










Medical Assistants

Labor Market Analysis: Imperial County

March 2023

Summary

NEW PROGRAM RECOMMENDATION?	EVIDENCE OF A SUPPLY GAP?	AT OR ABOVE THE LIVING WAGE?	EXPECTED LEVEL OF EDUCATION
 <p>Proceed with Caution</p>	 	 	<input type="checkbox"/> Bachelor's Degree+ <input type="checkbox"/> Associate Degree <input checked="" type="checkbox"/> Some College or Certificate <input type="checkbox"/> HS Diploma or Equivalent <input type="checkbox"/> Less than a HS Diploma <input type="checkbox"/> Apprenticeship
SUPPORT FOR PROGRAM MODIFICATION?	NUMBER OF INSTITUTIONS THAT PROVIDE TRAINING	NUMBER OF ANNUAL JOB OPENINGS	
 	<p>MEDIUM</p> 	<p>HIGH</p> 	

The Center of Excellence (COE) for the San Diego and Imperial Counties Community Colleges developed this brief to assist the region's community colleges with strategic planning and program development. According to available labor market information, *Medical Assistants* in Imperial County have a labor market demand of 70 annual job openings (while average demand for a single occupation in Imperial County is 14 annual job openings), and one educational institution in Imperial County supplies 19 awards for this occupation, suggesting that there is a supply gap in the labor market. Entry-level wages are below the living wage and median wages are above the living wage for this occupation. This brief recommends that the colleges proceed with caution when developing a new program for this occupation and supports a program modification because 1) there is a supply gap and 2) entry-level wages are below the living wage. The colleges should note that expected level of education for this occupation is a postsecondary non-degree award and Imperial Valley College is the only institution that provides awards in the region. Colleges should also note that **the percentage of students who complete a related program and earn a living wage is lower than students who complete Career Education programs in general.**

Introduction

This report provides labor market information in Imperial County for the following occupational code in the Standard Occupational Classification (SOC)¹ system:

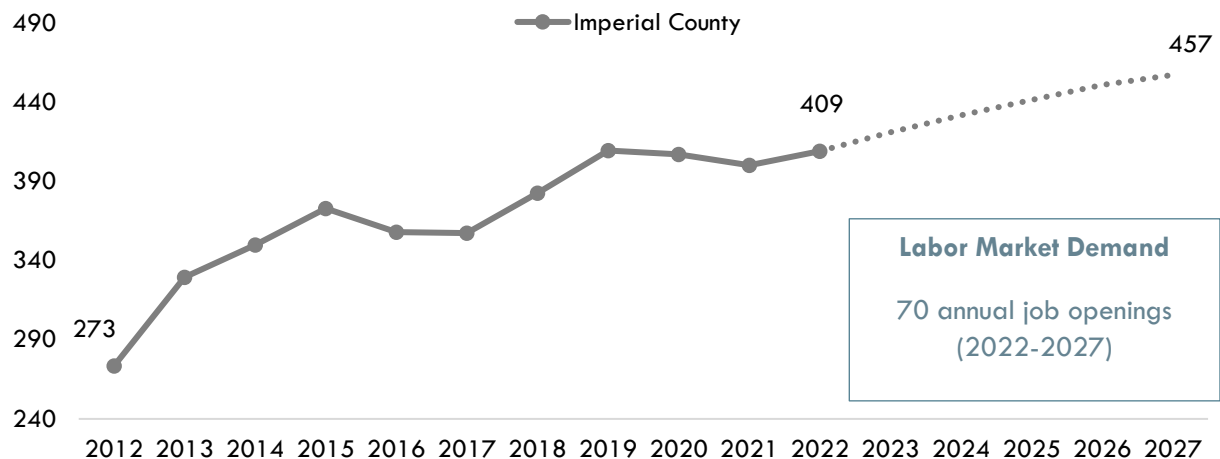
Medical Assistants (SOC 31-9092): Perform administrative and certain clinical duties under the direction of a physician. Administrative duties may include scheduling appointments, maintaining medical records, billing, and coding information for insurance purposes. Clinical duties may include taking and recording vital signs and medical histories, preparing patients for examination, drawing blood, and administering medications as directed by physician. Sample reported job titles include:

- Chiropractor Assistant
- Certified Medical Assistant
- Medical Office Assistant
- Registered Medical Assistant
- Optometric Technician
- Optometric Assistant
- Ophthalmic Technician
- Doctor's Assistant
- Clinical Assistant

Projected Occupational Demand

Between 2022 and 2027, *Medical Assistants* are projected to increase by 48 net jobs or 12 percent (Exhibit 1). Employers in Imperial County will need to hire 70 workers annually to fill new jobs and backfill jobs due to attrition caused by turnover and retirement, for example.

Exhibit 1: Number of Jobs for Medical Assistants (2012-2027)²



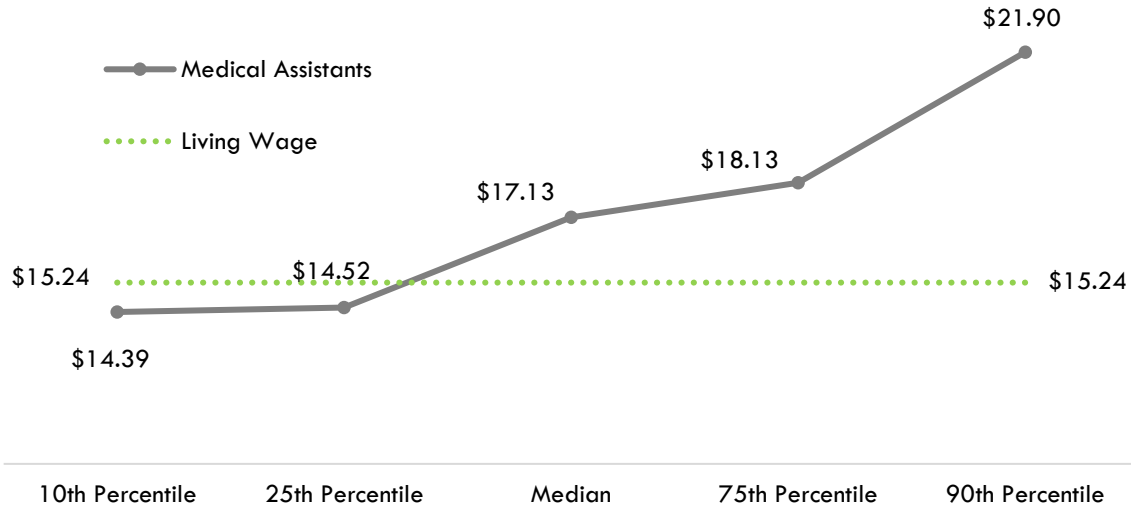
¹ The Standard Occupational Classification (SOC) system is used by federal statistical agencies to classify workers into occupational categories for the purpose of collecting, calculating or disseminating data. [bls.gov/soc](https://www.bls.gov/soc).

² LIGHTCAST 2023.01; QCEW, Non-QCEW, Self-Employed.

Earnings

Medical Assistants receive entry-level hourly earnings of \$14.52; this is less than the living wage for a household of two adults and two school-age children in Imperial County, which is \$15.24 per hour (Exhibit 2).³

Exhibit 2: Hourly Earnings⁴ for Medical Assistants in Imperial County⁵



Educational Supply

Educational supply for an occupation can be estimated by analyzing the number of awards in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.⁶ There are four TOP codes and six CIP code related to *Medical Assistants* (Exhibit 3).

Exhibit 3: Related TOP and CIP Codes for Medical Assistants

TOP or CIP Code	TOP or CIP Program Title
TOP 0514.20	Medical Office Technology
TOP 1208.00	Medical Assisting
TOP 1208.10	Clinical Medical Assisting
TOP 1208.20	Administrative Medical Assisting

³ "Family Needs Calculator (formerly the California Family Needs Calculator)," Insight: Center for Community Economic Development, last updated 2021. insightccd.org/family-needs-calculator/.

⁴ 10th and 25th percentiles could be considered entry-level wages, and 75th and 90th percentiles could be considered experienced wages for individuals who may have been in the occupation longer, received more training than others, etc.

⁵ LIGHTCAST 2023.01; QCEW, Non-QCEW, Self-Employed.

⁶ TOP data comes from the California Community Colleges Chancellor's Office MIS Data Mart (datamart.cccco.edu) and CIP data comes from the Integrated Postsecondary Education Data System (nces.ed.gov/ipeds/use-the-data).

TOP or CIP Code	TOP or CIP Program Title
CIP 51.0710	Medical Office Assistant/Specialist
CIP 51.0712	Medical Reception/Receptionist
CIP 51.0714	Medical Insurance Specialist/Medical Biller
CIP 51.0716	Medical Administrative/Executive Assistant and Medical Secretary
CIP 51.0801	Medical/Clinical Assistant
CIP 51.0802	Clinical/Medical Laboratory Assistant

According to TOP data, **one** community college supplies the region with awards for this occupation: **Imperial Valley College**. According to CIP data, **no** non-community-college institution supplies the region with awards (Exhibit 4).

**Exhibit 4: Number of Awards (Certificates and Degrees) Conferred by Postsecondary Institutions
(Program Year 2017-18 through Program Year 2020-21 Average)**

TOP6 or CIP Code	TOP6 or CIP Program Title	3-Yr Annual Average CC Awards (PY18-19 to PY20-21)	Other Educational Institutions 3-Yr Annual Average Awards (PY17-18 to PY19-20)	3-Yr Total Average Supply (PY17-18 to PY20-21)
1208.00	Medical Assisting	19	0	19
	<ul style="list-style-type: none"> • Imperial Valley 	19	0	
			Total	19

Demand vs. Supply

Comparing labor demand (annual openings) with labor supply⁷ suggests that there is a supply gap for this occupation in Imperial County, with 70 annual openings and 19 awards. Comparatively, there are 17,429 annual openings in California and 13,112 awards, suggesting that there is also a supply gap across the state⁸ (Exhibit 5).

Exhibit 5: Labor Demand (Annual Openings) Compared with Labor Supply (Average Annual Awards)

	Demand (Annual Openings)	Supply (Total Annual Average Supply)	Supply Gap or Oversupply
Imperial	70	19	51
California	17,429	13,112	4,317

Please note: This is a basic analysis of supply and demand of labor. The data does not include workers currently in the labor force who could fill these positions or workers who are not captured by publicly available data. This data should be used to discuss the potential gaps or oversupply of workers; however, it should not be the only basis for determining whether or not a program should be developed.

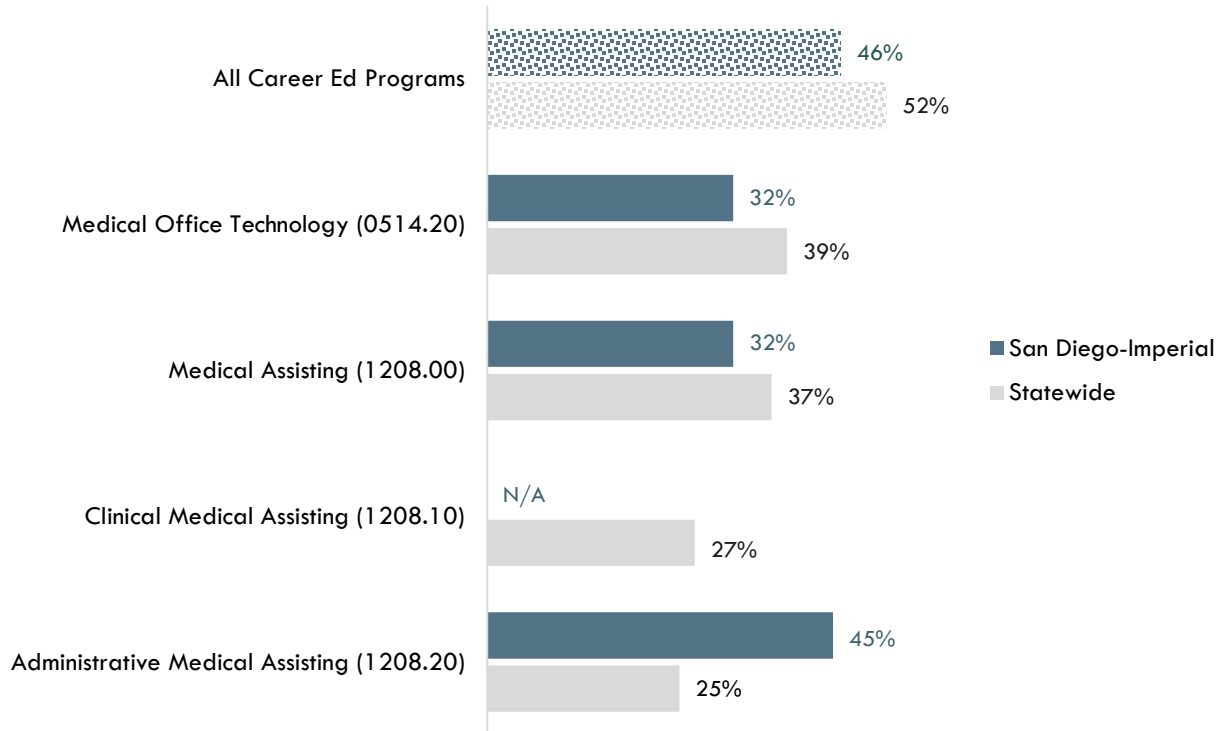
⁷ Labor supply can be found from two different sources: EMSI or the California Community Colleges Chancellor's Office MIS Data Mart. EMSI uses CIP codes while MIS uses TOP codes. Different coding systems result in differences in the supply numbers.

⁸ "Supply and Demand," Centers of Excellence Student Outcomes, coecc.net/our-resources.

Student Outcomes and Regional Comparisons

According to the California Community Colleges LaunchBoard, 32 to 45 percent of students in the San Diego-Imperial region earned a living wage after completing a program related to *Medical Assistants*, compared to 27 to 39 percent statewide and 52 percent of students in Career Education programs in general across the state (Exhibit 6a).⁹

Exhibit 6a: Percentage of Students Who Earned a Living Wage by Program, PY2019-20¹⁰

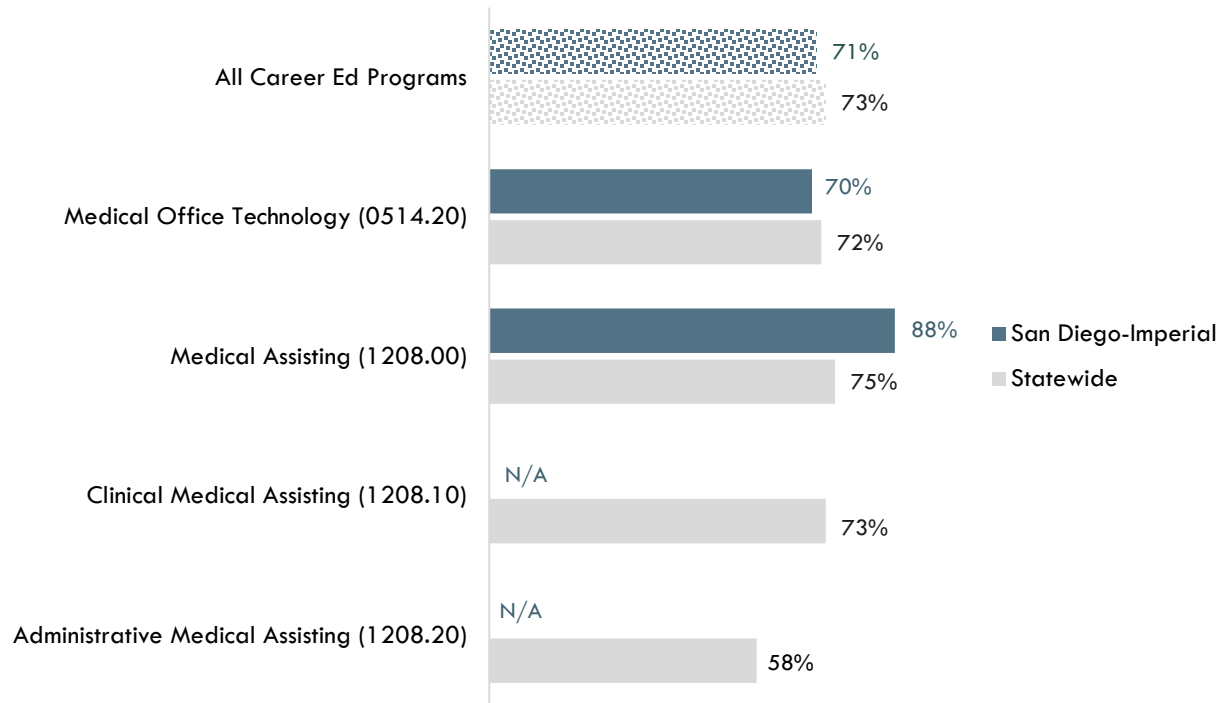


⁹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹⁰ Most recent year with available data is Program Year 2019-20. Among completers and skills builders who exited, the percentage of students who attained a living wage.

According to the California Community Colleges LaunchBoard, 70 to 88 percent of students in the San Diego-Imperial region obtained a job closely related to their field of study after completing a program related to *Medical Assistants*, compared to 58 to 75 percent statewide and 73 percent of students in Career Education programs in general across the state (Exhibit 6b).¹¹

Exhibit 6b: Percentage of Students in a Job Closely Related to Field of Study by Program, PY2018-19¹²



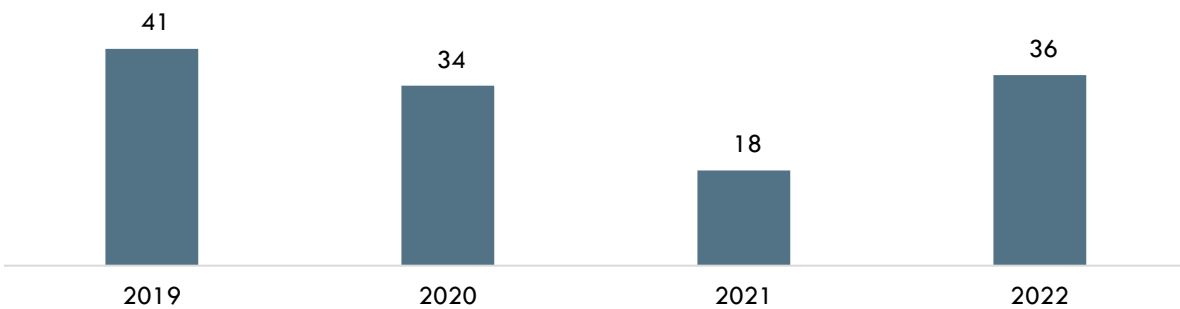
¹¹ "California Community Colleges Strong Workforce Program," California Community Colleges, calpassplus.org/LaunchBoard/SWP.aspx.

¹² Most recent year with available data is Program Year 2018-19. Percentage of Students in a Job Closely Related to Field of Study: Among students who responded to the CTEOS, the percentage reporting employment in the same or similar field as their program of study.

Online Job Postings

This report analyzes not only historical and projected (traditional LMI) data, but also recent data from online job postings (real-time LMI). Online job postings may provide additional insight about recent changes in the labor market that are not captured by historical data. Between 2019 and 2022, there was an average of 32 online job posting per year for *Medical Assistants* in Imperial County (Exhibit 7). Please note that online job postings do **not** equal labor market demand; demand is represented by annual job openings (see Exhibit 1). While this brief includes online jobs postings data to help with curriculum development, the community colleges should note that this type of data is impacted by several variables: employers may post a position multiple times to increase the pool of applicants; a job posting can remain posted after a business decides not to fill a position; or an employer may use one posting to fill multiple positions, for example.

Exhibit 7: Number of Online Job Postings for *Medical Assistants* in Imperial County (2019-2022)¹³



¹³ Lightcast; "Job Posting Analytics." 2018-2021.

Top Employers

Between January 1, 2020 and December 31, 2022, the top five employers in Imperial County for *Medical Assistants* were [Pioneers Memorial Healthcare District](#), [El Centro Regional Medical Center](#), [State of California](#), [Wellpath](#), and [California Correctional Health Care Services](#) based on online job postings (Exhibit 8).

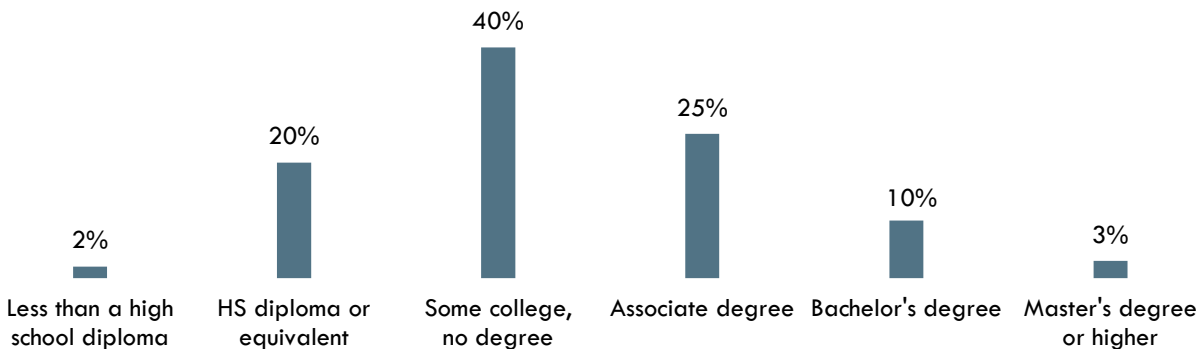
Exhibit 8: Top Employers for *Medical Assistants* in Imperial County¹⁴

Top Employers	
<ul style="list-style-type: none"> • Pioneers Memorial Healthcare District • El Centro Regional Medical Center • State of California • Wellpath • California Correctional Health Care Services 	<ul style="list-style-type: none"> • County Imperial • Loyal Source • Indian Health Service • Legacy Personnel • Body Fit Plus

Education, Skills, and Certifications

Exhibit 9 indicates that the typical educational attainment for the occupation found currently in the national labor force is [some college, no degree](#). The typical entry-level education is a [postsecondary non-degree award](#).¹⁵

Exhibit 9: National Educational Attainment of *Medical Assistants*¹⁶



*may not total 100 percent due to rounding

¹⁴ Lightcast; "Job Posting Analytics." 2020-2022.

¹⁵ Lightcast 2023.01; QCEW, Non-QCEW, Self-Employed.

¹⁶ "Educational Attainment for Workers 25 Years and Older by Detailed Occupation," Bureau of Labor Statistics, last modified September 8, 2022. bls.gov/emp/tables/educational-attainment.htm.

Exhibit 10 lists the top specialized, soft, and software skills that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 10: Top Skills for *Medical Assistants* in Imperial County¹⁷

Specialized Skills	Soft Skills	Software Skills
<ul style="list-style-type: none"> • Medical Assistance • Vital Signs • Medical Records • Electronic Medical Record • Setting Appointments • Bilingual (Spanish/English) • Clinical Supervision • Medical Terminology • Topical Medication • Health Screenings • Blood Pressure • Patient Education and Counseling • Medical Prescription • Asepsis • Managed Care 	<ul style="list-style-type: none"> • Communications • Clerical Works • Typing • Customer Service • Accountability • Ethical Standards and Conduct • Multilingualism • Training And Development • Management • Operations • Scheduling • Coordinating • Self-Motivation • English Language • Administrative Functions 	<ul style="list-style-type: none"> • IBM WebSphere MQ • eClinicalWorks • Microsoft Excel • Patient Management Software

¹⁷ Lightcast; “Job Posting Analytics.” 2020-2022.

Exhibit 11 lists the top certifications that appeared in online job postings between January 1, 2020 and December 31, 2022.

Exhibit 11: Top Certifications for *Medical Assistants* in Imperial County¹⁸

Top Certifications in Online Job Postings

1. Basic Life Support (BLS) Certification
 2. American Medical Technologists (AMT) Certification
 3. Nurse Practitioner (APRN-CNP)
 4. Certified Medical Assistant (CMA)
 5. Cardiopulmonary Resuscitation (CPR) Certification
 6. Certified Emergency Nurse (CEN)
 7. Security Clearance
 8. Advanced Cardiovascular Life Support (ACLS) Certification
 9. Certified Patient Care Technician (CPCT)
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¹⁸ Lightcast; "Job Posting Analytics." 2020-2022.

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Important Disclaimers

All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. This study examines the most recent data available at the time of the analysis; however, data sets are updated regularly and may not be consistent with previous reports. Efforts have been made to qualify and validate the accuracy of the data and the report findings; however, neither the Centers of Excellence for Labor Market Research (COE), COE host district, nor California Community Colleges Chancellor's Office are responsible for the applications or decisions made by individuals and/or organizations based on this study or its recommendations.