

Presented by: Trinity Maze



Pre-Health *Shadowing*

Connecting Students to Real-World Medical Experience

CEO and Founder: Nina Bouzamondo-Bernstein

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Nina Bouzamondo-Bernstein



- founded September 2020, at age 18
- Recognized the pandemics impact on in-person clinical shadowing opportunities for pre-health students
- Nina, a pre-med student at UC Santa Barbara, sought to ensure students could still gain experience

Background

Who We Are & What We Do

Nonprofit and Student Led Organization

Mission:

PHS is dedicated to providing free virtual shadowing opportunities to aspiring healthcare professionals with experts in the field. By breaking traditional barriers to experimental learning, we aim to provide accessible healthcare education for all.

We Provide:

- Live & recorded virtual shadowing with healthcare experts
- Q&A and mentorship opportunities
- A supportive, inclusive, and global community
- Flexible learning that fits every schedule

The screenshot displays the Pre-Health Shadowing website interface. At the top, there is a navigation bar with the email 'info@prehealthshadowing.com', social media icons for Facebook, X, LinkedIn, Instagram, and YouTube, and links for 'Register' and 'Login'. The main header features the 'Pre-Health Shadowing' logo and a hamburger menu icon. Below the header, the page is divided into two columns: 'View these upcoming sessions live:' and 'View these archived sessions:'. Each session entry includes a date (e.g., 14 APR, 9 APR, 15 APR, 7 APR), a time (e.g., 1:00 PM PDT, 3:30 PM PDT, 4:00 PM PDT, 1:00 PM PDT), a circular profile picture of the host, and a brief biography. The sessions listed are: Jonathan Wisco, PhD (14 APR, 1:00 PM PDT), Winnie Whitaker, MD, FAAP (9 APR, 3:30 PM PDT), Mason Henehan, MD, FAAD (15 APR, 4:00 PM PDT), and Mansi Sinha Roy (7 APR, 1:00 PM PDT). The website has a clean, professional design with a light blue and white color scheme.



Current State of Business

70309

Pre-Health Students

5250

Student Volunteers

219

Shadowing Sessions

Global Community

Over 67,900 students have participated in PHS programs

Certificates Issued

over 181,5000 certificates awarded to students completing shadowing sessions

Session Participation

Nearly 287,400 sessions have been attended by students

Fundraising

We are currently fundraising with a goal of \$1,500 for the launch of our new book *Heroes Behind the Mask*



Target Audiences

Pre-Health Students

- pre-med, or healthcare interested students
- clinical exposure and shadowing hours
- flexibility
- resume and application boosters

Educators & Advisors

- recommend PHS to students as a resource
- programs that support student development and fulfill shadowing hour requirements

Healthcare Professionals

- potential involvement to provide shadowing opportunities
- provide insights, share real-world experiences, and act as mentors

Student Volunteers

- high school, college, and post-baccalaureate students
- resume and application boosters
- team building and project management skills



SWOT Analysis

Strengths

- Free & accessible
- Large Community
- High Demand
- Certificates for Shadowing hours
- Peer-run
- Features various areas of healthcare

Weakenesses

- Dependence on Volunteer Labor
- Limited-In Person Experience
- Recognition Gap
- Tech Reliance

Opportunities

- Expand partnerships potential
- Offer Hybrid Programs
- Grow Research & Mentorship Programs
- Increase Global Reach

Threats

- Donor/Grant Dependency
- Volunteer Turnover
- Recognition Lag
- Increasing Competition



Accessible meets flexible.

Register for virtual shadowing now.

[PREHEALTHSHADOWING.COM](https://prehealthshadowing.com)



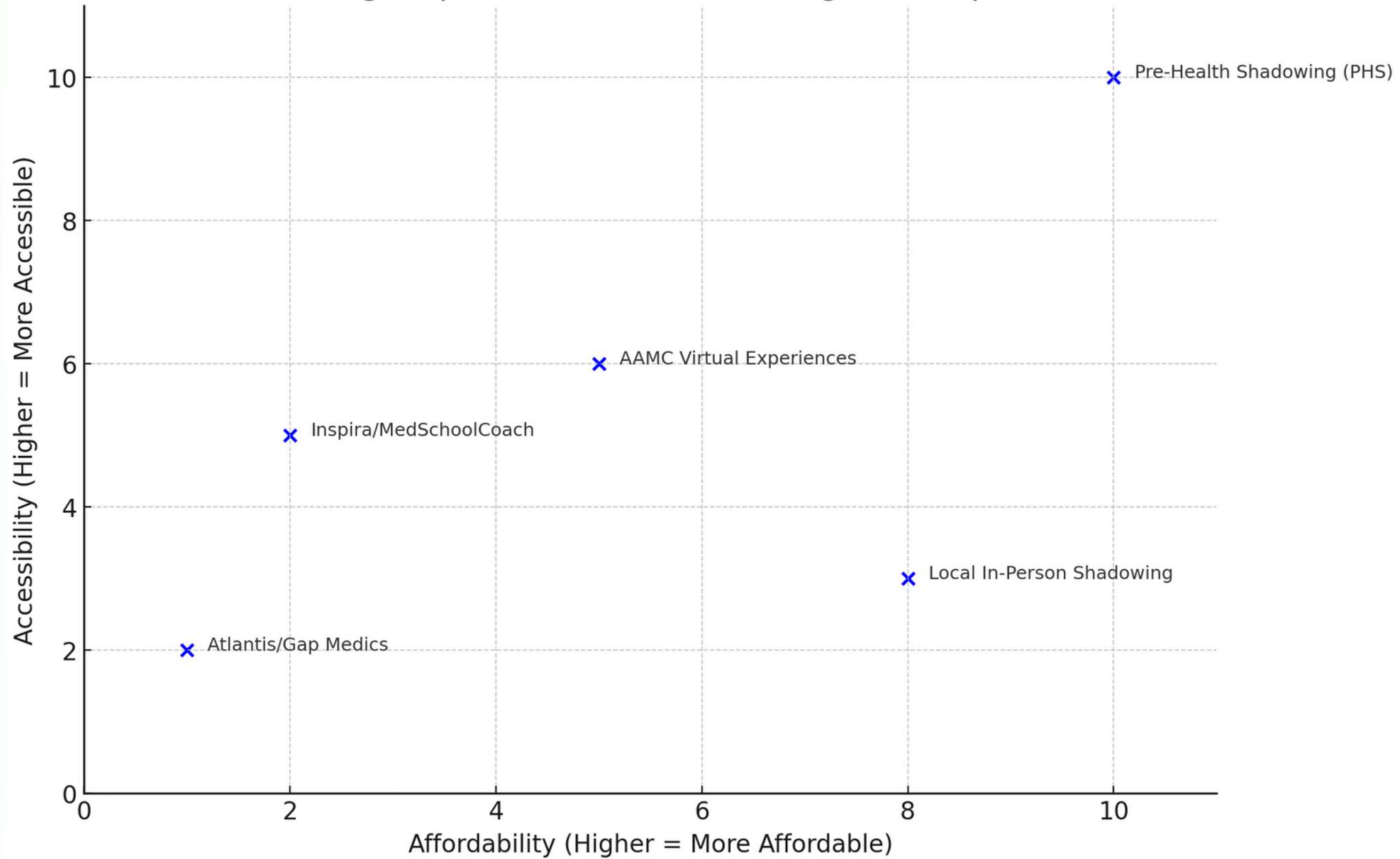
Competitive Analysis

Key Differentiators of PHS:

- Free: Unlike many competitors, PHS is fully accessible at no cost.
- Volunteer-Driven: Offers students opportunities to contribute and build experience.
- Inclusive: Open to all students regardless of geography, school, or background.
- Wide Scope: Not limited to pre-med — includes nursing, PA, PT, public health, etc.
- Mission-Driven: Operates as a nonprofit with DEI (diversity, equity, inclusion) at its core.



Positioning Map: Pre-Health Shadowing vs Competitors



PHS Positioning Statement

To aspiring healthcare students, Pre-Health Shadowing is the brand of virtual shadowing experiences that make clinical exposure accessible and credible, because we offer free, flexible sessions with real professionals and verified certificates.



PHS Brand Promise

We promise aspiring healthcare students free, accessible, and credible shadowing experiences that empower them to pursue their goals—no matter their background or location.



Elevator Pitch Outline

Business Strategy: Virtual Healthcare Education.

Meaningful Difference: Free, accessible shadowing for all.

Elevator Pitch: Virtual doors to real futures.



Need State

For students passionate about healthcare but lacking access to traditional shadowing.



Mission Statement

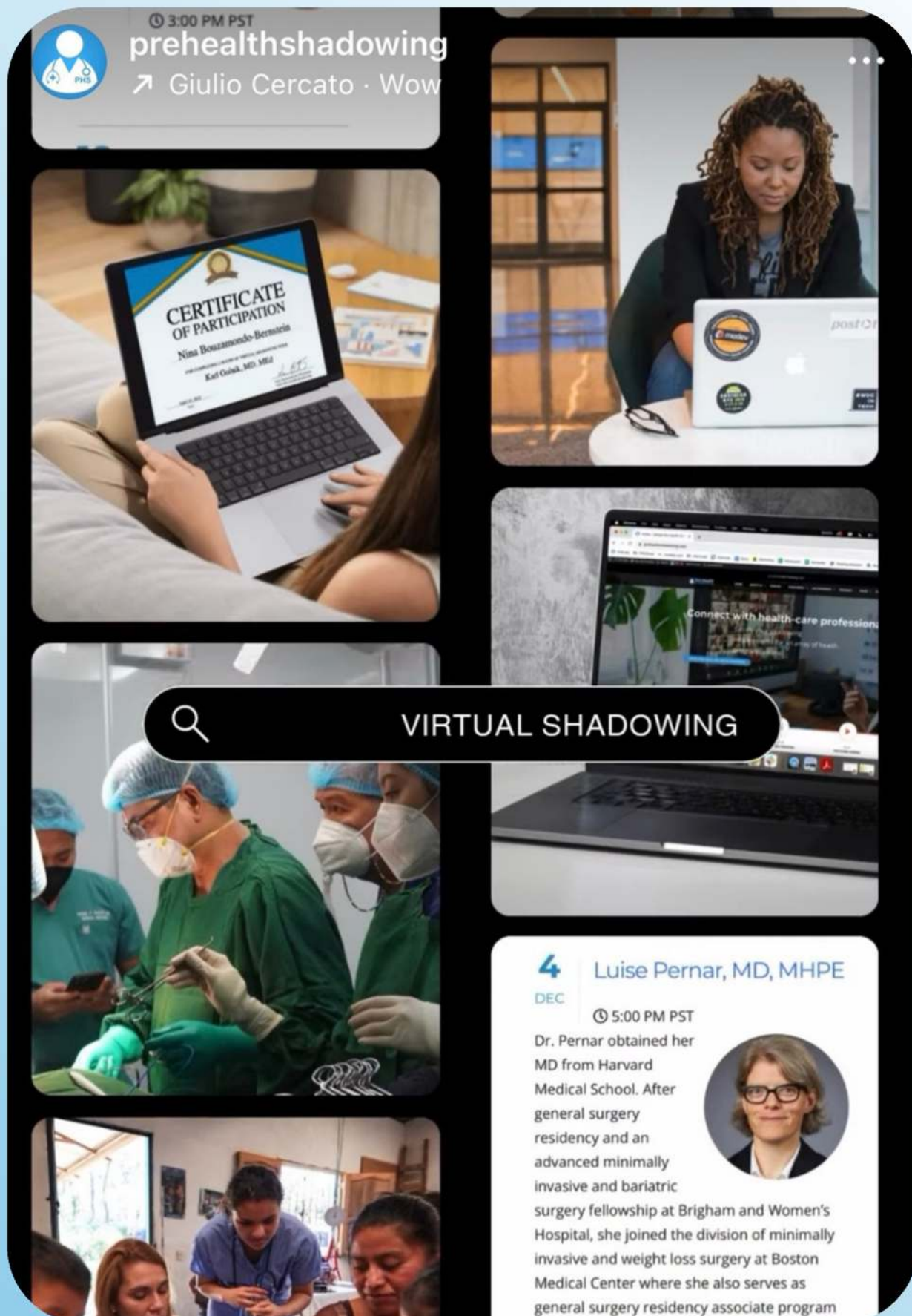
Pre-Health Shadowing (PHS) offers free virtual shadowing to make healthcare education accessible for all. By connecting students with professionals, we remove barriers and empower future healthcare leaders with the insight and support they need to succeed.



Primary Brand Archetype

The Hero

- Core Traits: Courage, determination, overcoming challenges, inspiring action
- Why PHS fits:
 - It gives students—especially underserved ones—access to opportunities they might otherwise miss.
 - It empowers future healthcare professionals to take control of their journey.
 - It thrives on achievement, purpose, and mission-driven change.



PHS Repositioning Recommendations

Reposition from “Shadowing Platform” to “Healthcare Career Launchpad”

Why: “Shadowing” is just one piece of the student journey. Repositioning allows PHS to evolve with its audience from exploration to preparation and achievement.

How:

- Rebrand slightly as “PHS: Pre-Health Success” or “PHS: Your Healthcare Journey Starts Here.”
- Introduce structured learning tracks (e.g., Nursing, Public Health, Med School Prep).
- Incorporate new offerings like mock interviews, application workshops, resume help, and certification pathways.



PHS Repositioning Recommendations

Reposition from “Shadowing Platform” to “Healthcare Career Launchpad”

- Consider a more inclusive brand name due to an evolved mission:
 - LaunchMed
 - NextStep Pre-Health
 - VirtualVitals
- Add student voices and success stories to the website and social media to enhance relatability.
- Shift from static mission language to action-oriented, aspirational copy:
 - “You don’t have to wait to make an impact—start your journey today with PHS.”



Sources

[**https://www.prehealthshadowing.com**](https://www.prehealthshadowing.com)

[**https://www.instagram.com/prehealthshadowing/**](https://www.instagram.com/prehealthshadowing/)

Thank You!



Pre-Health
Shadowing