



Case Study

Building Infrastructure for Healthcare Learning at Scale:

How **Coleman Associates** Formalized Education Systems Through IACET



This case study explores how Coleman Associates leveraged IACET accreditation to formalize and scale its healthcare training programs, expand access to continuing education, and support its pursuit of Joint Accreditation in the medical field. By embedding IACET's standards into instructional design, evaluation, and operational systems, Coleman strengthened its credibility with healthcare clients and expanded how it delivers accredited, interprofessional education.

In doing so, accreditation did not alter the organization's mission or values. Instead, it provided the structure needed to deliver high-quality, outcomes-driven training more consistently, at greater scale, and with stronger alignment to professional licensure requirements across the healthcare ecosystem.

Overview

About IACET

The International Accreditors for Continuing Education and Training (IACET) is a nonprofit organization dedicated to advancing the global quality of continuing education and training. IACET developed the original Continuing Education Unit (CEU) and is the premier standards-setting body for quality in training and education. Organizations that earn IACET accreditation have demonstrated their commitment to excellence through adherence to rigorous, research-based standards that promote continuous improvement and learner success.

Learn more at www.iacet.org

About Coleman Associates

Coleman Associates is a healthcare consulting and training firm based in Boulder, Colorado, supporting community health centers and healthcare organizations across the United States. The organization partners with healthcare leaders and frontline teams to improve performance through workflow redesign, change management, and hands-on training for clinicians and interdisciplinary care teams. Their mission to make community health the jewel in the crown of American medicine.

Rather than being offered as a standalone service, training is embedded into Coleman's improvement work. That means education is practical, measurable, and directly tied to improvements in patient access, efficiency, and care delivery. Under the leadership of Amanda Laramie, Chief Impact Officer, Sharae Huff, COO, and Adrienne Mann, Chief Innovation Officer, Coleman's education programs emphasize consistency, rigor, and real-world application.

As an IACET Accredited Provider, Coleman delivers structured, outcomes-driven education that supports both organizational transformation and the continuing education needs of licensed healthcare professionals.

Learn more at <https://colemanassociates.com>

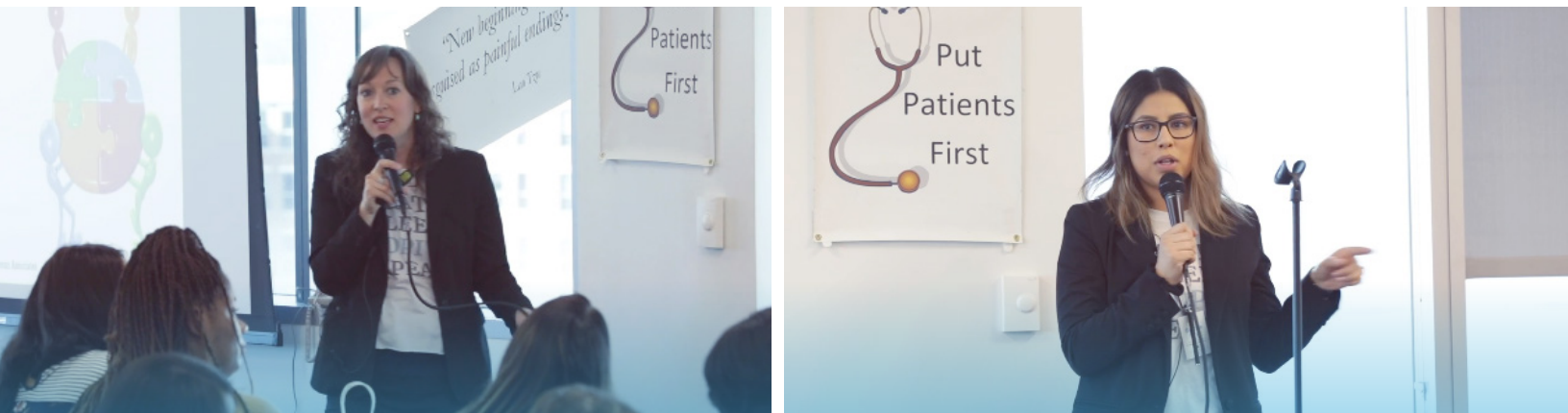
Coleman Associates facilitates a workshop with healthcare professionals at BlueCross BlueShield of Tennessee, delivering practical, outcomes-driven education.



Training as a Lever for Healthcare Improvement

From the beginning, Coleman Associates has treated training as inseparable from operational improvement. As Amanda Laramie, Chief Impact Officer explains, “Our clients don’t come to us for training in isolation. They come to us for results. Training is how those results actually take hold.” Learning experiences are therefore designed as practical tools that support healthcare teams as they adopt new workflows, strengthen collaboration, and embed change into daily operations.

Healthcare organizations engage Coleman Associates to address challenges such as access bottlenecks, staffing constraints, and care team coordination. By integrating learning directly into improvement initiatives, clinicians and staff apply new skills in real time, reinforcing behavior change through practice, feedback, and reflection.



Amanda Laramie and Brizzia Burgos deliver training to inspire community health leaders to re-think the way they provide care to patients.

The Challenge Before Accreditation

Prior to pursuing IACET accreditation, Coleman Associates did not offer formal continuing education credit. While the quality and impact of its training were well established, licensed clinicians still needed to seek continuing education elsewhere to meet their professional requirements.

Naturally, this created a disconnect: clinicians invested significant time in programs that delivered operational results, yet those learning experiences could not count toward licensure. From an organizational standpoint, the absence of CEUs also limited the ability to standardize administrative processes related to credit issuance and documentation.

Why IACET: Establishing a Formal Accreditation Framework

When Coleman Associates pursued accreditation, the objective was not simply to add a credential, but to build a sustainable education system. IACET stood out for its emphasis on evidence-based instructional design, evaluation, and quality systems—an approach that aligned closely with Coleman's process-driven culture.

Reflecting on the decision, Laramie explains that accreditation “put us in a more structured system” for delivering education the organization had been offering for years. Accreditation prompted Coleman to formalize learning objectives, strengthen documentation practices, standardize evaluation processes, and establish clearer policies to support consistent delivery.

The shift wasn't about changing results. It was about adding more structure and clarity to how the work was documented and delivered. As part of accreditation, the team had to look at measurable objectives differently and ensure that what they set out to accomplish was clearly captured in advance.

They also strengthened their approach to conducting needs assessments and other internal processes to ensure there was a clear thread from the beginning of an engagement through to its conclusion.

Brizzia Burgos, Internal Progress Manager at Coleman Associates, emphasizes that accreditation accelerated the organization's evolution.

“Working with IACET helped transform us from a great training team into a truly scalable learning organization. Their standards challenged us to formalize our processes, strengthen our curriculum design, and build the infrastructure that allowed us to expand our reach without compromising quality.”

— Brizzia Burgos

Coleman Associates' “Team Chispas” training group collaborates to design and deliver learning experiences that support healthcare organizations nationwide.



Implementation: Translating Standards into Practice

IACET accreditation did not require Coleman Associates to reinvent its training model. Instead, it required the organization to capture institutional knowledge and translate it into documented, repeatable processes that could be applied consistently across programs and instructors.

Accreditation introduced discipline around documenting why changes were made, how programs evolved, and how instructional decisions aligned with learning objectives. As Laramie observes, “accreditation didn’t change our values—it created a repeatable system for delivering quality at scale.” These systems helped the team stay aligned and consistent, while still allowing flexibility to respond to client needs.

Expanding Access to Continuing Education

Achieving IACET accreditation enabled Coleman Associates to begin offering continuing education credit across live, virtual, hybrid, and LMS-based learning experiences.

With accreditation in place, Coleman expanded its reach to learners in all 50 states and U.S. territories. Programs were refined to support structured learning pathways, allowing shorter modules to be bundled into coherent educational experiences aligned with CEU requirements. Administrative processes were systemized to ensure credit was issued accurately and consistently as participation grew.

Laying the Foundation for Joint Accreditation

One of the most strategically significant outcomes of IACET accreditation for Coleman Associates was how it prepared the organization for Joint Accreditation in the medical field. They were able to leverage the nationally recognized framework that allows providers to offer accredited continuing education for physicians, nurses, and other healthcare professionals within a single, unified structure. In complex healthcare environments, that ability to deliver interprofessional education is critical.

Because IACET had already required clearly articulated learning objectives, documented instructional design processes, standardized evaluation methods, and formal governance policies, Coleman entered the Joint Accreditation process with much of the necessary foundation already established.

As Laramie explains, “IACET got us ready for that,” noting that when Coleman applied for Joint Accreditation, many of the required processes were already in place.

Instead of building new systems from scratch, Coleman was able to build on what was already in place to meet additional healthcare accreditation expectations. This continuity reduced administrative lift and reinforced credibility with physician executives and clinical partners operating in highly regulated environments.

The result was not just expanded credit offerings, but a more cohesive model for delivering education that supports operational improvement while meeting the continuing education requirements of multiple licensed healthcare audiences.

Impact in the Healthcare Ecosystem

The ability to offer both CEUs, via IACET, and CME, through the Joint Accreditation, strengthened Coleman Associates' position within the healthcare training landscape. Programs that previously supported operational improvement while requiring clinicians to seek continuing education elsewhere can now address both needs in a more integrated way.

Healthcare leaders, particularly physician executives, responded positively to this integrated approach. It allowed training to improve care delivery while also meeting licensure requirements across multiple professional audiences.

Measurable Growth and Outcomes

Since achieving IACET accreditation, Coleman Associates has strengthened how its continuing education programs are structured while expanding participation across formats.

Growth is visible in several areas:

- Annual IACET CEUs increased from approximately 250 in 2021 to more than 1,400 in recent years.
- More programs are now delivered across live, hybrid, and LMS formats.
- Participation continues to grow across healthcare organizations nationwide.

In a recent reporting year, Coleman documented more than 34,000 total participation instances across live sessions and online modules. Because many learners engage in multiple modules or extended improvement initiatives, this figure reflects sustained engagement over time rather than one-time attendance. Participants often move through multi-day programs, return for additional sessions, or complete multiple LMS modules as part of broader improvement efforts.

Importantly, expansion has not shifted Coleman's focus from outcomes. As Laramie explains, "Organizations hire us because we help them improve patient access and how long patients wait. We measure those results and they report it to us."

Accreditation did not change that focus. It added structure around how learning is documented and delivered. The growth reflects stronger systems and broader reach, not a shift away from measurable impact.

Instructor Development and Quality Assurance

IACET accreditation strengthened Coleman's approach to instructor onboarding and faculty development by bringing greater clarity and consistency to how programs are delivered.

Adrienne Mann, Chief Innovation Officer at Coleman Associates, notes that accreditation reinforced internal expectations around instructional quality and alignment.

"IACET helped us evolve from a passionate training team into a mature, structured learning organization. Their guidance gave us the tools to scale with integrity."

— Adrienne Mann

New trainers are onboarded not only to course content, but also to Coleman's instructional philosophy and expectations for learner outcomes. As Laramie noted, accreditation helped the organization "apply structure" to onboarding more intentionally, introducing clearer requirements and more defined processes for new instructors.

In practice, this included:

- More clearly defined onboarding expectations for instructors
- Increased use of templated programs and delivery guidelines
- Clearer articulation of learning objectives and how they are evaluated

Coleman Associates facilitators lead interactive training sessions designed to help healthcare teams strengthen leadership, culture, and operational performance.



Continuous Improvement, Formalized

IACET accreditation strengthened Coleman's continuous improvement practices by requiring more consistent documentation of changes and the reasons behind them—even though the team had always been quick to adapt based on feedback. Evaluation data and learner feedback are reviewed regularly to spot patterns and guide both instructional and operational decisions.

Over time, this has helped Coleman refine learning design, adjust delivery methods as programs scale, and maintain consistency across instructors and formats. Continuous improvement remains an active, ongoing process as the organization continues to grow.

Looking Ahead


As Coleman Associates continues to grow, accreditation continues to play an important role in how its education programs are structured and delivered. The organization is expanding multimedia content, adapting learning experiences to evolving adult learner expectations, and continuing to refine the systems that support its programs. IACET accreditation provides a consistent foundation as Coleman evolves to meet the changing needs of healthcare organizations and professionals.

Conclusion

For Coleman Associates, IACET accreditation delivered more than a credential. It added structure around processes that were already producing results and supported continued growth in healthcare education.

By formalizing instructional practices, expanding access to continuing education, and laying the groundwork for Joint Accreditation, IACET helped Coleman broaden its reach while staying focused on measurable outcomes. Accreditation did not change what Coleman Associates stood for—it strengthened how that mission is carried out.



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