no excuse for breaking the rules!
- May also become instructors for other organizations, such as ASHI, EMP Medic First Aid, American Red Cross

*Updated 12/14/16*