



Top 2024 Trends Across Allied Healthcare

20 24 Industry Outlook

Navigating the dynamic Allied Healthcare industry requires insight into the pivotal trends shaping its future. Here are the top trends driving change and emphasizing the importance of a certified, well-trained healthcare workforce.



Credential Value Remains Strong Among Employers

- 80% of employers surveyed require certifications for MA, Pharm Tech, and Phlebotomy.
- 74% of employers surveyed increased pay for earning a credential.
- 79% of employees believe that certification is very important/important to performance.
- Employers link credentials to patient safety and improved standard of care.

74%

Healthcare Staffing Crisis Leads to Internal Training Needs

- More than 70% of employers have or are planning on creating new hire or reskilling training programs.
- 82% of employees believe a career laddering program for entry-level workers would increase employee retention rates, however, only 45% currently offer a program.



Recruitment & Retention Efforts Remain a Top Priority

- 54% of employers are willing to spend/invest in an external solution to address hiring challenges.
- Over 80% of respondents indicated that they planned to increase pay for certified employees.

80%

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