

JOIN THE FRONTLINES

THE SCHOOL OF ALLIED HEALTH

PLAYBOOK

INTERNAL USE ONLY



THE PURPOSE

The opportunity for students is strong because entry-level roles exist across many settings and levels of expertise (clinics, urgent care, hospitals, specialty offices, pharmacies). At the same time, healthcare's barrier to entry is the highest of all sectors, years of education and piled-up debt. SCI's School of Allied Health exists to close the skills and financial gap in healthcare.

PURPOSE FOR STUDENT

The School of Allied Health helps students take a clear first step into healthcare by showing them how the system works and what "entry-level ready" looks like. The opportunity for students is to find stability and purpose in work that makes a difference in someone's day, while building experience that can lead to growth over time. Whether a student is drawn toward direct patient support, medical office operations, billing and coding workflows, pharmacy support, or healthcare management pathways, the most important first move is gaining the habits and confidence that healthcare employers rely on: professionalism, careful documentation, respectful patient interaction, and ESPECIALLY consistency under pressure. SCI's role is to help students train with those expectations from the start so they can pursue entry-level opportunities and build forward.

INTERNAL USE ONLY

PURPOSE FOR SCI

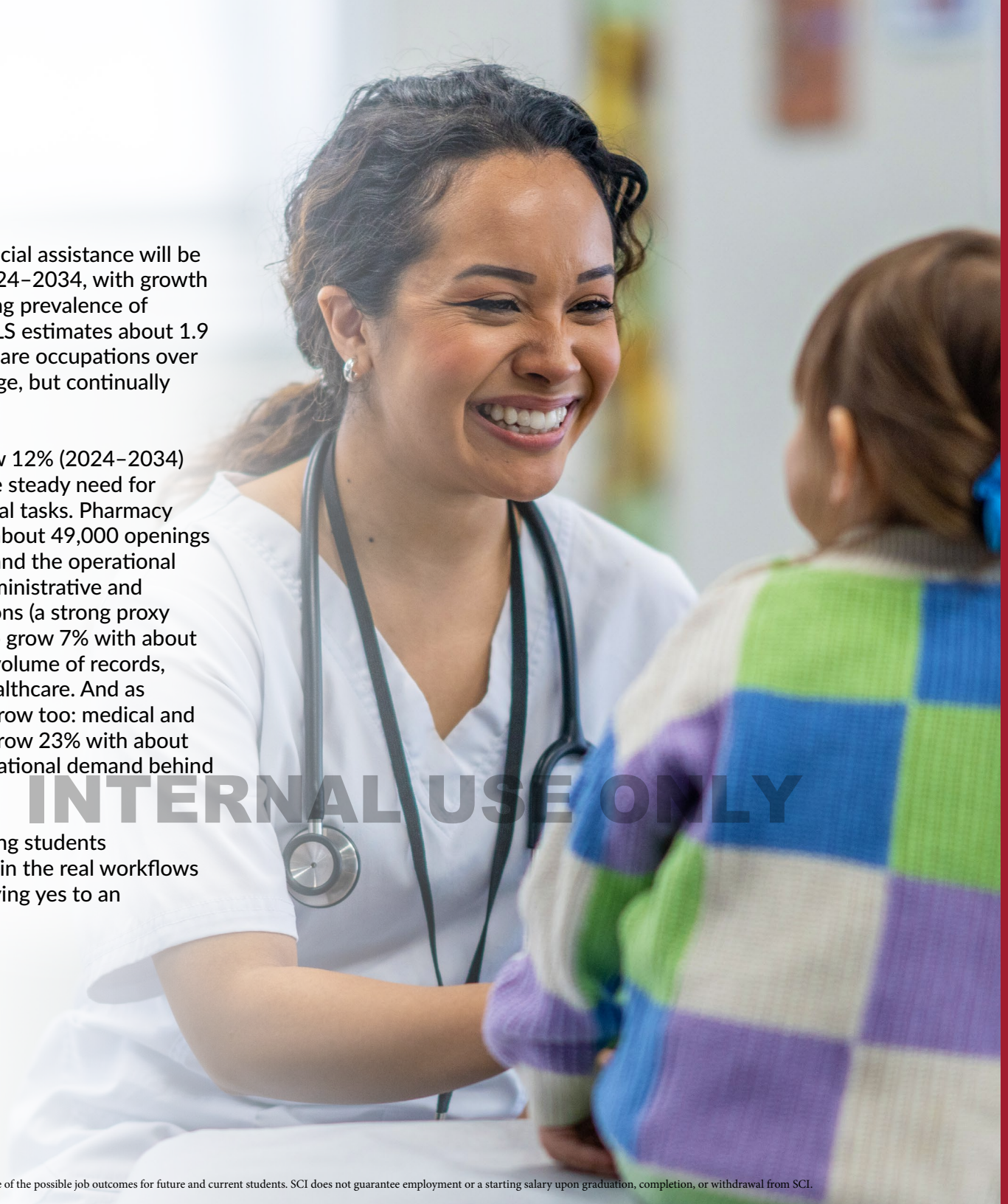
The School of Allied Health positions SCI as a premier source of well-prepared healthcare support talent by uniting programs under one clear, patient-centered banner and emphasizing readiness for the realities of care environments. By organizing Allied Health as a single school, SCI can provide stronger guidance at each stage: helping students choose the right starting point, reinforcing compliance-minded training expectations, and students have the opportunity to graduate with the practical skills and professional behaviors employers need in clinical and administrative settings. The school helping students also strengthens SCI's story to partners and communities by making it easier to understand what SCI produces: dependable, trained professionals who can support care teams and help healthcare organizations operate effectively from the front office to the back office.

THE OPPORTUNITY

Bureau of Labor Statistics projects healthcare and social assistance will be the fastest-growing industry sector (+8.4%) from 2024–2034, with growth driven primarily by the aging population and the rising prevalence of chronic conditions. Nationally across all positions, BLS estimates about 1.9 million openings per year (on average) across healthcare occupations over the same decade, meaning the market is not only large, but continually renewing through both growth and turnover.*

BLS also projects the medical assistant field will grow 12% (2024–2034) with about 112,300 openings per year, reflecting the steady need for staff who can support patient flow and routine clinical tasks. Pharmacy technician positions are projected to grow 6% with about 49,000 openings per year, aligning with ongoing medication demand and the operational needs of pharmacies and health systems. On the administrative and revenue-cycle side, medical records specialist positions (a strong proxy for medical billing/coding pathways) are projected to grow 7% with about 14,200 openings per year, reflecting the expanding volume of records, coding, and compliance-driven documentation in healthcare. And as systems expand, coordination and leadership roles grow too: medical and health services manager positions are projected to grow 23% with about 62,100 openings per year, showing the scale of operational demand behind care delivery.

SCI's competitive edge is clarity and readiness: helping students understand which lane fits them, then training them in the real workflows and expectations that make employers confident saying yes to an entry-level hire.



INTERNAL USE ONLY

**All information on this page is based on national data*

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

OBJECTIVES

PRIORITY

We strive to welcome every prospect with confidence, highlight the professionalism, patient-focus, and safety standards of the School of Allied Health, and support students from first interest through completion. Allied Health training is high-trust work: students must learn to follow procedures, protect patient privacy, communicate clearly, and perform consistently under supervision. We measure success through student progress, skill development, and readiness to pursue entry-level roles that support care teams in real healthcare settings.

WHAT WE MUST

ACHIEVE

- Help the prospect feel confident investing in training that leads to real responsibilities in healthcare support and administration (clinic, office, pharmacy, outpatient settings).
- Demonstrate that SCI Allied Health is organized, professional, and built around patient care standards, privacy expectations, and hands-on practice (where applicable).
- Ensure every first-time prospect clearly understands what day-to-day work looks like in Allied Health and what it takes to finish: attendance, practice, externship (when included), certification, and licensure steps where relevant.

HOW WE'LL

MEASURE

- Hitting enrollment targets for School of Allied Health programs across campuses and online (as offered).
- Measuring program and course completion, plus confirming students report being ready to pursue entry-level roles in healthcare settings. Additionally, prepare students to sit for certification and licensure exams.
- Messaging consistency: Allied Health creative stays professional, patient-centered, and focused on real responsibilities (supporting care teams, patient flow, documentation, privacy).

INTERNAL USE ONLY

PRIMARY

PROFILE

- Adults 18–35 exploring a first health-care career, plus adult career changers who want stable, service-driven work and a clear ladder of growth inside healthcare.

CORE

NEED

- "Will this program realistically train me for healthcare work where I'm trusted with patients, information, and safety procedures?"

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

IDEAL SCHOOL OF ALLIED HEALTH STUDENT
PROFILE

AGE
STAGE OF LIFE

- 18–30 exploring healthcare as their first career or adult career changers who want meaningful work and stable routines.
- Often coming from service jobs and looking for a respected path where they can help people and grow over time in clinics, offices, hospitals, or pharmacies.

TEMPERAMENT
& MINDSET

- Calm under pressure; can stay professional when patients are nervous, uncomfortable, or frustrated.
- Detail-focused and willing to follow procedures exactly (privacy, documentation, medication handling, sanitation).
- Coachable and steady; responds well to clear expectations, supervision, and repeat practice.
- Service-minded: wants to support others and takes pride in being reliable and trusted.

MOTIVATIONS
& GOALS

- Wants a clear, realistic path to entry-level roles in healthcare support or administration (depending on program).
- Wants skills that "count" in real settings: patient intake, scheduling, EHR basics, billing/coding workflows, clinical support tasks, or pharmacy processes.
- Motivated by meaningful work and upward mobility, starting in support roles and building toward more responsibility over time.

COMMON
PAIN POINTS

- Unsure which Allied Health path fits: clinical support, front office, behind-the-scenes revenue cycle, medication support, or the leadership ladder.
- Nervous about patient interaction: saying the wrong thing, making mistakes, or handling sensitive moments. Worried about privacy/HIPAA and "messing up" documentation or procedures.
- Concerned about balancing training with work/family, especially if externships or strict attendance apply.
- Concerned about costs and the total commitment needed to finish strong.

INTERNAL USE ONLY

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

IDEAL SCHOOL OF ALLIED HEALTH STUDENT

PROFILE CONTINUED

ACADEMIC

& TECHNICAL READINESS

- Has (or is working toward) a high school diploma or GED.
- Can follow step-by-step procedures and learn structured workflows (intake steps, documentation routines, coding rules, pharmacy processes).
- Willing to study terminology and systems (medical terms, EHR basics, billing/coding structure, medication names/handling depending on track).
- Learns best when concepts connect to real tasks: patient flow, chart updates, insurance processing, inventory, basic clinical skills where applicable.

PHYSICAL

& SAFETY READINESS

- Comfortable with active work and busy environments, standing, moving between tasks, and maintaining pace within reasonable limits.
- Committed to following safety rules: sanitation and infection control, proper handling of supplies, and consistent professional hygiene.
- Understands that safety includes privacy and careful handling of patient information (HIPAA mindset).

SOFT SKILLS

CHARACTER

- Dependable: shows up on time, communicates early, and stays consistent. Respectful and professional: understands patients are often anxious and deserve clear, calm communication.
- Coachable: accepts feedback, corrects mistakes quickly, and keeps improving.
- Ethical: understands trust matters in healthcare, confidentiality and integrity are non-negotiable.

LOGISTICS

& NON-NEGOTIABLES

- Has a realistic plan for transportation, childcare, and scheduling to stay on track through training.
- Able to meet common healthcare workplace requirements where applicable (screenings, background checks, immunization policies, drug testing, varies by employer/site).
- Willing to follow professional appearance standards and hygiene expectations typical in clinical/office settings.
- Understands that real healthcare work is routine-driven: accuracy, documentation, and patient respect matter every day.

INTERNAL USE ONLY

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

PROGRAMS

- Associate Of Applied Science In Healthcare Management



- Medical Office Specialist



- Pharmacy Technician





- Medical Assistant



- Medical Billing and Coding Specialist

INTERNAL USE ONLY

PAIN POINTS

TARGET AUDIENCE

18–35 looking for their first or a new career, and adult career changers who want stable, service-centered work in healthcare settings (clinical, office, pharmacy, outpatient environments).

OBJECTIVES

- Demonstrate that the SCI School of Allied Health is professional, patient-centered, and focused on real healthcare responsibilities.
- Attract prospects who understand the realities of healthcare work, standards, privacy, consistency, and are motivated to complete training and pursue entry-level roles.

PRIMARY PAIN POINTS

CORE PAIN POINTS

- **Pathway clarity:** Uncertain where to start in Allied Health and what the steps look like, “Which program fits me, and what does day-to-day work look like?”
- **Trust & responsibility anxiety:** Nervous about being responsible for patient info, safety steps, and professional standards.
- **Confidence with people:** Concerned about communication, “What if I freeze with a patient or handle a situation wrong?”
- **Time to readiness:** Wants a realistic timeline from first class to being ready to apply, including what “ready” means in healthcare support roles.
- **Costs & commitment:** Concern about tuition and the total commitment required to finish, including any externship time where applicable.

INTERNAL USE ONLY

SECONDARY

PAIN POINTS

- **Academic confidence:** Fear of medical terminology, documentation detail, coding rules, pharmacy math/process, or clinical procedures depending on track.
- **Emotional load:** Concern about seeing sick or stressed patients and maintaining professionalism.
- **Pace & accuracy:** Worry about keeping up in busy settings while staying accurate (documentation, insurance info, medication handling).
- **Life balance & logistics:** Managing work schedules, family responsibilities, commuting, and training requirements without falling behind.

Past students’ outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.



INDUSTRY PROFILES

INTERNAL USE ONLY

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee

SOUTHERN CAREERS INSTITUTE

ASSOCIATE OF APPLIED SCIENCE IN HEALTHCARE MANAGEMENT

*Healthcare management professionals (classified by the U.S. as Medical and Health Services Managers, plan, direct, and coordinate the business side of healthcare in settings like hospitals, clinics, physician offices, nursing facilities, and outpatient centers. In 2024, there were about 616,200 medical and health services manager jobs in the United States, with the largest shares in hospitals (29%), physicians' offices (14%), and nursing and residential care facilities (9%). These roles focus on staffing, budgeting, compliance, scheduling, and process improvement so that clinical teams can deliver care effectively.

Length of Program

51 WEEKS

Online Classes
With Successful full-time enrollment

Tuition

$

$22,100
No other fees

Career Skill Badges

23

Conveying expertise to employers
Demonstrates knowledge of in-demand skills based on program training.

Recognized Certifications

2

Graduates are eligible to sit for certification
Students train to sit for certification exam

Occupations

$

Associate of Applied Science in Healthcare Management students can pursue work in a variety of roles: such as:

- *Healthcare Manager*
- *Health Services Administrator*
- *Patient Services Coordinator*
- *Clinical Coordinator*

Nationally, job growth is also much stronger than average. Employment of medical and health services managers is projected to grow 23% from 2024–2034, compared with about 3% for all occupations, and BLS projects about 62,100 openings per year over the decade from new positions plus replacement needs as managers retire or change roles. This demand is driven by an aging population, increased use of healthcare services, and the growing complexity of healthcare laws, technology, and payment systems—all of which require capable managers to coordinate staff, systems, and budgets.

What this means for SCI Associate of Applied Science in Healthcare Management students



INTERNAL USE ONLY

The sector has strong long-term demand and a wide range of facility types that need people who understand both healthcare and operations. The BLS data demonstrates that medical and health services manager roles typically require at least a bachelor's degree plus related experience, but they also show the overall strength of the career ladder that entry-level staff are stepping into. Graduates from an SCI-level program may be prepared to pursue starting roles such as medical office coordinator, patient services representative, front-office supervisor, scheduling or billing coordinator, or administrative support in clinics, practices, or outpatient centers, depending on local employer needs and any additional education or experience they bring.

*All statistics come from BLS.gov Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

SCI AAS IN HEALTHCARE MANAGEMENT PATHWAYS

SCI ASSOCIATE OF APPLIED SCIENCE IN HEALTHCARE MANAGEMENT

STARTING ROLES (ENTRY LEVEL)

- Medical office coordinator
- Patient services representative
- Front-office supervisor
- Scheduling or billing coordinator
- Administrative support (clinics/practices/outpatient)

Growth Roles (Mid Level)

- Patient services coordinator / clinic coordinator
- Office manager / front office lead
- Operations coordinator (single site)

Senior Level

- Practice manager / clinic manager
- Department supervisor (patient access, scheduling, billing)
- Assistant administrator (small facility)

Leadership Level

- Director of operations (multi-site)
- Facility administrator
- Revenue cycle / compliance leadership (role scope varies by employer)

INTERNAL USE ONLY

SOUTHERN CAREERS INSTITUTE

MEDICAL BILLING AND CODING SPECIALIST

*Medical Billing and Coding Specialists compile, process, and maintain patient health information, and many of them work specifically in medical coding and billing. Their duties include reviewing patients' records for completeness and accuracy, using classification systems to assign codes for diagnoses and procedures, and maintaining data needed for insurance reimbursement, statistics, and reporting. In 2024, medical records specialists held about 194,800 jobs nationwide. The largest employers were hospitals (28%), offices of physicians (19%), management of companies and enterprises (8%), administrative and support services (8%), and professional, scientific, and technical services (7%).

Length of Program

36 WEEKS *OR* **51 WEEKS**

Day Classes *Evening Classes*

With Successful full-time enrollment

Tuition

$18,450

No Additional Fees

Career Skill Badges

19

Conveying expertise to employers

Demonstrates knowledge of in-demand skills based on program training.

Recognized Certifications

4

Graduates are eligible to sit for certification

Students train to sit for certification exams

Workplaces

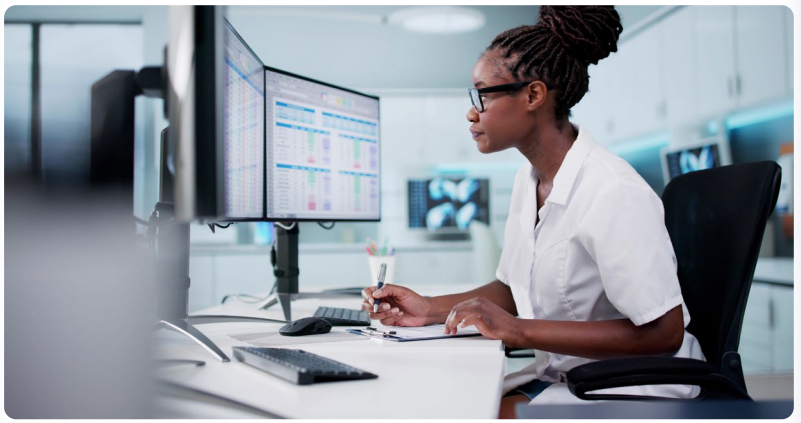
Medical Billing and Coding Specialist graduates may find entry-level employment in:

- *Hospitals*
- *Clinics*
- *Insurance Companies*
- *Government Agencies*
- *Specialty Practices*

INTERNAL USE ONLY

The job outlook for this field is stronger than average. BLS's National Data shows that employment of medical records specialists is projected to grow 7% from 2024–2034, compared with about 3% for all occupations, which BLS classifies as much faster than average. Over that decade, BLS projects about 14,200 openings per year, on average, from both new positions and replacement needs as workers retire or move into other occupations. Growth is driven by an aging population, increasing prevalence of chronic conditions, and continued demand for accurate coding of services for reimbursement and data analysis—although BLS also notes that AI tools may make coding work more efficient and may influence long-term demand.

What this means for SCI Medical Billing & Coding Specialist Students



This field is in steady national demand, above-average projected growth, and thousands of openings each year, especially in hospitals, physicians' offices, and related healthcare organizations. Medical records specialists typically need postsecondary training such as a certificate to enter the occupation, and employers may prefer or require professional certification. Graduates may be prepared to pursue entry-level roles such as medical records specialist, medical coder, health information technician (non-clinical), or billing/coding support in outpatient and inpatient settings, depending on local employer requirements and individual experience.billing clerk, or general office support with a financial focus.

**All statistics come from BLS.gov* Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

INDUSTRY PROFILE: SCI MEDICAL BILLING AND CODING SPECIALIST

SCI Medical Billing & Coding Specialist

STARTING ROLES (ENTRY LEVEL)

- Medical records specialist
- Medical coder
- Health information technician (non-clinical)
- Billing/coding support

Growth Roles (Mid Level)

- Billing specialist / claims support
- Coding specialist (higher complexity cases)
- Revenue cycle support (denials, follow-up, prior auth support—varies by employer)

Senior Level

- Coding auditor (employer-dependent)
- HIM / coding team lead
- Revenue cycle analyst (role scope varies by setting)

Leadership Level

- Coding manager / supervisor
- Revenue cycle leadership path (setting-dependent)
- Compliance / audit leadership path (setting-dependent)

INTERNAL USE ONLY

*Medical office specialists handle scheduling, patient intake, records, and billing using medical terminology and clinic/hospital procedures. They are often the first and last contact a patient has with a healthcare provider, coordinating appointments, updating electronic health records, and helping keep patient flow organized

Length of Program

30 WEEKS DAY CLASSES OR **45 WEEKS** EVENING CLASSES

*With successful full-time enrollment.

Tuition

$ **$16,450.00**
No Additional Fees

Career Skill Badges

16
Conveying expertise to employers
Demonstrates knowledge of in-demand skills based on program training.

Recognized Certifications

3
Graduates are eligible to sit for certification
Students train to sit for certification exams

Occupations

$ *Graduates may find entry-level employment in:*

- *Medical Office Assistants*
- *Administrative Assistants*
- *Word Processors*
- *Office Assistants*
- *Clerical Office Assistants*
- *Medical Receptionist*

Over the 2024–2034 period, total employment in this occupation is expected to change little overall (about –0.3%), but retirements and promotions drive ongoing demand. BLS's National Data projects around 144,500 openings each year from workers changing careers or leaving the labor force. Typical entry into these roles is with a high school diploma plus related experience, but many employers prefer applicants who also have postsecondary training in business, administration, or a related area managers who retire or move into other roles. Typical entry into these roles requires at least a bachelor's degree plus several years of related work experience.

What this means for SCI Medical Office Specialist students



INTERNAL USE ONLY

Steady demand is expected. Most roles are in physicians' offices, hospitals, and outpatient centers. Graduates can pursue opportunities with a wide range of local healthcare employers—from small practices to large systems—without relying on a single type of facility. With healthcare projected to keep expanding and medical secretaries seeing above-average growth within office and administrative support occupations, students who train in scheduling, medical terminology, EHR systems, and basic billing are positioning themselves for entry-level roles that can lead into other fields with more training.

SCI MEDICAL OFFICE SPECIALIST PATHWAYS

SCI Medical Office Specialist

STARTING ROLES (ENTRY LEVEL)

- Medical office specialist
- Administrative assistant
- Word processor
- Office assistant
- Clerical office assistant
- Medical receptionist

Growth Roles (Mid Level)

- Front desk lead / scheduling lead
- Referral coordinator / insurance verification support (role names vary)
- Patient access coordinator (role scope varies)

Senior Level

- Office manager (small practice)
- Patient access supervisor (clinic-based)
- Administrative operations lead (single site)

Leadership Level

- Practice manager ladder (multi-site environments vary)
- Operations supervisor / clinic administrator track (employer-dependent)

INTERNAL USE ONLY

*Medical assistants are healthcare support workers who complete both administrative and clinical tasks in physicians' offices, hospitals, outpatient centers, and other healthcare facilities. Typical duties include taking patient histories and vital signs, preparing exam rooms, assisting with exams, handling basic lab specimens, scheduling appointments, and updating electronic medical records. In 2024, medical assistants held about 811,000 jobs across the United States. The largest employers were offices of physicians (57%), followed by hospitals (17%), outpatient care centers (10%), and offices of other health practitioners (7%).

Length of Program

36 WEEKS DAY CLASSES OR **54 WEEKS** EVENING CLASSES

With successful full-time enrollment.

Tuition

$ **$18,450**
No Additional Fees

Career Skill Badges

20
Conveying expertise to employers
Demonstrates knowledge of in-demand skills based on program training.

Recognized Certifications

6
Graduates are eligible to sit for certification
Students train to sit for certification exams

Occupations

$ *Graduates may find entry-level employment in:*

- *Hospitals*
- *Clinics*
- *Labs*
- *Telemedicine*
- *Specialty Practices*

INTERNAL USE ONLY

The job outlook for medical assistants is much faster than average. BLS's National Data projects employment to grow 12% from 2024 to 2034, compared with about 3% for all occupations, increasing from 811,000 jobs in 2024 to about 912,200 jobs in 2034. Over that decade, BLS estimates about 112,300 openings per year, on average, as a result of both new jobs and replacement needs when workers transfer to other occupations or retire. Growth is driven by an aging population with greater healthcare needs, expanded use of outpatient and primary-care services, and the ongoing need for support staff to handle routine clinical and administrative work so that providers can focus on direct patient care.

What this means for SCI Medical Assistant students



The industry profile data on this page describes a field with strong national growth, steady annual openings, and broad opportunities across physicians' offices, clinics, and hospitals. National data indicate that medical assistants typically need postsecondary education such as a certificate or diploma, although some workers enter with a high school diploma and on-the-job training. Graduates may be prepared to pursue entry-level roles such as medical assistant, clinical or administrative medical assistant, front-office medical support, or patient care support in outpatient and ambulatory settings, depending on local employer requirements and individual experience.

*All statistics come from BLS.gov Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

SCI MEDICAL ASSISTANT PATHWAY

SCI Medical Assistant

STARTING ROLES (ENTRY LEVEL)

- Medical assistant
- Clinical or administrative medical assistant
- Front-office medical support

Growth Roles (Mid Level)

- Lead medical assistant / senior MA (team support + workflow)
- Specialty clinic MA (focused department routines)
- Preceptor / trainer (new-student or new-hire support, when available)

Senior Level

- Clinical support supervisor (small team)
- Care team coordinator (clinic-based)
- Back-office lead (depending on clinic structure)

Leadership Level

- Clinic operations leadership track (often via added experience + employer requirements)
- Practice management ladder (often paired with additional education/experience)

INTERNAL USE ONLY

*Pharmacy technicians help pharmacists dispense prescription medications and keep pharmacy operations running smoothly. They work under the supervision of a pharmacist, collecting information from patients and providers, measuring medication, packaging and labeling prescriptions, handling inventory, processing insurance claims, and entering information into pharmacy computer systems. In 2024, pharmacy technicians held about 490,400 jobs in the United States, making this a sizable healthcare support occupation. The largest employers were pharmacies and drug retailers (52%), followed by hospitals (17%), general merchandise retailers (9%), grocery and specialty food retailers (9%), and ambulatory healthcare services (4%).

Length of Program

33 WEEKS DAY CLASSES

OR

45 WEEKS EVENING CLASSES

Tuition

$ **$18,450**
No Fees

Career Skill Badges

17

Conveying expertise to employers
Demonstrates knowledge of in-demand skills based on program training.

Recognized Certifications

2

Graduates are eligible to sit for certification
Students train to sit for certification exams

Occupations

$ *Graduates may find entry-level employment in:*

- *Hospitals*
- *Clinics*
- *Retail Pharmacies*
- *Wholesale pharmacies*
- *Pharmaceutical companies*
- *Phamacy aide*
- *Pharmacy technician*

INTERNAL USE ONLY

BLS's National Data projects employment to grow 6% from 2024–2034, compared with about 3% for all occupations, with jobs increasing from 490,400 to 521,800 over the decade. An estimated 49,000 openings per year are expected, largely from the need to replace workers who change occupations or retire. Demand is driven by an aging population that uses more prescription medications, a rise in chronic conditions such as diabetes and hypertension, and the trend of shifting more routine tasks from pharmacists to technicians so that pharmacists can focus on patient-care services.

What this means for SCI Pharmacy Technician students



The industry profile data on this page describes a field with steady national demand, a clear retail and hospital employer base, and tens of thousands of projected openings each year. National data indicate that pharmacy technicians usually need at least a high school diploma or equivalent, and many states and employers prefer or require completion of a postsecondary pharmacy technology program and/or certification. Graduates may be prepared to pursue entry-level roles such as pharmacy technician or pharmacy technician trainee in community pharmacies, drugstores, hospital pharmacies, and other healthcare settings, depending on local regulations, employer requirements, and any certifications they obtain.

**All statistics come from BLS.gov* Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

INDUSTRY PROFILE: SCI PHARMACY TECHNICIAN

SCI Pharmacy Technician

STUDENT OR GRADUATE
STARTING ROLES (ENTRY LEVEL)

- Pharmacy technician
- Pharmacy clerk
- Pharmacy cashier

Growth Roles (Mid Level)

- Senior pharmacy technician (workflow + accuracy + mentoring support)
- Inventory / purchasing-focused pharmacy tech (setting-dependent)
- Specialty pharmacy support roles (setting-dependent)

Senior Level

- Lead pharmacy technician / shift lead (setting-dependent)
- Pharmacy operations support roles (setting-dependent)

INTERNAL USE ONLY

Leadership Level

- Tech supervisor / operations lead (where used)
- Pharmacy management ladder support roles (often requires employer-defined steps)

TONE & VOICE

How SCI Talks (Voice, Tone, Style)

STRAIGHTFORWARD, HUMAN AND

EMPOWERING

- **Plain-spoken, steady, and respectful:** we sound like trusted healthcare professionals—helpful, not hypey.
- **People-first language:** talk about students and healthcare workers as people with goals, families, and responsibilities
- **Concrete > clever:** prefer clear steps, tools, labs, and timelines over slogans or buzzwords.
- **Active, hands-on verbs:** study, train, prepare, build the skills etc.
- **Consistent word choices:** instructors are “knowledgeable” and “experienced,” not “gurus” or “masters.” Do not say ”ensure”, “guarantee”, and “you will.” Use “in as little as [X]” when talking about timelines.
- **Pathway framing:** Find your footing in healthcare settings and pursue entry level opportunities.
- **Visualize progress:** show what students practice first, what comes next, and how they can use those skills on real job sites.
- **Stacking certificates:** Build your way up after getting entry level roles after career training.

INTERNAL USE ONLY

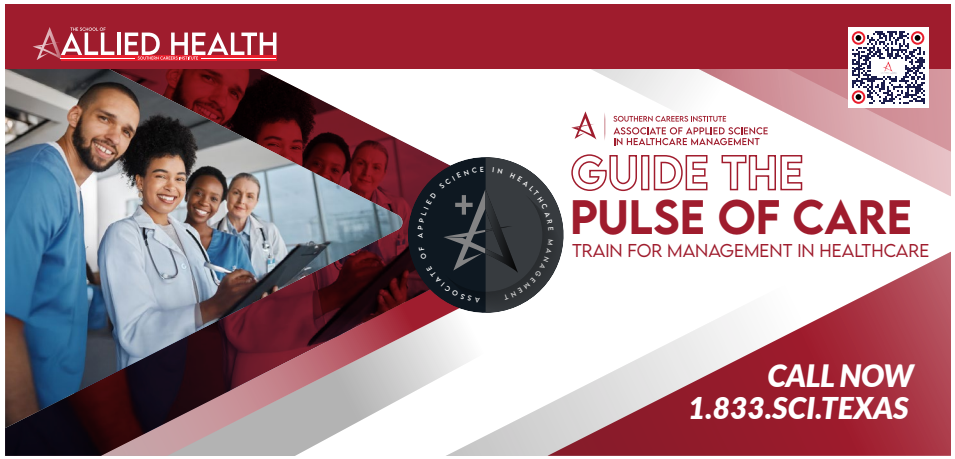


INTERNAL USE ONLY

PROGRAM DESCRIPTIONS

SOUTHERN CAREERS INSTITUTE
ASSOCIATE OF APPLIED SCIENCE IN HEALTHCARE MANAGEMENT

The Healthcare Management program prepares students in administrative and management functions within healthcare settings. Students study business operations, management principles, human resources, business law, accounting foundations, computerized financial reporting, communication, and healthcare-related organizational practices to support supervisory and administrative roles in healthcare environments.



LEARN iT.

Our Associate of Applied Science in Healthcare Management online program trains students on:

- Managing the flow of information in a healthcare facility by scheduling staff and patients need info
- Budgeting funds and resources
- Seeking ways to improve patient care while meeting the organizational objectives of the healthcare facility

Our graduates may pursue careers as:

- Healthcare Manager
- Health Services Administrator
- Patient Services Coordinator
- Clinical Coordinator

Length of Program

51 WEEKS
ONLINE CLASSES

Earn the following 23 Skill Badges conveying proficiency in your field:

Business Principles · Human Resources · Microsoft Word · Customer Service · English · Principles of Sociology · Introduction to Biology
Math · Career Readiness · Communication · Anatomy & Physiology I–II · Medical Terminology · Diseases of the Human Body · Electronic Health Records I
Electronic Health Records II · Medical Ethics and Laws · Medical Insurance & Billing · Business Law · Leadership · Fundamentals of Healthcare Finance · Contemporary Issues in Healthcare
Office Procedures I · Office Procedures II

Discover more information about this program in the Southern Careers Institute School Catalog at SCItexas.edu

LEARN iT. DO iT. LIVE iT.

LEARN iT.

BUS110	**Management Principles** Concepts of business management & the challenges managers face	MED132	**Medical Terminology** Introduction to medical terminology commonly used in healthcare. Identify root word elements, prefixes, and suffixes.
BUS111	**Human Resources** Examine human resource functions in business from a management perspective, covering selection, placement, compensation, training, development, evaluation, and work teams.	MED133	**Diseases of the Human Body** Recognize the causes, signs, and symptoms of common diseases, the diagnostic procedures, treatment, and prevention of common diseases, and the basics of disease processes and vaccinations.
CIS101	**Word Processing** Basic techniques of electronic word processing & software applications	MED124	**Electronic Records I** Explore electronic health records through scheduling, reporting, entering coding & billing information, & submitting claims
CSV103	**Customer Service** Practice customer service skills in a business setting with problem-solving & critical thinking	MED125	**Electronic Records II** Practice administrative tasks such as maintaining records, completing forms, documenting diagnoses, and posting charges, payments, and adjustments in a simulated EHR system.
GEN101	**English** Focus on improving writing skills & the four parts of writing	MED136	**Medical Ethics and Laws** Introduction to ethics and laws for the medical profession. Explore the differences between law, ethics, and moral values.
GEN104	**Principles of Sociology** Explore the study of society through topics including socialization, culture, social structure, social institutions, social stratification, diversity, & deviance	MED137	**Medical Insurance and Billing** Introduction to the fundamental elements and terminology of medical insurance payment systems and reimbursements
GEN105	**Introduction to Biology** Study living systems from the molecular & cellular basis of biology through the structure and function of the whole organism	MGT120	**Business Law** Examine law in relation to the conduct of business including the nature & source of law, courts, & courtroom procedures
GEN107	**Math** Examine the practical use of math in everyday business situations.	MGT200	**Leadership** Examine theories of leadership and use of those theories in all types of business, health care, and governmental environments.
JOB103	**Career Readiness** Integrate learned skills into job search techniques & professional development	MGT210	**Fundamentals of Healthcare Finance** Explore the business side of health care through the basics of financial management concepts including balance sheet, income statements, budgeting, and managing the financial risks to the organization.
MAC103	**Communication** Study communication skills utilizing informal writing techniques, focusing on basic skills in communicating to individuals or groups.	MGT220	**Contemporary Issues in Healthcare** Explore the current challenges, trends, and debates within the healthcare sector.
MED130	**Anatomy & Physiology I** Explore the structure and function of the integumentary, skeletal, muscular, cardiovascular, blood, lymphatic and immune systems.	OFF101	**Office Procedures I** Practice office procedures using the functionality of business machines in resolving business problems
MED131	**Anatomy and Physiology II** Explore the structure and function of the respiratory, nervous, urinary, reproductive, digestive, and endocrine systems.	OFF102	**Office Procedures II** Explore filing, time management, scheduling, planning & operation of office machines

Additional National Certifications*
Taken through a third party provider

Certified Medical Administrative Assistant (CMAA)
Microsoft Office Specialist Word (Microsoft 365 Apps)

*Additional Exam fees not included in tuition.

SPEAK WITH AN ADMISSIONS ADVISOR TODAY! 1.833.SCI.TEXAS or visit SCItexas.edu

Austin Main Campus
1701 W. Ben White Blvd., Ste. 100
Austin, TX 78704

Brownsville Branch Campus
935 North Expressway
Brownsville, TX 78520

Corpus Christi Branch Campus
2422 Airline Rd.
Corpus Christi, TX 78414

Harlingen Branch Campus
1122 Morgan Blvd.
Harlingen, TX 78550

Pharr Branch Campus
1500 North Jackson Rd.
Pharr, TX 78577

San Antonio-North Branch Campus
6963 NW Loop 410
San Antonio, TX 78238

San Antonio-South Branch Campus
238 Southwest Military Dr. Ste. 101
San Antonio, TX 78221

Waco Branch Campus
3700 S IH 35, Ste. A
Waco, TX 76706

*Past students' outcomes, starting salaries, and job prospects are not indicative of those for current and future students.
SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI. *Not all campuses offer all programs

INTERNAL USE ONLY

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

AAS Healthcare Management

Course	Course Name	Badge Name	Badge Image	Digital Badge Image	Hard Skill	Soft Skill(s)
BUS110	Management Principles	Business Principles Skill Badge			Business Leadership	Leadership
BUS111	Human Resources	Human Resources Skill Badge			Human Resource Management	Ethics
CIS101	Word Processing	Microsoft Word Skill Badge			Words per minute; Creating & Managing Documents	Application of Skills
CSV103	Customer Service	Customer Service Skill Badge			Customer Service; Conflict Resolution	Attitude, Image, Reliability
GEN101	English	English Skill Badge			Research, writing skills & the four parts of writing	Communication
GEN104	Principles of Sociology	Sociology Skill Badge			Understanding society and the customer	Teamwork
GEN105	Introduction to Biology	Biology Skill Badge			Basic understanding of living things	Attention to Detail
GEN107	Math	Math Skill Badge			Problem-Solving	Attention to Detail
JOB103	Career Readiness	Professionalism Skill Badge			Career Preparation	Feedback Response, Work Ethic
MAC103	Communication	Communication Skill Badge			Individual & Group Communication Skills	Communication
MED130	Anatomy & Physiology I	Anatomy & Physiology Skill Badge	finish both classes with an 85% or higher to earn badge		Understand and explain the structure and function of the human body	Attention to Detail
MED131	Anatomy & Physiology II					
MED132	Medical Terminology	Medical Terminology Skill Badge	N/A		Accurately understand, use, and communicate medical language	Attention to Detail
MED133	Diseases of the Human Body	Pathology Skill Badge	N/A		Identify, understand, and analyze various diseases and conditions	Attention to Detail

INTERNAL USE ONLY

AAS Healthcare Management

Course	Course Name	Badge Name	Badge Image	Digital Badge Image	Hard Skill	Soft Skills
MED134	Electronic Health Records I	Using Electronic Records Skill Badge			Documenting Diagnoses and Posting Charges; Payments and Adjustments per HIPAA regulations	Organization, Time Management
MED135	Electronic Health Records II	EHR Intermediate Skill Badge			Scheduling; Completing reports; Entering coding & billing information; Submitting claims per HIPAA regulations	Organization, Time Management
MED136	Medical Ethics and Laws	HIPAA Skill Badge			Rights and responsibilities of healthcare providers & consumers	Ethics
MED137	Medical Insurance & Billing	Billing Insurance Skill Badge			Health Insurance coverage, the medical billing cycle, and the general guidelines and processes for claims preparation & transmission	Attention to Detail, Problem-Solving
MGT120	Business Law	Business Law Skill Badge			Business Law	Adapability
MGT200	Leadership	Goal Setting and Alignment Skill Badge	N/A		Strategic planning, goal alignment, and performance management.	Interpersonal Communication
MGT210	Fundamentals of Healthcare Finance	Financial Management in Healthcare Skill Badge	N/A		Financial planning, resource allocation, and risk mitigation specific to the healthcare industry.	Critical Thinking
MGT220	Contemporary Issues in Healthcare	Global Health Skill Badge	N/A		Advocacy, policy development, and implementation of equitable healthcare practices.	Ethical Decision Making
OFF101	Office Procedures I	Problem-Solving Skill Badge			Office Procedures Using Electronic Applications & Resolving Business Problems	Application of Skills
OFF102	Office Procedures II	Scheduling and Planning Skill Badge			Front Office Procedures & Scheduling	Interpersonal Skills

INTERNAL USE ONLY

SOUTHERN CAREERS INSTITUTE

MEDICAL BILLING AND CODING SPECIALIST

The Medical Billing and Coding Specialist program prepares students in medical coding systems and healthcare billing processes. Students study medical terminology, insurance billing procedures, coding guidelines, healthcare documentation, and reimbursement workflows to support billing and coding operations in healthcare administrative environments.



LEARN iT.

Our Medical Billing and Coding students have the opportunity to train on:

- Translating medical services into codes for billing purposes.
- Creating accurate and timely billing statements
- Medical terminology
- Telemedicine communications

Medical Billing and Coding students can learn how to work in a variety of healthcare facilities, such as:

- Hospitals
- Clinics
- Insurance Companies
- Government Agencies
- Specialty Practices

2 Schedule options to complete your program*

36 WEEKS DAY CLASSES OR 51 WEEKS EVENING CLASSES

With successful full-time enrollment.

Train to earn the following 19 Skill Badges conveying proficiency in your field:

Microsoft Word, Customer Service, Professionalism, Words Per Minute, Communication, Anatomy, Vital Body Systems, Transformative Body, EHR Intermediate, Using Electronic Records, Billing Insurance, Claims & Collections, Telemedicine Communication, HIPAA, Coding Manuals, Applied Coding: Novice, Applied Coding: Intermediate, Applied Coding: Proficient, Problem Solving

LEARN iT.

CIS101	**Word Processing** Basic techniques of electronic word processing & software applications	MED112	**Billing & Insurance for Medical Offices** Introduction to the fundamental elements and terminology of medical insurance payment systems and reimbursements
CSV103	**Customer Service** Practice customer service skills in a business setting with problem-solving & critical thinking	MED113	**Billing & Collections for Medical Coders** Examine the special regulations & requirements surrounding private payers like Blue Cross/Blue Shield & government payers like Medicare, Medicaid, & Tricare
JOB103	**Career Readiness** Integrate learned skills into job search techniques & professional development	MED114	**Telemedicine Communication** Examine effective communication techniques used by professionals in a variety of medical settings including telemedicine
KEY101	**Keyboarding** Introduction to proper touch typing skills	MED115	**Medical Law and Ethics** Introduction to the law & ethics in the medical profession including the identification of protected health information as it applies to HIPAA
MAC103	**Communication** Study communication skills in a one-on-one or group setting while learning informal writing techniques	MED116	**Intro to Medical Coding** Explore the navigation of coding manuals including book format and structure, & best practices for looking up codes
MED107	**Foundational Body Systems** Introduction to the anatomy, physiology, structure & function of the foundational systems of the human body	MED117	**Medical Coding for Foundational Body Systems** Practice proper diagnosis coding, service coding & proper modifier placement for the systems that build our bodies: Integumentary, Muscular, & Skeletal systems
MED108	**Vital Body Systems** Introduction to the anatomy, physiology, structure & function of the vital systems of the human body	MED118	**Medical Coding for Vital Body Systems** Practice proper diagnosis coding, service coding, & proper modifier placement for the systems that help sustain our bodies: Cardiovascular, Lymphatic, Respiratory, and Nervous systems
MED109	**Transformative Body Systems** Introduction to the anatomy, physiology, structure & function of the transformative systems of the human body	MED119	**Medical Coding for Transformative Body Systems** Practice proper diagnosis coding, service coding & proper modifier placement for the systems that affect human health, wellness, and sustainment: Digestive, Urinary, Endocrine, and Reproductive systems
MED110	**Electronic Records for Medical Practice** Explore electronic health records through the practice of administrative tasks such as scheduling, completing reports, entering coding & billing information, & submitting claims	OFF101	**Office Procedures I** Study office procedures using electronic applications & resolving business problems
MED111	**Utilizing Electronic Records Systems** Practice administrative tasks such as maintaining records, completing forms, documenting diagnosis, & posting chargers, payments, & adjustments	JOB139	**Medical Billing & Coding Specialist Externship** Apply learned skills in a real-world work environment during this 166-hour course

INTERNAL USE ONLY

Included National Certifications*
Taken through a third party provider

Certified Billing and Coding Specialist

*Exam fee included in tuition and will be paid if taken within three months of program completion.

Additional National Certifications**
Taken through a third party provider

Certified Electronic Health Records Specialist (CEHRS)

Microsoft Office Specialist Word (Microsoft 365 Apps)

**Additional Exam fees not included in tuition.

SPEAK WITH AN ADMISSIONS ADVISOR TODAY! 1.833.SCI.TEXAS or visit SCItexas.edu

Austin Main Campus
1701 W. Ben White Blvd., Ste. 100
Austin, TX 78704

Brownsville Branch Campus
935 North Expressway
Brownsville, TX 78520

Corpus Christi Branch Campus
2422 Airline Rd.
Corpus Christi, TX 78414

Harlingen Branch Campus
1122 Morgan Blvd.
Harlingen, TX 78550

Pharr Branch Campus
1500 North Jackson Rd.
Pharr, TX 78577

San Antonio-North Branch Campus
6963 NW Loop 410
San Antonio, TX 78238

San Antonio-South Branch Campus
238 Southwest Military Dr. Ste. 101
San Antonio, TX 78221

Waco Branch Campus
3700 S IH 35, Ste. A
Waco, TX 76706

Discover more information about this program in the Southern Careers Institute School Catalog at SCItexas.edu

LEARN iT. DO iT. LIVE iT.

*Past students' outcomes, starting salaries, and job prospects are not indicative of those for current and future students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI *Not all campuses offer all programs

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

Medical Billing & Coding Specialist						
Course Code	**Course Name**	**Badge Name**	**Badge Image**	**Digital Badge Image**	**Badge Description (Hard Skill)**	**Soft Skill(s)**
CIS101	Word Processing	Microsoft Word			Words per minute; Creating & Managing Documents	Application of Skills
CSV103	Customer Service	Customer Service			Customer Service; Conflict Resolution	Attitude, Image, Reliability
JOB103	Career Readiness	Professionalism			Career Preparation	Feedback Response, Work Ethic
KEY101	Keyboarding I	Words Per Minute			Words per minute; Touch Typing	Accuracy
MAC103	Communication	Communication			Individual & Group Communication Skills	Communication
MED107	Foundational Body Systems	Anatomy			Mapping the connection between the integumentary, muscular, and skeletal systems	Attention to Detail
MED108	Vital Body Systems	Vital Body Systems			Mapping the connection between the cardiovascular, lymphatic, respiratory, and nervous systems	Attention to Detail

INTERNAL USE ONLY

Medical Billing & Coding Specialist

Course Code	Course Name	Badge Name	Badge Image	Digital Badge Image	Badge Description (Hard Skill)	Soft Skill(s)
MED109	Transformative Body Systems	Transformative Body			Mapping the connection between the digestive, urinary, endocrine, and reproductive systems	Attention to Detail
MED110	Electronic Records for Medical Practice	EHR Intermediate			Scheduling; Completing reports; Entering coding & billing information; Submitting claims per HIPAA regulations	Organization, Time Management
MED111	Utilizing Electronic Records Systems	Using Electronic Records			Documenting Diagnoses and Posting Charges; Payments and Adjustments per HIPAA regulations	Organization, Time Management
MED112	Billing and Insurance for Medical Offices	Billing Insurance			Health Insurance coverage, the medical billing cycle, and the general guidelines and processes for claims preparation & transmission	Attention to Detail, Problem-Solving
MED113	Billing and Collections for Medical Coders	Claims & Collections			Billing and collections for private and government payers	Attention to Detail, Problem-Solving
MED114	Telemedicine Communication	Telemedicine Communication			Telemedicine etiquette, pre-appointment prep, monitoring body language, chart documentation and communication for health and insurance professionals	Communication
MED115	Medical Law and Ethics	HIPAA			Rights and responsibilities of healthcare providers & consumers	Ethics
MED116	Introduction to Medical Coding	Coding Manuals			Navigation of ICD- 10-CM, HCPCS, and CPT	Accuracy

INTERNAL USE ONLY

Medical Billing & Coding Specialist						
Course Code	**Course Name**	**Badge Name**	**Badge Image**	**Digital Badge Image**	**Badge Description (Hard Skill)**	**Soft Skill(s)**
MED117	Medical Coding for Foundational Body Systems	Applied Coding: Novice			ICD-10-CM, HCPCS, and CPT Coding for Integumentary, Muscular, and Skeletal Systems	Communication
MED118	Medical Coding for Vital Body Systems	Applied Coding: Intermediate			ICD-10-CM, HCPCS, and CPT Coding for Cardiovascular, Lymphatic, Respiratory, and Nervous systems	Attention to Detail
MED119	Medical Coding for Transformative Body Systems	Applied Coding: Proficient			ICD-10-CM, HCPCS, and CPT Coding for Digestive, Urinary, Endocrine, and Reproductive systems	Application of Skills
OFF101	Office Procedures I	Problem Solving			Office procedures using electronic applications & resolving business problems	Problem Solving
JOB139	Medical Billing & Coding Specialist Externship	No Badge			Hands On Application of Skills	Work Ethic

INTERNAL USE ONLY

The Medical Office Specialist program prepares students in administrative support functions within medical offices. Students study scheduling, medical records management, medical terminology, insurance processing, office procedures, and professional communication to support front-office operations in healthcare settings.



LEARN iT.

Our Medical Office Specialist students train on:

- Introductory billing and collections
- Records management
- Patient data collection
- Keyboarding
- Telephone techniques

Medical Office Specialist may find entry-level employment as:

- Medical Office Specialists
- Administrative Assistants
- Word Processors
- Office Assistants
- Clerical Office Assistants
- Medical Receptionists

2 Schedule options to complete your program*

30 WEEKS DAY CLASSES OR 45 WEEKS EVENING CLASSES

With successful full-time enrollment.

Train to earn the following 16 Skill Badges conveying proficiency in your field:

Microsoft Word, Microsoft Excel, Customer Career, Professionalism, Words Per Minute, Communication, Anatomy, Vital Body Systems, Transformative Body, EHR Intermediate, Using Electronic Records, Billing Insurance, Telemedicine Communication, HIPAA, Problem-Solving, Scheduling and Planning

LEARN iT.

CIS101	**Word Processing**	Basic techniques of electronic word processing & software applications
CIS102	**Spreadsheets**	Basic techniques of electronic spreadsheets & software applications
CSV103	**Customer Service**	Practice customer service skills in a business setting with problem-solving & critical thinking
JOB103	**Career Readiness**	Integrate learned skills into job search techniques & professional development
KEY101	**Keyboarding**	Introduction to proper touch typing skills
MAC103	**Communication**	Study communication skills in a one-on-one or group setting while learning informal writing techniques
MED107	**Foundational Body Systems**	Introduction to the anatomy, physiology, structure & function of the foundational systems of the human body
MED108	**Vital Body Systems**	Introduction to the anatomy, physiology, structure & function of the vital systems of the human body
MED109	**Transformative Body Systems**	Introduction to the anatomy, physiology, structure & function of the transformative systems of the human body
MED110	**Electronic Records for Medical Practice**	Explore electronic health records through scheduling, reporting, entering coding & billing information, & submitting claims
MED111	**Utilizing Electronic Records Systems**	Practice administrative tasks such as maintaining records, completing forms, documenting diagnosis, & posting charges, payments, & adjustments
MED112	**Billing & Insurance for Medical Offices**	Introduction to the fundamental elements and terminology of medical insurance payment systems and reimbursements
MED114	**Telemedicine Communication**	Examine effective communication techniques used by professionals in a variety of medical settings including telemedicine
MED115	**Medical Law and Ethics**	Introduction to the law & ethics in the medical profession including the identification of protected health information as it applies to HIPAA
OFF101	**Office Procedures I**	Study office procedures using electronic applications & resolving business problems
OFF102	**Office Procedures II**	Explore filing, time management, scheduling, planning, & operation of office machines
JOB140	**Medical Office Specialist Externship**	Apply learned skills in a medical office work environment

INTERNAL USE ONLY

Included National Certifications*
Taken through a third party provider

Certified Medical Administrative Assistant (CMAA)

Exam fee included in tuition and will be paid if taken within three months of program completion.

Additional National Certifications**
Taken through a third party provider

Microsoft Office Specialist Word (Microsoft 365 Apps)

Microsoft Office Specialist Excel (Microsoft 365 Apps)

**Additional Exam fees not included in tuition.

SPEAK WITH AN ADMISSIONS ADVISOR TODAY! 1.833.SCI.TEXAS or visit SCItexas.edu

Austin Main Campus
1701 W. Ben White Blvd., Ste. 100
Austin, TX 78704

Brownsville Branch Campus
935 North Expressway
Brownsville, TX 78520

Corpus Christi Branch Campus
2422 Airline Rd.
Corpus Christi, TX 78414

Harlingen Branch Campus
1122 Morgan Blvd.
Harlingen, TX 78550

Pharr Branch Campus
1500 North Jackson Rd.
Pharr, TX 78577

San Antonio-North Branch Campus
6963 NW Loop 410
San Antonio, TX 78238

San Antonio-South Branch Campus
238 Southwest Military Dr. Ste. 101
San Antonio, TX 78221

Waco Branch Campus
3700 S IH 35, Ste. A
Waco, TX 76706

Discover more information about this program in the Southern Careers Institute School Catalog at SCItexas.edu

LEARN iT. DO iT. LIVE iT.

*Past students' outcomes, starting salaries, and job prospects are not indicative of those for current and future students.
SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI *Not all campuses offer all programs

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

Medical Office Specialist

Course Code	Course Name	Badge Name	Badge Image	Digital Badge Image	Badge Description (Hard Skill)	Soft Skill(s)
CIS101	Word Processing	Microsoft Word			Words per minute; Creating & Managing Documents	Application of Skills
CIS102	Spreadsheets	Microsoft Excel			Capturing and recording data using formulas; Building Charts and Graphs	Accuracy, Organization
CSV103	Customer Service	Customer Career			Customer Service; Conflict Resolution	Attitude, Image, Reliability
JOB103	Career Readiness	Professionalism			Career Preparation	Feedback Response, Work Ethic
KEY101	Keyboarding	Words Per Minute			Words per minute; Touch Typing	Accuracy
MAC103	Communication	Communication			Individual & Group Communication Skills	Communication
MED107	Foundational Body Systems	Anatomy			Mapping the connection between the integumentary, muscular, and skeletal systems	Attention to Detail

INTERNAL USE ONLY

Medical Office Specialist

Course Code	Course Name	Badge Name	Badge Image	Digital Badge Image	Badge Description (Hard Skill)	Soft Skill(s)
MED108	Vital Body Systems	Vital Body Systems			Mapping the connection between the cardiovascular, lymphatic, respiratory, and nervous systems	Attention to Detail
MED109	Transformative Body Systems	Transformative Body			Mapping the connection between the digestive, urinary, endocrine, and reproductive systems	Attention to Detail
MED110	Electronic Records for Medical Practice	EHR Intermediate			Scheduling; Completing reports; Entering coding & billing information; Submitting claims per HIPAA regulations	Organization, Time Management
MED111	Utilizing Electronic Records Systems	Using Electronic Records			Documenting Diagnoses and Posting Charges; Payments and Adjustments per HIPAA regulations	Organization, Time Management
MED112	Billing & Insurance for Medical Offices	Billing Insurance			Health Insurance coverage, the medical billing cycle, and the general guidelines and processes for claims preparation & transmission	Attention to Detail, Problem-Solving
MED114	Telemedicine Communication	Telemedicine Communication			Telemedicine etiquette, pre-appointment prep, monitoring body language, chart documentation and communication for health and insurance professionals	Communication
MED115	Medical Law and Ethics	HIPAA			Rights and responsibilities of healthcare providers & consumers	Ethics

INTERNAL USE ONLY

Medical Office Specialist						
Course Code	**Course Name**	**Badge Name**	**Badge Image**	**Digital Badge Image**	**Badge Description (Hard Skill)**	**Soft Skill(s)**
OFF101	Office Procedures I	Problem Solving			Office procedures using electronic applications & resolving business problems	Problem Solving
OFF102	Office Procedures II	Scheduling and Planning			Front Office Procedures & Scheduling	Application of Skills
JOB140	Medical Office Specialist Externship	No Badge			Hands On Application of Skills	Work Ethic

INTERNAL USE ONLY

The Medical Assistant program prepares students in clinical and administrative duties commonly performed in medical offices. Students study medical assisting procedures, patient care tasks, medical terminology, medical records, and office practices to support daily operations in physician offices, clinics, and outpatient healthcare environments.



LEARN iT.

Our Medical Assistant students have the opportunity to train on:

- Taking vital signs
- Performing EKGs
- Phlebotomy
- Providing CPR basic life support
- Lab work skills
- Electronic health records

Medical Assistants can learn how to work in a variety of healthcare facilities, such as:

- Hospitals
- Clinics
- Labs
- Telemedicine
- Specialty Practices

2 Schedule options to complete your program*

36 WEEKS DAY CLASSES OR 54 WEEKS EVENING CLASSES

With successful full-time enrollment.

Train to earn the following 20 Skill Badges conveying proficiency in your field:

Microsoft Word, Customer Service, Professionalism, Communication, Anatomy, Vital Body Systems, Transformative Body Systems, EHR Intermediate, Using Electronic Records, Billing Insurance, Telemedicine Communication, HIPAA, EKG, EKG II, Pharmacology, Special Collections, Venipuncture Phlebotomy Proficient, Common Clinical Skills, Special Clinical Skills-Clinical Skills Proficient, Problem-Solving

LEARN iT.

CIS101	**Word Processing** Basic techniques of electronic word processing & software applications	MED115	**Medical Law and Ethics** Introduction to the law & ethics in the medical profession including the identification of protected health information as it applies to HIPAA
CSV103	**Customer Service** Practice customer service skills in a business setting with problem-solving & critical thinking	MED120	**Electrocardiogram** Explore the preparation, monitoring, & safety protocols for a variety of EKG tests
JOB103	**Career Readiness** Integrate learned skills into job search techniques & professional development	MED126	**Electrocardiogram II** Identifying dysrhythmias through EKG tracing, Medical law & ethics as it applies to EKG technician
MAC103	**Communication** Study communication skills one-on-one or in a group setting while learning informal writing techniques	MED121	**Medication & Parenteral Administration** Study the general principles of pharmacology relating to the medical assisting profession
MED107	**Foundational Body Systems** Introduction to the anatomy, physiology, structure & function of the foundational systems of the human body	MED122	**Phlebotomy: Special Collections** Explore anatomy & physiology & collection techniques as these pertain to capillary collection, blood smear, & non-blood specimen collections
MED108	**Vital Body Systems** Introduction to the anatomy, physiology, structure & function of the vital systems of the human body	MED123	**Phlebotomy: Venipuncture Procedures** Explore anatomy & physiology & collection techniques as they pertain to venipunctures, blood cultures, & blood donation
MED109	**Transformative Body Systems** Introduction to the anatomy, physiology, structure & function of the transformative systems of the human body	MED124	**Common Clinical Procedures** Practice the clinical competencies needed for general physical exams, basic wound & injury care, allergies, & immunizations
MED110	**Electronic Records for Medical Practice** Explore electronic health records through the practice of administrative tasks such as scheduling, completing reports, entering coding & billing information, & submitting claims	MED125	**Special Clinical Procedures** Practice the clinical competencies needed to assisting with specialized exams, traumatic injuries, staple & suture removal, and surgical interventions
MED111	**Utilizing Electronic Records Systems** Practice administrative tasks such as maintaining records, completing forms, documenting diagnosis, & posting charges, payments, & adjustments	OFF101	**Office Procedures I** Study office procedures using electronic applications & resolving business problems
MED112	**Billing & Insurance for Medical Offices** Introduction to the fundamental elements and terminology of medical insurance payment systems and reimbursements	JOB138	**Medical Assistant Externship** Apply learned skills in a real-world work environment during this 178-hour course
MED114	**Telemedicine Communication** Examine effective communication techniques used by professionals in a variety of medical settings including telemedicine		

INTERNAL USE ONLY

Included National Certifications*
Taken through a third party provider

Certified Clinical Medical Assistant (CCMA), Basic Life Support

*Exam fee included in tuition and will be paid if taken within three months of program completion.

Additional National Certifications**
Taken through a third party provider

Certified Phlebotomy Technician (CPT), Certified EKG Technician (CET), Certified Medical Administrative Assistant (CMAA), Microsoft Office Specialist Word (Microsoft 365 Apps)

**Additional Exam fees not included in tuition.

SPEAK WITH AN ADMISSIONS ADVISOR TODAY! 1.833.SCI.TEXAS or visit SCItexas.edu

Austin Main Campus
1701 W. Ben White Blvd., Ste. 100
Austin, TX 78704

Brownsville Branch Campus
935 North Expressway
Brownsville, TX 78520

Corpus Christi Branch Campus
2422 Airline Rd.
Corpus Christi, TX 78414

Harlingen Branch Campus
1122 Morgan Blvd.
Harlingen, TX 78550

Pharr Branch Campus
1500 North Jackson Rd.
Pharr, TX 78577

San Antonio-North Branch Campus
6963 NW Loop 410
San Antonio, TX 78238

San Antonio-South Branch Campus
238 Southwest Military Dr. Ste. 101
San Antonio, TX 78221

Waco Branch Campus
3700 S IH 35, Ste. A
Waco, TX 76706

Discover more information about this program in the Southern Careers Institute School Catalog at SCItexas.edu

LEARN iT. DO iT. LIVE iT.

*Past students' outcomes, starting salaries, and job prospects are not indicative of those for current and future students.
SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI *Not all campuses offer all programs

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

Medical Assistant						
Course Code	**Course Name**	**Badge Name**	**Badge Image**	**Digital Badge Image**	**Badge Description (Hard Skill)**	**Soft Skill(s)**
CIS101	Word Processing	Microsoft Word			Words per minute; Creating & Managing Documents	Application of Skills
CSV103	Customer Service	Customer Service			Customer Service; Conflict Resolution	Attitude, Image, Reliability
JOB103	Career Readiness	Professionalism			Career Preparation	Feedback Response, Work Ethic
MAC103	Communication	Communication			Individual & Group Communication Skills	Communication
MED107	Foundational Body Systems	Anatomy			Mapping the connection between the integumentary, muscular, and skeletal systems	Attention to Detail
MED108	Vital Body Systems	Vital Body Systems			Mapping the connection between the cardiovascular, lymphatic, respiratory, and nervous systems	Attention to Detail
MED109	Transformative Body Systems	Transformative Body Systems			Mapping the connection between the digestive, urinary, endocrine, and reproductive systems	Attention to Detail
MED110	Electronic Records for Medical Practice	EHR Intermediate			Scheduling; Completing reports; Entering coding & billing information; Submitting claims per HIPAA regulations	Organization, Time Management

INTERNAL USE ONLY

Medical Assistant

Course Code	Course Name	Badge Name	Badge Image	Digital Badge Image	Badge Description (Hard Skill)	Soft Skill(s)
MED111	Utilizing Electronic Records Systems	Using Electronic Records			Documenting Diagnoses and Posting Charges; Payments and Adjustments per HIPAA regulations	Organization, Time Management
MED112	Billing & Insurance for Medical Offices	Billing Insurance			Health Insurance coverage, the medical billing cycle, and the general guidelines and processes for claims preparation & transmission	Attention to Detail, Problem-Solving
MED114	Telemedicine Communication	Telemedicine Communication			Telemedicine etiquette, pre-appointment prep, monitoring body language, chart documentation and communication for health and insurance professionals	Communication
MED115	Medical Law and Ethics	HIPAA			Rights and responsibilities of healthcare providers & consumers	Ethics
MED120	Electrocardiogram	EKG			Preparing, Conducting and Transcribing 12- lead EKGs; CPR Certification	Time Management
MED126	Electrocardiogram II	EKG II			Interpret and follow EKG diagnostics & therapeutic procedures; Perform EKG Exams; Maintain EKG Machines	Time Management
MED121	Medication & Parenteral Administration	Pharmacology			Administration of Medication and Proper Documentation	Reliability
MED122	Phlebotomy: Special Collections	Special Collections			Use of lab and phlebotomy equipment for blood smear, capillary collection, and non-blood specimen	Integrity

INTERNAL USE ONLY

Medical Assistant						
Course Code	**Course Name**	**Badge Name**	**Badge Image**	**Digital Badge Image**	**Badge Description (Hard Skill)**	**Soft Skill(s)**
MED123	Phlebotomy: Venipuncture Procedures	Venipuncture Phlebotomy Proficient			Drawing, Tracking, and Documenting Venipuncture and Blood Collection	Application of Skills, Accuracy
MED124	Common Clinical Procedures	Common Clinical Skills			Infection Control; Patient Education; Documenting vital signs; General Exams; Basic Care; Immunizations	Reliability
MED125	Special Clinical Procedures	Special Clinical Skills-Clinical Skills Proficient			Clinical Skills for specialized exams, traumatic injuries, staple & suture removal, and surgical interventions	Attention to Detail
OFF101	Office Procedures I	Problem Solving			Office procedures using electronic applications & resolving business problems	Problem Solving
JOB138	Medical Assistant Externship	No Badge			Hands On Application of Skills	Work Ethic

INTERNAL USE ONLY

The Pharmacy Technician program prepares students in assisting with pharmacy operations under the supervision of a pharmacist. Students study pharmacy calculations, medication preparation, pharmacy law and ethics, inventory procedures, and customer service practices to support pharmacy service environments.



LEARN iT.

Pharmacy Technician students have the opportunity to train to:

- Receive prescription or medication orders and get all pertinent information to process the orders
- Perform calculations required to fill prescription and medication orders, including conversions of measurement systems
- List brand and generic names of a minimum of 200 commonly used prescription drugs, their uses, and how they work

Pharmacy Technician Graduates may find entry-level employment in:

- Hospitals
- Clinics
- Retail pharmacies
- Wholesale pharmacies
- Pharmaceutical companies
- Pharmacy aide
- Pharmacy technician

2 Schedule options to complete your program*

33 WEEKS DAY CLASSES OR 45 WEEKS EVENING CLASSES

With successful full-time enrollment.

Train to earn the following 17 Skill Badges conveying proficiency in your field:

Microsoft Word, Customer Service, Professionalism, Communication, Anatomy, Vital Body Systems, Transformative Body, Telemedicine Communication, Pharmacy Law, Pharmacy Process, Basic Compounding, Pharmacy Settings, Pharmacy Administration, Pharmacology Novice, Pharmacology Intermediate, Pharmacology Proficient, Pharmacy Math

LEARN iT.

CIS101	**Word Processing** Basic techniques of electronic word processing & software applications	PHM103	**Pharmacy Processes** Explore the processes involved in filling prescriptions
CSV103	**Customer Service** Practice customer service skills in a business setting with problem-solving & critical thinking	PHM104	**Compounding** Examine sterile and non-sterile compounding processes with a focus on relevant safety, guidelines, & calculations
JOB103	**Career Readiness** Integrate learned skills into job search techniques & professional development	PHM105	**Pharmacy Settings** Learn about the various settings in which Pharmacy Technicians practice, as well as the terminology, calculations, & processes required in those settings
MAC103	**Communication** Study communication skills in a one-on-one or group setting while learning informal writing techniques	PHM106	**Pharmacy Administration** Examine the proper procedures for storing medications, placing orders, performing inventory, maintaining & destroying records, as well as the laws governing those processes
MED107	**Foundational Body Systems** Introduction to the anatomy, physiology, structure & function of the foundational systems of the human body	PHM107	**Pharmacology for Foundational Body Systems** Examine the pharmacology of drugs pertaining to the Integumentary, Muscular, & Skeletal systems
MED108	**Vital Body Systems** Introduction to the anatomy, physiology, structure & function of the vital systems of the human body	PHM108	**Pharmacology for Vital Body Systems** Examine the pharmacology of drugs pertaining to the Cardiovascular, Lymphatics, Respiratory, & Nervous systems
MED109	**Transformative Body Systems** Introduction to the anatomy, physiology, structure & function of the transformative systems of the human body	PHM109	**Pharmacology for Transformative Body Systems** Examine the pharmacology of drugs pertaining to the Digestive, Urinary, Endocrine, & Reproductive systems
MED114	**Telemedicine Communication** Examine effective communication techniques used by professionals in a variety of medical settings including telemedicine	PHM110	**Math for Pharmacy Technicians** Study basic pharmacy math skills through calculation & conversion concepts
PHM102	**Profession of Pharmacy** Introduction to the roles & responsibilities of the pharmacy technician	JOB137	**Pharmacy Technician Externship** Apply learned skills in a real-world work environment during this 168-hour course

INTERNAL USE ONLY

Included National Certifications*
Taken through a third party provider

CPhT
Certified Pharmacy Technician (CPhT)*

*Exam fee included in tuition and will be paid if taken within three months of program completion.

Additional National Certifications**
Taken through a third party provider

Microsoft Office Specialist Word (Microsoft 365 Apps)

**Additional Exam fees not included in tuition.

SPEAK WITH AN ADMISSIONS ADVISOR TODAY! 1.833.SCI.TEXAS or visit SCItexas.edu

Austin Main Campus
1701 W. Ben White Blvd., Ste. 100
Austin, TX 78704

Brownsville Branch Campus
935 North Expressway
Brownsville, TX 78520

Corpus Christi Branch Campus
2422 Airline Rd.
Corpus Christi, TX 78414

Harlingen Branch Campus
1122 Morgan Blvd.
Harlingen, TX 78550

Pharr Branch Campus
1500 North Jackson Rd.
Pharr, TX 78577

San Antonio-North Branch Campus
6963 NW Loop 410
San Antonio, TX 78238

San Antonio-South Branch Campus
238 Southwest Military Dr. Ste. 101
San Antonio, TX 78221

Waco Branch Campus
3700 S IH 35, Ste. A
Waco, TX 76706

Discover more information about this program in the Southern Careers Institute School Catalog at SCItexas.edu

LEARN iT. DO iT. LIVE iT.

*Past students' outcomes, starting salaries, and job prospects are not indicative of those for current and future students.
SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI *Not all campuses offer all programs

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

Pharmacy Technician						
Course Code	**Course Name**	**Badge Name**	**Badge Image**	**Digital Badge Image**	**Badge Description (Hard Skill)**	
CIS101	Word Processing	Microsoft Word			Words per minute; Creating & Managing Documents	Application of Skills
CSV103	Customer Service	Customer Service			Customer Service; Conflict Resolution	Attitude, Image, Reliability
JOB103	Career Readiness	Professionalism			Career Preparation	Feedback Response, Work Ethic
MAC103	Communication	Communication			Individual & Group Communication Skills	Communication
MED107	Foundational Body Systems	Anatomy			Mapping the connection between the integumentary, muscular, and skeletal systems	Attention to Detail
MED108	Vital Body Systems	Vital Body Systems			Mapping the connection between the cardiovascular, lymphatic, respiratory, and nervous systems	Attention to Detail
MED109	Transformative Body Systems	Transformative Body			Mapping the connection between the digestive, urinary, endocrine, and reproductive systems	Attention to Detail
MED114	Telemedicine Communication	Telemedicine Communication			Telemedicine etiquette, pre-appointment prep, monitoring body language, chart documentation and communication for health and insurance professionals	Communication
PHM102	Profession of Pharmacy	Pharmacy Law			Process for filling prescriptions per HIPAA regulation	Attention to Detail

INTERNAL USE ONLY

Pharmacy Technician						
Course Code	**Course Name**	**Badge Name**	**Badge Image**	**Digital Badge Image**	**Badge Description (Hard Skill)**	
PHM103	Pharmacy Processes	Pharmacy Process			Calculating dosages and safety measure of prescription filling	Accuracy, Problem Solving
PHM104	Compounding	Basic Compounding			Sterile and non-sterile compounding procedures	Application of Skills
PHM105	Pharmacy Settings	Pharmacy Settings			Differentiate the procedures, role, equipment, services, and layouts specialized for types of pharmacies	Attention to Detail
PHM106	Pharmacy Administration	Pharmacy Administration			Placing orders, storing and destroying records; Fundamentals of Prescription Coverage	Attention to Detail
PHM107	Pharmacology for Foundational Body Systems	Pharmacology Novice			Pharmacology of drugs pertaining to the integumentary, muscular, and skeletal systems	Work Ethic
PHM108	Pharmacology for Vital Body Systems	Pharmacology Intermediate			Pharmacology of drugs pertaining to the Cardiovascular, Lymphatic, Respiratory, and Nervous systems	Attention to Detail, Integrity
PHM109	Pharmacology for Transformative Body Systems	Pharmacology Proficient			Pharmacology of drugs pertaining to the Digestive, Urinary, Endocrine, and Reproductive systems	Application of Skills, Integrity
PHM110	Math for Pharmacy Technicians	Pharmacy Math			Filling and packaging prescriptions, inventory control and maintaining records	Time Management
JOB137	Pharmacy Technician Externship	No Badge			Hands On Application of Skills	Work Ethic

INTERNAL USE ONLY

BRAND **IDENTITY**



POP-UP BANNER

33” X 81”



Past students’ outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.



PRIMARY LOGO

THE SCHOOL OF
ALLIED HEALTH
SOUTHERN CAREERS INSTITUTE

1. SCI Star Logo Icon
2. Lemon Milk Font - Regular
3. SCI Name - Lemon Milk Font - Regular
4. Brand Red Banner Bar

INTERNAL USE ONLY

THE SCHOOL OF
ALLIED HEALTH
SOUTHERN CAREERS INSTITUTE

PROGRAM LOGOS

SOUTHERN CAREERS INSTITUTE
ASSOCIATE OF APPLIED SCIENCE IN HEALTHCARE MANAGEMENT

SOUTHERN CAREERS INSTITUTE
MEDICAL BILLING AND CODING SPECIALIST

SOUTHERN CAREERS INSTITUTE
MEDICAL OFFICE SPECIALIST

SOUTHERN CAREERS INSTITUTE
MEDICAL ASSISTANT

SOUTHERN CAREERS INSTITUTE
PHARMACY TECHNICIAN

INTERNAL USE ONLY

PROFESSIONAL BLUE SCRUBS

WHITE EMBROIDERY

SOUTHERN CAREERS INSTITUTE
PHARMACY TECHNICIAN

SOUTHERN CAREERS INSTITUTE
MEDICAL ASSISTANT



INTERNAL USE ONLY

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.



PROFESSIONAL LAB COAT

TWO COLOR EMBROIDERY

SOUTHERN CAREERS INSTITUTE
PHARMACY TECHNICIAN

INTERNAL USE ONLY

MARKETING SEALS

THE SCHOOL OF ALLIED HEALTH

ASSOCIATE OF APPLIED SCIENCE IN HEALTHCARE MANAGEMENT

MEDICAL OFFICE SPECIALIST

MEDICAL ASSISTANT

MEDICAL BILLING AND CODING SPECIALIST

PHARMACY TECHNICIAN

INTERNAL USE ONLY

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

FACE MASK



INTERNAL USE ONLY

SCHOOL OF ALLIED HEALTH HOODIE

SCREEN PRINT



INTERNAL USE ONLY

MUG
SCREEN PRINT



INTERNAL USE ONLY

Past students' outcomes, starting salaries, or job prospects are not indicative of the possible job outcomes for future and current students. SCI does not guarantee employment or a starting salary upon graduation, completion, or withdrawal from SCI.

SCHOOL OF ALLIED HEALTH SHIRT

WHITE SCREEN PRINT



INTERNAL USE ONLY

LANYARD

COLOR SCREEN PRINT



INTERNAL USE ONLY

COLOR PALETTE

PRIMARY

#E81D2C	#A11C2D	#1B1E4D	#014599
RGB 232 / 29 / 44	RGB 161 / 28 / 45	RGB 27 / 30 / 77	RGB 1 / 69 / 53
CMYK 2 / 100 / 93 / 0	CMYK 24 / 100 / 86 / 20	CMYK 100 / 96 / 36 / 39	CMYK 100 / 83 / 7 / 1

SECONDARY

#101820	#A11C2D	#1B1E4D	#FFFFFF
RGB 16 / 24 / 32	RGB 84 / 86 / 91	RGB 177 / 177 / 177	RGB 255 / 255 / 255
CMYK 82 / 71 / 59 / 75	CMYK 66 / 57 / 51 / 29	CMYK 31 / 25 / 26 / 0	CMYK 0 / 0 / 0 / 0

FONTS

HEADLINE + SUB-HEADLINE FONT | LEMON MILK

LEMON MILK HEADLINE MEDIUM

LEMON MILK HEADLINE MEDIUM

ITALIC LEMON MILK TEXT MEDIUM

LEMON MILK TEXT MEDIUM

ITALIC LEMON MILK TEXT BOLD

LEMON MILK TEXT SEMIBOLD ITALIC

BODY COPY FONT | LATO REGULAR

Lato Nova Black

Lato Nova Black Italic

Lato Nova Regular

Lato Nova Italic

HEADLINE FONT | LEMON MILK BOLD

BE THE ULTIMATE CAREGIVER

URL | LATO BLACK + REGULAR

SCItexas**.edu**

LC-BLACK

REGULAR

UC-BLACK

INTERNAL USE ONLY

SUBHEAD FONT | LATO BLACK

Welcome to Southern Careers Institute.

OVERSIZED BODY COPY FONT | LATO MEDIUM

Lato Medium can be used on occasion for large running text. It is an unconventional move with more impact.

OVERSIZED BODY COPY FONT | LATO REGULAR

Lato Medium can be used on occasion for large running text. It is an unconventional move with more impact.

DO NOT INLCUDE WWW. | **USE ALL CAPS FOR SCI. LOWERCASE FOR TEXAS.**

This helps with reading and remembering the url.

PHOTOGRAPHY PORTRAIT

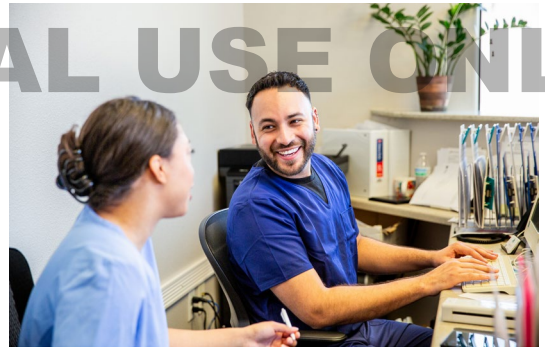
Our brand photography should capture subjects who are in their element – using close-up portrait photography with natural lighting of students, faculty, and others, engaged in a moment or in self-reflection.

Vibrant: Subjects should appear inspired, excited, diverse and full of life.

Inclusive: Showcase moments of belonging and the diversity of our community.







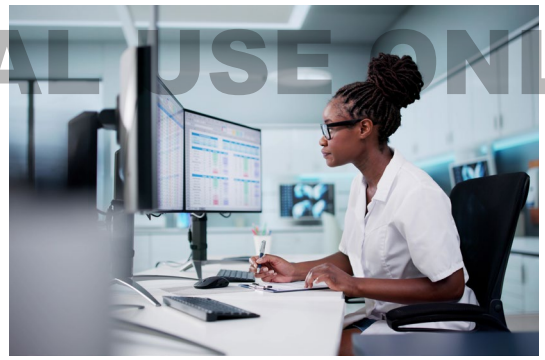
INTERNAL USE ONLY

PHOTOGRAPHY IN ACTION

Photography should capture the spirit and activity of SCI. Highlight both individuals and groups engaged in quiet moments and loud action. Bright and clear photos.







INTERNAL USE ONLY

NOTE

This document is a guide for everyone who shares our message. By keeping our voice steady and true, we create a better experience for our students, faculty, staff, and communities across Texas — proudly carrying forward the SCI name as a symbol of opportunity, resilience, and success.

INTERNAL USE ONLY

BRAND ESSENTIALS

Download logos and essential marketing items at the **SCI Brand Library**

DISCLAIMER

This is a living document. Elements outlined within are subject to change.

THE SCHOOL OF ALLIED HEALTH
SOUTHERN CAREERS INSTITUTE