



ENGAGE
WEBINAR SERIES

Building Multiple Scalable Talent Pipelines in Rural and Urban Healthcare

Tom O'Shea SVP Corporate Partnerships, Core Education

Jamila Winder VP Healthcare National Accounts, Core Education



What is Core Business?

Through organizational design, talent strategy, and academic employer alignment, Core empowers organizations to build future-ready teams, improve operational effectiveness, and expand career pathways.

Mission

Core delivers tailored workforce development solutions that empower corporate partners to recruit effectively, retain talent, cultivate careers, and operate with greater impact.

Vision

To elevate workforce potential and organizational performance across industries.



Tom O'Shea
Senior VP, Business-to-Business
and Employer Partnerships
Core Education

- Tom has spent his career in sales and sales leadership positions
- He has spent the last 15 years leading business development and enrollment teams in higher education
- Tom has led the transformation of a traditional, transaction focused business development team into a consultative, solution centric team focusing on developing solutions to address operational challenges of their partners and prospects
- Tom has also served as a Vice President of Business Development for an online University, leading the go to market strategy and execution of the field sales team, B2B Marketing, and B2B Operations, a team comprised of 34 teammates
- In both cases, Tom's teams have increased revenue, expanded their reach into new verticals, and delivered on successful professional development for the team



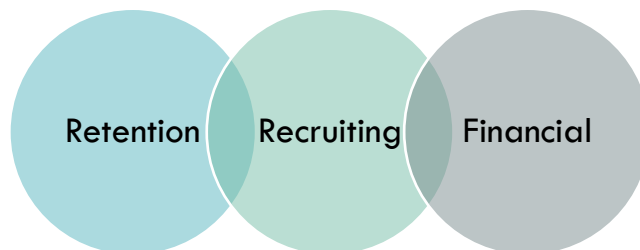
Jamila Winder
Vice President
National Accounts
Core Education

- Jamila's professional career has allowed her to work for a wide range of organizations including Drexel University, Laureate Education, and FullBloom in an effort to build strategic partnerships with organizations globally
- During her time at these organizations, she established partnerships with organizations like Merck, CVS Health, Hospital Corporation of America and School District of Philadelphia to support their strategic education initiatives
- Currently she leads the US operations for Lecturio who is revolutionizing and creating access to digital health sciences education resources
- She has become involved in local politics holding several elected positions in her community
- Her goal is to ensure our elected leaders reflect the communities they serve and their respect interests
- Jamila believes that strong communities and access to quality education are the keys to ensuring success for future generations
- She is a staunch advocate for equity in the workplace, schools and communities

Building Multiple Scalable Talent Pipelines in Rural and Urban Healthcare

Current State

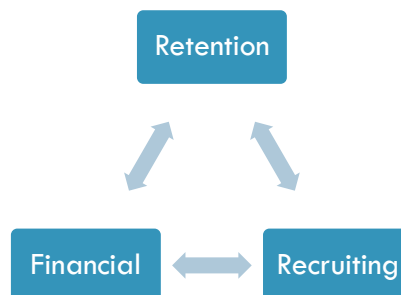
Three of the biggest challenges facing Healthcare Systems are:



Impact

Each recruiting event can cost 50%-200% of departing employees salary*

- Recruiting Fees
- Marketing
- Lost Productivity
- Increased Workload on Legacy Staff
- Patient Care Disruptions



*[Clinic: Staff Hiring and Training Costs \(2026\) – BusinessDojo](#)

Workforce Development Talent Pathways

- Upskilling
- Traditional Recruiting
- Staffing Agency Agreements
- Professional Recruiting Firms
- Academic/Collegiate Partnerships
- Non-Traditional Employee Outreach
 - Adult
 - High School

Successful Talent Pipelines

- Scalable
- Repeatable
- Interactive
- Aligned with System Culture
- Promote Ongoing Development

thrive

Shaping the Future of Patient & Employee Engagement

Healthcare is entering a new era — and the organizations that will lead it are those learning not just to adapt, but to thrive.

Join us for the 26th annual HealthCare Service Excellence Conference, where healthcare leaders come together to transform today's challenges into meaningful opportunities for growth, engagement, and lasting impact.

Explore practical strategies to enhance the patient experience, strengthen caregiver and employee engagement, and foster a culture rooted in accountability, compassion, and excellence.

Leave inspired, empowered, and ready to shape the future of healthcare leadership.

Nov 9-11, 2026

at the Grand Sierra Resort and Casino in Reno, NV

**Rated 4.97/ 5
in 2025**

Extraordinary Keynote Speakers

"Loved the keynote speakers. Very engaging and terrific information to take back to our facility."

—Tonya Dooley,
Memorial Hospital
Carthage, IL



John Register
CSP, CPAE, PLY
Amputate to Elevate



Erin Mark
Thriving Through
Uncertainty



Jeff Civillico
CSP, CPAE
Everyday Influence



Joe Schmit
CSP
The Impact Playbook



Vincent Phipps
MA, CSP, PhD(2027)
Lead Out Loud



Kathy Parry
CSP
The Joy Jolt Effect



Morris Morrison
RiseAnyway

[Click here to learn more about our speakers online](#)

Participant Experience Feedback

PLEASE PRINT

Building Multiple Scalable Talent Pipelines in Rural and Urban Healthcare

Date: June 15, 2026

[Click here](#) or scan the QR code to access this form online:



First Name: _____	Last Name: _____
Organization: _____	City/State: _____
Department: _____	Position: _____
Business Phone: _____	Ext. _____
Email: _____	Cell: _____

1. There are approximately _____ number of employees in our organization.
2. For me, the most valuable idea I learned and intend to use is:

3. What I would tell others about the quality of the speakers and value of the content:

4. Presentation improvements I would suggest:

5. On a scale of 1 – 5, this presentation: (Met My Expectations) 5 4 3 2 1 (Did Not)

I am interested in the following educational resources (please R where applicable):

6. Enter a draw for **two (2) scholarships** to attend the 26th annual [HealthCare Service Excellence Conference](#) (November 9 – 11, 2026, in Reno, NV).
7. Enter a draw for a two-day onsite leadership development program [Ignite the Patient Experience™](#) (including travel and per diem cost).