

Customer CPR Choice

Programs

Emergency Care Training

- First Aid | CPR AED
- Basic Life Support (BLS)
- Pediatric First Aid | CPR AED
- Child & Babysitting Safety (CABS)
- Stop Life-Threatening Bleeding
- Bloodborne Pathogens
- AVIRT

Industry

Emergency Care Training

Locations

Knoxville, TN
Nashville, TN
Johnson City, TN
Denver, CO
Colorado Springs, CO



CPR Choice Grows with HSI and PRESTAN Products

For Cheryl Smith, owner of CPR Choice, delivering exceptional CPR, AED, and First Aid training has always been about more than issuing certification cards. It's about creating confident responders, building lasting customer relationships, and running a training business that is both efficient and scalable.

As CPR Choice expanded, Cheryl needed partners that could help her streamline operations, support growth, and consistently deliver outstanding learning experiences. That's exactly what she found with HSI and PRESTAN.

For more than a decade, HSI's training programs and PRESTAN's industry-leading manikins and AED trainers have played a role in CPR Choice's success. HSI provides the training, support, and administrative tools Cheryl needs to run her business efficiently, while PRESTAN Products deliver the realistic training experience her students expect.

Building a Successful Training Business

As the training industry continues to evolve, businesses need solutions that reduce administrative burdens while improving customer service.

For Cheryl, one of the advantages of partnering with HSI has been the ability to manage certifications, reporting, student records, and training resources from a centralized system.

Using HSI programs, CPR Choice trains over 10,000 individuals every year. HSI provides certification management tools, reporting capabilities, instructor resources, and flexible training options that make it easier for instructors to focus on teaching rather than paperwork.



"HSI has helped us spend less time managing administrative tasks and more time focused on our customers and students. The reporting, certification management, and instructor resources make it easy to stay organized and deliver a professional experience."

Cheryl Smith, Owner, CPR Choice

As CPR Choice continued to grow, those efficiencies became increasingly important. HSI's tools enabled Cheryl to manage larger customer accounts while maintaining consistency in training programs.

Flexible Training for Every Customer

One of the reasons Cheryl prefers HSI over other certification providers is the flexibility the organization offers instructors.

HSI supports instructor-led, blended learning, and Remote Skills Verification training options, allowing instructors to deliver training in the format that best fits their customers' needs. This flexibility helps organizations train employees more efficiently while giving instructors the freedom to adapt their programs to different audiences and learning environments.

"One of the things I appreciate most about HSI is that it empowers instructors to actually teach. The curriculum is robust, the videos are current and relatable, but instructors aren't limited to simply pressing play and facilitating a class. HSI allows us to adapt our delivery to the audience, share real-world experiences, encourage discussion, and create engaging classes that leave students feeling confident and prepared."

HSI has helped CPR Choice serve a broader range of customers while creating a more convenient and accessible training experience.



A True Partner for Instructors

"What really sets HSI apart is that they treat instructors like partners. Whenever we need support, resources, or guidance, there's a team committed to helping us succeed."

Beyond the training programs themselves, Cheryl credits HSI's instructor support as one of the company's greatest strengths.

HSI emphasizes instructor success with dedicated customer support and a custom portal to help instructors streamline class management.

That relationship has allowed CPR Choice to focus on business growth while knowing it has a trusted partner behind every class delivered.

Better Learning Outcomes Through Science-Based Training

Cheryl's top priority remains helping her students learn lifesaving skills so they can be prepared to use those skills in an emergency.

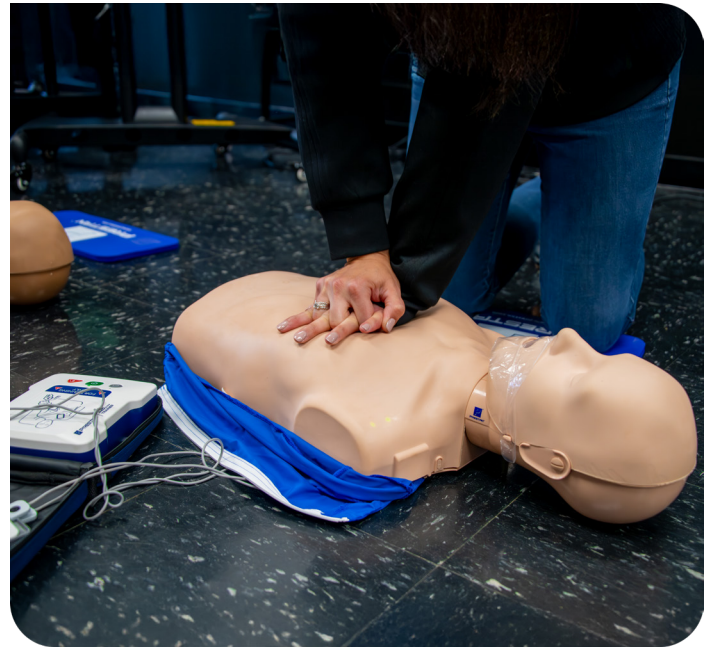
HSI's programs are developed using current resuscitation science and treatment recommendations, incorporating real-world video scenarios, hands-on practice, and instructor coaching opportunities to improve learning outcomes.

Because HSI balances evidence-based content with instructor flexibility, CPR Choice can tailor classes to specific audiences while maintaining the quality and consistency students need to succeed. This approach keeps learners actively engaged and helps them retain critical lifesaving skills long after training is complete.

PRESTAN is the Gold Standard in Training Equipment

To deliver exceptional CPR training, Cheryl believes instructors need equipment they can trust. That's why CPR Choice relies on PRESTAN manikins and AED trainers.

Known for their quality construction, reliability, and realistic training experience, PRESTAN products help create hands-on learning environments that reinforce critical lifesaving skills.



"I purchased my very first PRESTAN manikin in 2010, and it's still in service today, a testament to the quality and durability of their products. Since then, we've invested in hundreds of PRESTAN manikins across our training centers because they consistently deliver the best training experience."

Cheryl also appreciates PRESTAN's continued innovation and commitment to creating realistic training experiences.

The quality, realism, and durability of PRESTAN equipment help students practice CPR and AED skills with confidence while preparing them for real-world emergencies.



"Our students especially appreciate the visual CPR feedback and the addition of the female torso manikins, which create more realistic, inclusive training."

The Preferred Choice for CPR Choice

For Cheryl, the decision to choose HSI and PRESTAN Products comes down to one simple reality: together they provide the foundation she needs to run a successful training business and deliver exceptional student outcomes.

"Quality instruction starts with quality tools. When you combine HSI's outstanding curriculum and instructor development with PRESTAN's innovative, durable training equipment, you create an exceptional learning experience that builds both competence and confidence. It's a partnership that has helped us successfully train tens of thousands of students, and one we are proud to stand behind."

With HSI and PRESTAN Products, CPR Choice has been able to:

- Streamline certification management, reporting, and administrative processes.
- Scale customer training programs more effectively.
- Deliver flexible training solutions that meet diverse customer needs.
- Improve student engagement and learning outcomes through science-based training.
- Provide realistic, reliable, and durable hands-on training.

For Cheryl Smith and CPR Choice, HSI and PRESTAN aren't simply vendors. They're trusted partners helping to build a stronger business, better-trained students, and safer communities.

About HSI

HSI offers nationally recognized training for CPR, AED, First Aid, and advanced programs such as Basic Life Support (BLS). Designed to meet regulatory requirements, HSI offers a variety of ways for your organization to get full certification in CPR training.

To learn more about HSI's flexible and cost-effective options for full-certification CPR and First Aid training at hsi.com/cpr