

AP-216 Real Exams, New AP-216 Study Guide

bx NUR 216 Study Guide: Exam 1 (Modules 1-3)

Yellow highlights means this is new material we learned for this test
Orange highlights means that it is review from 216 things we should already know

> **MODULE 1: Overview of health assessment** (Basic Nursing: Thinking, Doing and Caring pg. 45, 51, 52, 62, 69-74, and 79)

■ **Definition of Health Assessment**

- A health assessment involved Collection, Clinical judgment, and Evaluation of data
- It identifies patient needs that will be addressed by the health team to assist the client in achieving the highest level of health possible
- Assess the patient's CURRENT health condition
 - Ask appropriate health history questions (allergies, present symptoms, unresolved health concerns)
 - Review any previous health conditions/concerns
 - Involve the patient in their care plan
 - Collaborating promotes goal-setting AND identifies opportunities for patient education

> **ADPIE REVIEW**

- **Assessment:** involves gathering data about the patient and their health status, info is related to the physiological, psychological, sociocultural, developmental, and spiritual status of the individual
- Information is gathered through interview, physical exams, and observations
 - **Types of Assessments**
 - **Comprehensive:** Full/overall assessment, "head-to-toe, looking at every body system"
 - **Focused:** Partial assessment, looking at one specific body system relating to the patient's chief complaints/symptoms
 - **Types of Data**
 - **Primary data:** Obtained directly from the patient
 - **Subjective** – What the patient SAYS/TELLS you (symptoms)
 - **Objective** – What you can SEE for yourself (signs)
 - **Secondary data:** Obtained secondhand from the medical record or another care provider

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

NEW QUESTION # 17

A brand wants to view campaign performance of specific groups of users. How would they view this within the platform?

- A. Use a segment to set a global goal
- B. Use engagement compare functionality to see the differences in key metrics and behaviours
- **C. Use a segment to setup a filter, then use the filter in campaign statistics**
- D. Use a segment to specify certain actions, which can be set as the goal for a campaign

Answer: C

Explanation:

To view campaign performance for specific groups of users:

- * Create a Segment:
- * Define the group of users based on specific attributes or behaviors.
- * Set Up a Filter:
- * Use the segment as a filter.
- * Apply in Campaign Statistics:
- * Use this filter in campaign statistics to analyze performance metrics for the selected user group.

References:

- * Salesforce Interaction Studio Documentation - Campaign Reporting

NEW QUESTION # 18

How often does Marketing Cloud Personalization poll the SFTP for new files for ingestion?

- A. Immediately
- B. Every 15 minutes
- C. Daily
- **D. Hourly**

Answer: D

Explanation:

Marketing Cloud Personalization polls the SFTP for new files everyhour. This ensures that any uploaded data files are processed and ingested into the system in a timely manner for real-time personalization.

Reference: Salesforce Marketing Cloud Personalization SFTP Ingestion Documentation.

NEW QUESTION # 19

What three features are used to support mobile web personalization?

- A. Mobile SDK
- B. Mobile Data Campaign
- **C. Web SDK**
- **D. SiteMap**
- **E. Templates**

Answer: C,D,E

Explanation:

InSalesforce Marketing Cloud Personalization(formerly Interaction Studio), delivering personalization on mobile web(i.e., when users visit your website on a mobile device browser) relies on several configuration and implementation features. The three core features from the listed options are:

- * SiteMap (A)
- * Web SDK (B)
- * Templates (E)

Below is an overview of how each relates to mobile web personalization:

1. SiteMap (A)

* What It Does

* In Marketing Cloud Personalization, you can configure a "SiteMap" that helps define the structure and pages of your website for the personalization engine. Think of it as an organized reference of your web pages so that Personalization can identify which page a visitor is on, where to track events, and how to contextualize those events (e.g., category pages, detail pages).

* Why It Matters for Mobile Web

* Whether a visitor is on a desktop browser or a mobile browser, the site structure remains consistent. A proper SiteMap helps the platform accurately track and classify visits, clicks, and other interactions on mobile web pages.

* Salesforce Reference

* Salesforce Help: Define Your SiteMap

* Explains how to set up a sitemap for capturing site structure, which is essential for correct data capture on both desktop and mobile.

2. Web SDK (B)

* What It Does

* The Web SDK is the JavaScript snippet (sometimes called the "Collect Code" or "Tag") embedded in your web pages. It captures real-time behavioral data (page views, clicks, cart events, etc.) and sends it to the Personalization platform.

* Why It Matters for Mobile Web

* Mobile web is simply your website viewed on a smaller screen. The Web SDK tracks user interactions the same way—no separate "mobile-specific" code is required for responsive sites.

* By including the Web SDK on all mobile-responsive pages, you collect the necessary data for real-time personalization (recommendations, campaigns, etc.).

* Salesforce Reference

* Salesforce Help: Personalization Web SDK

* Details how to implement and configure the snippet to track user behavior across different devices and screen sizes.

3. Templates (E)

* What They Are

* Templates in Personalization define how personalized experiences (like banners, pop-ups, product recommendation carousels) look and behave when rendered on your website.

* They can be configured to be responsive, ensuring they display properly on different screen resolutions, including mobile phones and tablets.

* Why They Matter for Mobile Web

* By designing responsive or mobile-friendly templates, you ensure that any personalized content or recommendation component displays seamlessly on a mobile browser.

* Templates also allow you to fine-tune styling, layout, and logic specifically for smaller screens.

* Salesforce Reference

* Salesforce Help: Templates Overview

* Shows how to create and manage templates for both desktop and mobile presentation.

Why Not the Other Options?

* C. Mobile SDK

* The Mobile SDK is used for native mobile app personalization (iOS and Android apps), not for websites viewed on a mobile device's browser. For "mobile web," you still rely on the Web SDK.

* D. Mobile Data Campaign

* Typically relates to push notifications or SMS campaigns in other parts of Salesforce Marketing Cloud (e.g., Mobile Push, Mobile Connect). These are not directly used for on-site mobile web personalization.

NEW QUESTION # 20

How many days after the date of upload will files be deleted from the SFTP?

- A. 60 days
- B. 90 days
- C. 30 days
- D. 180 days

Answer: C

Explanation:

Salesforce Marketing Cloud's SFTP (Simple File Transfer Protocol) is designed to securely transfer files between your system and Marketing Cloud. To optimize storage and security, files are retained for a specific period.

According to Salesforce documentation, files uploaded via SFTP are typically deleted after 30 days. This retention period is a standard setting and may vary based on specific configurations or agreements with Salesforce.

To confirm the exact retention period for your organization, it's recommended to:

* Consult with your Salesforce Administrator: They can provide specific details about your organization's SFTP configuration and retention policies.

* Review Salesforce Documentation: Refer to the official Salesforce Marketing Cloud documentation for the most up-to-date information on file retention policies and best practices.

By understanding the file retention policy, you can effectively manage your file transfers and ensure that your data is securely stored and accessed within the specified timeframe.

NEW QUESTION # 21

In the user interface, what is the visual representation of the data about a single visitor including preferences and affinities?

- A. Single view of customer
- **B. Unified customer profile**
- C. Unified view of customer
- D. Single Source of Truth

Answer: B

Explanation:

The Unified Customer Profile visually represents data about a single visitor, including preferences, affinities, and behaviors. It provides a comprehensive view of the customer's interactions across channels.

Reference: Salesforce Interaction Studio User Profile Documentation.

NEW QUESTION # 22

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