



20
22

Industry
Outlook

2022 Industry Outlook

Understanding the journey to career success

Pathways to professional success are not always straightforward. Circumstances—including access to education, socioeconomic status, ethnicity, and geography among other factors—can create twists and turns that shape each path. It can be long and winding, but with training, education, and commitment to themselves and from others, individuals can navigate to success.

National certification is a starting point, like the red star on a map that shows “you are here.” It designates readiness for the career journey ahead because it demonstrates a standardized measure of knowledge and skills. Once you’ve earned it, you’re ready to traverse a journey to career success. Again, the pathway is unique to the individual.

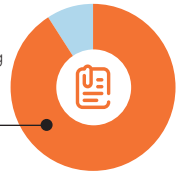
Educators see certification as a milestone for students. Passing a nationally accredited exam means a student is more likely to be work-ready. Employers value the standardization national certification provides and use it to screen job applicants. By using certification as a start, healthcare professionals can carve their paths by honing soft skills, seeking additional clinical training, taking on more responsibilities, and developing advanced skills to continue moving upward.

Because no pathway to professional success looks the same, NHA sought to uncover what factors impact the journey. The 2020 Industry Outlook collected insights and data from employers of allied health professionals, digging deeper to understand what they seek in candidates, what these professionals’ daily work looks like, and what traits and skills make them most successful in their roles.

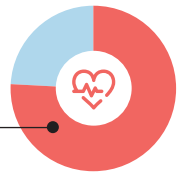
As an advocate for allied health professionals, we hope you can use this data to help your students and employees navigate their own path to achieve their career dreams.

What percent of the following professions do you require certification within your organization?

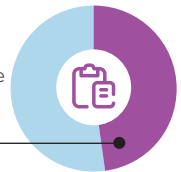
91% require certification for billing & coding specialists.
(Up 2% from 2021)



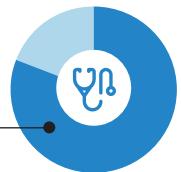
76% require certification for EKG technicians.
(Up 19% from 2021)



48% require certification for medical administrative assistants.
(Up 9% from 2021)



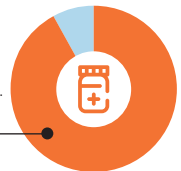
81% require certification for medical assistants.
(Up 30% from 2021)



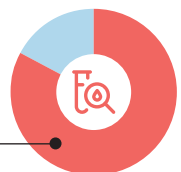
57% require certification for patient care technicians.
(Up 14% from 2021)



92% require certification for pharmacy technicians.
(Up 23% from 2021)

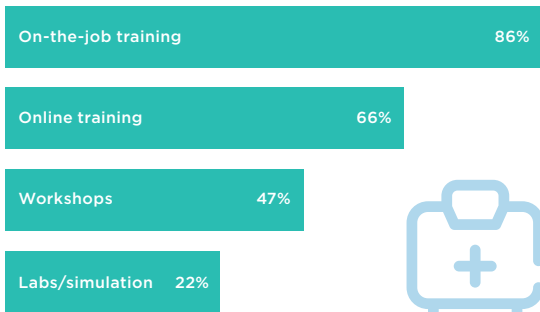


83% require certification for phlebotomy technicians.
(Up 21% from 2021)



(n=101-178)

Training methods used to develop employees' clinical/administrative skills.



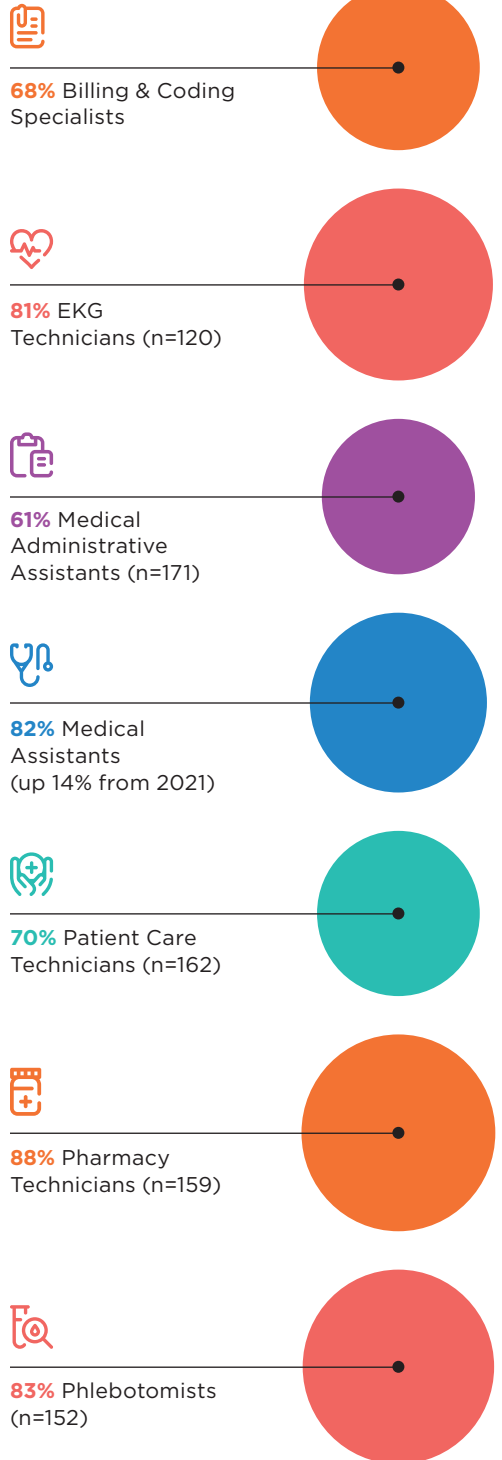
Employers were asked to select all methods that apply. These are the top four responses.

67%



67% of institutions increase pay when an employee earns professional certification. (n=206)

Approximately what percent of the following professions are certified within your organization? (101-178)

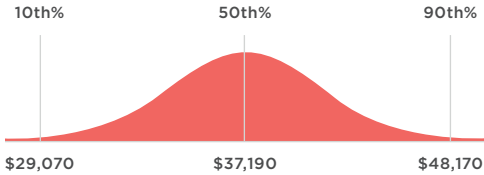




Medical Assistant

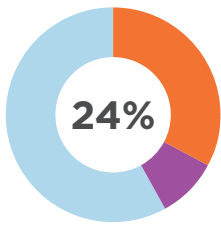
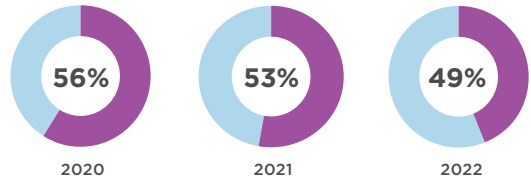
n=197

Medical assistant salary range



Source: Bureau of Labor Statistics, 2021

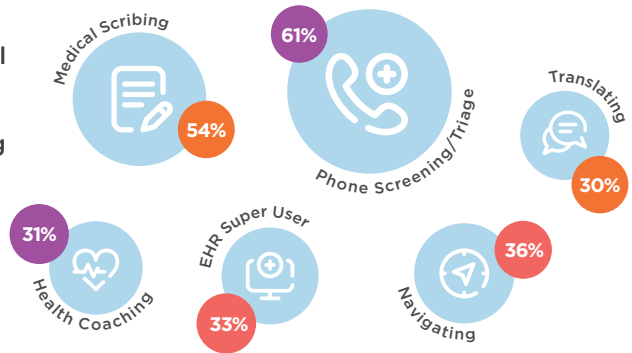
Institutions that have career growth or laddering programs



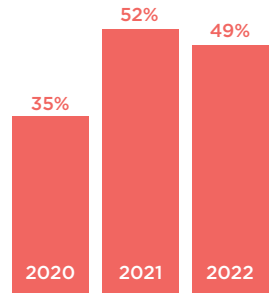
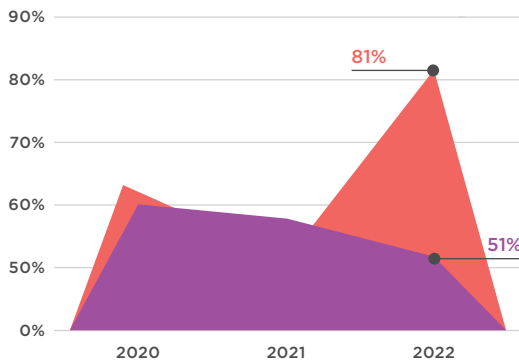
24% of employers said it's difficult to find qualified medical assistants.

● 2021 ● 2022

Institutions report medical assistants are responsible for performing advanced skills

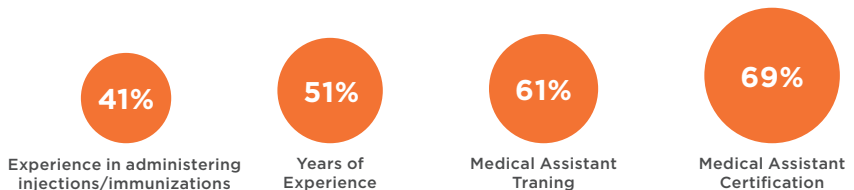


- Institutions that require certification
- Employers that report newly certified medical assistants are prepared for their job duties



Employers rate the level of responsibility for their medical assistants compared to last year.

Screening criteria for medical assistant applications

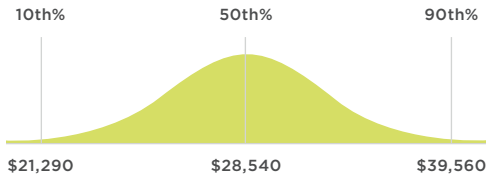




Patient Care Technician

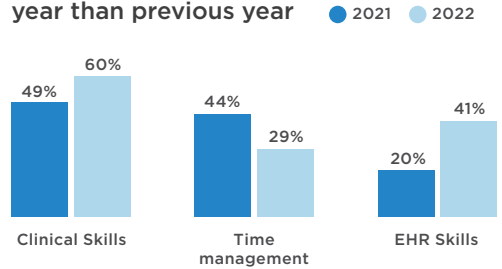
n=162

Patient care technician salary range



Source: Bureau of Labor Statistics

Areas professionals have percentage point significantly higher/lower for subsequent year than previous year



Patient care technicians main job responsibilities include:



66% Provide Basic Patient Care



52% Ensure Cleanliness of Patient Rooms



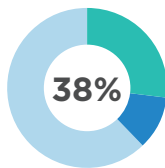
48% Acquire/Administer Patient Care Supplies



48% Monitor Vital Signs

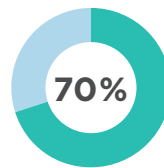


46% Perform Safety Checks

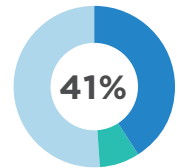


38% of employers say it's difficult to find qualified patient care technicians.

2021 2022



70% of employers say their employees are certified within their organization



41% of employers believe that patient care technicians have more responsibility this year compared to last.

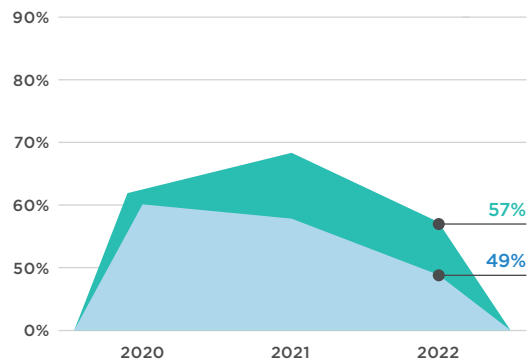
2021 2022

Institutions with career growth or laddering programs



Institutions that require certification

Employers that report newly certified medical assistants are prepared for their job duties



Screening criteria for patient care technician applications



Patient Care Technician Certification



CNA Certification



HS Diploma or Equivalent



Years of Experience



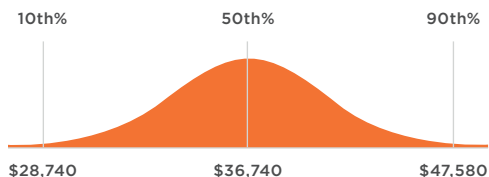
Basic Life Support/CPR Certification



Pharmacy Technician

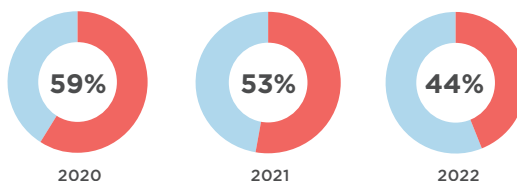
n=104

Pharmacy technician salary range

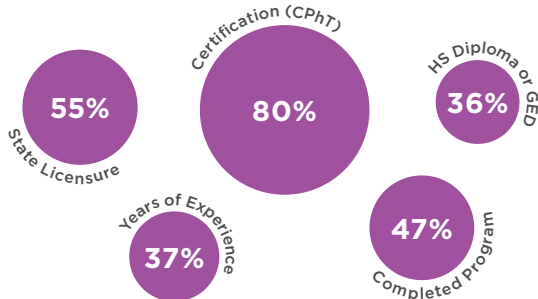


Source: Bureau of Labor Statistics 2021

Institutions that have career growth or ladder programs



Screening criteria for pharmacy technician applications



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



77% Management of Inventory



65% Prescription Processing



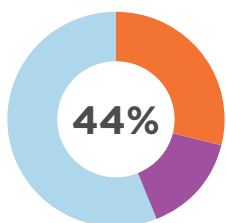
64% Technician Product Verification



63% Prescription Dispensing

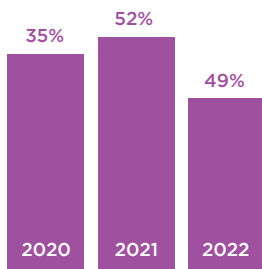


57% Calculation & Measurement of Medication



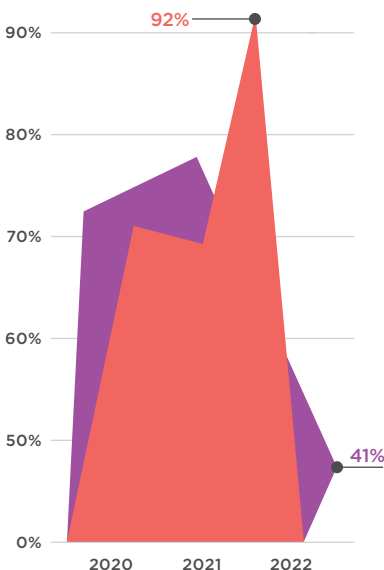
Employers said it's 15% more difficult to find qualified pharmacy technicians in 2022 than in 2021.

2021 2022



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

- Institutions that encourage or require certification
- Employers that report newly certified medical assistants are prepared for their job duties

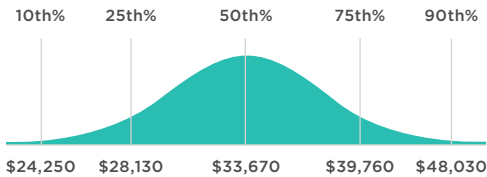




Phlebotomy Technician

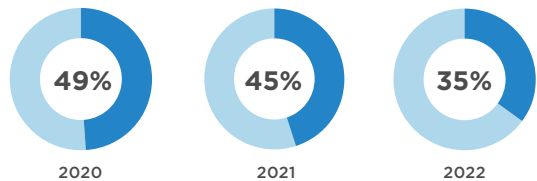
n=152

Phlebotomy technician salary range

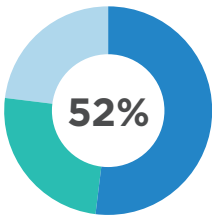


Source: Bureau of Labor Statistics 2021

Institutions that have career growth or laddering programs

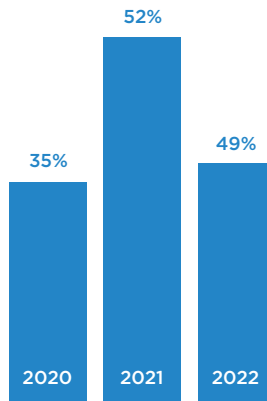


Year-over-year data shows a continuous decline in programs.



Employers report that newly certified phlebotomy technicians are **25% less prepared to do their job duties** in 2022 than in 2021.

● 2021 ● 2022



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



5 years, 4 months



4 years, 1 months



3 years, 1 months

Year-over-year data shows a continuous decline in the profession's tenure.

Skills newly certified phlebotomy techs lack (n=41)



Screening criteria for phlebotomist applications



Phlebotomy Certification



Completion of Accredited Phlebotomy Training



Years of Experience



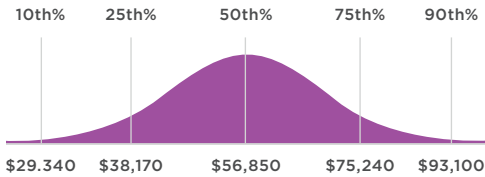
HS Diploma or Equivalent



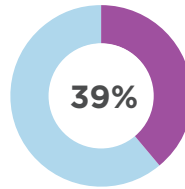
EKG Technician

n=120

EKG technician salary range



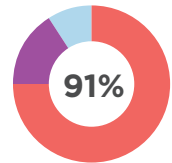
Source: Bureau of Labor Statistics 2021



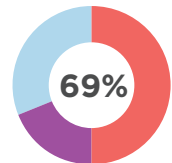
39% of Institutions have career growth or laddering programs. **Down 12% since 2020.**

The percent of several common tasks EKG technicians are responsible for **have increased in the past year.**

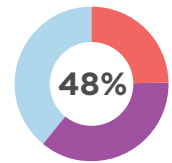
● 2021 ● 2022



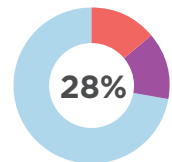
Set Up & Administer EKGs



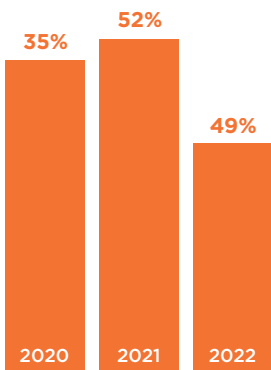
Set Up & Administer Stress Tests



Review EKG results to ensure completion and accuracy

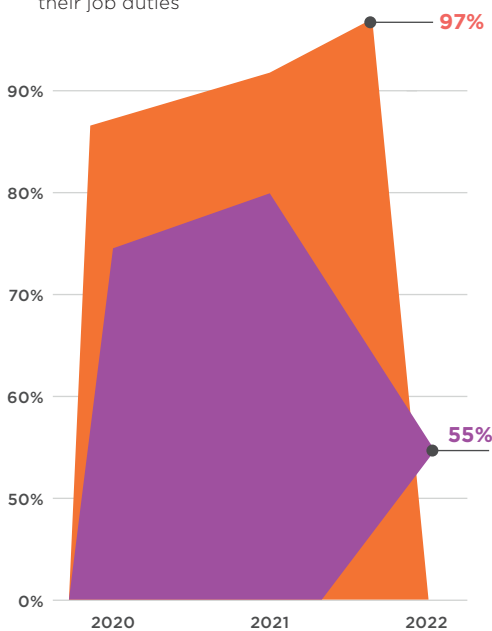


Interpretation of results



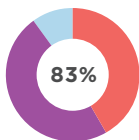
Employers rate the level of responsibility for their phlebotomy technicians compared to last year.

- Institutions that encourage or require certification
- Employers that report newly certified medical assistants are prepared for their job duties

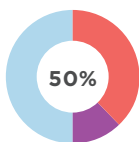


Screening criteria for EKG technician applications

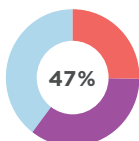
● 2021 ● 2022



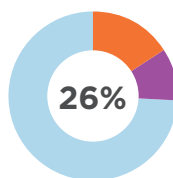
EKG Technician Certification



Experience with cardiac event monitoring / Holter monitoring

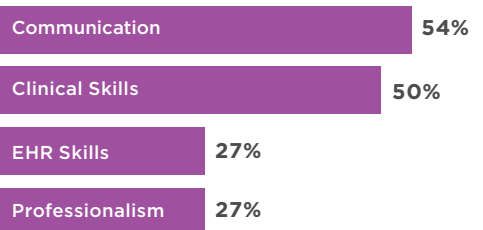


Ability to interpret cardiac rhythms and identify life-threatening arrhythmias



26% of employers said it's difficult to find qualified EKG technicians - **up 10% from 2020.**

● 2021 ● 2022

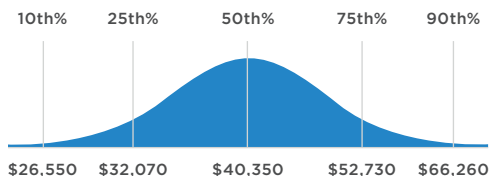


Skills newly certified EKG techs lack (n=31)



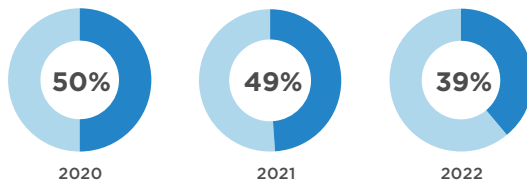
Billing & Coding Specialist n=203

Billing & coding specialist salary range

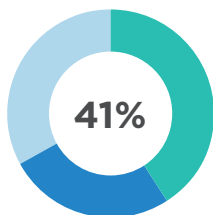


Source: Bureau of Labor Statistics 2021

Institutions that have career growth or laddering programs



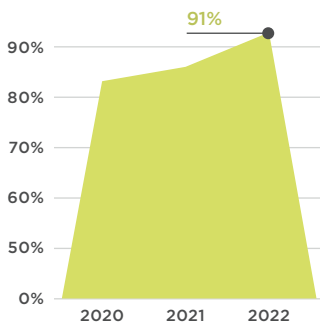
Year-over-year data shows a significant decline in programs from 2021 to 2022



41% of employers report that newly certified billing & coding specialists are prepared to do their jobs - down 26% from 2021.

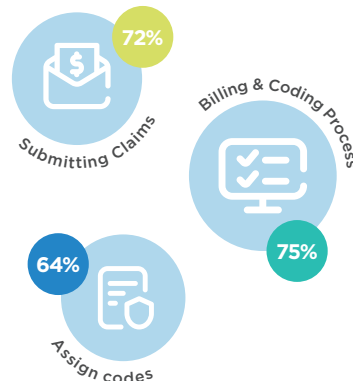
● 2021 ● 2022

Institutions that require or encourage certification

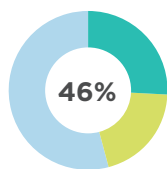
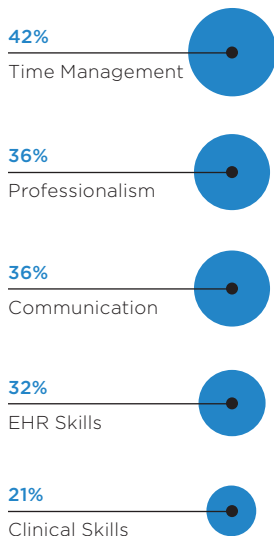


68% of employers report that their billing & coding specialists are certified.

Top 3 tasks billing & coding specialists are responsible for:

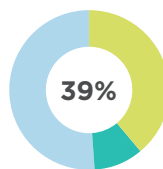


Skills newly certified billing & coding specialist lack (n=67)



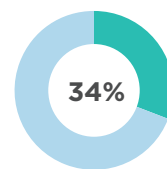
46% of employers said it's difficult to find qualified billing & coding specialists - up 20% since 2020

● 2020 ● 2022



39% of institutions have career growth or laddering programs - down 10% since 2021

● 2021 ● 2022



34% of employers report that billing & coding specialists have more responsibility this year over last.

Screening criteria for billing & coding specialist applications

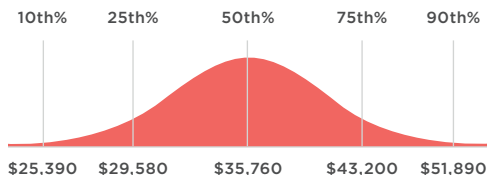




Medical Administrative Assistant

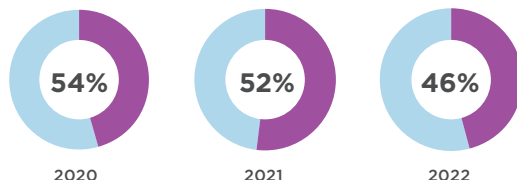
n=171

EKG technician salary range

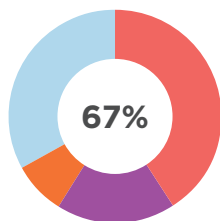


Source: Bureau of Labor Statistics 2021

Institutions that have career growth or laddering programs



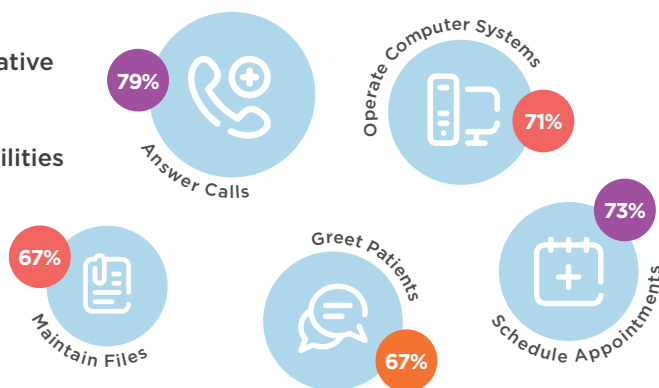
Year-over-year data shows a significant decline in programs from 2021 to 2022.



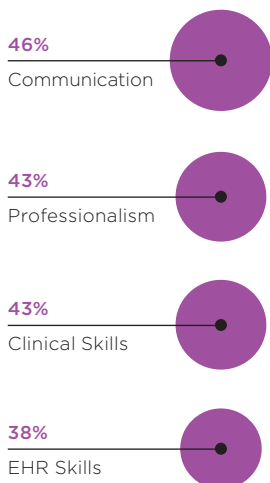
67% of employers report that newly certified medical administrative assistants are prepared to do their jobs.

● 2020 ● 2021 ● 2022

Medical administrative assistant main job responsibilities



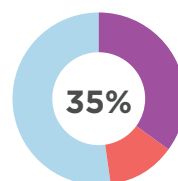
Skills newly certified medical administrative assistants lack (n=70)



88% of institutions encourage or require certification - up 13% since 2020



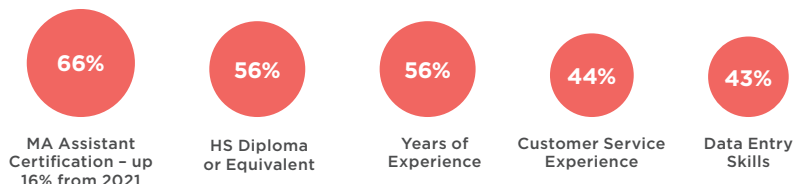
61% of employers report that their medical administrative assistants are certified.



35% of employers believe that MA assistants have more responsibility this year compared to last.

● 2021 ● 2022

Screening criteria for medical administrative assistant applications



Research Methodology

A third-party research firm conducted the research within the 2020 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 market December 31, 2019 through January 9, 2020, and evaluated the opinions of 277 employers, of which 12 (1.02%) were current NHA customers.

References

Bureau of Labor Statistics. (2019). Occupational Outlook Handbook. Retrieved on February 12, 2020 from <https://www.bls.gov/ooh/>.

National Healthcareer Association (2020). 2020 Industry Outlook.

About NHA

Since 1989, NHA has been partnering with allied health education programs, organizations, and employers across the nation to award more than 900,000 allied health certifications. The organization offers eight nationally accredited exams, certification preparation and study materials, two specialty certificate programs, industry-leading outcomes-based data analytics, as well as ongoing professional development and continuing education. For more information, visit www.nhanow.com.

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