

BROADCAST- New OSF-UIC health careers app features social media tactic

ANCHOR LEDE:

Peoria-based OSF HealthCare has teamed up with the College of Medicine at University of Illinois Chicago to come up with a one-of-a-kind FREE app to help young people take a deep dive into health careers. While it's aimed at middle and high school students, designers think early year college students could also find it helpful.

RADIO PACKAGE-Health Careers Guide :45 SOC

VO or Radio Package

With shortages in many health-related jobs, the [healthcareersguide](https://healthcareersguide.org/) website and mobile app is aimed at building a pipeline as young people get a better understanding of what it would take for particular career in either direct care or a support role. Noël Adams, vice president for academic collaborations at OSF says it was designed using a social media tactic – a short personality quiz ...

"They can also go in and answer a few questions that relate to their personality like, 'How do you feel about blood?' or 'Are you introverted or extroverted?' Then, we map those types of skills to the different health care careers. So, after they answer those, it'll return a whole list of types of careers that would fit those particular personality types." (:21)

ANCHOR TAG:

Designers have added unique features, including job postings in real time so young people get a sense of the number and types of openings in jobs for which they're a match.

Option #2

The [healthcareersguide](https://healthcareersguide.org/) website and FREE app uses a personality quiz to filter careers that might be a good fit. Noël Adams, vice president for academic collaborations at OSF HealthCare says the easy-to-use app digs deeper than what's currently available in the digital formats.

"It helps them understand what is that career, how does it work and then gives a lot of in-depth information such as how much education do you need, what will the salary be, how long will that education take you, and then from there, it'll take you out to different positions on popular job websites posting job openings." (:19)

ANCHOR TAG:

While the OSF Innovation-University of Illinois, Chicago created guide is geared to middle and high school students, designers think some college-age students who haven't decided on a career could find it helpful.