



**MEETING REGIONAL STEM
WORKFORCE NEEDS IN THE
WAKE OF COVID-19:**
A virtual workshop series





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Background

- Pack Health is a Digital Health Coaching Company
- We help patients with Chronic Conditions manage their daily journey of life
- Everyone is paired 1 on 1 with a Health Advisor
- Unfortunately, there is NO DEGREE for Health Advisor
- We hire from allied health (Dietitian, Biology, Exercise Physiology, Social Work)
- Then put them in an intense 6-month training program developed in-house
- Over time, each Health Advisor specializes in a Platform Condition – e.g., Oncology, Cardiometabolic, Auto Immune
- Career path to Team Lead, Manager, Director

Opportunities

- As the field has evolved National Board of Medical Examiner has set up an intense course curriculum and certification for Health and Wellness Coach - <https://nbhwc.org/>
- You have to coach for 1,000 hours before taking the certification examination
- We started encouraging, and then requiring all our Health Advisors to go through this program as well
- With experience and time, we decided to become a coaching and certification center as well
- www.packedu.com
- Now we offer a 22-week course curriculum to anyone wanting to become a certified Health and Wellness Coach
- Since this is NOT our primary source of income, we have kept the price the most affordable in the marketplace, allowing displaced workers and employees to make a career change or sharpen their skills
- Even without any advertisement all our classes get filled!

Opportunities (continued)

- Working in partnership with Dr. Josh Carpenter and his Birmingham Strong initiative, we now provide a pathway for displaced employees with NON-HEALTH background to apply Customer Success Representative (CSR) – who are basically assistant to Health Advisors – just like a Pharmacy Tech is to a Pharmacist
- With experience and ongoing interest, we then encourage CSRs to apply for Health Advisor roles
- Now that we are a certified center and understand the process, we encourage those interested in studying and becoming a CERTIFIED Health and Wellness coach. We pay for their fees, books, etc.
- Since our company was set up from inception to be virtual and the training programs are virtual, we have experienced MINIMUM disruption to our programs – both training and delivery of our services
- As a matter of fact we have almost TRIPLED in size since March 15th and expecting to double in size again over the next 12 months