

2025

National   
Healthcare  
Association®

# Industry Outlook

# 2025 Industry Outlook

## Together in Healthcare: Building a Stronger Future

As the healthcare landscape rapidly transforms, the imperative to cultivate a robust workforce is more critical than ever. A confident and competent allied healthcare workforce is the cornerstone of superior patient experiences and outcomes, particularly as the industry grapples with significant staffing shortages and skill gaps across care teams.

Recent studies by Mercer project a shortfall of 100,000 critical healthcare workers by 2028 in the United States, while the U.S. Bureau of Labor Statistics projects healthcare occupations to be among the fastest-growing sectors through 2033. These statistics not only highlight the urgency of addressing workforce needs but also present an opportunity for innovative training and upskilling pathways to bridge the gap.

The National Healthcareer Association (NHA) stands alongside educators at the forefront of this challenge, partnering to offer unique insights and data-driven solutions that extend beyond basic labor analysis. Our research delves into the nuances of hiring and retention concerns, providing actionable intelligence that supports the development of new programs and the expansion of existing ones. By leveraging our data, healthcare educators and employers can better understand the dynamics of the healthcare professions we serve, ensuring a more targeted approach to workforce development.

# 53%

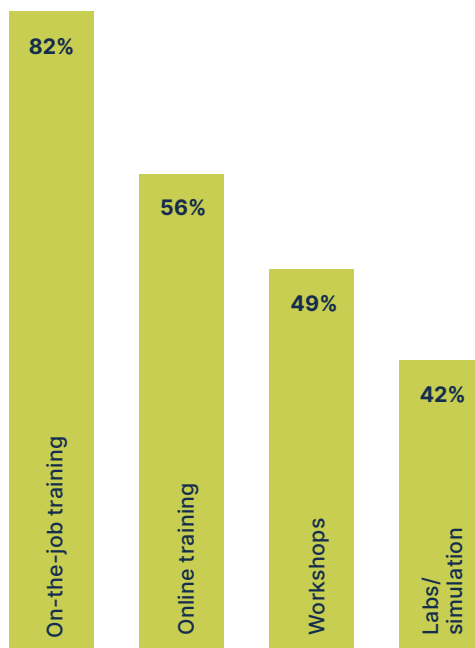
Healthcare employers who cite employee retention as the biggest challenge over the next five years.

# 85%

Healthcare employers state they would be more likely to interview and hire a candidate with nationally recognized certifications over someone without.

### Training methods used to develop employees' clinical skills.

Healthcare employers were asked to select all methods that apply. These are the top four responses.



Kathy Hunter, NHA Category Leader, underscores the importance of the support allied healthcare roles offer to their teams: “Allied health professionals are a critical part of the healthcare team and deserve credit for the support they can and do give to doctors and nurses. Meeting the demand for allied health support allows everyone to play to their strengths and is a win for patients.”

**Most Effective Ways Employers are Hiring Quality Talent**

Developing an internal training program **83%**

Training & upskilling existing staff into a new role **78%**

Apprenticeship programs **76%**

NHA supports programs with the resources, training, and credentials necessary to develop an effective and successful talent pipeline. Educating, certifying, and continuing to train allied health workers builds up a hireable pool of confident, competent professionals – professionals we need now more than ever. Our continuous evaluation of professional, educational, and employer perspectives on education and competency informs our strategies, ensuring that we support healthcare professionals throughout their careers.

NHA is dedicated to empowering these individuals, as well as the educators and employers who facilitate their professional growth, with the tools and insights needed to thrive in a dynamic healthcare environment.

**Join us in building a better future, together.**

**2025 Industry Outlook**

As a healthcare employer, what are your current professional certification requirements for each of the following professions?





# Billing & Coding Specialist

## Projected growth and salary for the billing & coding specialist profession

One of the allied health careers that is being impacted most by the increased use of artificial intelligence, medical billing and coding is rapidly changing as new solutions streamline tasks, reduce billing errors, and increases the speed in which claims are processed.

- \$ \$23.45 per hour
- 📦 16,700 new jobs
- ↑ 9% projected growth

Source: Bureau of Labor Statistics 2024

## Employers report the following skills are lacking in newly certified billing and coding specialists

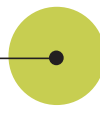
26%

Time management



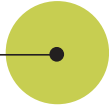
19%

Communication



25%

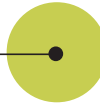
EHR skills



8%

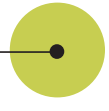
Down 28% from 2022

Professionalism



21%

Clinical skills



## Billing and coding specialists main job responsibilities include:



80% Support billing and coding process



68% Submit claims for reimbursement



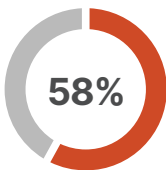
68% Assign codes for diagnoses and procedures



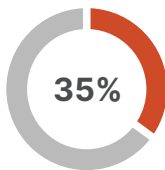
60% Verify required documentation



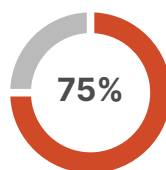
58% Prevent fraud and abuse by auditing



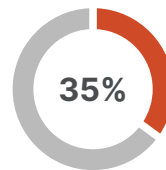
58% of employers report that newly certified billing & coding specialists are prepared to do their jobs (up 17% from 2022)



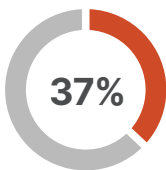
35% of employers said it's difficult to find qualified billing & coding specialists this year compared to last



75% of employers say their employees are certified within their organization



35% of employers report that billing & coding specialists have more responsibility this year over last



37% of employers offer career growth or laddering programs

## Screening criteria for billing & coding specialist applications



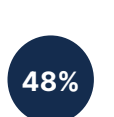
Billing & coding specialist certification



Knowledge of billing terms



Knowledge of processing requirements for major insurances



Years of experience

n=160

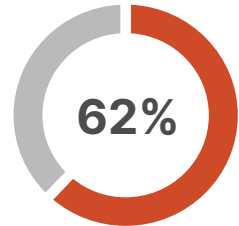
# EKG Technician

## Projected growth and salary for the EKG technician profession

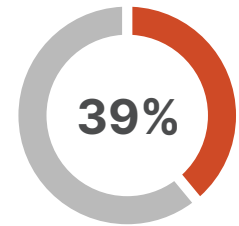
Out of all the professions featured in our Industry Outlook, EKG Technicians had the highest wage growth in the past year at 11%. For students looking to enter the profession, healthcare employers cite “validating employee competence in specific tasks” as the biggest priority in hiring for the role.

-  **\$31.81** per hour
-  **2,400** new jobs
-  **4%** projected growth

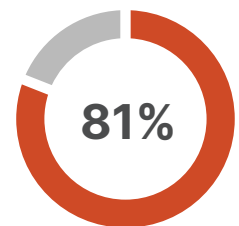
Source: Bureau of Labor Statistics 2024



**62% of employers** report that newly certified EKG technicians are prepared to do their jobs

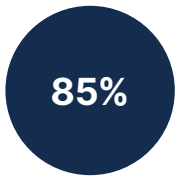


**39% of employers** offer career growth or laddering programs



**81% of employers** report that their EKG technicians are certified

### Screening criteria for EKG technician applications



EKG Technician Certification



Minimum number of years working as EKG technician



Experience with cardiac event monitoring / Holter monitoring



Ability to interpret cardiac rhythms and identify life-threatening arrhythmias

### EKG technicians main job responsibilities



**90%** Set up & administer EKGs



**70%** Prepare patients for monitoring



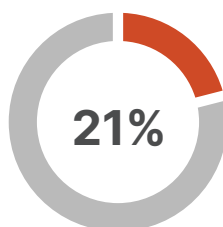
**60%** Set up & administer stress tests



**50%** Perform telemetry testing

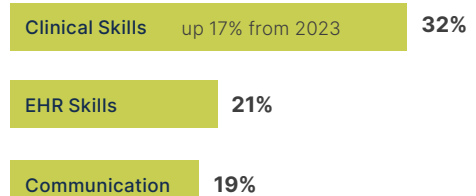


**50%** Review results to ensure completion & accuracy



**21% of employers** said it's difficult to find qualified EKG technicians

Employers report the following skills are lacking in newly certified EKG technicians





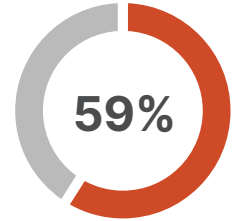
# Medical Administrative Assistant

## Projected growth and salary for the medical administrative assistant profession

Certified Medical Administrative Assistants are increasingly pivotal when it comes to reducing nursing burnout by optimizing workflows and reducing administrative tasks. CMAAs are showing a growing interest in stacking other credentials, including billing and coding and EHR.

- \$22.69** per hour
- 16,500** new jobs
- 8%** projected growth

Source: Bureau of Labor Statistics 2024



**59% of employers** report that newly certified medical administrative assistants are prepared to do their jobs

## Medical administrative assistant main job responsibilities



**79%** Schedule appointments



**78%** Operate office computer systems



**77%** Answer calls

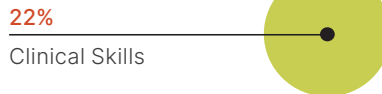


**65%** Greet patients



**64%** Maintain files

## Employers report the following skills are lacking in newly certified medical administrative assistants



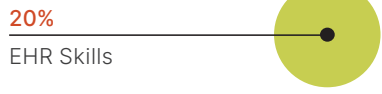
**22%** Clinical Skills



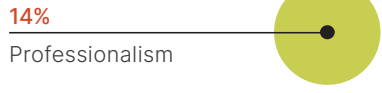
**22%** Communication



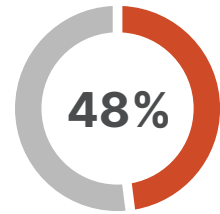
**22%** Time Management



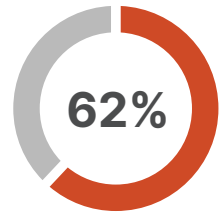
**20%** EHR Skills



**14%** Professionalism



**48% of employers** offer career growth or laddering programs



**62% of employers** report that their medical administrative assistants are certified

## Screening criteria for medical administrative assistant applications



**61%** Medical admin assistant certification



**50%** Years of experience



**47%** HS diploma or equivalent



**44%** Customer service experience



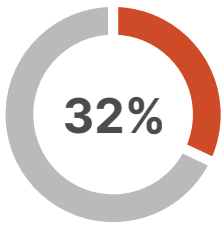
# Clinical Medical Assistant

## Projected growth and salary for the medical assistant profession

Clinical Medical Assistants are increasingly choosing to stack additional credentials onto their CCMA certification. Both phlebotomy and EKG certifications are common, allowing CCMAs to grow within their career, offer more value to their employer and colleagues, and increase their earning power.

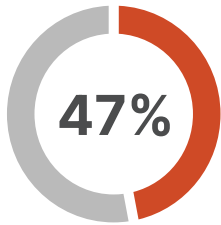
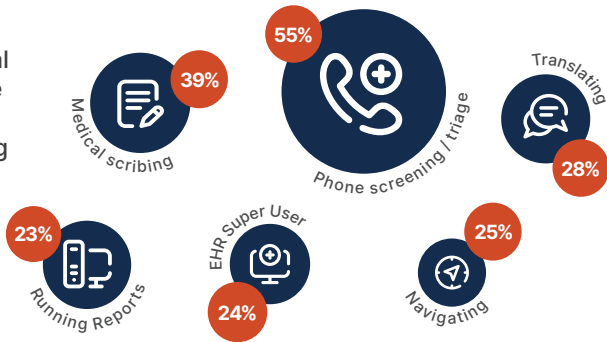
- \$ \$20.19 per hour
- 📄 118,000 new jobs
- ⬆️ 15% projected growth

Source: Bureau of Labor Statistics 2024

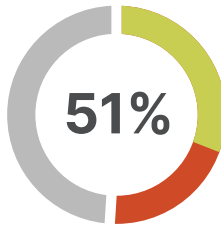


32% of employers said that it's difficult to find qualified medical assistants

Employers report medical assistants are responsible for performing advanced skills

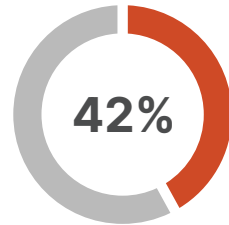


47% of employers offer career growth or laddering programs



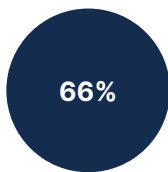
51% of employers that report newly certified medical assistants are prepared for their job duties (up 20% from 2023)

● 2023 ● 2024



42% of employers say their medical assistants have more responsibilities than last year

## Screening criteria for medical assistant applications



Medical assistant certification



Medical assistant training



Years of experience



Experience in administering injections/immunizations

n=165



# Patient Care Technician

## Projected growth and salary for the patient care technician profession

Patient care technicians (PCTs) play an increasingly critical role on allied healthcare teams by alleviating nursing burdens, in turn boosting nurse retention. PCTs foster deeper patient connections, and their support enhances team-based care. By recognizing the value PCTs offer and encouraging their success, employers can make huge strides towards building a more resilient staff.

- \$ \$22.69 per hour
- 📁 16,500 new jobs
- ↑ 8% projected growth

Source: Bureau of Labor Statistics 2024

### Patient care technicians main job responsibilities



72% Provide basic patient care (up 11% from 2023)



56% Ensure cleanliness of patient rooms



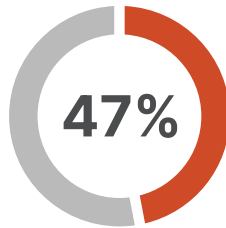
49% Acquire/administer patient care supplies



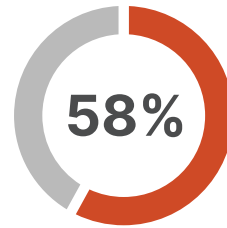
46% Perform collection of specimens



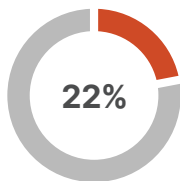
45% Monitor vital signs



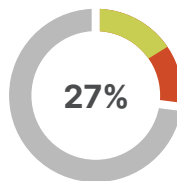
47% of employers offer career growth or ladder programs



58% of employers that report newly certified patient care technicians are prepared for their job duties

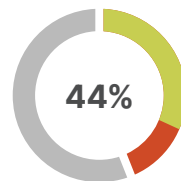


22% of employers said it's difficult to find qualified patient care technicians



27% of employers report patient care technicians are lacking clinical skills, up 11% from 2023

● 2023 ● 2024



44% of employers believe that patient care technicians have more responsibility this year compared to last

● 2023 ● 2024

### Screening criteria for patient care technician applications



Patient care technician certification



CNA certification



HS diploma or equivalent



Years of experience





# Pharmacy Technician

## Projected growth and salary for the pharmacy technician profession

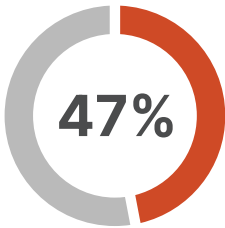
Pharmacies and pharmacy technicians are playing a more integral role than ever before in providing top-notch healthcare. 58% of Americans say they are likely to visit a local pharmacy as a first resort when facing a non-emergency medical issue.

**\$ \$19.37** per hour

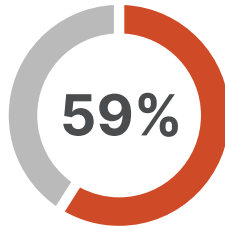
**33,300** new jobs

**7%** projected growth

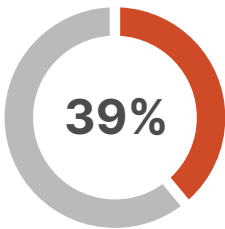
Source: Bureau of Labor Statistics 2024



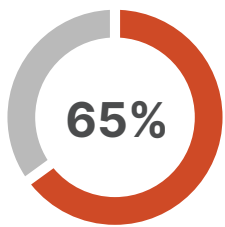
**47% of employers** offer career growth or laddering programs



**59% of employers** that report newly certified pharmacy technicians are prepared for their job duties

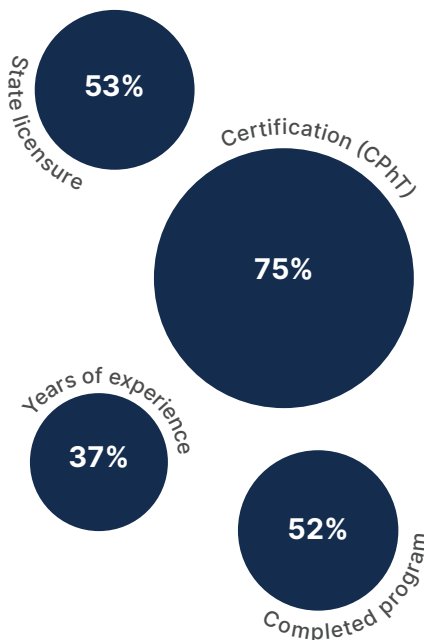


**39% of employers** said it's difficult to find qualified pharmacy technicians



**65% of employers** say their pharmacy technicians have the same level of responsibility as last year

### Screening criteria for pharmacy technician applications



Pharmacy technicians have a number of responsibilities, often requiring advanced skills



**61%** Management of inventory



**59%** Prescription processing



**56%** Prescription dispensing



**54%** Medication reconciliation



**52%** Technician product verification



# Phlebotomy Technician

## Projected growth and salary for the phlebotomy technician profession

Having phlebotomists embedded in emergency departments (ED) can improve staff and patient satisfaction. A recent study of cross-functional ED staff indicates phlebotomists can increase patient care and safety and alleviate triage staff from additional responsibilities.

\$ \$20.10 per hour

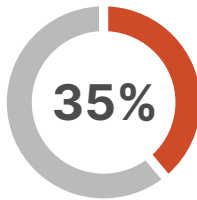
📁 11,000 new jobs

↑ 8% projected growth

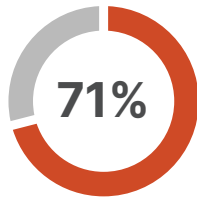
Source: Bureau of Labor Statistics 2024



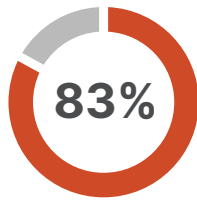
Employers report the average tenure for phlebotomy technicians at their organization



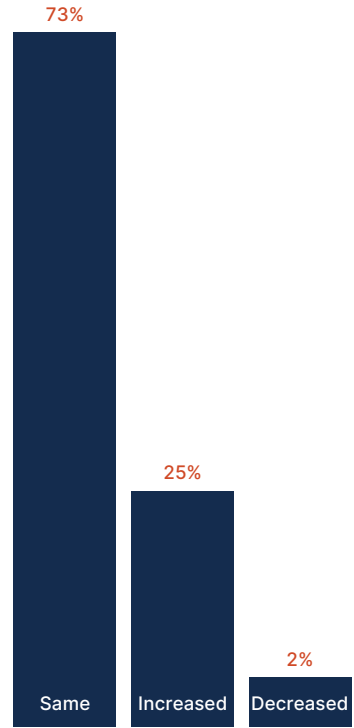
35% of employers offer career growth or laddering programs



71% of employers that report newly certified phlebotomy technicians are prepared for their job duties



83% of employers report that their phlebotomy technicians are certified

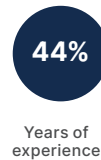


Employers rate the level of responsibility for their phlebotomy technicians compared to last year

## Employers report the following skills new phlebotomy technicians lack



## Screening criteria for phlebotomy technician applications



n=131

# 2025 Industry Outlook

## Research Methodology

A third-party research firm conducted the research for the 2025 Industry Outlook. The survey was structured to assess the opinions of employers concerning the professional outlook for billing and coding specialists, EKG technicians, medical administrative assistants, medical assistants, patient care technicians, pharmacy technicians and phlebotomists. This survey was in the market from October 29, 2024, through November 1, 2024, with 182 responses completed.

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## References

Bureau of Labor Statistics. (2024). Occupational Outlook Handbook.

National Healthcareer Association (2025). 2025 Industry Outlook.

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## About NHA

NHA is building the next generation of allied health professionals. Since 1989, we have helped over 1.5 million people access a better future in healthcare. From innovative learning solutions to certification and career development, we partner with individuals, educators, and employers to elevate the learning experience, ensure practice, and career readiness and drive positive outcomes for the industry, allied health professionals, and ultimately patients. For more information, visit [www.nhanow.com](http://www.nhanow.com).

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# Industry Outlook

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