



Labor Market Analysis for Program Recommendation

Clinical Medical Assistant Occupations

East Bay Subregion

Prepared by the Bay Region Center of Excellence for Labor Market Research

Certificate Program

September 2026

Summary

Recommendation Based on Labor Market Data: ☒ Yes ☐ With Reservations ☐ No		
	Earning Wage Meets Living Wage	Meets Demand
Bay Region	Entry Level Hourly Wage- \$24 Mid-Career Hourly Wage- \$28 Mid-Career Hourly Wage at or above the Bay Living Wage (\$27)? ☒ Yes ☐ No	Demand: 3,763 Supply: 2,052 (55% of Demand is Met) Gap: 1,711 In-Demand? ☒ Yes ☐ No
East Bay Subregion	Entry Level Hourly Wage- \$23 Mid-Career Hourly Wage- \$27 Mid-Career Hourly Wage at or above the Subregion Living Wage (\$25)? ☒ Yes ☐ No	Demand: 1,217 Supply: 1,229 (101% of Demand is Met) Gap: -12 In-Demand? ☐ Yes ☒ No

Note: An occupation is considered to provide a living wage if the mid-career wage is at or above the amount required for a single adult to be economically self-sufficient within a specified region. In this report, living wage estimates are based on the California Self-Sufficiency Standard. The Bay Region Center of Excellence is gradually transitioning to the MIT Living Wage Calculator. During this transition, we include estimates in the methodology section from both sources for reference and comparison. As a rule of thumb, an occupation will be considered **in-demand** when the supply is less than 75% of the demand and the labor market gap exceeds 40 openings (a reasonable regional threshold for starting a new program), but this approach may not apply in all cases. For definitions of demand, supply, and living wage, please scroll to the bottom of the report under **Definitions**.

Recommendation

The labor market data supports this proposed program, and we recommend this proposed program. The occupations meet both the Bay Region and East Bay subregion living wage at mid-career level. An additional 1,711 students are needed in the Bay Region but an oversupply of 12 students in the East Bay subregion to complete their program. Lastly, only 55% of labor market demand is being met in the Bay Region, but a 101% of demand is being met in the East Bay subregion overall.

Introduction

This report provides student outcomes data on employment and earnings for TOP 1208.10 - Clinical Medical Assisting programs in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at subregion in the state and region.

This report profiles Clinical Medical Assistant Occupations in the 12 county Bay Region and in the East Bay subregion. This report includes occupations with one skill level. Middle-skill occupations require a certificate, or an associate degree, or it may require a bachelor's degree, but 33% or fewer of current workers in these roles hold one.

Medical Assistants (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.

Typical Entry-Level Education: Postsecondary nondegree award

Skill Level: Middle-Skill

Work Experience Required: None

Percentage of individuals 25+ with an associate degree, certificate, or some postsecondary coursework as their highest level of education attainment: 62%

Occupational Demand

Table 1. Employment Outlook for Clinical Medical Assistant Occupations in the Bay Region

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Medical Assistants	26,338	28,789	2,450	9%	18,817	3,763	\$24	\$28
Total	26,338	28,789	2,451	9%	18,817	3,763	\$24	\$28

Source: Lightcast 2026.3

Bay Region includes: Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

Table 2. Employment Outlook for Clinical Medical Assistant Occupations in the East Bay Subregion

Occupation	2025 Jobs	2030 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	Entry Level Hourly	Mid-Career Hourly Wage
Medical Assistants	8,494	9,300	805	9%	6,086	1,217	\$23	\$27

Total	8,494	9,300	806	9%	6,086	1,217	\$23	\$27
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Source: Lightcast 2026.3

East Bay Subregion includes: Alameda, Contra Costa Counties

Job Postings in the Bay Region and East Bay Subregion

Table 3. Number of Job Postings by Occupation for the latest 12 months

Occupation	Bay Region	East Bay
Medical Assistants	4,747	1,288

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

Table 4a. Top Job Titles in Job Postings for Clinical Medical Assistant Occupations in the Bay Region

Title	Bay	Title	Bay
Medical Assistants	1,987	Clinical Assistants/Medical Assistants	81
Certified Medical Assistants	195	Bilingual Medical Assistants	71
Primary Care Medical Assistants	152	Orthopedic Medical Assistants	62
Urgent Care Medical Assistants	139	OB/GYN Medical Assistants	60
Pediatric Medical Assistants	120	Travel Assistants	59
Family Medicine Medical Assistants	91	Pathologist Assistants	52
Cardiology Medical Assistants	86	Clinical Assistants	48
Dermatology Medical Assistants	85	Front/Back Office Medical Assistants	43
Clinic Medical Assistants	84	Medical Assistants/Receptionists	43

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

Table 4b. Top Job Titles in Job Postings for Clinical Medical Assistant Occupations in the East Bay Subregion

Title	Subregion	Title	Subregion
Medical Assistants	578	Travel Assistants	22
Primary Care Medical Assistants	60	Medical Assistants/Receptionists	16
Certified Medical Assistants	56	Dermatology Medical Assistants	15
Urgent Care Medical Assistants	51	Clinical Assistants/Medical Assistants	13
Pediatric Medical Assistants	32	Medical Assistant Externs	12
Cardiology Medical Assistants	32	OB/GYN Medical Assistants	12
Family Medicine Medical Assistants	30	Orthopedic Medical Assistants	11
Bilingual Medical Assistants	27	Pathologist Assistants	10
Clinic Medical Assistants	23	Clinical Assistants	9

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

Industry Concentration

Table 5. Industries Hiring for Clinical Medical Assistant Occupations in the Bay Region

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2025)	Jobs in Industry (2030)	% Change (2025-30)	% Occupation Group in Industry (2025)
Offices of Physicians (except Mental Health Specialists)	9,484	9,965	5%	36%
HMO Medical Centers	5,603	6,590	18%	21%
General Medical and Surgical Hospitals	2,200	2,216	1%	8%

Hospitals (Local Government)	1,287	1,454	13%	5%
All Other Outpatient Care Centers	1,128	1,444	28%	4%
Freestanding Ambulatory Surgical and Emergency Centers	742	847	14%	3%
Offices of Chiropractors	681	712	5%	3%
Offices of Physicians, Mental Health Specialists	427	475	11%	2%
Hospitals (State Government)	371	443	19%	1%
Kidney Dialysis Centers	363	379	5%	1%

Source: Lightcast 2026.3

Table 6. Top Employers Posting Clinical Medical Assistant Occupations in the Bay Region and the East Bay Subregion

Employer	Bay	Employer	East Bay
Sutter Health	434	Sutter Health	116
Sutter Bay Medical Foundation	373	Sutter Bay Medical Foundation	83
Kaiser Permanente	181	John Muir Health	60
Providence	111	Kaiser Permanente	58
University of California-San Francisco	107	Concentra	42
MarinHealth	95	La Clinica De La Raza	40

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

Educational Supply

There are five community colleges in the Bay Region issuing 91 awards on average annually (last 3 years ending 2024-25) on TOP 1208.10 - Clinical Medical Assisting. In the East Bay subregion, there is one community college that issued 21 awards on average annually (last 3 years) on this TOP code.

There are 16 other CTE educational institutions in the Bay Region issuing 1,961 awards on average annually (last 3 years ending 2023-24) on CIP 51.0801- Medical/Clinical Assistant. There are five other CTE educational institutions in the East Bay subregion issuing 1,208 awards on average annually (last 3 years) on this CIP code.

Table 7a. Community College Awards on TOP 1208.10 - Clinical Medical Assisting in the Bay Region

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Deanza	Silicon Valley	0	0	8	8
Marin	North Bay	0	0	2	2
Merritt	East Bay	0	0	21	21
San Jose City	Silicon Valley	22	35	0	57
West Valley	Silicon Valley	0	3	0	3
Total		22	38	31	91

Source: CCCC DataMart

Note: The annual average for awards is 2022-23 to 2024-25.

Table 7b. Other CTE Institutions Awards on CIP 51.0801- Medical/Clinical Assistant in the Bay Region

College	Subregion	Associate degree	Certificates of at least 1 but less than 2 years	Certificates of less than 1 year	Total
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Bay Area Medical Academy	Mid-Peninsula	0	104	0	104
Blake Austin College	North Bay	0	33	0	33
CET-Salinas	SC-Monterey	0	87	0	87
CET-San Jose	Silicon Valley	0	12	0	12
CET-Watsonville	SC-Monterey	0	24	0	24
Carrington College-Pleasant Hill Campus	East Bay	0	113	0	113
Carrington College-San Jose	Silicon Valley	0	132	0	132
Carrington College-San Leandro Campus	East Bay	0	130	0	130
Central Coast College	SC-Monterey	0	0	134	134
Contra Costa Medical Career College	East Bay	0	0	282	282
Empire College	North Bay	4	0	0	4
Gurnick Academy of Medical Arts	Mid-Peninsula	0	116	0	116
InterCoast Colleges-Fairfield	North Bay	0	10	0	10
Mt. Diablo Adult Education-Mt. Diablo USD	East Bay	0	0	36	36
Unitek College	East Bay	0	0	647	647
Unitek College	Mid-Peninsula	0	0	97	97
Total		4	761	1196	1961

Source: IPEDS

Note: The annual average for awards is 2021-22 to 2023-24.

Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 3,763 annual openings for the Clinical Medical Assistant occupational cluster and 2,052 annual (3-year average) awards for an annual undersupply of 1,711 students. In the East Bay subregion, there is 1,217 annual openings and 1,229 annual (3-year average) awards for an annual oversupply of 12 students.

Student Outcomes

Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1208.10 - Clinical Medical Assisting

Metric Outcomes	Bay All CTE Program	State 1208.10	Bay 1208.10	East Bay 1208.10
Students with a Job Closely Related to Their Field of Study	75%	78%	72%	NA
Median Annual Earnings for SWP Exiting Students	\$59,448	\$41,154	\$43,798	\$38,809
Median Change in Earnings for SWP Exiting Students	30%	40%	41%	50%
Exiting Students Who Attained the Living Wage	50%	24%	14%	37%

Skills, Certifications and Education

Table 9. Top Skills in Job Postings for Clinical Medical Assistant Occupations in the Bay Region

Skill	Posting	Skill	Posting
Medical Assistance	4,240	Anatomy	933
Vital Signs	2,941	Patient Flow	896
Medical Records	2,432	Medication Administration	890
Electronic Medical Record	2,181	Physiology	882
Intravenous Therapy	2,126	Phlebotomy	838
Medical Terminology	1,895	Scientific Methods	816
Patient Preparation	1,637	Family Support	814
Medical Practices And Procedures	1,256	Direct Patient Care	718
Workflow Management	1,112	Patient Assistance	702
Pathology	1,000	Laboratory Testing	697

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

Table 10. Certifications in Job Postings for Clinical Medical Assistant Occupations in the Bay Region

Certification	Posting	Certification	Posting
Basic Life Support (BLS) Certification	2,366	American Red Cross (ARC) Certification	51
Cardiopulmonary Resuscitation (CPR) Certification	665	American Society For Clinical Pathology (ASCP) Certification	39
American Medical Technologists (AMT) Certification	247	First Aid Certification	37
Phlebotomy Certification	139		

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

Table 11. Education Requirements for Clinical Medical Assistant Occupations in the Bay Region

Education Level	Job Postings	% of Total
High school or GED	2,760	68%
Associate degree	946	23%
Bachelor's degree & higher	371	9%

Source: Lightcast 2026.3; "Job Posting Analytics." Sep. 2025 - Aug. 2026

Note: 30% of records have been excluded because they do not include a degree level. As a result, the chart above may not be representative of the full sample.

Methodology

Occupations for this report were identified by use of job descriptions and skills listed in O*Net. Labor demand data is sourced from Lightcast occupation and job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CCCC Data Mart and CTE Launchboard.

This report uses living wage estimates from the California Self-Sufficiency Standard. The Bay Region Center of Excellence is gradually transitioning to the Massachusetts Institute of Technology (MIT) Living Wage Calculator, which will become the primary living wage benchmark used in future reports. During this transition, we include both

estimates to provide context and allow readers to understand how the selected benchmark affects wage comparisons. Because the California Self-Sufficiency Standard and the MIT Living Wage Calculator use different methodologies, their estimates are not directly interchangeable. The MIT Living Wage Calculator generally produces higher living wage thresholds; therefore, future reports may identify fewer occupations as providing a living wage, even when the underlying occupational wage data has not changed. For comparison, the MIT living wage is \$33 per hour for the Bay Region and \$33 per hour for the East Bay subregion. Under the California Self-Sufficiency Standard, the living wage is \$27 per hour for the Bay Region and \$25 per hour for the East Bay subregion.

Definitions

Demand refers to average annual openings which includes a combination of both new jobs and replacement jobs between 2025 to 2030. New jobs represent the total number of additional workers required in an occupation, calculated as the difference between the current number of workers and the projected number of unfilled positions. Replacements are jobs that will need to be filled by new hires due to existing workers leaving the occupation. The average annual openings figure is derived by dividing total openings (2025 to 2030) by five years.

Supply refers to the average number of graduates between academic years 2021–2022 and 2023–2024. Graduates include students from community colleges, other two-year private and public institutions, as well as four-year institutions.

Living wage refers to the amount of income required for working families to meet basic needs at a minimally adequate level, considering family composition, ages of children, and geographic differences in costs based on the Self-Sufficiency Standard methodology.

Entry-level wages are the hourly earnings paid to workers who are newly entering an occupation.

Mid-career wages are the hourly earnings paid to workers who have accumulated several years of experience in an occupation, reflecting increased productivity, skill proficiency, and responsibility beyond entry-level roles but short of late-career or senior positions.

Sources

O*Net Online

Lightcast

CTE LaunchBoard www.calpassplus.org

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

Contacts

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