



Educate U



# Introducing Healthcare Resource USA

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[www.educate-u.org](http://www.educate-u.org)

# Extraordinary Service, Exceptional Results

## Introduction

We strive to reduce the student acquisition cost for universities in our partnership network. We do this by using the relationships we have developed over the past 18 years in both the education and healthcare markets.

## About EducateU, Inc.

EducateU is a 501(c) non-profit organization founded on the twin principles of enablement and transparency. Educate U is the parent company of Teacher Resource USA and Healthcare Resource USA. We help connect educators and healthcare professionals to grants, scholarships, and degree programs. Unlike other post-secondary education service providers, EducateU embraces knowledge sharing and knowledge transfer, aiming to make our client institutions and students self-sufficient.

Our mission is to help universities succeed and thrive online - regardless of size, financial resources, or expertise. We connect universities, employers, and students and provide universities early-stage unsurpassed access to the right types of students (those who will graduate and go on to improve patient and student outcomes, their organizations, and society). Through our network, we have access to:

- Seventy-five percent of the healthcare workers in the United States.
- Connections with nearly every school district and charter school in the United States giving us access to most K-12 teachers in the U.S.
- 300,000+ international students intending to study in the U.S. along with 1,485 representatives in other countries.

Partnership nurturing is the key to growing share of partner (we focus on both share and quantity). Our core competencies are data + technology + people.

- We use data and analytics to identify opportunities for improvement
- We build technology that allows us and our partners to scale
- We empower partners and team members to leverage systems and processes toward making a greater impact

### **Our Unconditional Service Guarantee**

#### **For prospective students, we will:**

- Return your phone calls within 24 hours.
- Return your emails within 24 hours.
- Secure answers to any questions we do not know within 24 hours.
- Provide transcript evaluations within 36 hours of receipt of your unofficial transcripts.
- Let you know if there are any issues with your application within 24 hours of identifying the issue(s) and communicate with you every step of the process.
- Explain upfront any potential associated fees with your program of interest.

If we do not live-up to the above promise, we will provide you a \$250 scholarship toward your studies for every time during your enrollment process that we do not deliver on this promise.

## Leadership Team

### **Jeremy Flores**

**President, EducateU**

Jeremy's experience starts at the University of Phoenix where he was later recruited to Grand Canyon University to take a company that was \$11M in debt and help turn it into one of the top-performing online universities in the U.S. Jeremy was the top performer at Grand Canyon Universities four years straight in Teacher Education surpassing all other verticals at the university. Jeremy implemented several business models that are currently being used today at Grand Canyon University. In 2007, Jeremy started Student Resource USA, which eventually resulted in providing over 100 enrollments per month for Universities within their partner network. Jeremy is a former Collegiate athlete with several records still holding strong since his departure from the athletic arena.

### **Steven Owlett**

**Executive Vice President, Healthcare Resource USA**

Steve's executive, academic, and entrepreneurial experience spans decades and industries. Steve is a recognized expert in marketing, business development, education, and healthcare and has helped grow degree program enrollments for several colleges and universities throughout the U.S. and internationally. Steve serves as an adjunct faculty teaching business and management at Middlesex County College and University of Phoenix. Steve currently is pursuing a Doctor of Education in Organizational Leadership with an Emphasis in Health Care Administration from Grand Canyon University, earned a master's degree with distinction from Golden Gate University, and is a US Navy veteran.

### **Erin Feldman**

**Director, Healthcare Partnerships, Healthcare Resource USA**

Erin Feldman is a Denver, Colorado native with over 18 years of experience in marketing, business development and relationship management. For the past decade, Erin has specialized in the execution and nurturing of educational and healthcare strategic partnerships. Prior to that, she served as the Director of Development for a statewide school-based health system. Erin graduated magna cum laude from New York University with a Bachelor of Science in Communications.

# Healthcare Resource USA

## Mission

Healthcare Resource USA is a non-profit organization dedicated to leveraging higher education to facilitate measurable improvements in healthcare outcomes – patient, individual, community, and organizational. We are inspired by the 24/7/365 commitment of healthcare professionals to their patients, organization, and community.



## Services

### **Prospective Students:**

- Access to a wide variety of low-cost higher education degree and certificate programs focused on action learning.
- Additional scholarship resources.

### **University Partners:**

- Student generation via partnerships and marketing
- Delivery of applications that are ready for an admission decision
- Assistance with State authorizations, pricing, faculty augmentation and development, and curriculum and program management
- Marketing and competitive analysis

### **Healthcare Partners:**

- Community healthcare event sponsorship.
- Data analytics and analysis focused on improving educational investment.
- Quality improvement consulting.
- Tuition discounts on outcome-focused nursing and healthcare programs.

## Our Approach

- Limited university partnerships. Unlike our competitors, we do not seek multiple university partners competing in the same market space. Our approach is to grow a limited number of non-competing university partners.
- Laser-like go-to-marketing focus. We focus on programs with high occupational and degree demand and moderate to low competition. This approach provides both parties the best chance of success.
- Build a strong value proposition. We partner with universities who are willing to design education programs that are outcome-focused (patient, student, and organization). Often this effort focuses on incorporating healthcare partner CMS and community data into program assignments and projects. This effort helps provide a return on education investment to the healthcare organization, improve patient outcomes, and positively impact the community.
- Partnerships first; marketing second. Every competitor understands how to market and uses the same approach with questionable results. We have reduced this risk through a robust partnership network. Once we start nurturing partnerships to generate enrollments, we will expand to other healthcare facilities in the local market via our strong social media marketing capabilities.
- First things first. We implement the business agreement first with healthcare organizations and clinical agreement second. Because healthcare organizations have a vested interest in their employees' success, this approach allows us access to highly-valued preceptors and clinical placement.
- A commitment to excellence. We are the best at everything we do - from the first point-of-contact with a student through graduation.

## Our Strength: Unsurpassed Access to Healthcare Professionals

- 50,000+ pre- and post-acute care organizations, 7,000+ acute care hospitals, 58,000+ nurses and healthcare professionals, and 82 associations.
- Over 70% of all healthcare professionals are employed by organizations in our network.

Thank you for your consideration.  
**Please call or email me** should  
you have any questions.

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