



**Dr. Kate Tulenko**

March 16, 2022

# **Private Sector Approach to the Global Nursing Shortage**

# 2 Global Problems

**01** | **Health Sector Problem**

**02** | **Higher Education Problem**



# Health Sector Problem

- Aging of North America & Europe
- Tens of thousands of Health & Care workers leaving the industry

18M

Health worker shortage by 2030 (WHO)

1M

Over 1 million open nursing position in the US

1M

New healthcare jobs created in Germany by 2030

150,000

Health & Care workers killed by Covid

# Higher Education Problem

- Insufficient nursing education capacity in HICs & LMICs
- Inefficient “Mom & Pop” model with no management expertise or access to credit
- Most LMIC nursing schools do not have online learning
- Most LMIC schools have no connection with educational loan organizations or employers
- Shortage of nursing instructors
- Inability to Scale





## Our Solution

**Bethesda Education: A global nursing school that trains nurses for both LMIC & HIC health systems**

# **2 Sister Companies**

## **1. Brick & Mortar Nursing Schools Branded Globally**

## **2. Online Learning Platform**

- **Focused on Nursing Education**
- **Cutting-edge simulation & adaptive education**
- **Up-skilling (including high-need areas such as ICU & OR)**
- **Pre-service education**
- **Tailored for low internet speeds**





# Vision

**Bethesda Education will purchase a HIC flagship nursing school & link it with LMIC nursing schools to expand & improve them academically & administratively with our online educational platform (bought or built) & global partners.**

# Business Model (1 of 2)

- Purchase flagship HIC nursing school
- Buy or Build an online education platform
- Purchase or Revenue Share with LMIC nursing schools
- Improve quality & management efficiency with:
  - Expert management
  - Online learning platform (in English and German)
  - Simulation labs
  - Improved clinical practica
  - Economies of scale
  - Online back-end services (admissions, student management, accounting, group procurement, etc.)
  - International partnerships and exchange programs
  - US and Canadian accreditation of the nursing schools
  - Training for the NCLEX





## **Business Model (2 of 2)**

- **Improve hiring rates of graduates in both HICs & LMICs through relationships with employers**
- **Expand enrollments in existing programs**
- **Add new programs**
- **Increase tuition support through relationships with employers (bonding) and banks (loans)**
- **Increase income via 1) managerial efficiency, 2) economies of scale, 3) larger class size, 4) increased programs per school**

# Target Customers & Revenue Streams

Students and their  
extended families  
(tuition) 01

LMIC governments  
(student loans) 02

HIC Health Systems  
(student tuition for  
bonding) 03

Banks  
(student loans) 04



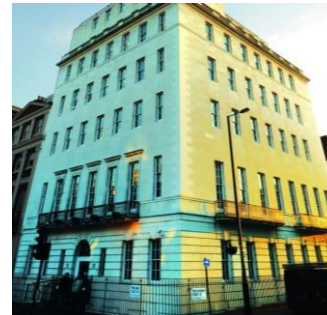
# Proof of Concept



**Honoris United Universities (owned by PE firm Actis) has created Africa's largest private university system. (Honoris covers all majors and focuses on elite private schools in capital cities)**



**German hospitals have already opened nursing schools in the Philippines**



**The UK has consistently lowered its English language requirements for nurses to facilitate hiring more international nurses**



# Dr. Kate Tulenko

- **Founder & CEO of Corvus Health, a global health workforce firm**
  - Oversaw the evaluation of nursing schools in Malawi for GTZ
  - Member of the World Bank team which assisted the Saudi government to develop its Saudization plan for its health workforce
  - Assisted a nursing school in North Africa to set up a state-of-the-art medical simulation center and receive global accreditation
  - Assisted a nursing school in North Africa to receive accreditation from the Canadian Association of Nursing Schools (CASN)
  - Developed the framework for accreditation of Somalia's nursing schools
  - Supported the Chinese government in designing their first OR nursing training program.
- **Former Director of the US government's global health workforce program**
  - Conceptualized & oversaw the development of Bottlenecks & Best Buys Toolkit which has been used in numerous nursing schools to set and achieve expansion & quality goals.
  - Oversaw the development of USAID's health professional school management toolkit
  - Oversaw analysis of dropouts in nursing schools & the development of prevention strategies
- **Former Coordinator of the World Bank's Africa Health Workforce Program**
- **BA in Biochemistry from Harvard; MPhil in History & Philosophy of Science (medical ethics) from Emmanuel College, Cambridge; MD from the Johns Hopkins School of Medicine; MPH from the Johns Hopkins School of Public Health**



# Amit Sevak, MBA, MA

- Founder of Global Mindset (EdTech incubator )
- Former Vice President, Laureate Universities
- Former COO, Universidad Tecnologica de Mexico
- Led the opening of Laureate's first nursing school in Mexico
- Chamberlain School of Nursing
  - Increased enrollment at 45%
  - Increased campuses from 6 to 10
- Former CEO of INTI International Universities (Malaysia, Singapore)
- Former CEO of University of Europe
- BA in Economics from University of Chicago, MA in International Relations from University of Chicago, MBA from Harvard Business School

# Advisors



## Luis Lopez, MBA

- Former CEO of Honoris United Universities
  - Oversaw the acquisition of 2 nursing schools, 2 medical school, and a health science school
- Former CEO, Laureate Universities, Middle East, Asia & Africa (EMEAA)
- Former CEO, Laureate Universities, Brazil
- BA from Brown University, MBA from MIT Sloan School of Business



## Dan Holestine

- President & Founder wHole Marketing Solutions
- Former Chief Operating Officer, American College of Education
- Former Vice President. Marketing, American Career College/West Coast University
- BS in Marketing, Kettering University; MBA in Strategy Decision Systems, Northwestern Kellogg School of Business

# Questions?

**Dr. Kate Tulenko**

[ktulenko@corvushealth.com](mailto:ktulenko@corvushealth.com)

+1 202 460 9919