

New AP-216 Exam Practice & New AP-216 Dumps Book

216 Final Exam Review Guide

Module 1- Introduction to Health Assessment

Extra notes

1. What are the steps in the nursing process? Be able to identify examples of each step.
 - **Assessment:** Obtaining subjective and objective data
 - **Diagnosis:** Nursing diagnosis analyzes the data collected, identifying actual and potential problems
 - **Planning:** Using SMART to create a plan based off data and diagnosis
 - **Implementation:** Use skills to implement appropriate therapeutic interventions
 - **Evaluation:** Monitor the effectiveness and achievability of goals and the need for intervention or adjustment
2. What are the components of the general survey?
 - Physical Appearance
 - Body structure
 - Mobility/Gait
 - Behavior
 - Speech
 - Dress, hygiene, grooming, and odors (body, breath)
 - Vital signs with asking about Pain
3. What types of questions may be asked in the review of systems?
 - Start with the head all the way down to toes and ask relevant questions that are age-appropriate for each system.
 - Integumentary
 - Head, neck, cognitive
 - Eyes, ears, nose, mouth
 - Respiratory
 - Cardiovascular
 - GI
 - GU
 - MSK
 - Neuro
 - Endocrine
 - Mental
4. What are the four techniques used in physical assessment?
 - Inspection
 - Palpation
 - Auscultation
 - Percussion
5. What are the techniques used when assessing the abdomen?
 - Inspection
 - Auscultation
 - Palpation
6. How do you properly palpate for temperature?

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Salesforce Marketing Cloud Personalization Accredited Professional Sample Questions (Q17-Q22):

NEW QUESTION # 17

Which two success metrics can a company achieve with IS their web channel?

- A. Increase in first time visitor
- **B. Increase in conversion rate**
- C. Increase in organic search ranking
- **D. Increase in revenue**

Answer: B,D

Explanation:

- * Interaction Studio (IS) helps businesses achieve significant success metrics through web channel personalization:
- * Increase in Conversion Rate: By delivering tailored experiences and recommendations, IS drives more users to take desired actions (e.g., purchases, sign-ups).
- * Increase in Revenue: Enhanced user engagement and conversions contribute directly to revenue growth.

NEW QUESTION # 18

What two fields can a web developer specify for defining a Content Zone?

Choose 2 answers

- **A. The name of the Content Zone.**
- **B. The CSS selector of the DOM element.**
- C. The dimensions of the Content Zone.
- D. The associated page type

Answer: A,B

Explanation:

- * The CSS selector of the DOM element (Answer A):
- * Identifies the exact HTML element on the page where the content will render.
- * The name of the Content Zone (Answer D):
- * Provides a unique identifier for the zone, used in campaign setup and tracking.

References:

- * Salesforce Marketing Cloud Documentation - Defining Content Zones

NEW QUESTION # 19

What is a rule criteria that you can use in the segment creation process?

- A. Social Mentions
- **B. Actions**
- C. Dimensions
- D. Email Click Throughs

Answer: B

Explanation:

When creating segments in Marketing Cloud Personalization, Actions serve as a crucial rule criteria. Actions represent the specific behaviors and interactions users perform on your website, mobile app, or other digital channels. These actions provide valuable insights into user preferences, intent, and engagement.

Here's how Actions are used in segment creation:

- * Defining segment criteria: You can create segments based on specific actions users have taken, such as viewing a product, adding an item to their cart, completing a purchase, or abandoning a form. This allows you to group users based on their demonstrated interests and behaviors.
- * Combining with other criteria: Actions can be combined with other rule criteria, such as user attributes (demographics, location) or session attributes (time of day, device type), to create highly targeted segments. This enables you to define complex rules that capture nuanced user behavior.
- * Real-time segmentation: Actions are tracked in real-time, allowing for dynamic segment updates. As users perform actions, they are automatically added or removed from segments based on the defined criteria. This ensures that your segments always reflect the latest user behavior.

NEW QUESTION # 20

What is the rule criteria that you can use in the segment creation process?

- **A. Dimensions**
- B. Email click throughs
- C. Social mentions
- D. Actions

Answer: A

Explanation:

Dimensions are the fundamental building blocks for creating segments in Salesforce Marketing Cloud.

They represent various attributes of your contacts, such as:

- * Demographic Information: Age, gender, location, income level, etc.
- * Behavioral Data: Purchase history, website visits, email engagement, etc.
- * Engagement Data: Email opens, clicks, bounces, etc.
- * Custom Attributes: Any custom fields you've added to your contact records.

By combining these dimensions, you can create highly targeted segments that align with your specific marketing goals. For example, you might create a segment of customers who are:

- * Located in a specific geographic region
- * Have made purchases in the past year
- * Have opened your recent email campaigns

Using dimensions to define your segment criteria allows you to precisely target your audience and deliver personalized marketing messages.

NEW QUESTION # 21

When should you define goals and filters?

- A. When you are reviewing campaign statistics for a published campaign
- B. After launching a campaign that you want to measure against a goal or filter
- **C. Before launching a campaign that you want to measure against a goal or filter**
- D. Over time, when you have something new you want to measure

Answer: C

Explanation:

Goals and filters should be defined before launching a campaign to ensure that the necessary metrics and criteria are set up for proper evaluation of campaign performance.

This proactive setup allows businesses to measure specific objectives and segment behaviors accurately from the start.

Reference: Salesforce Interaction Studio Documentation - Setting Up Goals and Filters.

NEW QUESTION # 22

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