



Enhancing Healthcare Careers at UNC: CBOH Career Networks

In the ever-expanding landscape of US healthcare, where the numbers tell a story of growth, innovation, and challenges, UNC students and alumni are at the forefront of understanding the complexities and opportunities within the industry. The \$4.5 trillion spent on healthcare in 2022 is not just a statistic; it represents a sector that comprises 17.3% of the GDP and is grappling with issues of equity and the social determinants of health.

Enter the [Center for the Business of Health \(CBOH\) Career Networks Program](#) – your one-stop destination for navigating the intersection of business and health. As the healthcare sector evolves, so do the career prospects for UNC students, and the [CBOH](#) is here to guide them through the many opportunities.

According to the US Bureau of Labor Statistics, healthcare occupations are projected to grow by a significant 13% between 2021 and 2031. But it's no longer about just about becoming practitioners or a pharmaceutical accountant; it's about understanding the business foundations of medicine, policy, and public health and how they connect to the greater US and global healthcare community. The CBOH recognizes this shift and aims to be the catalyst for students, educators, and industry partners to learn, explore, and connect within the vast healthcare ecosystem.

What sets CBOH apart? Seven core industry verticals were carefully chosen based on current healthcare career data and student interests. From Healthcare Consulting to Digital Health, Technology, and Health Innovation, the program covers the spectrum. These verticals act as gateways for students to delve into specific areas that resonate with their aspirations.

But it's not just about the verticals; it's about the experience. CBOH Career Networks thrives on three core components – Explore, Connect, and Learn. These components work harmoniously to provide a holistic understanding of the business of health.

EXPLORE: Immerse yourself in community-building experiences through vertical and **targeted theme panels, fireside chats, career interviews, receptions, and networking events**. Engage in the discourse surrounding current healthcare business topics.

LEARN: Dive into the seven verticals, stay updated on current trends, news, industry leaders, and roles in the broader healthcare ecosystem. **Share articles and news of interest with a community that is passionate about making a difference in healthcare.**

CONNECT: Browse profiles of industry leaders, fostering information gathering and relationship building. While not a mentorship program, **this platform allows individuals to connect with professionals and alumni in healthcare-related occupations.**

The CBOH Career Networks isn't just about career exploration; it's about shaping the future of healthcare by empowering individuals with knowledge, connections, and a shared commitment to making a meaningful impact. Join us on this exciting journey at the intersection of business and health.

To learn more about the Center for the Business of Health click [HERE](#).