



 CARRUS

CareerStep

A Strategic Partnership Opportunity

Academic Partnerships:

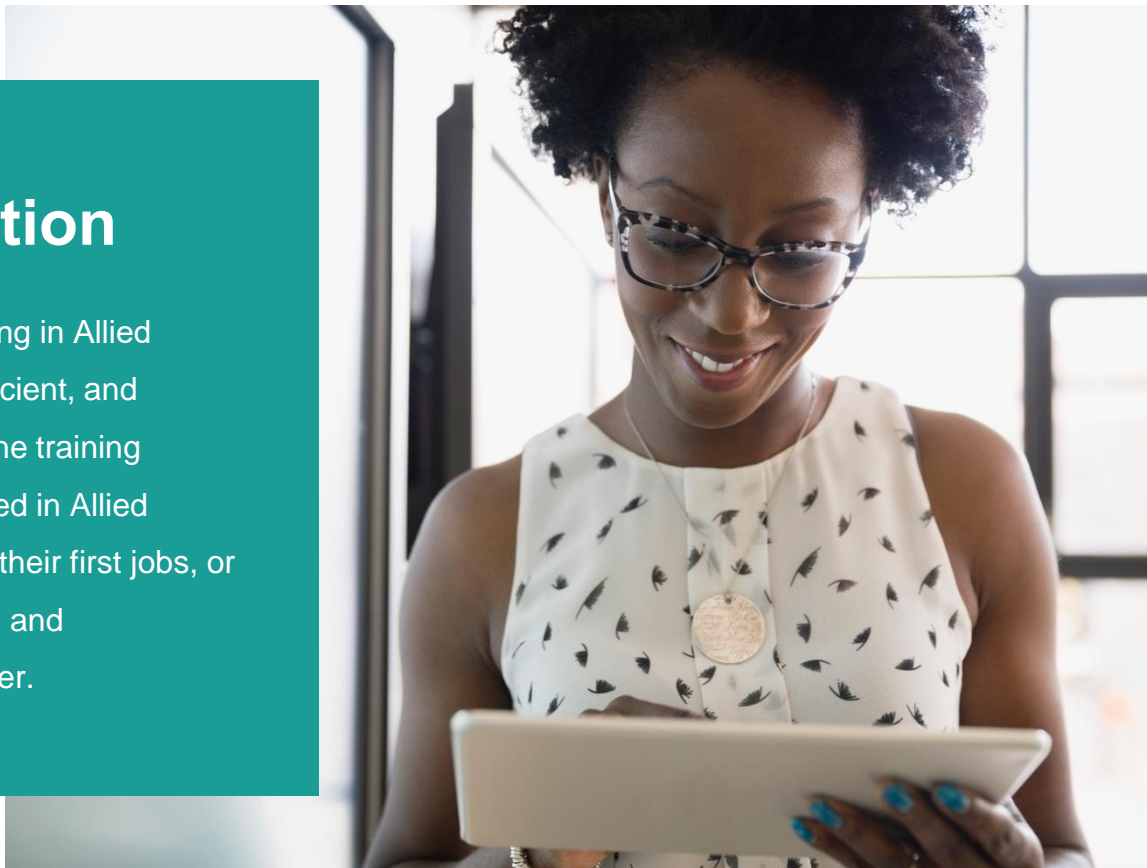
Find out why the country's top colleges and universities trust our training to take their allied health training programs to the next level.

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

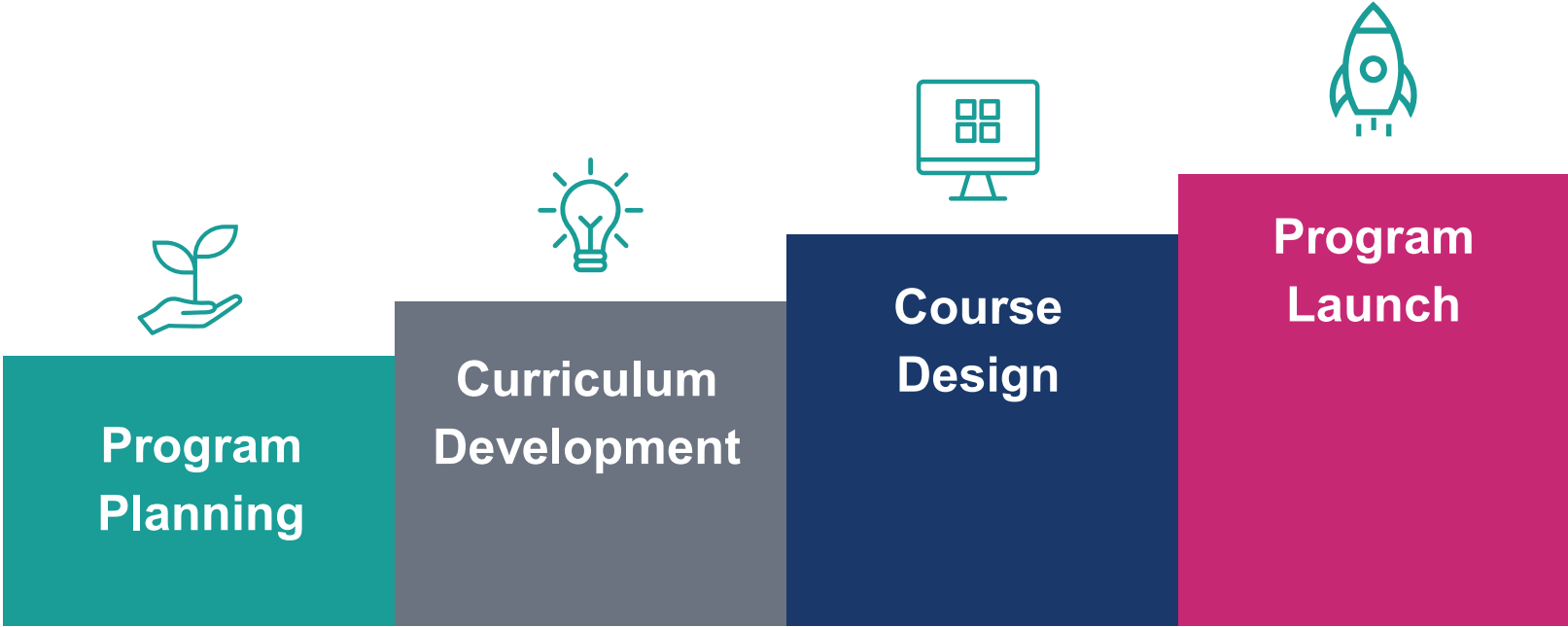
Serving 200+ Academic Partners Since 1992



The CareerStep Programs

A one of kind comprehensive solution

Our Process At A Glance





Program Planning

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



Process At A Glance



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



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



 CARRUS
CareerStep

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



Quality

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



Convenience

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



Service

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

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.



Start New Career

CareerStep prepares the Learner for career and introduces them to the largest partner network in Allied healthcare

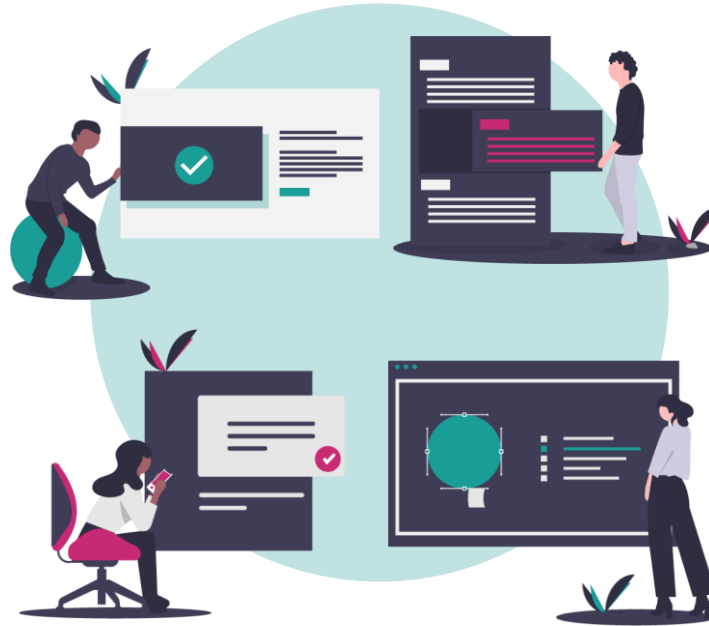
CareerStep Learning Experience Methodology

1. Alignment

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

3. Assessment

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



2. Experience

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

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



A photograph of two women sitting at a table in a classroom or meeting room, looking at a laptop. The image is overlaid with a teal color filter. The woman on the left is pointing at the screen, while the woman on the right looks on. The background shows other chairs and a whiteboard.

**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



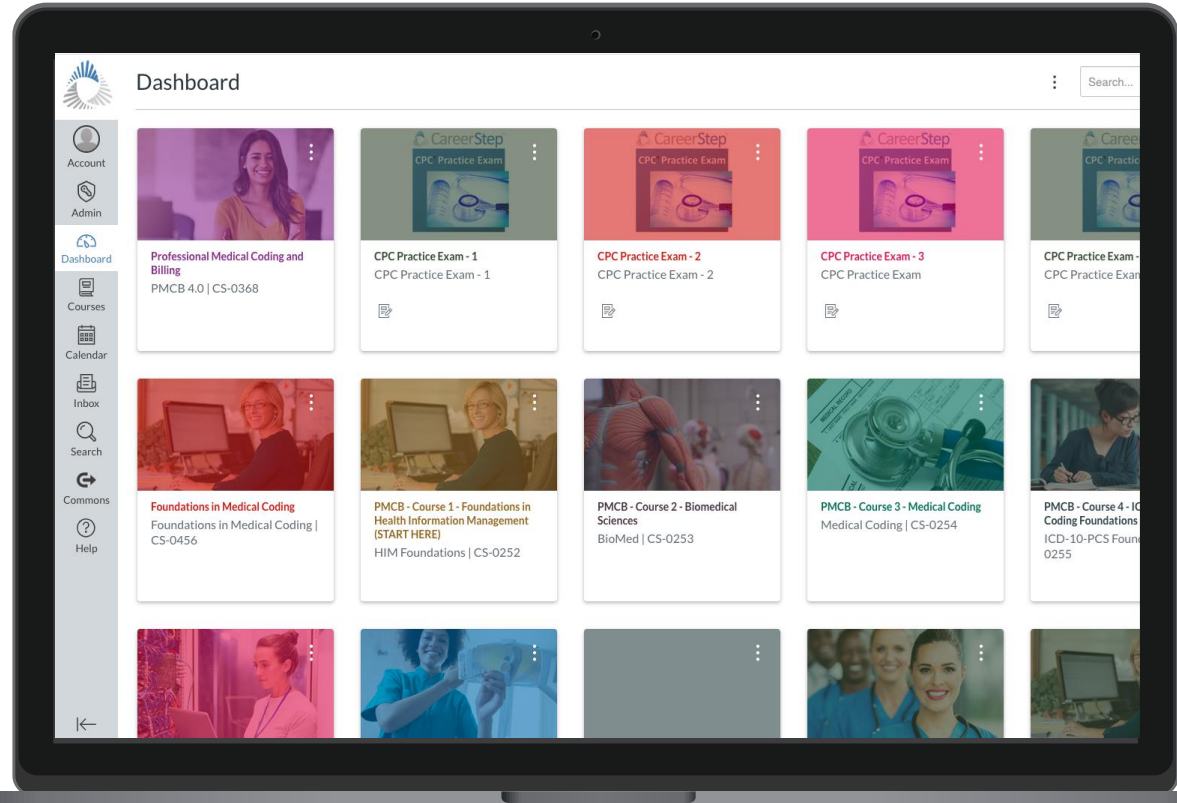
- Video Content
- Pre-Recorded Lectures
- E-Texts and Workbooks



- Interactive Practicums
- Engagement Activities
- Real World Simulations



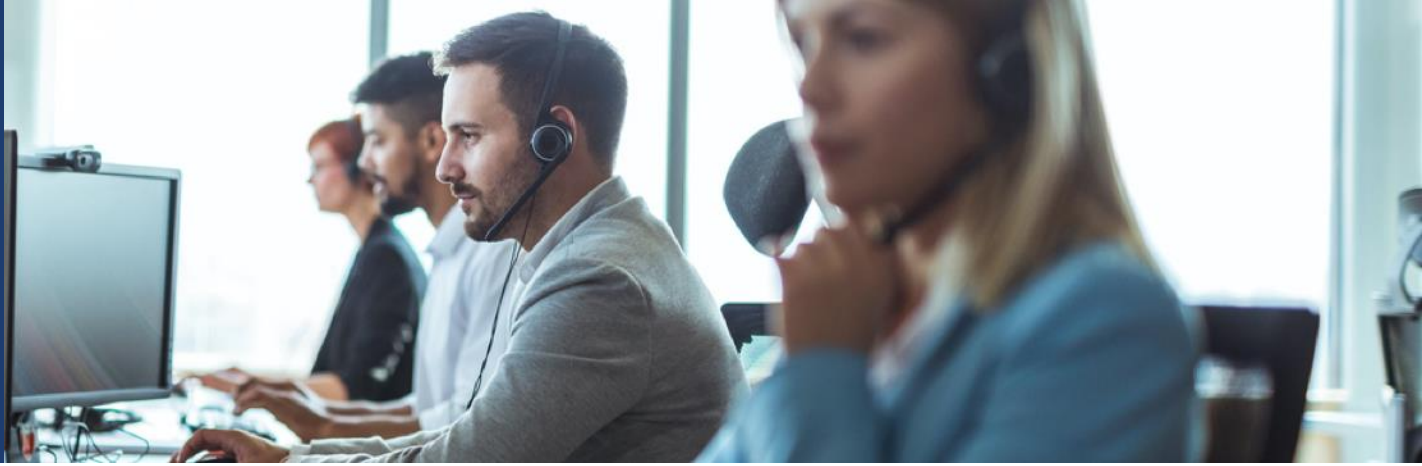
- Formative Assessments
- Summative Assessments
- Practicums
- Final Exam



An overhead, top-down view of three call center agents sitting at their desks in a row. The image is monochromatic with a blue tint. Each agent has a computer monitor, keyboard, mouse, and headset. The central agent is wearing a plaid shirt and is reaching for a mouse. The agent on the right is wearing a light-colored shirt and a headset. The agent on the left is wearing a dark jacket and a headset. The text "Customer service that ensures Learner success" is overlaid in the center of the image.

**Customer service that ensures
Learner success**

Exceptional Service



Advocates



Instructors



**Partner Success
Managers**



Support Agents



Technical Support

Convenient Ways to Contact Us



PHONE



LIVE CHAT & APPOINTMENTS



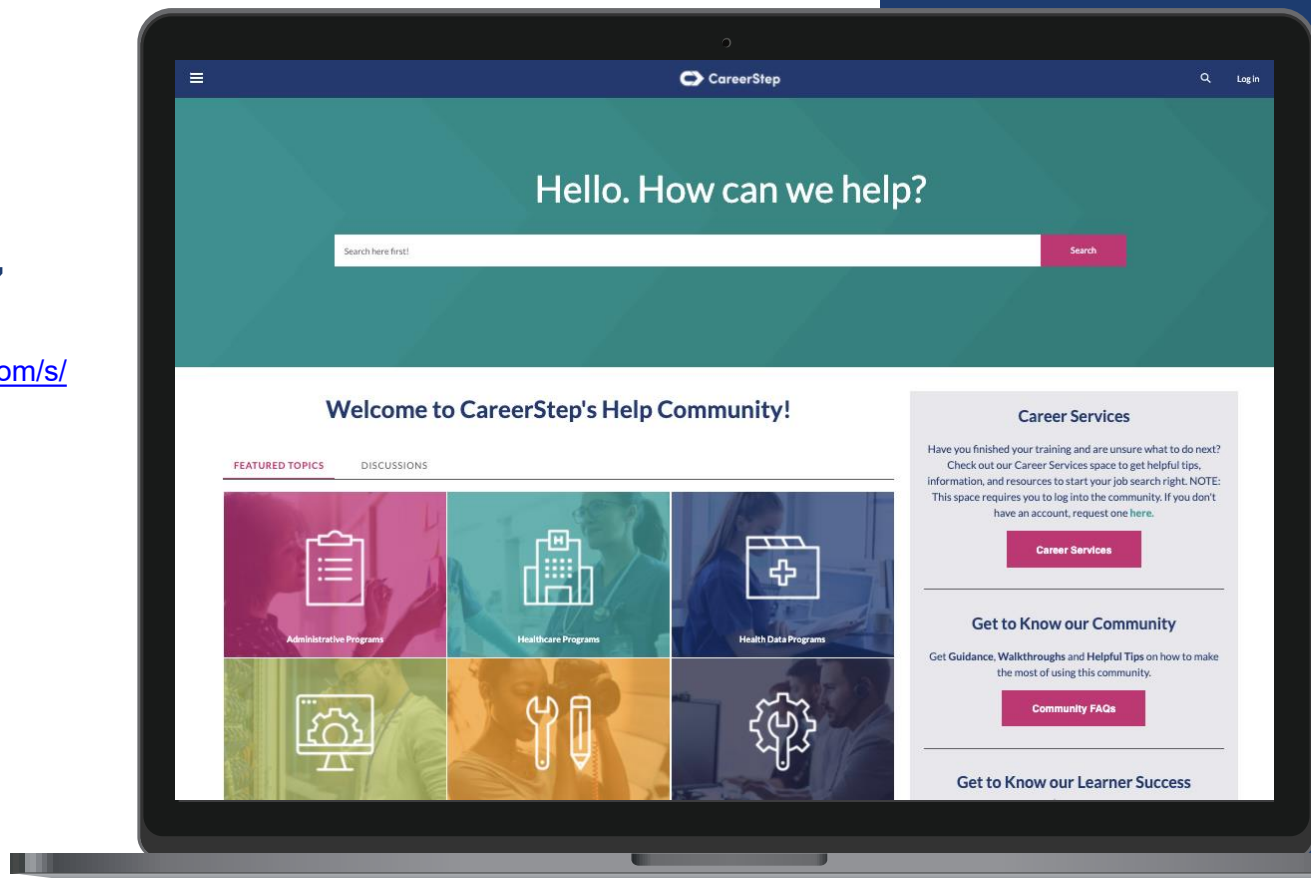
EMAIL



One of kind community available 24-7

<https://careerstepcommunity.force.com/s/>

Click to view what's available to Learners



Hello. How can we help?

Community

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



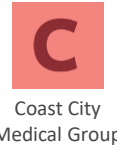
Announcements and Job Opportunity Postings



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



Learner Testimonial



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

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