A Strategic Partnership Opportunity

Academic Partnerships:
Find out why the country’s top colleges and universities trust our training to take their allied health training programs to the next level.
AGENDA

1. CareerStep Overview
2. Training Aligned with Industry Needs & Demand
3. Quality Education that Builds Skills
4. Customer Service that Ensures Learner Success
5. How We Support Academic Partners
6. Questions/Next Steps
Our Training Solution

CareerStep's mission is to make training in Allied healthcare professions accessible, efficient, and effective. CareerStep provides an online training platform for Learners who are interested in Allied healthcare professions, to prepare for their first jobs, or to become more effective in their skills and competencies to advance in their career.
CareerStep Highlights

Experience
30 years of Allied healthcare training

Certification Partners
Key partnerships with 3rd party certification associations to ensure training content meets all national and state requirements (and WIOA)

Higher Education
Over 200+ partnerships with colleges and universities across the nation

Employers
Many of our 200+ healthcare organizations offer externship and job opportunities at their 50,000 facilities across the USA

Learners
Trained 300,000+ learners

Scalability
Online course content is cloud-based allowing for scalability, security, and efficiency

Learning
24/7 asynchronous online learning that is always current and accessible

Support Access
Instructors, Advocates, Career Support, Phone, Chat, Email, Community, Dedicated Admin Support

Comprehensive Online Training Catalog
70+ Programs and Courses
Serving 200+ Academic Partners Since 1992
...U.S. Bureau of Labor Statistics, healthcare is one of the fastest-growing economic sectors with 2.6 million healthcare jobs that need to be filled over the next ten years.

80% of healthcare workers suffer from some degree of burnout, leading medical assistants, nurses, physicians, and other related professions to look for better options.

MRI Network has found that 72% of job candidates are driven by career advancement opportunities.


### Allied Health & Technology Job Demand Within 25 miles of Chicago

<table>
<thead>
<tr>
<th>Open Allied Health Positions: Cook County, IL Indeed: June 2023</th>
<th>Openings within 25 Miles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical Admin Assistants (front desk)</td>
<td>334</td>
</tr>
<tr>
<td>Medical Assistant</td>
<td>284</td>
</tr>
<tr>
<td>Pharmacy Technician</td>
<td>255</td>
</tr>
<tr>
<td>Medical Coder and Biller</td>
<td>150</td>
</tr>
<tr>
<td>Medical Records Specialist</td>
<td>149</td>
</tr>
<tr>
<td>Dental Assistant</td>
<td>132</td>
</tr>
<tr>
<td>PCT / Hemodialysis Technician</td>
<td>121</td>
</tr>
<tr>
<td>Medical Lab Assistant</td>
<td>90</td>
</tr>
<tr>
<td>Mental Health Technician</td>
<td>78</td>
</tr>
<tr>
<td>Total Open Positions:</td>
<td>1,593</td>
</tr>
</tbody>
</table>

Medical Coder and Biller (all) Remote USA: 4,475
Medical Scribe Remote- USA: 3,000+

### Hiring Healthcare Partners Near Chicago State University

1. Northwestern Medicine (121) – MA, PharmT, MCBP, PCT/Hemo
2. Advent Aurora Health (31) – MA, MAA
3. Oak Street Health (28) – MA, MCBP
4. Access Community Health (12) MAA
5. Ann and Robert Lurie Childrens Hospital (18) – MAA, MCBP
6. Well Now Urgent Care (18) – PCT/Hemo

Total Jobs: 228

Source: [https://www.indeed.com/jobs?q=medical+assistant&l=Chicago%2C+IL&rbl=Chicago%2C+IL&jlid=402d6ad50e16c894&vjk=b360b09c938658e0](https://www.indeed.com/jobs?q=medical+assistant&l=Chicago%2C+IL&rbl=Chicago%2C+IL&jlid=402d6ad50e16c894&vjk=b360b09c938658e0)
The CareerStep Programs
A one of kind comprehensive solution
Our Process At A Glance

Program Planning

Curriculum Development

Course Design

Program Launch
The purpose of the product feasibility methodology and process is to determine the market feasibility of training offerings through the CareerStep Division of Carrus by analyzing:

- Key market metrics conducive to program success
- Key internal and external metrics conducive to program success
Advisory Boards, Accreditations, Certifications, & State Requirements

Advisory Boards
Carrus and CareerStep advisory boards are comprised of a broad-based and diverse group of industry professionals.

3rd Party Certification
Partnerships are forged with recognized entities offering certifications that are valued in the marketplace.

Accreditation
Coursework and programs are built that meet the standards and knowledge domains critical to employment in the field.

State by State
When national certification is not yet standardized, exploration begins with programmatic state specific requirements.
Learner Journey Overview

1. Interview
2. Enrollment
3. Onboarding
4. Training
5. Community
6. Externship
7. Job Placement
8. Certification
9. Support

Support throughout coursework & PLUS one month post completion
Clinical Externships

Give the learner experience and the employer partner a chance to assess the learner.
Certification

- Requirements Validation
- Voucher Distribution
- Exam Scheduling
- Certification Data Passback
Training that is aligned to the needs of the industry
What do our learners want?

GET IN
This online training provides learners with everything they need to start a successful career, in a growing, in-demand field in less than 12 months.

GET OUT
With the right training and a quality support team, learners can be out of school and career ready in no time! Train at the pace that works best for you.

GET WORKING
After completion, learners will be ready to earn important industry certifications that provide their skills to employers and set them apart from other applicants.
CareerStep Learning Framework
FOR LEARNERS THAT WANT TO START A CAREER IN ALLIED HEALTH

- Online course content that meets national and state certification requirements
- Instructional design geared towards the needs of today’s learners
- Simulated work experience

- Online
- Self-paced
- Real-time reporting on progress and assessments

- Expert certified instructors
- Individual advocate services
- Online community 24-7
- Career services assistance

Quality
Convenience
Service
Skill Based Learning: What’s the Difference?

The CareerStep Learning Experience is designed to help every learner develop the skills necessary to be distinguished amongst other candidates and peers. So what is the difference between Necessary, Defining, and Distinguished skills?

**Necessary**
Skills relevant for the job and similar jobs. Employers need these skills as a building block for defining skills.

**Defining**
Day-to-Day tasks and responsibilities. These skills are required to qualify and perform the occupation successfully.

**Distinguished**
Advanced Skills that are called on occasionally, however these skills differentiate an applicant for potential advancement or salary increase.

Source: Burning Glass - All data presented is from August 2019 to July 2020 - 12 month aggregate
CareerStep Learning Experience Methodology

1. Alignment
Alignment between curriculum and career readiness, supported by the skills and knowledge needed to get certified.

2. Experience
Development of a structured and consistent environment in which learners can self-serve and thrive.

3. Assessment
Building upon previous knowledge through meaningful use of formative and summative assessments.

4. Engagement
Thoughtful use of activities, interactions, case studies, and simulations to drive understanding and retention.
Training Healthcare Professionals in Every Discipline

- Medical Assistants
- Medical Coders and Billers
- Medical Transcription Editors
- Pharmacy Technicians
- Dental Assistants
- Hemodialysis Technicians
- Telehealth
- Medical Scribes
- Contact Tracers
- And 40+ more!
3rd Party Certification and Association Partners
Quality education that builds employee skills
Outstanding Content

Our courses are designed to give learners the skills employers are looking for.

Regularly updated courses

Instruction from industry experts who are passionate about your providers’ success

Innovative education that is reviewed and evaluated to ensure relevance

Training designed to lead to certification and greater opportunity
The Program Design

- Programs
- Courses
- Modules
- Video Content
- Pre-Recorded Lectures
- E-Texts and Workbooks
- Interactive Practicums
- Engagement Activities
- Real World Simulations
- Formative Assessments
- Summative Assessments
- Practicums
- Final Exam
Customer service that ensures Learner success
Exceptional Service

Advocates

Instructors

Support Agents

Technical Support

Partner Success Managers
Convenient Ways to Contact Us

- PHONE
- LIVE CHAT & APPOINTMENTS
- EMAIL
One of kind community available 24-7

https://careerstepcommunity.force.com/s/
Click to view what's available to Learners
The CareerStep Community supports learners throughout their training experience and beyond through self-services resources and engagement.

Knowledge Base Article Repository

Peer Groups and Discussion Boards

Announcements and Job Opportunity Postings

Career Services Resources
Employer Partner Network
Trusted by Some of the Best Healthcare Companies
How we can strategically support our Academic Partners
Ways CareerStep Can Serve You

Serve an audience that is outside the scope of the traditional student
Our programs attract an audience of highly motivated “non traditional” students interested in short term career training.

Connect with your local healthcare community
Providing a world class learning experience for your students is a key first step for us, but ultimately with your help, our goal is to establish meaningful relationships with potential local employers interested in our graduates.

Increase your bottom line
Bring to the table a tried and true solution that requires minimal resources from you. Our revenue share model has proven to be an effective way for our partners to grow their catalog without impacting their expenses.
Next Step:
Partnership Implementation
Partnership Launch

- Hold Partnership Kickoff Meeting
- Set Goals & Implement Marketing Plan
- Create Enrollment Plan
Partner Success Manager

- Provide Reporting
- Provide Marketing Resources
- Assist with Questions
My experience with CareerStep has been very positive. From the beginning, everything was explained to me, and throughout the program, all my questions have been answered. The staff that I’ve had the pleasure of talking to have been very pleasant and very helpful. I would recommend CareerStep to any person of any age who is looking to further or change careers.

Belle Ryhorchuk, CareerStep Learner
Partner Testimonial

"CareerStep has been a great partner. They’ve helped us provide on-the-job training for staff members who want to become medical assistants but have no experience or training. We continue to explore opportunities to partner with CareerStep in addressing our workforce needs while helping staff achieve their professional goals."

Jill Wise, Vice President & COO of Grace Health
Thank You.

Lori Mendicino Gennarelli, MBA, GCPM
Strategic Partner Executive
E: Lori.mendicino@careerstep.com
M 630-877-7823