

*When it Comes to Matters  
Of The Heart  
Every Second Counts . . . .*

ACLS, BLS, CPR, HEARTSAVER CLASSES  
CCRN, PCCN, STROKE CERTIFICATION REVIEW,  
RN MASTER CLASSES, STUDENT TUTORING

[www.Matters2TheHeart.com](http://www.Matters2TheHeart.com)

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# Comprehensive Guide to Becoming an AHA CPR INSTRUCTOR

La-Von McPhee-Lopez, MBA., BSN., RN.,  
CCRN-CMC., CNRN., SCR.N., PCCN., FCCS.



So you want to be an AHA CPR Instructor!

My name is La-Von McPhee-Lopez and I'm a critical care nurse, educator, and an American Heart Association CPR instructor. I'm also the managing partner of Matters2TheHeart LLC where we train health care and non-healthcare professionals how to save a life!

I have put together this resource book to cover just about everything that you would need to know to assist you in making the decision to become an AHA CPR instructor.

## BECOMING A CPR INSTRUCTOR INFORMATION

This information I am sharing is specific to becoming an AHA instructor, however, the cost will be roughly the same or may vary as to whether you are a Red Cross, American Safety and Health Institute, or an instructor with any other organization. You may be able to get some savings on your required equipment by purchasing of EBAY or Amazon. Also, it may be useful and helpful to join Facebook groups for support. When you take your CPR Instructor training with us, you are put in our Better Business Bootcamp closed Facebook group. This link gives you all of the information about how to be an AHA Instructor: <https://cpr.heart.org/en/resources/aha-instructors>

## INSTRUCTOR COURSE

The first expense you will make is taking the AHA Instructor course. There are two basic CPR instructor courses you can take and they will both cost more-or-less the same. My recommendation is to take the BLS Instructor course as the highest training of a CPR instructor of the two and will allow you to teach all of the following:

- BLS Provider
- Heartsaver CPR/AED
- Heartsaver FirstAid
- Heartsaver Bloodborne Pathogens

# DIFFERENCES

## HEARTSAVER: | WHAT IS IT?

It is a family of classes that includes CPR/AED, First Aid, and Bloodborne pathogens. The AHA HeartSaver courses are formatted for individuals working in a non-healthcare field who may be required to have a certification for their job

Heartsaver Instructor. This course allows you to teach first aid, CPR, and AED use to laypersons (non-medical professionals).

## BLS | WHAT IS IT?

Basic Life Support covers CPR/AED as well as advanced techniques for team rescuers.

AHA BLS are targeted towards licensed healthcare professionals and healthcare students who are required by their state licensing board or employer to have a CPR certification.

BLS (Basic Life Support) Instructor. This course allows you to teach CPR, AED use, and other basic life support skills specific to medical professionals. As a BLS instructor, you will also be authorized to teach Heartsaver classes as long as you also purchase the Heartsaver curriculum.

AHA BLS are targeted towards licensed healthcare professionals and healthcare students who are required by their state licensing board or employer to have a CPR certification. BLS may also be required for non-licensed staff who works in a healthcare institution eg. Hospital, hospice, clinic, SNF etc.



## PREREQUISITES

To obtain a BLS AHA instructor course, you must first have an unexpired BLS provider card. An American Red Cross or other non-AHA card certification will not be valid for this purpose. To obtain an ACLS or PALS instructor card, you must be able to hold the provider card and have an unexpired card.

## ALIGNMENT

Become aligned with a Training Center. Training Centers monitor and renew instructors' certifications. They also provide instructors with certification cards to issue to students. Individuals must receive approval from a Training Center before registering for an Instructor class.

Utilize this link to search for AHA Instructor's classes and Training Centers <https://cpr.heart.org/en/course-catalog-search>

Clients who take their instructor training get aligned with our training center as long as they complete, pass the class and meet the other requirements.

## TRAINING CENTERS

AHA Training Centers offer these courses. Training centers are independent entities authorized by the AHA to teach AHA courses and distribute certification cards. There are a few different types of Training Centers. The most common types are 1) Hospital/EMS services/educational institutions that train their own employees/students and 2) For-profit entrepreneurial training centers that provide training to the general public.

**Cost for the course: Training centers set their own prices. Average costs are around \$375 to \$585. Business Training & Mentoring add-ons can boost costs to \$897-\$1297.!**


## INSTRUCTOR CURRICULUM

To issue AHA cards to your students, you will need to follow the AHA course curriculum for the type of certification you will be issuing to your students (Heartsaver/BLS) . The curriculum includes an instruction manual and video (DVD or streaming). Prices are listed below:

HeartSaver CPR, First AID, AED Instructor Manual	\$54
HeartSaver First AID Pediatric, CPR, AED Instructor Manual	\$30
HeartSaver CPR, First Aid, AED DVD set	\$165
Heartsaver First Aid CPR AED Student Workbook	\$2.5
BLS Instructor Package (Instructor Manual and DVD)	\$125
BLS Instructor Package (Instructor Manual, Provider Manual)	\$140
BLS Instructor Package (Instructor Manual, Provider Manual)	\$151
BLS Instructor Manual	\$42.5
BLS Provider Manual	\$16
BLS Provider Manual e-book	\$14
BLS DVD set	\$92.5
BLS Course Online Video key code (streaming format)	\$85
BLS Provider certification cards	\$4-10





	
Prestan Professional Model Manikin 5 pack	\$567.94
Prestan Take2 Manikin and AED Training Kit Feedback with Feedback	\$724.67

### WHERE TO PURCHASE INSTRUCTOR CURRICULUM

[www.AEDSuperstore.com](http://www.AEDSuperstore.com)

[www.Worldpoint.com](http://www.Worldpoint.com)

[www.Laerdal.com](http://www.Laerdal.com)

[www.Amazon.com](http://www.Amazon.com)

[www.Ebay.com](http://www.Ebay.com)

[www.MCRMEDICAL.COM](http://www.MCRMEDICAL.COM)

[www.ShopCPR.Heart.Org](http://www.ShopCPR.Heart.Org)



Ensure that you are purchasing the most up to date resources. Also please note that AHA reviews its policies and standards every 5 years and this book reflects the AHA & ECC's newest updates as of October 21, 2020.

American Heart Association requires that an instructor must be aligned with a Training Center. Training Centers are for-profit entities sanctioned by the AHA. It is recommended that you secure a TC that would agree to align you before you take your instructor class

- ✓ An Instructor Candidate application must also be submitted to the Training Center.
- ✓ Complete the online Instructor Essentials Candidate course (must have the appropriate CPR instructor manual as the online course asks specific questions that can only be found in the manual. Upon completion, you will be asked to please bring a certificate on the first day of your instructor's class.
- ✓ Attend Instructor class – 6-8 hours. At the instructor's cost, the fee charged may cover the Instructor's Essential course, Instructor's manual, and other AHA Instructor material. If not, they may be purchased at Worldpoint, Laerdal, and AEDSuperstore. At the end of the class, candidates will take a 25-question written exam that covers what was taught in the online and in-person class. A passing grade is 84%

Ensure that you are purchasing the most up to date resources. Also please note that AHA reviews its policies and standards every 5 years and this is the year that it is up for review.

American Heart Association requires that an instructor must be aligned with a Training Center. Training Centers are for-profit entities sanctioned by the AHA. It is recommended that you secure a TC that would agree to align you before you take your instructor class

All clients who take our CPR Instructor class are aligned with our Training Center as long as they have taken and passed the course, completed all paperwork including the AHA Candidate application, completed the AHA Online Essentials course (passed with completion certificate) for each discipline that they have completed the course in AND met any other requirements.

All instructor training are based on the AHA and ECC 2020 new guidelines.

- ✓ Upon passing, candidates are required to teach a class within 6 months and be monitored by their Instructor or by another AHA Training Center Faculty member. I recommend teaching a class sooner rather than later so that the information is current in your head. Candidates are graded using the AHA Instructor Monitoring Tool Form. Upon passing, candidates are issued their Instructor Card within 20 days. The higher end fees are usually charged for more intense training including business training, focused mentoring and coaching over extended weeks. Coaching and support is given to assist the client in setting up their business and social media identity, marketing and branding support, budget start up and business plan.
- Instructor Course Fee
  - Instructor Manual
  - Instructor Provider Manual
  - Essentials Key Code (non-refundable)
- ✓ Every two years instructors are required to be monitored again for renewal. There usually is a fee for this and can range from \$50 to \$100.





## TRAINING EQUIPMENT AND SUPPLIES

**Training Manikins:** There are various brands of CPR manikins to choose from out there. I recommend and use the Prestan manikins for two reasons 1) they are very durable 2) as of January 2019 the AHA requires that all AHA instructors teaching adult CPR to use feedback devices that monitor compression rate and depth. The Prestan manikins have internal rate and depth monitors. They have the feedback lights on the upper right shoulder.

How many manikins you buy will depend on your budget. The AHA student-to-manikin ratio states that you can have 3 students to 1 manikin. So, a minimum of 1 adult, 1 child, and 1 infant manikin will allow you to teach a class of three. The instructor ratio is 1 instructor to 6 students.

## COST OF PRESTAN FAMILY PACK (ONE ADULT, CHILD, INFANT): \$345.33

The price range for AED trainers is anywhere from \$99 to \$1,000. If you are just starting out and have a limited budget, I recommend you purchase at least 2 AEDs. Expect to pay anywhere from \$150-\$200. As with manikins, your student-to-AED ratio is 3:1. Cost: \$99.95

### OTHER MATERIALS

Training pocket mask and valves	Cost for a box of 10: \$41.95
CPR training face shield (box of 36)	Cost for a box of 36 \$9.95
WNL Practi-Mask Adult/Child CPR Training Masks & Valves Combo	\$41.95
WNL Practi-Mask Infant CPR Training Masks & Valves Combo	\$34.95
Adult Bag-Mask Device (BLS only)	\$21.22
Infant Bag-Mask Device (BLS only)	\$20.20





## AHA BLS EQUIPMENT LIST

[http://ahainstructornetwork.americanheart.org/idc/groups/ahaecc-public/@wcm/@ecc/documents/downloadable/ucm\\_316001.pdf](http://ahainstructornetwork.americanheart.org/idc/groups/ahaecc-public/@wcm/@ecc/documents/downloadable/ucm_316001.pdf)

[https://ahainstructornetwork.americanheart.org/idc/groups/ahaecc-public/@wcm/@ecc/documents/downloadable/ucm\\_481681.pdf](https://ahainstructornetwork.americanheart.org/idc/groups/ahaecc-public/@wcm/@ecc/documents/downloadable/ucm_481681.pdf)

## OPTIONAL EQUIPMENT

DVD Player	\$59-\$69
TV Screen LED 45 to 50 inches	\$399-\$499
Business cards/Logo	\$150-\$175
Logo T-Shirt (2)	\$13.85 each
Epinephrine Pen	\$11.95
Stationary Items/Sanitizers	\$35
Website Design	\$300-\$1,000
Flyers	\$10-\$75
Facebook, Instagram, Twitter, Youtube, LinkedIn Cove	\$75-\$150
CPR Kneeling Mats (4)	\$15
ManiVest CPR Manikin Zipper Vest (4)	\$39.95 , 1 (11.95)



## ACLS/PALS INSTRUCTOR TRAINING

Matters2TheHeart LLC is able to train qualified clients as AHA ACLS or PALS CPR Instructor. If added on to the BLS Instructor package of \$1,197 to \$1,297, the fee is as listed below:

ACLS \$597

PALS \$597

If BLS Instructor training is not needed, the fee for ACLS or PALS along with Better Business Bootcamp 2 day Workshop Training, the fee is \$1,297 to \$1,397

## INSTRUCTOR CURRICULUM

- ACLS Instructor Package with DVD \$220
- PALS Instructor Package with DVD \$220
- ACLS Instructor Manual \$55
- ACLS DVD \$94
- PALS DVD \$94
- ACLS Provider Manual \$42
- PALS Provider Manual \$50

Start up costs are more than that of BLS Instructor training. The course curriculum costs more as does the manuals. Some other equipment needed are:

- ACLS/PALS drugs \$30 -\$150
- Endotracheal tubes/LMA/King Airway- \$40- \$169
- Windows 10 Tablet with Dart Sim EKG Simulator \$399





## Total

At minimum to get off the ground and present as a professional CPR training company, I estimate \$1500 to \$2000. This number is based on one class of 3 people. There are other minor costs for purchases essential for your start up, posters, business cards, uniform shirt (optional), folders, logo and website. The expenses above are the bare minimum needed to get off the ground.

## REGISTER FOR AN INSTRUCTOR COURSE

Join the CPR Business Bootcamp for more information regarding business set up, business identity, marketing, pricing, branding, competition analysis, business plan, etc [www.Matters2TheHeart.Com/CPR-Business](http://www.Matters2TheHeart.Com/CPR-Business)

Contact us for a free 15 min clarity call or 1:1 coaching or to arrange a mentor training with us. You may contact us if you need more help in how to set up your CPR business, teach and deliver the required information.



email: Contact us at [info@Matters2TheHeart.Com](mailto:info@Matters2TheHeart.Com) (813) 720-1113

## MATTERS2THEHEART LLC AHA CPR INSTRUCTOR TRAINING

Can I be frank with you, many of my clients were thrown for a loop at the beginning of this pandemic! They felt vulnerable in that they didn't have full control over their finances or jobs!

I've had intense interest from folks just like you looking for a low-cost entry business that was proven, needed, and could be started almost immediately!

The AHA Instructor Training is just that and more. I've taken the time to develop a robust, affordable 2day program that offers more bang for your buck over two days.

### FORM

The training will take place over 2 days. The first day will be the AHA BLS Instructor Training and monitoring from 0800hrs to 1700hrs.

The prerequisite for this class is the AHA Essentials class online. The cost is \$34. You may also be required to take an hour and a half of online training with the training Center to ensure you understand the relationship of the TC. The cost has been included in the price.

### SECOND DAY

This is by far the most important day and it is an integral part of your success.

The AHA requires that after you have taken the class, you must be monitored teaching within 6 months. We will cover this in detail on the first day with a review on the second day.

Many people have a problem either getting their Training Center to commit to a monitor date or/and you are extremely anxious and unsure of yourself when it comes to actually teaching your first class.

My experience as a Critical Care Clinical Educator and Code Blue Facilitator for a large tertiary hospital will be extremely beneficial so that you feel at ease rendering the skill and teaching.

The second day will undoubtedly be the most beneficial training day that will not only save you time and money but will provide you the tools and skills you need to be able to have your business near up and running.

Third-Day

ACLS Instructor Training





## CURRICULUM

- Business Essentials
- Mini Business Plan Development
- Business Formation
- Customer Avatar
- Target Market
- Start-Up Cost
- Equipment List
- Branding Strategy
- Marketing Strategy
- Elevator Pitch
- Competitor Analysis
- Social Media Identity

As you can see, there will be a heavy emphasis on proper Business formation so that you are well equipped with a compelling and robust Business plan to start your business.

My experience has been that many people will obtain their AHA Instructor Certification but stumble at the business implementation and outside of their natural market, have trouble fishing for clients.

I will teach you my proven strategies and expose you to the systems that I use in my business that keeps me booked and my PayPal account constantly notifying me.

## BONUS

Admittance Better Business Bootcamp 5weeks  
Guest Lecturer: Project Management/ Time Management  
Accounting for Entrepreneurs  
Guest Class: Canva for Newbies  
\$950 value

To help ensure that you receive as much support to allow for your success, you will be enrolled in my Better Business Bootcamp private Facebook group for 5 weeks.

I know, I know it seems intense but entrepreneurship is not for the faint of heart. I would like you to have all the tools and skills you need to make a failure, not an option.

Cost \$1,197 Paid in full - Early bird Payment plan \$1,297 Early Bird 1st payment \$399

You will receive extensive training and support designed to assist you in having your CPR business set up correctly with an enhanced focus on Marketing and Social Media Identity.

You will also receive our Better Business Bootcamp Resource Box that includes your Business Plan, and BBB resource guide, and Welcome Packet.

### Dates

Tampa February 19 - 21, 2021

Texas February 26-28, 2021

South/North Carolina - March, 2021

Maryland/Virginia -- March 2021

Georgia - March/April

A location of your choice if there are 3 – 4 clients interested

So jump scared and start the process of owning your own business!

Don't delay. Reserve your seat now.

Payments are partially refundable if the event is canceled by me (first-day full refund, BBBootcsmp and for materials received payments will be partially refunded), if canceled by an attendee, payments are non-refundable but can be used towards other services.

So jump scared and start the process of owning your own business!

\$1197 Paid in Full, \$1297 Payment Plan, \$299 First Payment, Must be paid in full two weeks before date or subject to reschedule.

## BENEFIT

**First-person to register for each location gets 2 30min 1:1 coaching sessions valued at \$199**  
**Epi-pen and adult bag valve masks kit value \$50 exp 1/31/21**  
**Copy the below link in your browser**  
**<https://payhip.com/b/PzIq>**

Get your AHA BLS, ACLS or/and PALS instructor Certification and be a part of our Better Business Bootcamp Mentoring Group where you have :  
Your very own business Coach

- Email support
- Monitoring included
- Alignment with a training Center\*\*
- Structured business Training with accountability checkpoints built-in
- Business training workbooks and more
- Canva training
- Marketing and Branding training
- We have taken all of the guesswork out for you!

Are you tired of saying, this year, this year, I will start my own business!

Are you perplexed wondering how to actually start a CPR business after receiving your instructor's card?

Are you worried that you won't be able to teach as you won't have a Training Center to align with?

Have you been looking for that one business with low start-up costs that will allow you to increase your income

Have you thought during this pandemic that you need a path for financial freedom?

**Click on the link to get these major**

Well look no more, it's time to Jump Scared and commit to getting it done!

Commit to our 2 day AHA CPR Instructor Training Workshop in Tampa, TX and other states where you will not only gain your AHA CPR Instructor card but you will also have your very own personal business coach who will guide you and give you the tools to set up your business identity and **LAUNCH!**

Limited seats Register at 2020 prices

Don't delay, register now, and start your journey of entrepreneurship!

**Register today!**

**Still not sure, check out our reviews on the BNE directory or Google!**

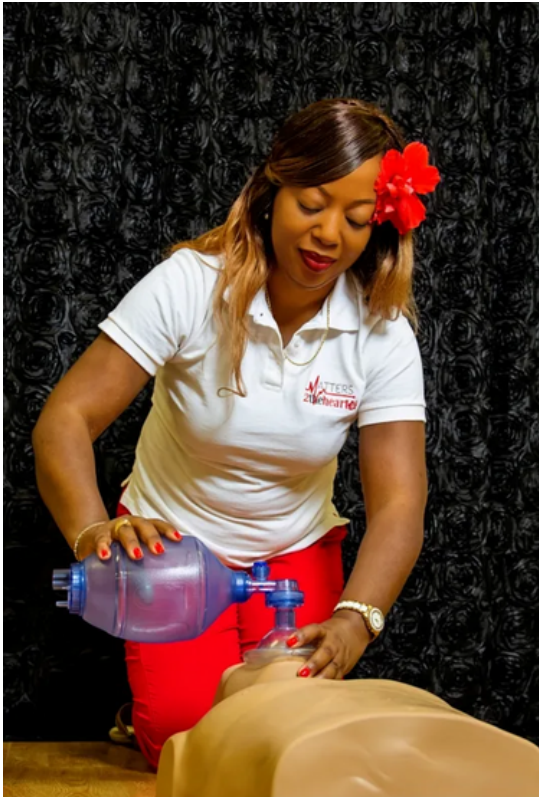
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## Notes

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