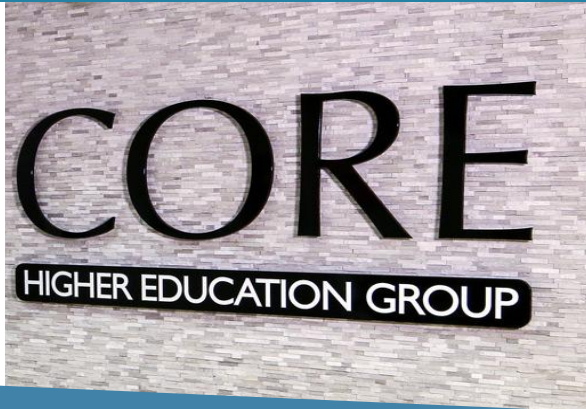


# OUR STORY



CORE Higher Education Group is an EdTech company offering a suite of six software applications to help manage the student journey continuum. Our software suite supports **recruiting, competency assessment, clinicals/experiential education, workplace readiness, and continuing education.**

So how did we get here?



In **2005**, we heard that pharmacy schools were having difficulty complying with a new set of accreditation standards...



So we asked the schools what they needed...

A tool to manage the **clinical & externship** processes like scheduling, evaluations, compliance, clinical logging, hours tracking, affiliation agreements, and all the other crazy stuff our externship department deals with!

Presentation **ePortfolios** so students can show off their accomplishments to faculty, preceptors, and employers!

A competency assessment tool to collect, aggregate, and report on student **competency** data... plus a tool for **curricular mapping**!



At the time, we were a multimedia publishing and technology company called RXinsider.

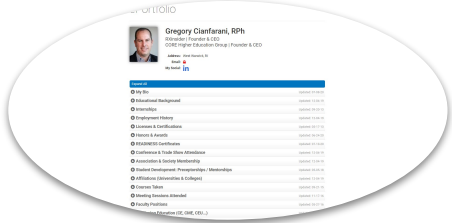
We had a talented programming team, and we knew the pharmacy market extremely well, so we decided to help...



...and we launched three software products between **2006** and **2007** under the RXinsider brand...



# The first was our ePortfolio product **MyCred**.



Feel free to view our CEO's MyCred ePortfolio:

<https://mycred.com/p/3526844043>



The second was our experiential/clinical education software **ELMS**.



**CORE**<sup>®</sup>  
ELMS



The third was our competency assessment and curricular mapping software **CompMS**.



**CORE**<sup>®</sup>  
CompMS

In **2007**, we welcomed our first school...  
**The University of Findlay** College of Pharmacy.



In **2010**, we welcomed our first nursing program,  
**Kaplan University's** nursing program.



*\*Kaplan is now Purdue Global*

In **2013** we successfully implemented CORE's three software products in our first campus-wide solution:

- 15,000+ students
- Multiple programs
- Multiple campuses
- Campus-based + online programs

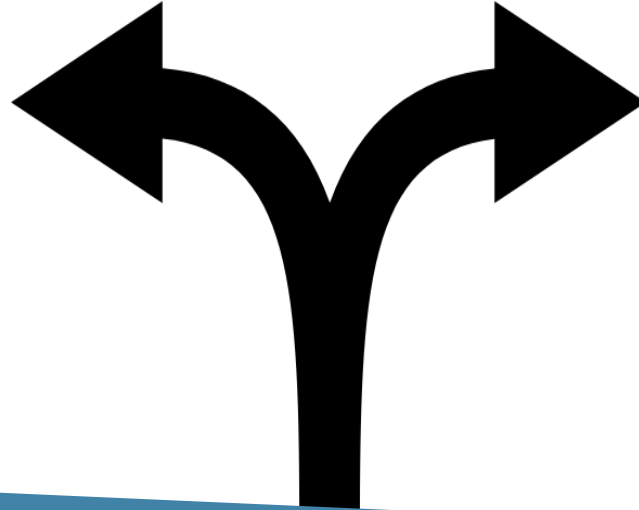


We practice what we preach, so in **2013** we became an externship/clinical site ourselves for five different colleges, and an internship site for two local high schools.

**TWO** of our past students now work for CORE!



Due to growth and divergent business models, in **2015** we rebranded and spun-off the software division from RXinsider into a stand-alone company... and named it CORE.



Our schools suggested we host an annual “users conference”, so in **2016** we held our first annual Users Conference in Providence, RI.



We heard from schools, clinical sites, and employers that students needed to strengthen their soft-skills before entering the field and the workplace...

Stronger soft-skills needed!

Stronger communication skills needed!

Improved professionalism needed!

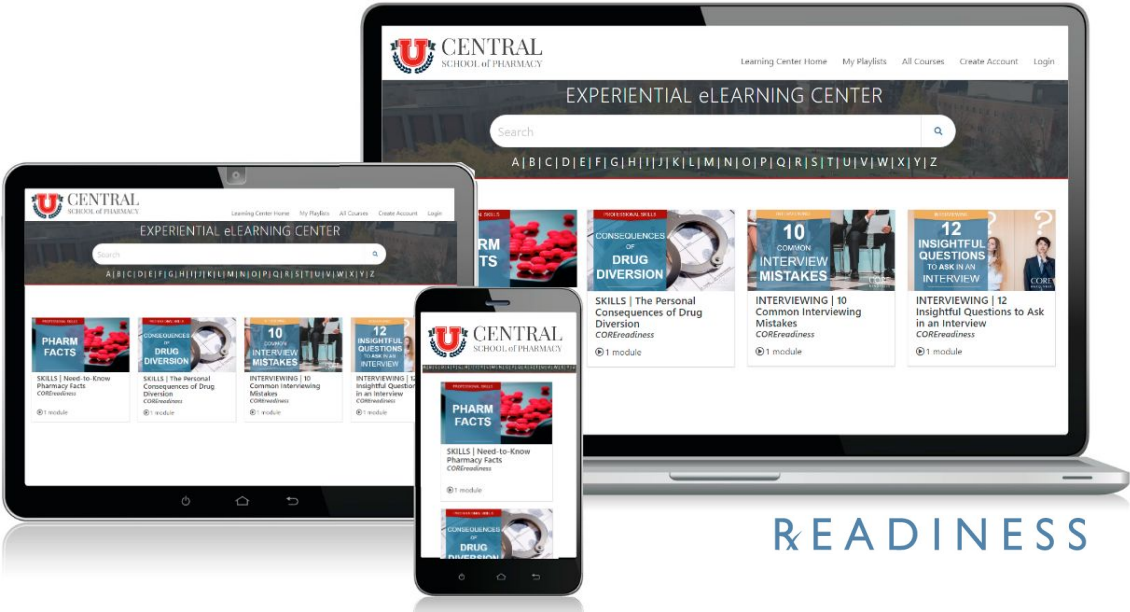
Interviewing skills need improving!

Stronger market knowledge needed!





...so in **2018**, we launched our fourth product called **READINESS**, customized “*co-curricular eLearning centers*” filled with short, digital activities to help students strengthen soft-skills.



**R&D** **READINESS**

We heard from schools that they needed help recruiting students and educating prospective students on career-path options...

We need to get prospective students excited and engaged!

We need to educate prospective students on career-path options!

We need to increase our yield!

We need actionable leads & data!



...so in **2021**, we launched our fifth product called **RECRUIT**, customized “*career exploration centers*” filled with short, digital activities to educate, engage, and excite prospective students.



In **2021**, we added the **CE Search Engine** to help continuing education departments market their individual CE activities... and help professionals find relevant CE.



**CE Search Engine**<sup>™</sup>  
Thousands of Activities. Unlimited Potential.

Our customers needed training tools on our products, so in **2020**, we launched **CORE ACADEMY**, an eLearning center to help our customers train on CORE's software applications.



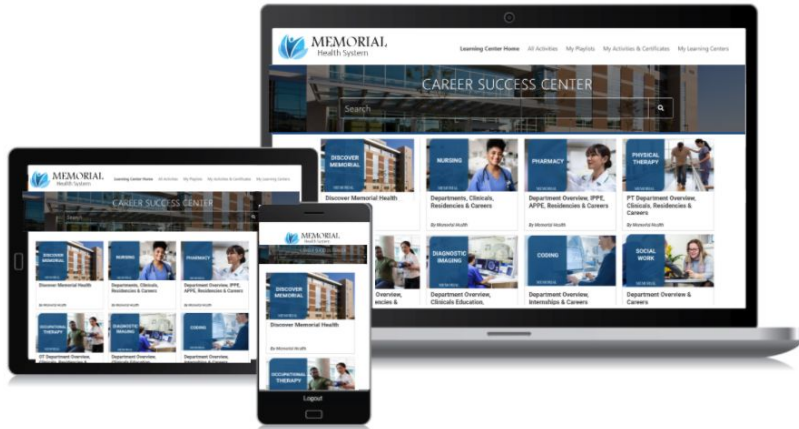
Due to a high volume of rotating students, **corporations** and **health systems** needed help to efficiently manage the student clinical/experiential education process...

Help us manage all of our school relationships and incoming/rotating students!

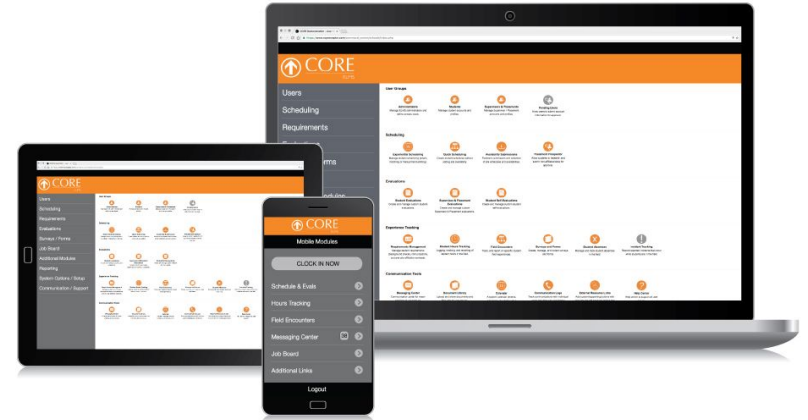
Help us efficiently onboard students and educate them on our career paths!



...so in **2021**, we offered “corporate versions” of **READINESS** and **ELMS**.



**READINESS** eLearning centers to educate students on career paths, strengthen employer-of-choice branding, support the onboarding process, and identify top-performers.



**ELMS** to manage every aspect of the externship/clinical education process including student placement, scheduling, evaluations, compliance, and preceptor management.

Today, we're proud to serve more than **350** programs and companies across more than **20** disciplines including...



**PHARMACY**

**ALLIED HEALTH**

**LAW**

**OT PROGRAMS**

**NURSING**

**MED SCHOOLS**

**DENTAL SCHOOLS**

**VETERINARY**

**EDUCATION**

**NP PROGRAMS**

**PA PROGRAMS**

**SOCIAL WORK**



...and some random fun-facts from Greg,  
our founder and CEO...

We are based in Rhode Island

We are clinician (pharmacist) owned and operated

We serve schools in nearly every U.S. state and Canadian province

We have a 98% annual renewal rate

In 2015, our ELMS software hit 1,000,000 student schedules managed

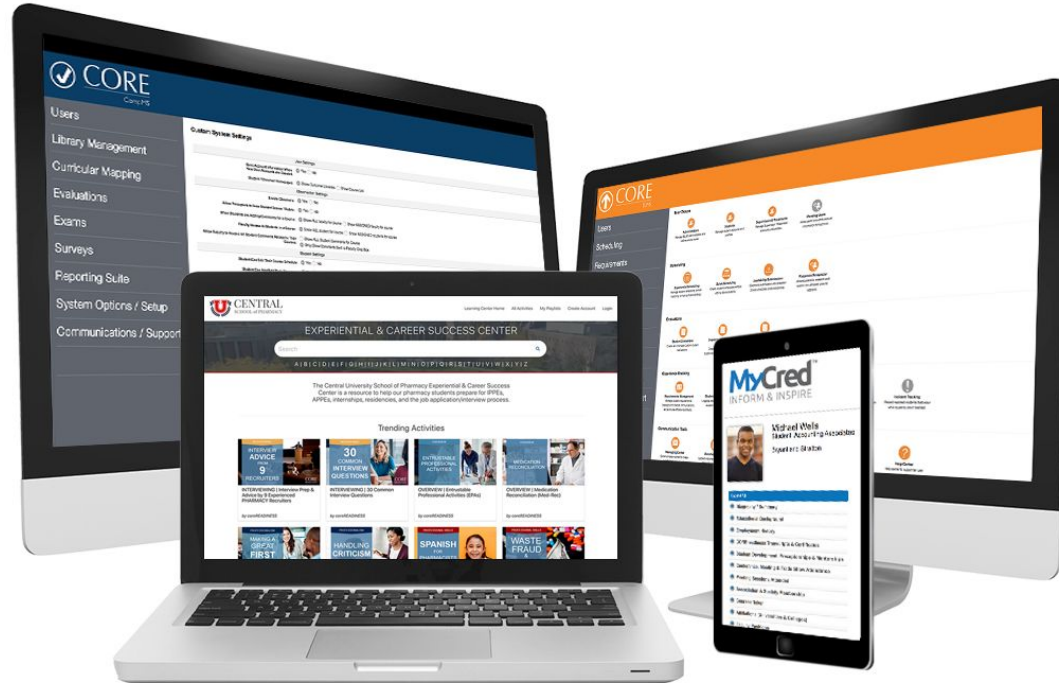


Gregory Cianfarani, RPh  
Founder/CEO

We take great pride in our schools, so we hang your shirts throughout our offices. Stop by anytime!



# OUR SIX APPLICATIONS



# Increase Your Application Volume and Yield.

\*Only offered to pharmacy programs for 2021

## CORE RECRUIT™

Recruiting students into a PharmD program can be challenging. Offer prospective students a custom-branded and interactive career center to engage, excite, and educate on where a PharmD degree can take them. RECRUIT helps your college of pharmacy:

1. Generate excitement for your program and the profession.
2. Educate prospects on 15+ pharmacy settings/career paths.
3. Collect contact and engagement data on prospective students.
4. Maintain continuous engagement with prospective students.



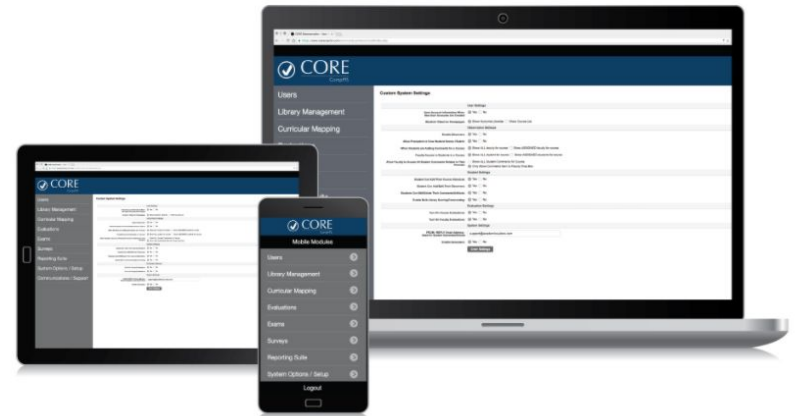
# Student Competency Assessment



## CompMS™

Improve data management, organization, and accountability with CORE CompMS software.

CORE CompMS is a competency management system for competency-based assessment. Through student assessment portfolios, CompMS software manages every aspect of your student competency assessment process including assessment collection, data aggregation, reporting, and mapping.



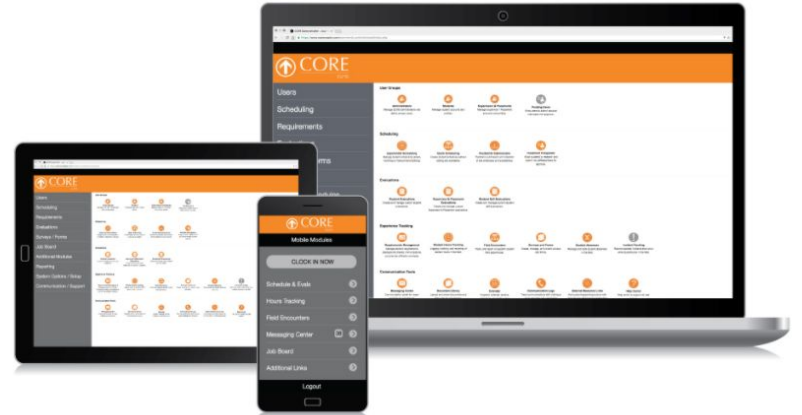
# Efficiently Manage Your Externship / Clinical Program



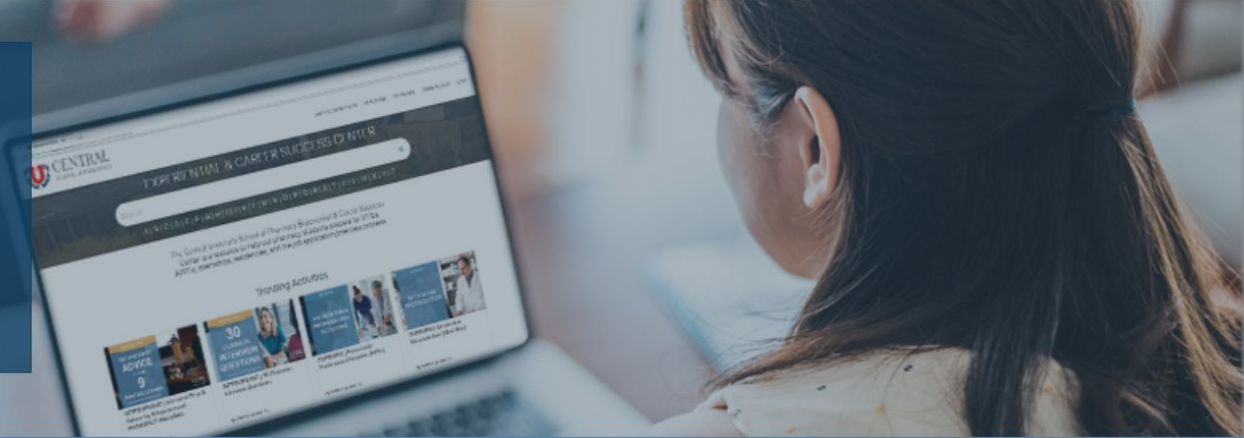
## ELMS™

CORE ELMS is flexible enough to serve any externship program, yet comprehensive enough to handle the program-specific details.

From scheduling to evaluations, compliance to hours tracking, CORE ELMS software manages every aspect of your externship/clinical process.



# Student Readiness Through Online Learning



## READINESS™

Help students improve soft skills, market knowledge, and communication skills.

READINESS develops and hosts custom digital eLearning centers for colleges and universities. Offer your students an intuitive and accessible co-curricular eLearning center while supporting your experiential education and career services departments.



# Student Presentation Through Digital Portfolios



## MyCred™

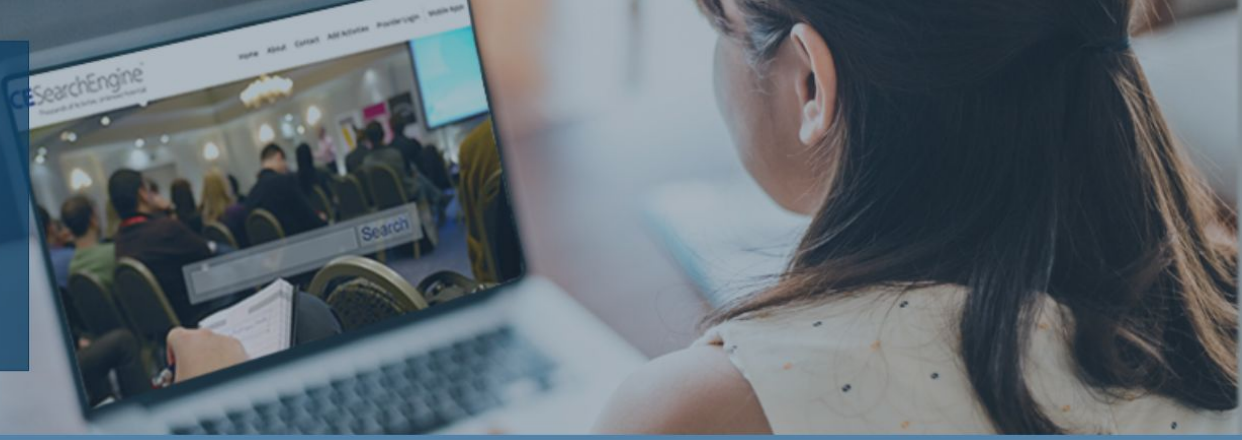
Help students manage and digitally present their achievements to faculty, preceptors, employers, and peers.

MyCred ePortfolios are self-curated presentation ePortfolios that not only help students tell their story of achievement, but back it up with artifacts and real-life examples. Provide your students with the ability to set themselves apart with a comprehensive ePortfolio.





# Increase Your Continuing Education Activity Registrations.



## CE SEARCH ENGINE™

CESearchEngine.com facilitates the development of professionals and adult learners by connecting them with relevant continuing education activities by subject, discipline, provider, or geographic location. As a CE provider, listing your activities on CEsSearchEngine.com will help your institution:

1. Increase activity registrations
2. Build brand awareness
3. Reach multiple disciplines



# THANK YOU

