

TTUHSC Jerry H. Hodge School of Pharmacy launches a Pharmacy Exploration Center hosted on CORE's RECRUIT platform

TTUHSC's Pharmacy Exploration Center provides digital learning activities to potential students on pharmacy school, the profession of pharmacy, and potential career paths

February 3, 2021 (Providence, RI) -- CORE Higher Education Group announced today that TTUHSC Jerry H. Hodge School of Pharmacy has successfully launched a Pharmacy Exploration Center to help educate potential student candidates on pharmacy school, the profession of pharmacy, and potential career paths.

TTUHSC's Pharmacy Exploration Center provides digital learning activities to potential students via an accessible and engaging platform with content focused on the TTUHSC Jerry H. Hodge School of Pharmacy, pharmacist career pathways, and even how the pharmacy program is responding to COVID19.

Shannon Staton, PharmD MBA, Senior Director of Pharmacy Relations at CORE reflected on the launch, "Recruiting pharmacy students is becoming more of a challenge for pharmacy schools. The CORE team has always made an effort to listen closely to the needs of pharmacy schools and the pharmacy market, and we are excited to partner with Texas Tech to help them with their student recruitment efforts."

Gregory Cianfarani, RPh and CEO of CORE stated, "Prospective pharmacy students typically have a very limited and narrow understanding of where a degree in pharmacy can take them. By educating prospects with career-focused content supplied on the RECRUIT platform, we anticipate not only an increase in interest in pharmacy as a career option, but an increase in overall applications and acceptance rates for our schools."

In 2020, CORE launched RECRUIT, a custom recruiting platform designed to help pharmacy programs engage, educate, and excite potential student candidates. With 70% of pharmacy schools currently using technology within the CORE Technology Suite, and major pharmacy chains currently utilizing the RECRUIT platform, CORE continues to position itself as a comprehensive resource in supporting the student journey.

About CORE Higher Education Group:

Headquartered in Providence, Rhode Island, CORE Higher Education Group is a pharmacist owned and operated education technology company providing software applications that help manage the experiential education process for over 200 colleges and university programs across the US and Canada. Since 2006, CORE has grown to accommodate the experiential education, student competency assessment, co-curricular eLearning, recruiting, and digital portfolio needs for pharmacy education, as well as many other health science disciplines.