

Career Pathway Programs Across the Nation: Ohio State University Physicians & Stepful



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Stepful

Agenda

- **Welcome and Agenda**
- OSUP & Stepful Intros
- Career Pathway Programs:
Best Practices
- Q&A



Objectives

- Discuss innovative approaches for attracting and retaining diverse talent
- Explore strategies to eliminate barriers to training and certification
- Gain insight into practical solutions to prepare entry-level employees for clinical roles and career paths

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OSUPhysicians

Multi-Specialty Medical Group



Who We Are

OSUP is the medical group managing The Ohio State University Wexner Medical Center's outpatient care locations throughout central Ohio and the surrounding areas.

1,850

Employees

100+

Clinics

18

Specialties

Stepful

Stepful's mission is to empower communities with accessible pathways to healthcare careers, regardless of background or circumstance

93%

WOMEN

90%

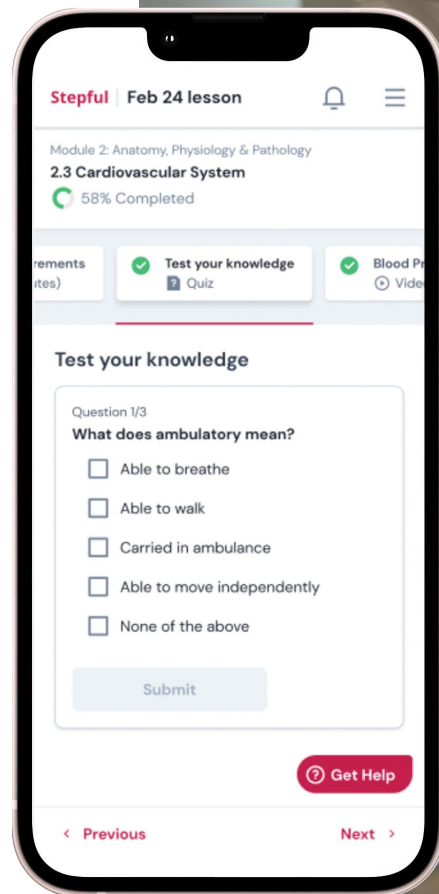
BLACK & LATINX

88%

LOW INCOME

Stepful is the leading healthcare training platform

- ✓ Mobile first and flexible
- ✓ Instructor led, part-time
- ✓ Engaging content
- ✓ Community learning
- ✓ Virtual simulations
- ✓ 1:1 coaching



Stepful's approach yields industry-leading outcomes at a fraction of the time



90%

Completion Rate

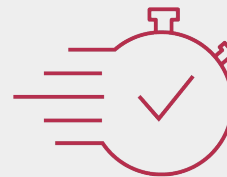
2x the rate of alternative programs



85%

Certification Rate

Compared to 70% national average



4X

Faster

Compared to trade schools and community colleges

How does this work?



Community Partnerships

We identify local students aligned to your needs and facilitate a sponsored externship that can result in a position.



Apprenticeships / Train-to-Hire

We set-up an earn-while-you-learn program for you to attract external applicants without healthcare experience.



Upskilling

We offer accelerated pathways to use your own team to fill critical open roles.

OSU Physicians, Inc. **Stepful**

Goals:

- Fill medical assistant vacancies
- Improve retention

Method: Train-to-Hire and Upskilling

Size: 10 vacancies filled monthly

Stepful



Addressing workforce challenges requires a fundamentally new approach



40

Medical Assistant
vacancies monthly



40%

Medical Assistant
turnover rate

Selection & Matching

Employer - Select cohort of trainees and match with clinical site

Employer - Select preceptors

Training

Online Training

- Stepful - Train online over 17 weeks
- Stepful - Prep trainees to pass the NHA-CCMA certification exam

On-the-job Training

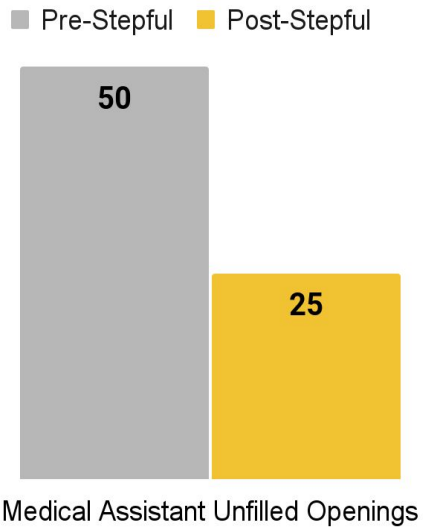
- Employer - Run OJT on-site
- Stepful - Provide preceptors with competency checklists, training, and coaching support

Promotion

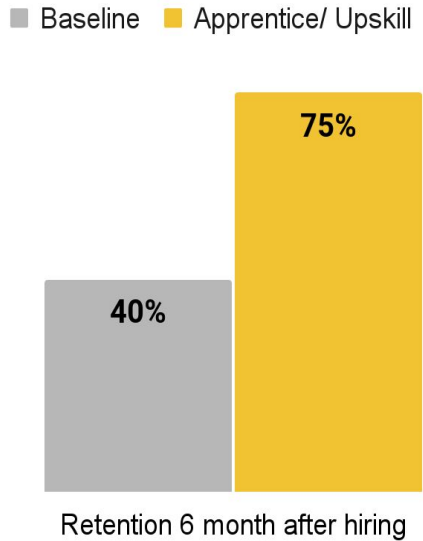
Employer - Promote employee to the Medical Assistant position

Program Impact

Fill 50% of Monthly Vacancies



80% improvement in retention



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Partnership Expansion: Nursing Pathway Programs

OSUPhysicians, Inc.

LPN → RN*

LPNs progress to become RNs

CCMA → LPN

Experienced MAs move into practical nursing roles

New employee → CCMA

Entry-level employees move into clinical roles

** not currently live*

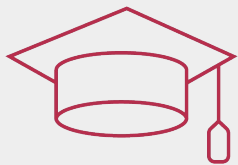
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Challenges with building strong career pathway programs



Community College
Partnerships

<10%

CAPACITY



Self Paced Online
Programs

10%

COMPLETION RATE



System-run Upskill
Programs

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HIGH COST PER STUDENT

Barriers persist for working adult learners

High Cost Per Student



High tuition and upfront costs are prohibitive for most candidates

Not Accessible for Adult Learners



Most programs require extensive in-person attendance that do not fit the needs and schedule of adult learners

Limited Support



Most trainees have not been in the education system for years. Without wraparound support the failure rate is high

Upskilling that works for your employees...



- ✓ Low cost, with low upfront payment
- ✓ Tuition assistance / reimbursement
- ✓ Health system sponsored



- ✓ Mobile first, device accessible
- ✓ User-friendly
- ✓ Flexible schedule



- ✓ Live instructors, data-informed
- ✓ 1:1 coaching and support
- ✓ Community learning experience



...and a platform that works for you

- ✓ Tech-enabled ops
- ✓ Scalable
- ✓ Industry leading outcomes
- ✓ Integrated preceptor program
- ✓ Visibility through real-time data reporting



Stepful MA Training Program

Meet Our First Graduates



Valarie Beveridge

Medical Assistant, Certified
Lewis Center Primary Care

- Valarie was a Phlebotomist and Lab Tech prior to becoming an MA.
- Program allowed her to get her CCMA and promotion to MA, Certified!
- Valarie spoke highly of the Stepful instructor and the confidence the program has given her in her role.



Alexis Austin

Medical Assistant, Certified
OB/GYN Outpatient Care East

- Alexis has her Bachelor's degree in Exercise Physiology.
- Program allowed her to get her CCMA and promotion to MA, Certified!
- Alexis loved the pace of the program and how the curriculum sets you up for success.
- She also learned diagnosis information that has provided more context on the lab tests she runs in OB/GYN.

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We would love to
continue the
conversation!