

*Misconceptions of*  
**License Management**  
SOFTWARE

**3 Common Misconceptions**

No matter the line of work, it is important to have the right credentials to safely and effectively carry out duties.

Whether licensing or certification is:



at the backbone of your operations

- or -



used for regulation and accountability in the interest of public health and safety



simply to fill a checkbox step,

don't fall victim to these three (3) common misconceptions and start utilizing your license management solution to its fullest potential, helping your organization be more agile and dynamic than ever before.

## 3 Common Misconceptions



Misconception #1

# The range of licenses you can manage are limited.

NOT ANYMORE!

Your past or present license management solutions may have had a limited range of licenses or certifications that it's accurately and reliably able to manage.

Those off-the-shelf solutions could be causing your operations to fall short of full optimization. The modern day license management solution is about customization and having the power to manage the licenses and certifications essential to your organization all in one place for a strong and accredited crew. It's also important to have a solution flexible enough to meet your organizational needs with the ability to add or remove licenses as you need them.

With the impact of the COVID-19 virus, many organizations turned to provisional licensing to help support and sustain a robust workforce. Additionally, having a full-service accreditation platform that can work effectively across disciplines from EMS and fire to public safety and private security reduces the burden on administrators and maximizes applicant output, helping your organization be more agile.

Misconception #2

# Our current licensing process works just fine.

## DISCOVER NEW BENEFITS!

Perhaps you're still using paper to manage and certify your workforce, or your current license management software is working just enough to deliver what your agency needs.

### Why modernize, right?

Well, the truth is, license management software has come a long way in the last few years allowing organizations to realize benefits they didn't even know existed! Today's state-of-the-art license management solutions allow organizations to easily automate, validate, issue, report and renew all within one seamlessly integrated solution. If your organization is still using paper, it could be missing out on a full service, online platform's ability to be accessed anywhere at any time. Additionally, applying automation to your credentialing workflow creates a more efficient system by nearly eliminating the physical time spent processing applications and minimizing manual errors, allowing for easier enforcement of credentialing standards and a streamlined regulatory process. No matter how your organization currently manages its accreditation process, exploring the dynamic benefits of a modern license management solutions could help save your organization valuable time and resources.



# TOP BENEFITS

## OF A MODERN LICENSE MANAGEMENT SYSTEM

### APPLICANT TRACKING



Applicants can now have the ability to manage multiple elements in the application process from user profiles, licenses, applications, contact information and trainings completed.

### ONLINE PAYMENTS



Pay application, inspection and course request fees rapidly reducing lag time.

### TRAINING AND COURSE MANAGEMENT



Create courses from templates or on the fly according to your organization's needs and track CE credits and trainings completed to ensure you are meeting the requirements to obtain your applications.

### INTEGRATIONS



Build out custom integrations making the application process more efficient.

### PUBLIC LOOKUP



Users outside the department can create accounts to easily look up user, agency or training details for verification.

Misconception #3

**We're not near a renewal period, so we're stuck with our current licensing software.**

→ NOT TRUE! ←


Your agency's current accreditation process just isn't cutting it anymore, but you're nowhere near a renewal or termination period.

**What should you do now?**

The downfalls and inefficiencies brought on by your current licensing and certification process could be hurting your organization's productivity. Switching to a license management solution that has the flexibility and wealth of features your organization is looking for can immediately boost operations through optimized workflows.



# SAVINGS EQUATION EXAMPLE

IF YOU PROCESS  
**1,000** applications  
per year  
saving   
**10** minutes per  
application  
COULD SAVE YOU OVER A MONTH'S  
WORTH OF TIME AND PAY PER YEAR

**1,000** applications  
**x 10** minutes of  
time savings  
= **10,000** minutes

**10,000** minutes  
**/ 60** minute  
per hour  
= **166** hours

**166** hours  
**/ 40** hours  
per week  
= **4+** weeks of time  
and pay per year

# CONCLUSION

Accreditation is essential in the realm of public health and safety and the proper licensing process can be the difference between an optimal organization and one that is not.

A dynamic and scalable system can deliver measureable results and create a more agile organization through automation and streamlined workflows. Simple misconceptions around license management software, such as the three described in this eBook, could be holding your organization back. If it's been awhile since your organization last reevaluated its accreditation process, take some time to explore the possibilities that come with making the switch to a more complete and efficient licensing solution.



# ABOUT IMAGETREND LICENSE MANAGEMENT

Modernize your licensing and certification process to minimize administrative burden and maximize applicant output. ImageTrend's License Management solution applies automation to your credentialing workflow for a more efficient system. Transform your state or agency's licensing practice from paper to a full-service, online platform that can be accessed anywhere at any time.

## ABOUT US

ImageTrend, Inc. is dedicated to connecting life's most important data in the healthcare and emergency response community. ImageTrend delivers software solutions, data analytics and services for EMS, Fire, hospitals, community paramedicine (CP), critical care and preparedness to enable fully integrated patient-centric healthcare and public safety. ImageTrend's commitment to innovation, our clients, and providing world-class implementation and support is unsurpassed. Based in Lakeville, Minnesota, ImageTrend combines business analysis, creative design and data-driven architecture to offer scalable solutions and strategies for today and the future.

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