nha

2023

Industry Outlook

2023 Industry Outlook

## Building strength in health care

In a post-pandemic environment, getting our nation's healthcare system back on its feet is more important than ever. This means that additional focus must be put towards educating and training the next generation of healthcare professionals.

The first part to building a skilled healthcare workforce starts with understanding one's journey towards 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.

Now, more than ever, individual learners, educators and employers are taking an 'all hands-on deck approach', to help strengthen our healthcare workforce. This need is demonstrated by more than eight in ten healthcare facilities are experiencing allied healthcare professional shortages. This journey starts with high quality education and training followed by obtaining a national certification. Certification is often the starting point to a career, like the red star on a map that shows "you are here." It designates job 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.

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

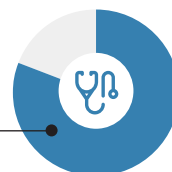**91% require certification** for billing & coding specialists. (Up 2% from 2021)
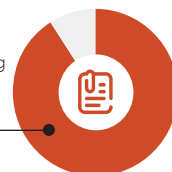
76% require certification for EKG technicians. (Up 19% from 2021)
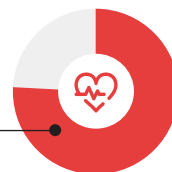
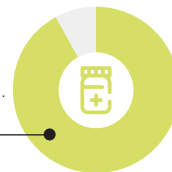**48% require certification** for medical administrative assistants. (Up 9% from 2021)

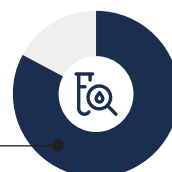**81% require certification** for medical assistants. (Up 30% from 2021)

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)
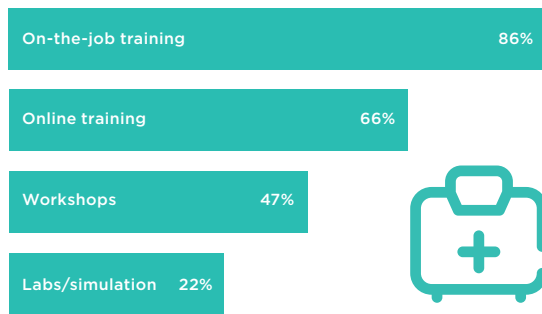
(n=101-178)

#1

Communication skills are the #1 area that allied health professionals need improvement.

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

On-the-job training	86%
Online training	66%
Workshops	47%
Labs/simulation	22%

Employers were asked to select all methods that apply. These are the top four responses.
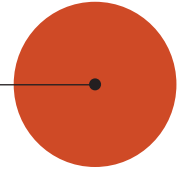
67%

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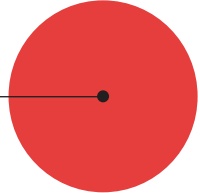(n=206)

Percentage of employees that are certified within your organization. (101-178)
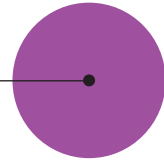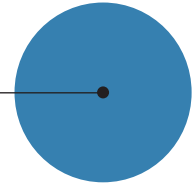
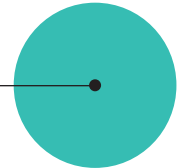**68%** Billing & Coding Specialists

81% EKG Technicians
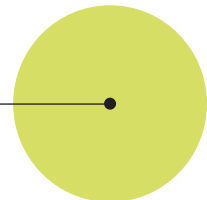
61% Medical Administrative Assistants
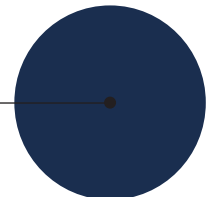
82% Medical Assistants

70% Patient Care Technicians

88% Pharmacy Technicians

83% Phlebotomists

Billing & Coding Specialist
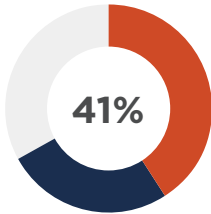
Billing & coding specialist salary range
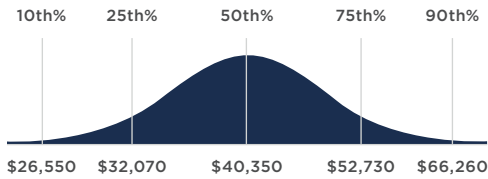
10th%	25th%	50th%	75th%	90th%
$26,550	$32,070	$40,350	$52,730	$66,260

Source: Bureau of Labor Statistics 2021

Institutions that have career growth or laddering programs
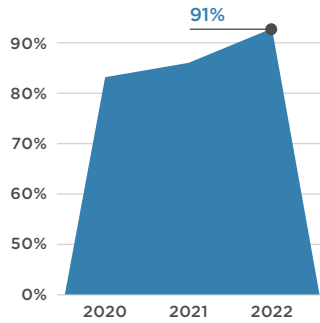
50% 2020 **49%** 2021 **39%** 2022
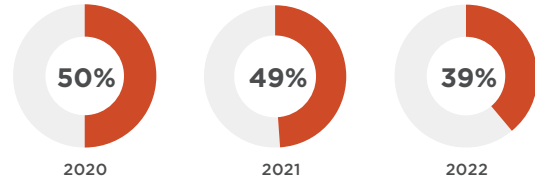
Year-over-year data shows a significant decline in programs from 2021 to 2022

41%

41% of employers report that newly certified billing & coding specialists are prepared to do their jobs **– down 26% from 2021.**
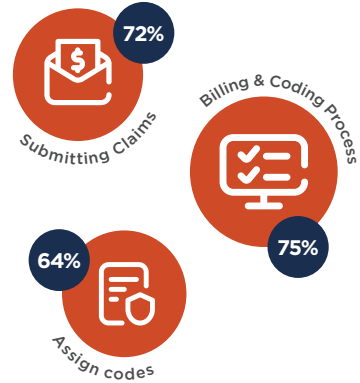
● 2021 ● 2022

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

42% Time Management

36% Professionalism

36% Communication

32% EHR Skills

21% Clinical Skills

Institutions that require or encourage certification

91%

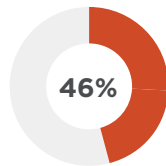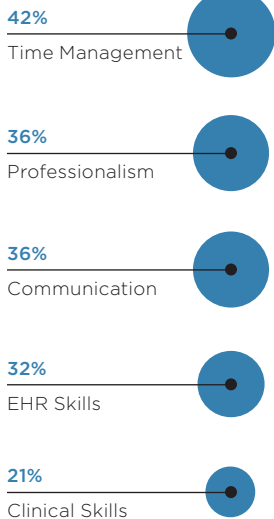90%
80%
70%
60%
50%
0%

2020   2021   2022

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

Top 3 tasks billing & coding specialists are responsible for:
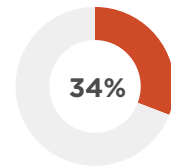
72% Submitting Claims

75% Billing & Coding Process

64% Assign codes

46%

46% of employers said it's difficult to find qualified billing & coding specialists **– up 20% since 2021**

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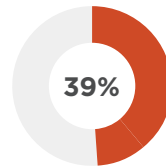
39% of institutions have career growth or laddering programs **– down 10% since 2021**

34%

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

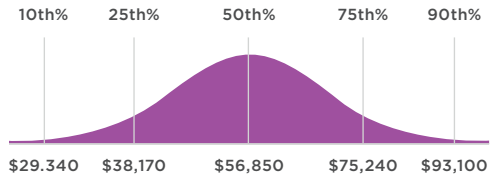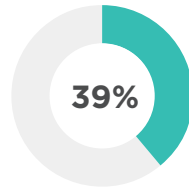## Screening criteria for billing & coding specialist applications

64% Knowledge of Billing Terms – up 23% since 2021

59% Years of Experience – up 10% since 2021

57% High school diploma or equivalent – up 10% since 2021

n=203

EKG Technician

EKG technician salary range

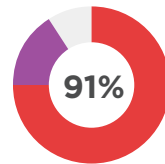| 10th%	25th%	50th%	75th%	90th%
$29.340	$38,170	$56,850	$75,240	$93,100

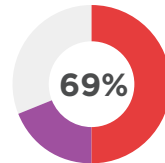Source: Bureau of Labor Statistics 2021

39%

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

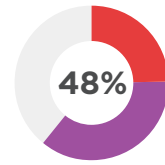The percent of common tasks EKG technicians are responsible for **has increased in the past year.**
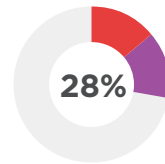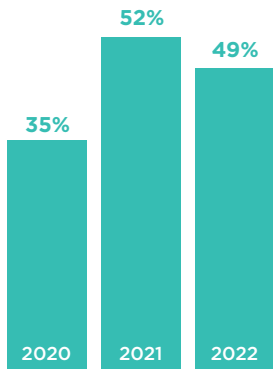
● 2021 ● 2022

91%
Set Up & Administer EKGs

69%
Set Up & Administer Stress Tests

48%
Review EKG results to ensure completion and accuracy

28%
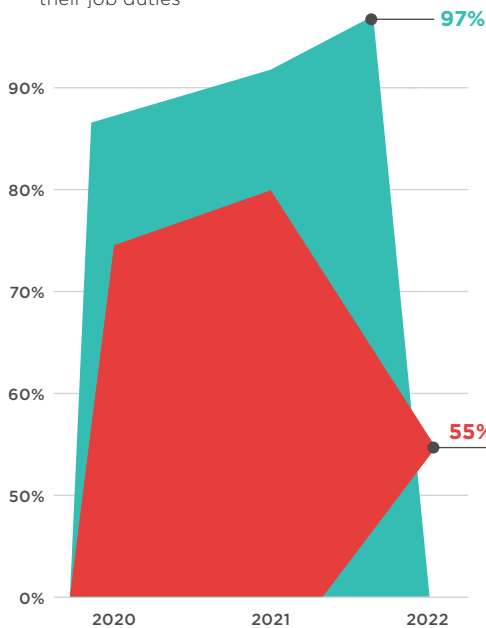Interpretation of results

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

- 2020: 35%
- 2021: 52%
- 2022: 49%

● Institutions that encourage or require certification

● Employers that report newly certified EKG technicians are prepared for their job duties

97%

55%

	2020	2021	2022

Screening criteria for EKG technician applications

● 2021 ● 2022
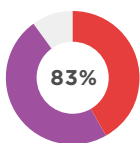
83% EKG Technician Certification
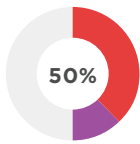
50% Experience with cardiac event monitoring / Holter monitoring
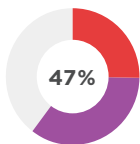
47% Ability to interpret cardiac rhythms and identify life-threatening arrhythmias

26%
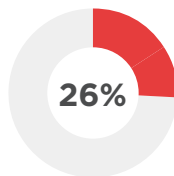
26% of employers said it's difficult to find qualified EKG technicians **– up 10% from 2021.**

Communication	54%
Clinical Skills	50%
EHR Skills	27%
Professionalism	27%
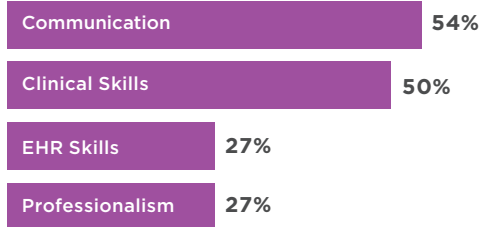
Skills newly certified EKG technicians lack (n=31)

n=120

Medical Administrative Assistant

Medical administrative assistant salary range

10th%	25th%	50th%	75th%	90th%
$25,390	$29,580	$35,760	$43,200	$51,890

Source: Bureau of Labor Statistics 2021

Institutions that have career growth or laddering programs

54% 2020

52% 2021

46% 2022
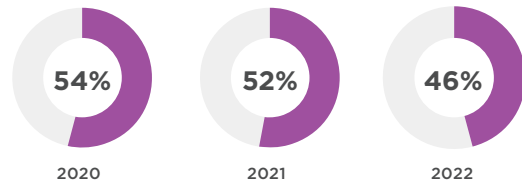
Year-over-year data shows a significant decline in programs from 2021 to 2022.

67%

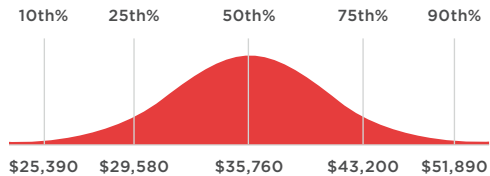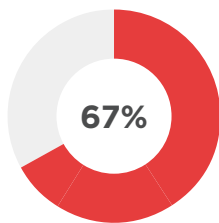**67% of employers** report that newly certified medical administrative assistants are prepared to do their jobs.

Medical administrative assistant main job responsibilities

79% Answer Calls

71% Operate Computer Systems

67% Maintain Files

67% Greet Patients

73% Schedule Appointments
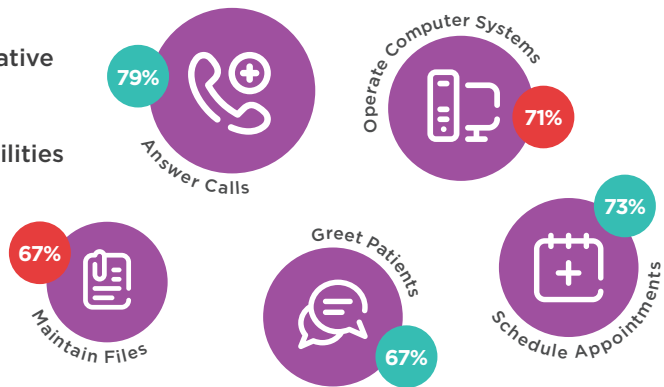
Skills newly certified medical administrative assistants lack *(n=70)*

46% Communication

43% Professionalism

43% Clinical Skills

38% EHR Skills
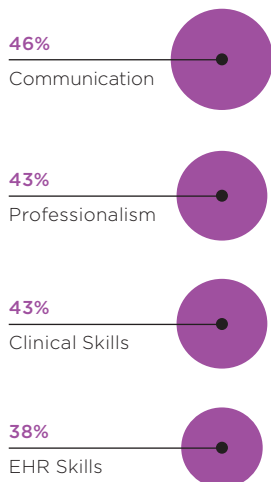
88% of institutions encourage or require certification **– up 13% since 2021**

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

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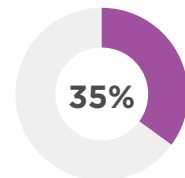
35% of employers believe that medical administrative assistants have more responsibility this year compared to last.

Screening criteria for medical administrative assistant applications

66% Medical Administrative Assistant Certification **– up 16% from 2021**

56% HS Diploma or Equivalent

56% Years of Experience

44% Customer Service Experience

43% Data Entry Skills
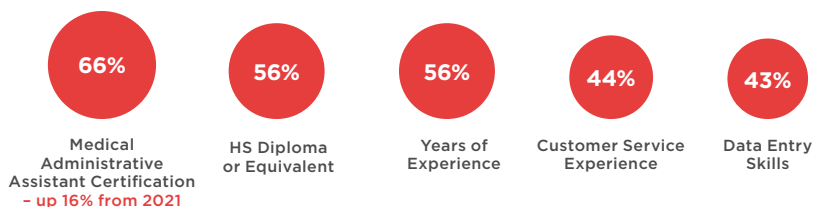
n=171

Medical Assistant

Medical assistant salary range

10th%	50th%	90th%
$29,070	$37,190	$48,170

Source: Bureau of Labor Statistics, 2021

Institutions that have career growth or laddering programs

56% 2020 | **53%** 2021 | **49%** 2022

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

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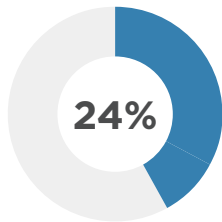
24% of employers said it's difficult to find qualified medical assistants.

Institutions report medical assistants are responsible for performing advanced skills
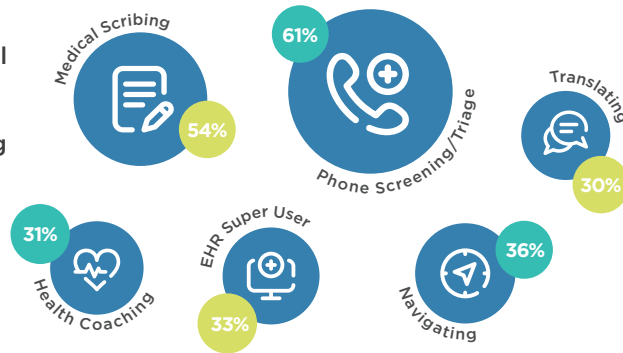
- Medical Scribing — 54%
- Phone Screening/Triage — 61%
- Translating — 30%
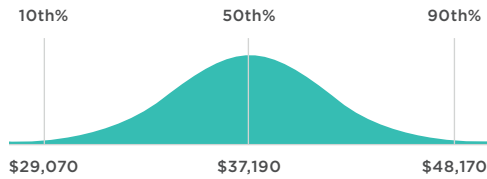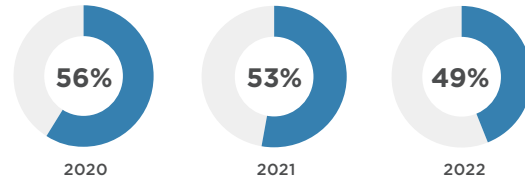- Health Coaching — 31%
- EHR Super User — 33%
- Navigating — 36%

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

81% (2022)
51% (2022)
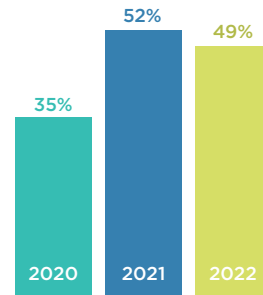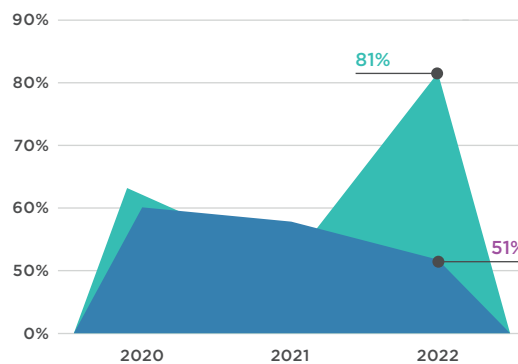
Employers rate the level of responsibility for their medical assistants compared to last year.

- 35% — 2020
- 52% — 2021
- 49% — 2022

Screening criteria for medical assistant applications

- **41%** Experience in administering injections/immunizations
- **51%** Years of Experience
- **61%** Medical Assistant Training
- **69%** Medical Assistant Certification

n=197

Patient Care Technician

Patient care technician salary range

10th%	50th%	90th%
$21,290	$28,540	$39,560
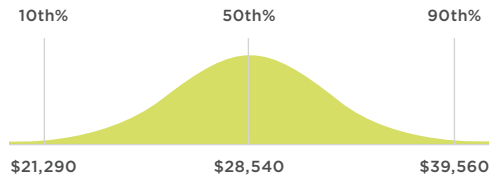
Source: Bureau of Labor Statistics, 2021

Skills that have a significant change over previous year

● 2021 ● 2022

	Clinical Skills	Time management	EHR Skills
2021	49%	44%	20%
2022	60%	29%	41%
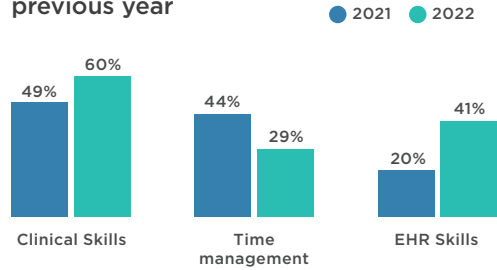
Patient care technicians main job responsibilities include:

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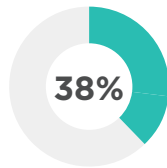
38%
38% of employers say it's difficult to find qualified patient care technicians.

70%
70% of employers say their employees are certified within their organization
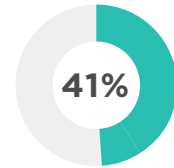
41%
41% of employers believe that patient care technicians have more responsibility this year compared to last.

Institutions with career growth or laddering programs

49%

● Institutions that require certification

● Employers that report newly certified patient care technicians are prepared for their job duties

	2020	2021	2022
Institutions that require certification			57%
Employers that report newly certified			49%
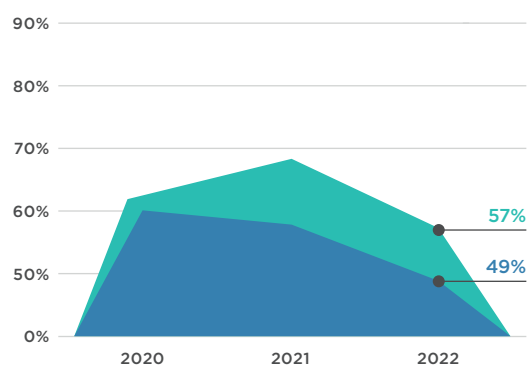
Screening criteria for patient care technician applications

63%	54%	50%	39%	36%
Patient Care Technician Certification	CNA Certification	HS Diploma or Equivalent	Years of Experience	Basic Life Support/CPR Certification
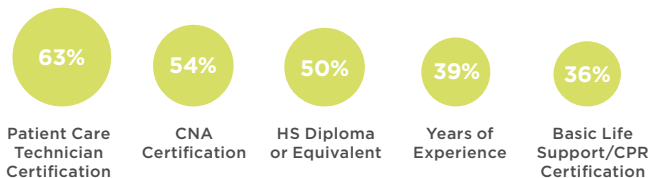
n=162

Pharmacy Technician

Pharmacy technician salary range
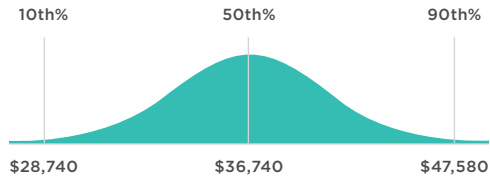
10th%	50th%	90th%
$28,740	$36,740	$47,580

Source: Bureau of Labor Statistics 2021

Institutions that have career growth or laddering programs

59% 2020   **53%** 2021   **44%** 2022

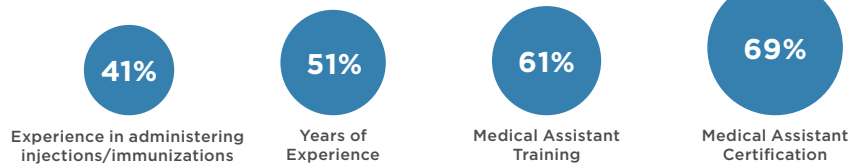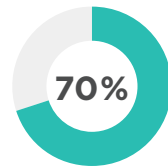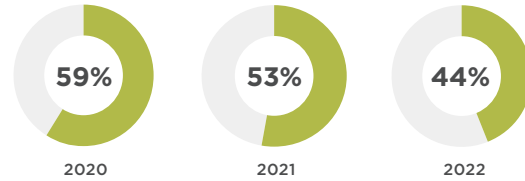Year-over-year data shows a decline in programs from 2021 to 2022.

Screening criteria for pharmacy technician applications

- Certification (CPhT) **80%**
- State Licensure **55%**
- HS Diploma or GED **36%**
- Years of Experience **37%**
- Completed Program **47%**
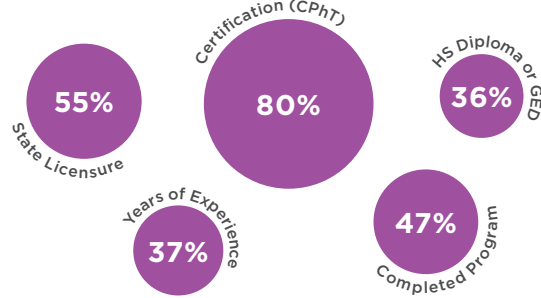
Pharmacy technicians have a number of responsibilities, that often require advanced skills.

- **77%** Management of Inventory
- **65%** Prescription Processing
- **64%** Technician Product Verification
- **63%** Prescription Dispensing
- **57%** Calculation & Measurement of Medication

44%

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

- ● Institutions that encourage or require certification
- ● Employers that report newly certified pharmacy technicians are prepared for their job duties

	2020	2021	2022
Green			92%
Purple			41%

2020	2021	2022
35%	52%	49%
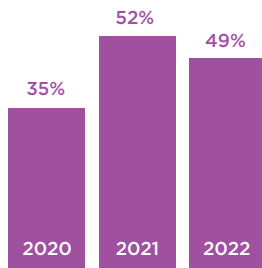
Employers rate the level of responsibility for their pharmacy technicians compared to last year.
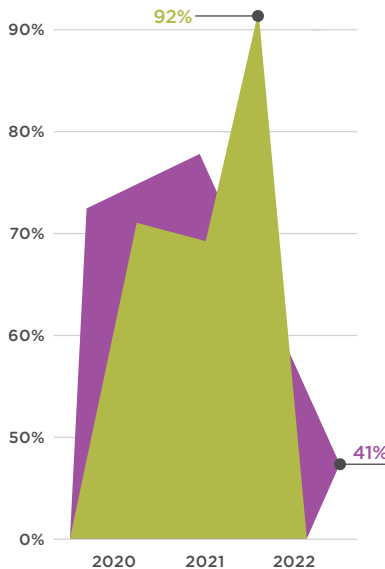
n=104

Phlebotomy Technician

Phlebotomy technician salary range

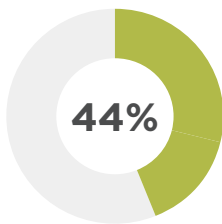| 10th%	25th%	50th%	75th%	90th%
$24,250	$28,130	$33,670	$39,760	$48,030

Source: Bureau of Labor Statistics 2021

Institutions that have career growth or laddering programs

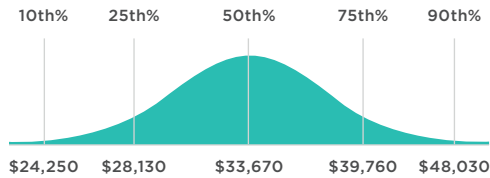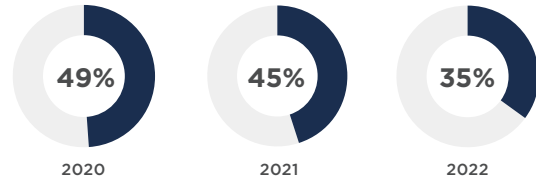**49%** 2020 **45%** 2021 **35%** 2022

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

52%
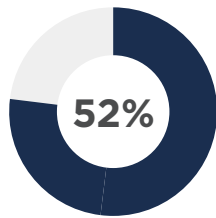
Employers report that newly certified phlebotomy technicians are **25% less prepared to do their job duties** in 2022 than in 2021.

Skills newly certified phlebotomy technicians lack
(n=41)

56% Communication

44% Clinical Skills

33% Professionalism

28% Time Management

21% EHR Skills

35% 2020 **52%** 2021 **49%** 2022
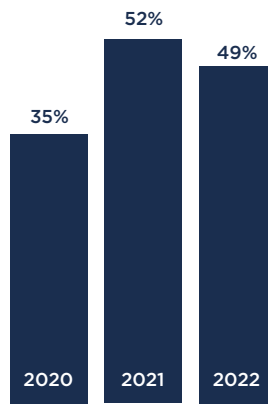
Employers rate the level of responsibility for their phlebotomy technicians compared to last year.

2020 5 years, 4 months

2021 4 years, 1 months

2022 3 years, 1 months

Year-over-year data shows a continuous decline in the profession's tenure.
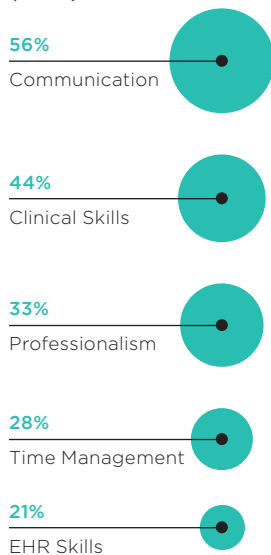
97% of institutions encourage/require certification – **over 10% higher than in 2021.**

80% of employers report that their phlebotomy technicians are certified.

Screening criteria for phlebotomy technicians applications

83% Phlebotomy Certification

45% Completion of Accredited Phlebotomy Training

45% Years of Experience

44% HS Diploma or Equivalent

n=152

Research Methodology

A third-party research firm conducted the research for the 2023 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 May 18, 2022 through May 19, 2022 with 206 responses completed.

References

Bureau of Labor Statistics. (2021). Occupational Outlook Handbook.

National Healthcareer Association (2022). 2022 Industry Outlook.

About NHA

NHA is building the next generation of allied health professionals. Since 1989, we have helped over 1.25 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 nhanow.com.

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