

## Modern Living with Kathy Ireland Hosts College of Healthcare Professions

*Tune into E! Entertainment Network as sponsored programming on Thursday, August 20, 2015 and Bloomberg International as sponsored programming on Sunday, August 23, 2015. See market by market listings below.*

LOS ANGELES, August 15, 2015 /PRNewswire/ -- MMP (USA) announces a Modern Living with kathy ireland exclusive interview with Eric Bing, CEO of the [College of Health Care Professions](#) (CHCP), a cutting-edge healthcare education provider.

The organization awards Certificate Associates and Bachelors degrees in radiology, sonography, surgical technology, and many other important [healthcare disciplines](#). Technology is a major factor in how today's students prefer to learn, according to Bing. The CHCP has addressed this preference by offering a range of [online and blended interactive learning solutions](#).

Bing points to the ever-increasing need for qualified healthcare professionals due to the Affordable Care Act's coverage of 16 million new insurance holders and the influx of Baby Boomers entering retirement age. The CHCP is working to fulfill the need by listening carefully to the needs, not only of students, but also of the many employers of healthcare professionals who need well-trained practitioners.

An insert video features students praising the flexibility and personalized approach of the CHCP's methods. The narration also touches on the organization's 25-year mission to help aspiring healthcare practitioners become leaders in their careers, families and communities.

"We're proud to spotlight CHCP on our show," says JL Haber, Vice President of Programming of Modern Living with kathy ireland. "Both the healthcare industry and the public it serves desperately need the new skills and talent this organization is so expertly nurturing."

Tune in to see CHCP on [E! Entertainment Network](#) as sponsored programming on August 20, 2015 at 6:30am ET/PT and on [Bloomberg International](#) as sponsored programming on August 23, 2015 at 8:00am CET, 2:30pm HKT, and 10:00am CDT.

### **About Modern Living with kathy ireland**

[Modern Living with kathy ireland](#) is a weekly business television program featuring real-world insights from corporate executives from all over the globe.

Modern Living with kathy ireland airs Thursday mornings throughout North America on E! Entertainment Network as part of their sponsored programming lineup and to over 50 countries throughout the world on Sundays on Bloomberg International as part of their sponsored programming lineup.

Press Contact:  
Susan Waters  
Campaign Manager

MMP (USA), Inc.  
[swaters@mmpusa.com](mailto:swaters@mmpusa.com)  
919-732-3070

**Popular Business Program Looks at Healthcare Educator**