

# Labor Market Analysis for: 1208.00 Medical Assisting

Inland Empire/Desert Center of Excellence, August 2024

Prepared by: Chris Cruzcosa, ccruzcosa@iegocollaborative.org



## Summary

Program LMI Endorsement	All LMI Criteria Met	Some LMI Criteria Met (Proceed with Caution)	LMI Criteria NOT Met
	✓	<input type="checkbox"/>	<input type="checkbox"/>

Program LMI Endorsement Criteria		
<b>Supply Gap</b>	Yes ✓	No <input type="checkbox"/>
	<i>Comments: There are projected to be <b>3,197 annual job openings</b> throughout the Inland Empire/Desert region, which is more than the <b>1,714 annual average awards conferred by educational institutions over the last 3 years</b>. Supply data includes both community college awards (48) and non-community college awards (1,666).</i>	
<b>Living Wage</b>	Yes ✓	No <input type="checkbox"/>
	<i>Comments: <b>All (100%) of annual job openings</b> for these two occupations <b>have entry-level hourly wages above the IE/D living wage of 13.74.</b><sup>1</sup></i>	
<b>Education</b>	Yes ✓	No <input type="checkbox"/>
	<i>Comments: <b>Most job postings for target occupations require a high school diploma or equivalent degree (87%)</b>. See exhibits 8 and 9 for more details.</i>	

The Inland Empire/ Desert (IE/D) Center of Excellence for Labor Market Research (IE/D COE) reviewed the following occupations to prepare this report:

- Middle-Skill (typically require training/education above a HS diploma but less than a bachelor’s degree)
  - Medical Assistants (31-9092)
  - Medical Secretaries and Administrative Assistants (43-6013)

## Summary of findings

### Demand

- The number of jobs related to the middle-skill occupations – Medical Assistants, Medical Secretaries and Administrative Assistants - is projected to increase 11% through 2027, with 3,197 annual job openings (new and replacement jobs).
- Hourly entry-level wages for all occupations are above living wage at the 25<sup>th</sup> percentile hourly wage ranging from \$16.92 to \$17.49 in IE/D.
- There were 3,282 online job postings from 860 employers over the past 12-months with the highest postings for medical assistants.
- Most job postings for target occupations require high school diploma or equivalent (87%), followed by associate degree (11%), and then bachelor’s degree (2%).

### Supply

- On average, there were 1,714 annual awards conferred by educational institutions over the last 3 years in related fields: 48 from community colleges and 1,666 from other institutions (e.g., 4-year universities, private schools).
- IE/D community college students that exited these programs in the 2021-22 academic year earned a median annual wage of \$31,018 (\$14.91 per hour).
- Community college programs play an important role diversifying the talent pipeline in these occupations. Most IE/D professionals in Medical Assisting occupations are Hispanic/Latino (55%) and “mid-career” age category (43%), and female (90%). Most community college students in related programs are Hispanic/Latino (100%) and “pre-career/college” age category (73%), but there is not enough information to determine gender percentages.

<sup>1</sup> While the [UW self-sufficiency standard](#) is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2021, does not account for significant increases in the cost of living in the Inland Empire the last three years, and is below the State of California minimum wage of \$16.00. For these reasons, the COE will provide an alternative living wage calculation from MIT in the analysis below as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

## Introduction

California Community College Medical Assisting (TOP 1208.00) programs prepare students for employment in administrative, clerical or technical support services for a licensed physician, podiatrist, or health care services plan, and related support functions in a health care facility (Taxonomy of Programs, 2023). The knowledge, skills, and abilities trained by Medical Assisting programs lead to employment in occupations related to healthcare.

## Job Demand

In 2022, there were 22,612 jobs in occupations related to healthcare in the IE/D region. Regional employment for this occupation group is projected to increase by 11% through 2027 with 3,197 job openings projected annually. Exhibit 1 displays the job count, five-year projected job growth, and job openings in the region.

**Exhibit 1. Five-year projections for occupations related to healthcare, IE/D Region, 2022-2027**

Occupation	SOC	2022 Jobs	2027 Jobs	2022 - 2027 % Change	5-Yr Openings (New + Replacement Jobs)	Annual Openings (New + Replacement Jobs)
Medical Assistants	31-9092	10,804	12,199	13%	8610	1,722
Medical Secretaries and Administrative Assistants	43-6013	11,808	12,833	9%	7374	1,475
<b>Total</b>		<b>22,612</b>	<b>25,032</b>	<b>11%</b>	<b>15984</b>	<b>3,197</b>

SOURCE: LIGHTCAST 2024.1

## Job Postings

The following analysis for occupations related to healthcare using online job posting data.

**Important note:** The data produced in this section were generated by leveraging online job posting data sourced from Lightcast, which is the labor market analytics software tool COEs use to produce these briefs. The job posting data is collected from scraping online job boards such as LinkedIn, Indeed, Glassdoor and many others. The process Lightcast uses to assemble this data does have some limitations due to methods that recruitment professionals sometimes use (e.g., posting one job to fill multiple positions). For example, the number of jobs posted is not necessarily the same as the number of job vacancies.<sup>2</sup> While not perfect, Lightcast leverages machine learning and other AI technologies to enrich, deduplicate and aggregate this information to make it a meaningful dataset.

Exhibit 2 displays the number of job ads posted for occupations related to healthcare over the last 12 months and the median posting duration. Over the previous 12 months, there were 3,282 unique job postings for occupations related to healthcare in the region from 860 employers.

**Exhibit 2. Job ads and posting duration, IE/D Region, May 2023 – April 2024**

Job Title	Job Ads	Median Posting Duration
Medical Assistants	2,285	28 days
Medical Secretaries and Administrative Assistants	997	28 days
<b>Total</b>	<b>3,282</b>	

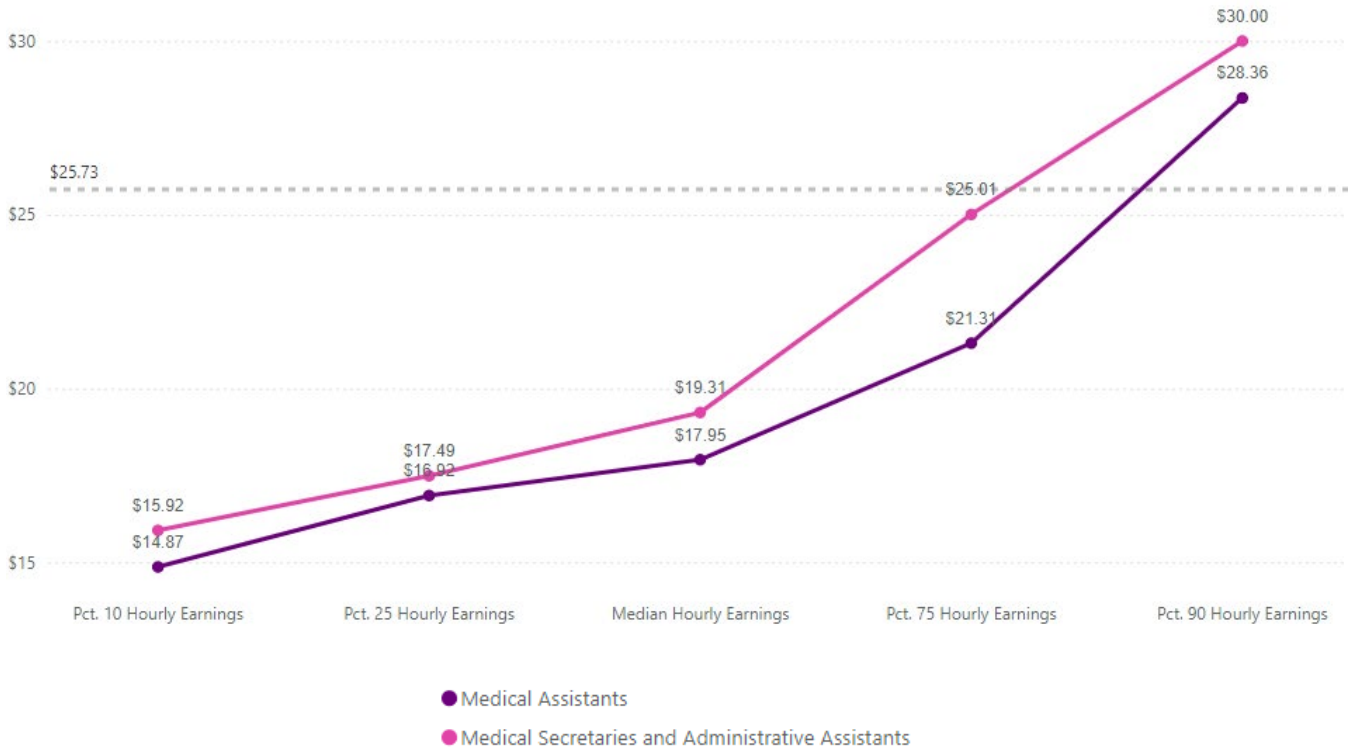
SOURCE: LIGHTCAST 2024.1

<sup>2</sup> "Job Posting Analytics (JPA) Methodology." Lightcast Knowledge Base, <https://kb.lightcast.io/en/articles/6957446-job-posting-analytics-jpa-methodology>

# Earnings

Exhibit 3 displays the hourly earnings for occupations related to healthcare and includes comparison of hourly earnings as compared to the MIT IE/D living wage of \$25.73.<sup>3</sup>

**Exhibit 3. Hourly earnings by percentile for occupations related to healthcare, IE/D Region, 2022**



SOURCE: LIGHTCAST 2024.1

All entry-level earnings (that is, the earnings of the lowest paid 25% of employees in the IE/D) were above the UW Self-Sufficiency Standard for the IE/D<sup>4</sup>. However, neither occupation was above the MIT living wage for an adult with no children (\$25.73).

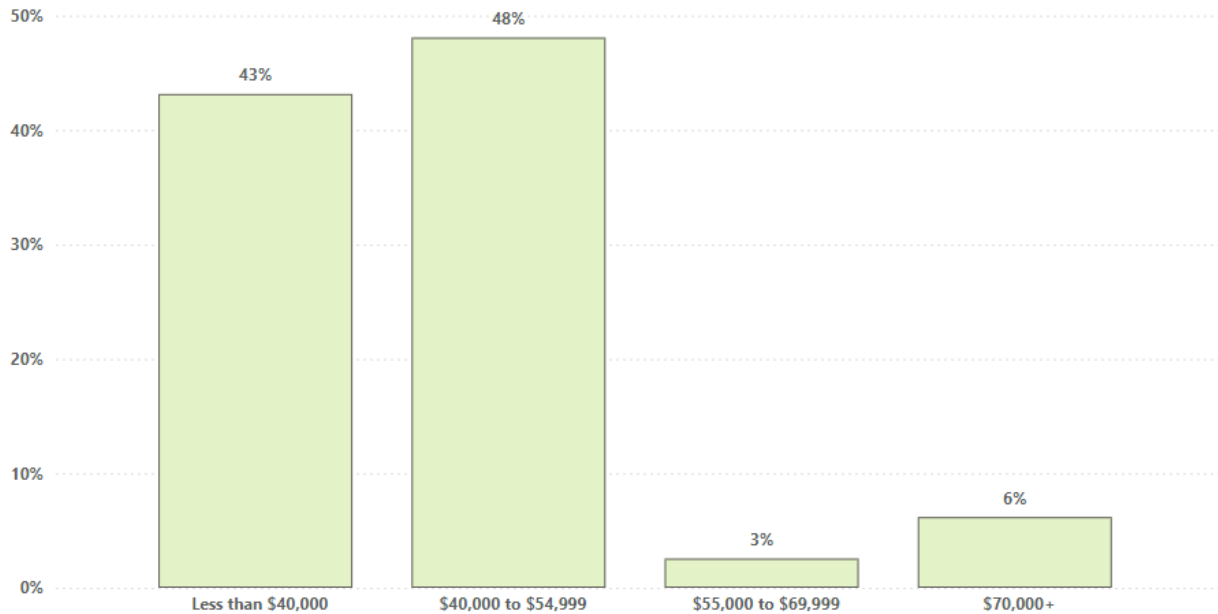
<sup>3</sup> While the [UW self-sufficiency standard](#) is currently used by the CO and other COEs, the self-sufficiency standard was last updated by UW in 2021, does not account for significant increases in the cost of living in the Inland Empire the last three years, and is below the State of California minimum wage of \$16.00. While the COE uses this standard for the LMI Wage criteria, for these reasons we provide an alternative living wage calculation from MIT in the analysis as an additional reference point. MIT estimates, the living wage for an adult with no kids living in 2024 is \$26.30 in Riverside County and \$25.17 in San Bernadino County.

<sup>4</sup> *ibid*

## Advertised Salary from Online Job Ads

Exhibit 4 displays the regional online advertised salaries for the occupations related to healthcare over the last 12 months. Online job ad salary information data suggests few employers (6%) advertise an annual salary greater than \$70,000 (\$33.65 per hour).

**Exhibit 4. Online advertised salaries occupations related to healthcare, IE/D Region, May '23 to April '24**



SOURCE: LIGHTCAST 2024.1

## Online Job Advertisements: top job titles, skills, education & work experience.

Exhibit 5 displays the job titles most frequently used in job postings for the occupations related to healthcare over the last 12 months. Assessing the top advertised job titles may provide insight into the types of positions sought by employers.

**Exhibit 5. Job titles most frequently used in job ads, IE/D May '23 to April '24**

Job Title	Unique Postings
Medical Assistants	990
Dental Receptionists	157
Back Office Medical Assistants	135
Medical Receptionists	130
Unit Secretaries	123
Bilingual Medical Assistants	89
Medical Front Desk Receptionists	71
Surgery Schedulers	52
Urgent Care Medical Assistants	41
Certified Medical Assistants	40

SOURCE: LIGHTCAST 2024.1

Exhibit 6 displays the employers posting the most job ads for this occupational group during the last 12 months. Showing employer names can provide insight into where students may find employment after completing a program and may inform job development and other employer engagement targets for faculty and staff involved in related programs. United Health Group and Kaiser Permanente had the highest unique job posts for this occupational group in the last 12 months. Posting intensity is the ratio of total job posts to unique job posts which are deduplicated. A higher posting intensity can represent the level of effort and activity the organization is putting into hiring for that position. The following report comes directly from Lightcast’s Job Posting Analytics dashboard.

**Exhibit 6. Employers posting the most job ads, IE/D May '23 to April '24**

Company	Total/Unique (May 2023 - Apr 2024)	Posting Intensity	Median Posting Duration
UnitedHealth Group	301 / 99	3 : 1	30 days
Kaiser Permanente	250 / 85	3 : 1	20 days
Eisenhower Health	190 / 81	2 : 1	25 days
Loma Linda University Health	624 / 64	10 : 1	36 days
Concentra	225 / 59	4 : 1	29 days
Optum	198 / 55	4 : 1	33 days
Planned Parenthood	127 / 39	3 : 1	32 days
Neighborhood Healthcare	91 / 36	3 : 1	26 days
Universal Health Services	101 / 36	3 : 1	27 days
RadNet	154 / 35	4 : 1	51 days

SOURCE: LIGHTCAST 2024.1

Exhibit 7 displays the top common, specialized and computer skills that were included in the job postings over the last 12 months. Today's demand is an important indicator of which skills employers are looking for in the current market. Analyzing skills from a historical perspective as well as projecting the future needs of employers may provide insight into how the job posting skills demand compares to the market as a whole. Rapidly growing skills are those that are increasing in demand at a faster rate than the market as a whole.<sup>5</sup>

**Exhibit 7. Top 10 in-demand skills from employer job ads, IE/D May '23 to April '24**

Common skills	Total Postings	Skill Growth Relative to Market
Communication	1347	Lagging
Customer Service	1091	Stable
Scheduling	673	Growing
Multitasking	584	Growing
Multilingualism	579	Growing
Detail Oriented	528	Stable
Clerical Works	509	Growing
Spanish Language	494	Lagging
Professionalism	425	Growing
Computer Literacy	408	Lagging

Specialized skills	Total Postings	Skill Growth Relative to Market
Medical Assistance	1945	Growing
Vital Signs	1105	Growing
Medical Records	864	Growing
Electronic Medical Record	723	Growing
Intravenous Therapy	639	Growing
Medical Terminology	616	Growing
Patient Preparation	540	Growing
Front Office	533	Growing
Setting Appointments	505	Growing
Phlebotomy	476	Growing

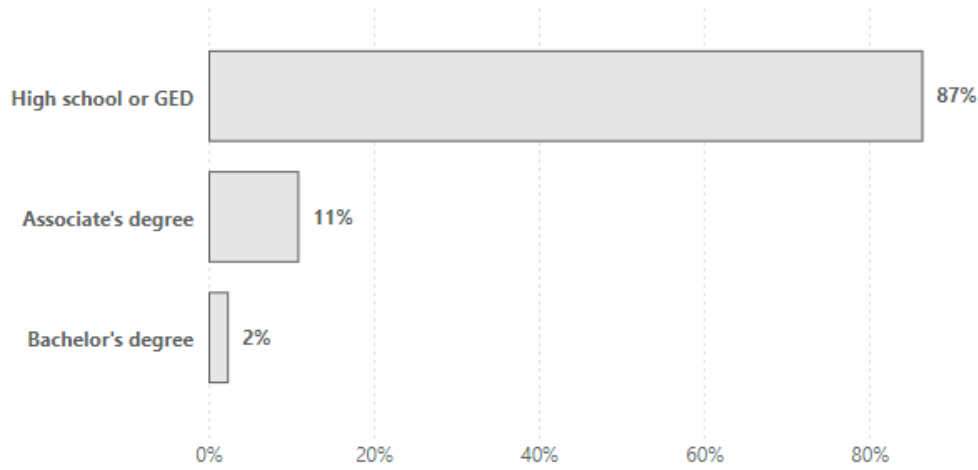
Computer Skills	Total Postings	Skill Growth Relative to Market
Microsoft Office	207	Growing
Microsoft Excel	145	Growing
Microsoft Outlook	109	Rapidly Growing
Microsoft Word	85	Stable
Dentrix	60	Stable
Microsoft PowerPoint	54	Rapidly Growing
eClinicalWorks (ECW)	53	Rapidly Growing
Epic EMR	47	Growing
Spreadsheets	42	Rapidly Growing
Audiogram	31	Stable

SOURCE: LIGHTCAST 2024.1

<sup>5</sup> "What are Lightcast Skill Projects", Lightcast Knowledge base, <https://kb.lightcast.io/en/articles/8496296-what-are-lightcast-skill-projections>

Exhibit 8 includes the minimum educational requirements from job postings for this occupational group with high school diploma or equivalent (87%) significantly greater than associate degree (11%) or bachelor's degree (2%).

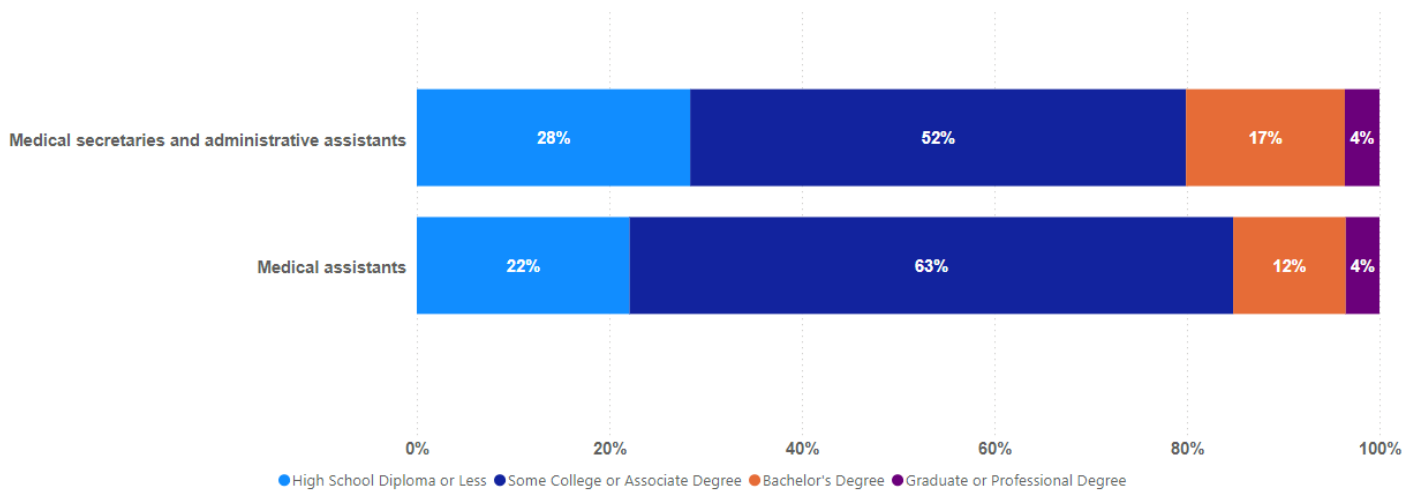
**Exhibit 8 Minimum educational requirements in job postings for this occupational group, May '23 to April '24**



SOURCE: LIGHTCAST 2024.1

For the middle-skill occupations, the Bureau of Labor Statistics (BLS) education attainment data in Exhibit 9 for current professionals in the occupations of interest indicates that between 52% and 63% of workers have completed some college or an associate degree as their highest level of education.

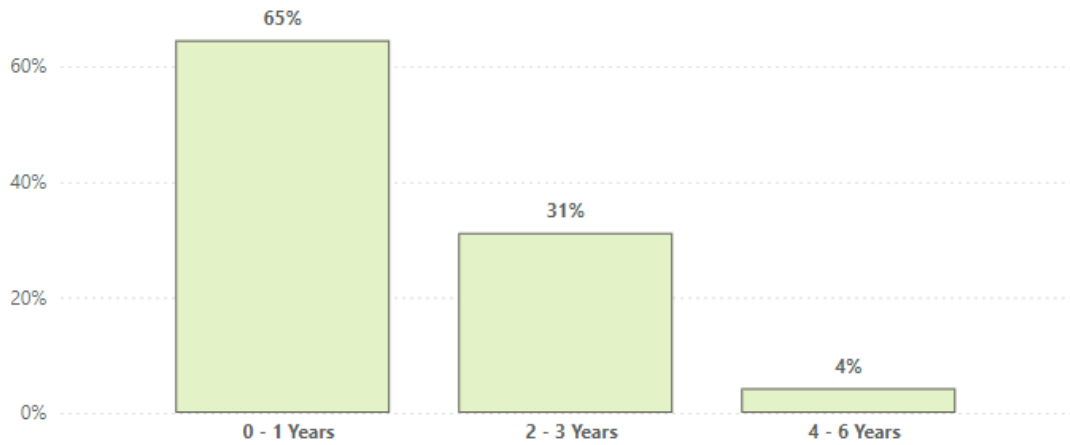
**Exhibit 9 National-level Education Attainment for Occupations**



SOURCE: BLS 2021

Exhibit 10 displays the work experience typically required from employer job ads for this occupational group. The majority (65%) of employers listing minimum experience requirements sought candidates with 0 – 1 years of previous work experience.

**Exhibit 10 Work experience requirements, IE/D May '23 to April '24**



SOURCE: LIGHTCAST 2024.1



## Student Completions and Program Outcomes

Exhibit 11 displays student completions for the Medical Assisting (TOP 1208.00) programs over the last three academic years (2020-2023). In the previous three academic years, three regional community colleges issued an average of 48 awards in relevant programs.

*Exhibit 11 Annual average community college awards for Medical Assisting (TOP 1208.00)*

Top Code	Program	College	2020-2021 Awards	2021-2022 Awards	2022-2023 Awards	3-Year Award Average
1208.00	Medical Assisting	Victor Valley	13	51	30	31
1208.00	Medical Assisting	Moreno Valley	16	23	8	16
1208.00	Medical Assisting	Mt. San Jacinto	0	1	3	1
<b>Total</b>			<b>29</b>	<b>75</b>	<b>41</b>	<b>48</b>

SOURCE: MIS DATA MART

## Non-Community College Supply

Award completion data is available for Medical Office Assistant/Specialist (CIP 51.0710), Medical Insurance Specialist/Medical Biller (CIP 51.0714), and Medical/Clinical Assistant (CIP 51.0801) in the IE/D for non-community college programs.

In the previous three academic years, 19 regional non-community colleges institutions issued an average of 1,666 awards in relevant programs.

CIP	Program	College	2019-2020 Awards	2020-2021 Awards	2021-2022 Awards	3-Year Award Average
51.0710	Medical Office Assistant/Specialist	California Nurses Educational Institute	6	1	3	3
51.0710	Medical Office Assistant/Specialist	Mayfield College	51	51	33	45
51.0710	Medical Office Assistant/Specialist	Platt College-Ontario	8	17	7	11
51.0710	Medical Office Assistant/Specialist	Platt College-Riverside	25	21	23	23
51.0710	Medical Office Assistant/Specialist	San Joaquin Valley College-Hesperia	45	25	20	30
51.0710	Medical Office Assistant/Specialist	San Joaquin Valley College-Ontario	11	11	9	10
51.0710	Medical Office Assistant/Specialist	San Joaquin Valley College-Rancho Mirage	0	6	8	5
51.0710	Medical Office Assistant/Specialist	San Joaquin Valley College-Temecula	21	19	13	18
51.0710	Medical Office Assistant/Specialist	UEI College-Ontario	28	36	44	36
51.0714	Medical Insurance Specialist/Medical Biller	American College of Healthcare and Technology	19	23	0	14
51.0714	Medical Insurance Specialist/Medical Biller	Concorde Career College-San Bernardino	16	31	14	20
51.0714	Medical Insurance Specialist/Medical Biller	North-West College-Riverside	23	18	29	23
51.0801	Medical/Clinical Assistant	American Career College-Ontario	140	169	151	153
51.0801	Medical/Clinical Assistant	American College of Healthcare and Technology	0	0	31	10
51.0801	Medical/Clinical Assistant	Baldy View Regional Occupational Program	10	0	0	3
51.0801	Medical/Clinical Assistant	California Nurses Educational Institute	7	8	9	8
51.0801	Medical/Clinical Assistant	Concorde Career College-San Bernardino	114	142	163	140
51.0801	Medical/Clinical Assistant	Mayfield College	121	145	153	140
51.0801	Medical/Clinical Assistant	Milan Institute-Palm Desert	32	40	33	35
51.0801	Medical/Clinical Assistant	North-West College-Riverside	150	141	150	147
51.0801	Medical/Clinical Assistant	Platt College-Ontario	29	24	14	22
51.0801	Medical/Clinical Assistant	Platt College-Riverside	29	28	24	27
51.0801	Medical/Clinical Assistant	Riverside County Office of Education-School of Career Education	22	77	57	52
51.0801	Medical/Clinical Assistant	San Joaquin Valley College-Hesperia	131	91	74	99
51.0801	Medical/Clinical Assistant	San Joaquin Valley College-Ontario	78	56	67	67
51.0801	Medical/Clinical Assistant	San Joaquin Valley College-Rancho Mirage	0	17	52	23
51.0801	Medical/Clinical Assistant	San Joaquin Valley College-Temecula	97	101	95	98
51.0801	Medical/Clinical Assistant	Summit College	37	32	0	23
51.0801	Medical/Clinical Assistant	UEI College-Ontario	101	162	205	156
51.0801	Medical/Clinical Assistant	UEI College-Riverside	185	217	271	224
<b>Total</b>			<b>1536</b>	<b>1709</b>	<b>1752</b>	<b>1666</b>

California program outcome data may provide useful insight into the likelihood of success for the proposed program. Community college student outcome information based on the selected TOP code and region is provided in Exhibit 12.

**Exhibit 12 Medical Assisting strong workforce program outcomes, IE/D, most recent academic year**

Program metric title	Inland Empire/Desert	Statewide
Attained a living wage (completers and skills-builders)	61%	43%
Completed 9+ career education units in one year	56%	21%
Job closely related to the field of study		67%
Median annual earnings (all exiters)	\$31,018	\$35,612
Students who attained a noncredit workforce milestone in a year		81%
Students who earned a degree, certificate, or attained apprenticeship	49	791
Unduplicated count of enrolled students	105	9,107

SOURCE: LAUNCHBOARD

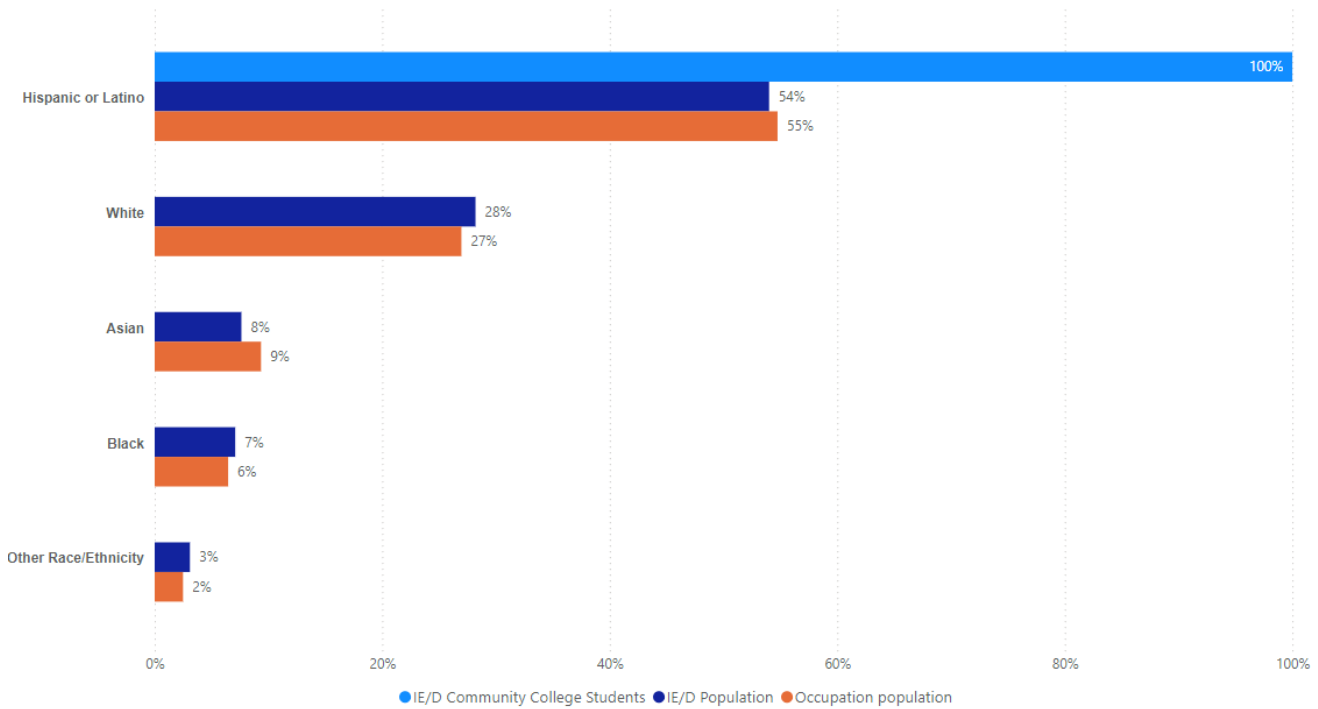
# Building an Inclusive Economy

This section examines demographic data for IE/D community college students in Medical Assisting programs compared to the IE/D population. We also include demographics for related occupation data for the two occupations related to healthcare. This analysis can be used to:

- Understand the community college system’s current or potential role supporting a diverse talent pipeline into the occupations of interest.
- Inform students (and the faculty and staff working with them) the extent to which individuals from similar demographic groups are over or underrepresented in the professions related to their field of study.
- Inform employers of the diverse talent pipeline coming from the community college system for the occupations analyzed.

Notably, 100% of students enrolled in Medical Assisting programs are Hispanic/Latino, which is significantly higher than Hispanic/Latino workers in occupations related to healthcare in the IE/D region (55%) or the population overall (54%).

**Exhibit 13 Program and County Demographics by Ethnicity**



SOURCE: LIGHTCAST 2024.1 AND LAUNCHBOARD

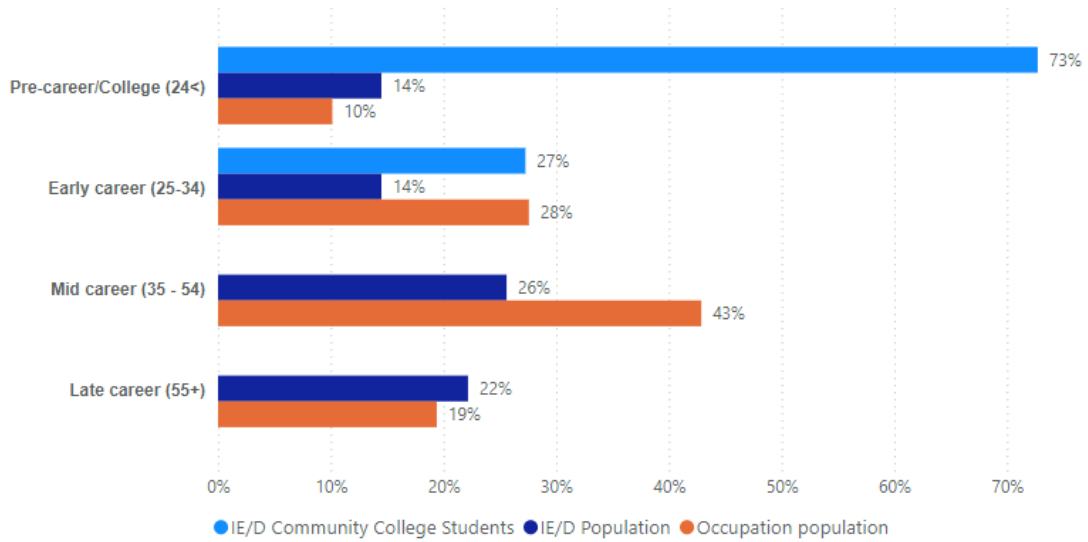
Most IE/D professionals in healthcare occupations are Hispanic/Latino (55%) and “mid-career” age category (43%), and female (90%). Most community college students in related programs are Hispanic/Latino (100%) and “pre-career/college” age category (73%), while there is not enough information to determine gender percentages. Major takeaways:

- Community colleges are an important talent source for employers committed to greater racial/ethnic diversity, especially Hispanic/Latino professionals.
- College programs may want to consider strategies to engage more males into these programs.

Exhibit 14 compares the age of IE/D community college students enrolled in Medical Assisting programs compared to the IE/D population.

The majority of students enrolled in Medical Assisting programs are either in the “pre-career/college” category (73%) as compared to IE/D population (14%) and workforce (10%) in these two occupations related to healthcare. These programs are an important entry point for young healthcare professionals.

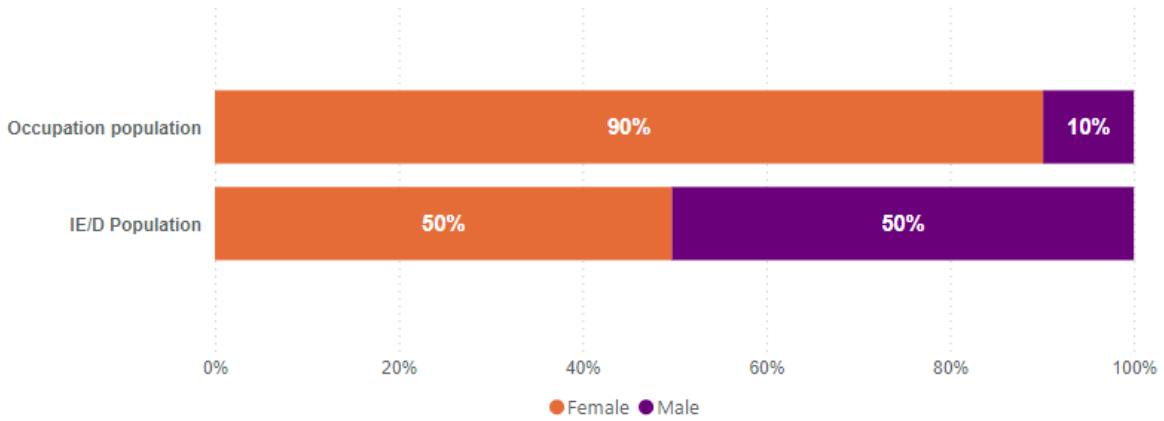
**Exhibit 14 Program and County Demographics by Age**



SOURCE: LIGHTCAST 2024.1

Exhibit 15 compares the gender of IE/D County community college students enrolled in Medical Assisting programs compared to the IE/D population. We also include demographics for related occupation data for the two occupations related to healthcare to identify potential diversity and equity issues addressable by community college programs.

**Exhibit 15 Program and County Demographics by Gender**



SOURCE: LIGHTCAST 2024.1

## Appendix: Methodology

Exhibit 11 displays the average annual California Community College (CCC) awards conferred during the three academic years between 2020 and 2023 from the California Community Colleges Chancellor's Office Management Information Systems (MIS) Data Mart. Awards are the combined total during the timeframe, divided by three in this case to calculate an annual average. This is done to minimize the effect of atypical variations that might be present in a single year.

Community college student outcome information is from LaunchBoard and based on the selected TOP code and region. These metrics are based on records submitted to the California Community Colleges Chancellor's Office Management Information Systems (MIS) by community colleges, which come from self-reported student information from CCC Apply and the National Student Clearinghouse. Employment and earnings metrics are sourced from California's Employment Development Department's Unemployment Insurance database. When available, outcomes for completers are reported to demonstrate the impact that earning a degree or certificate can have on employment and earnings. For more information on the types of students included for each metric, please see the web link for LaunchBoard's Strong Workforce Program Metrics Data Element Dictionary in the References section (LaunchBoard, 2023a). Finally, employment in a job closely related to the field of study comes from self-reported student responses on the CTE Employment Outcomes Survey (CTEOS) administered by Santa Rosa Junior College (LaunchBoard, 2023a).

## Appendix: References

Type of Data	Source
Occupational Projections, Wages, and Job Postings	Traditional labor market information data is sourced from Lightcast, a labor market analytics firm. Lightcast occupational employment data are based on final Lightcast industry data and final Lightcast staffing patterns. Wage estimates are based on Occupational Employment. <a href="https://lightcast.io/">https://lightcast.io/</a>
Living Wage	The living wage is derived from MITs Living Wage Calculator, which measures the income necessary for an individual of family to afford basic expenses. The data assesses the cost of housing, food, childcare, health care, transportation, and taxes. For more information, see: <a href="https://livingwage.mit.edu/pages/methodology">https://livingwage.mit.edu/pages/methodology</a> The living wage for one adult in San Bernardino County is \$25.17 per hour (\$52,353.60 annually). The living wage for one adult in Riverside County is \$26.30 per hour (\$54,704 annually). The average living wage to represent Inland Empire/Desert is \$25.74 per hour (53,539.20 annually)
Typical Education and Training Requirements, and Educational Attainment	The Bureau of Labor Statistics (BLS) provides information about education and training requirements for hundreds of occupations. BLS uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for which BLS publishes projections data. For more information, see <a href="https://www.bls.gov/emp/documentation/education/tech.htm">https://www.bls.gov/emp/documentation/education/tech.htm</a>
Educational Supply	The CCCC Data Mart provides information about students, courses, student services, outcomes and faculty and staff. For more information, see: <a href="https://datamart.cccco.edu">https://datamart.cccco.edu</a> The National Center for Education Statistics (NCES) Integrated Postsecondary Integrated Data System (IPEDS) collects data on the number of postsecondary awards earned (completions). For more information, see <a href="https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions">https://nces.ed.gov/ipeds/use-the-data/survey-components/7/completions</a>
Student Metrics and Demographics	LaunchBoard, a statewide data system supported by the California Community Colleges Chancellor's Office and hosted by Cal-PASS Plus, provides data on progress, success, employment, and earnings outcomes for California community college students. For more information, see: <a href="https://www.calpassplus.org/LaunchBoard/Home.aspx">https://www.calpassplus.org/LaunchBoard/Home.aspx</a>