



# Labor Market Analysis for Program Recommendation

## Medical Assisting Occupations

### East Bay Subregion

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

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#### Recommendation

Based on all available data, there appears to be an “undersupply” of Medical Assisting workers compared to the demand for this cluster of occupations in the Bay Region and in the East Bay Subregion (Alameda, Contra Costa counties). There is a projected annual gap of about 39,675 students in the Bay Region and 11,703 students in the East Bay Subregion.

#### Introduction

This report provides student outcomes data on employment and earnings for TOP 1208.00 - 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 includes middle-skill occupations that 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. This report profiles Medical Assisting Occupations in the 12 county Bay Region and in the East Bay Subregion.

- **Community Health Workers (21-1094):** Promote health within a community by assisting individuals to adopt healthy behaviors. Serve as an advocate for the health needs of individuals by assisting community residents in effectively communicating with healthcare providers or social service agencies. Act as liaison or advocate and implement programs that promote, maintain, and improve individual and overall community health. May deliver health-related preventive services such as blood pressure, glaucoma, and hearing screenings. May collect data to help identify community health needs.  
Typical Entry-Level Educational: High school diploma or equivalent  
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: 25%
- **Health Information Technologists and Medical Registrars (29-9021):** Apply knowledge of healthcare and information systems to assist in the design, development, and continued modification and analysis of computerized healthcare systems. Abstract, collect, and analyze treatment and follow up information of patients. May educate staff and assist in problem solving to promote the implementation of the healthcare information system. May design, develop, test, and implement databases with complete history, diagnosis, treatment, and health status to help monitor diseases.  
Typical Entry-Level Educational: 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: 22%

- **Home Health and Personal Care Aides (31-1128):** Assist individuals with disabilities or illness by providing personal care and support with activities of daily living, such as feeding, bathing, dressing, grooming, toileting, and ambulation. They may also help with routine healthcare tasks, including changing bandages, dressing wounds, or administering medication, typically under the direction of licensed nursing staff who are offsite or intermittently onsite. In addition, aides often support household needs such as preparing meals, light housekeeping, and laundry, depending on the patient's abilities. Work is carried out in a variety of settings, including the individual's home, workplace, community, or daytime nonresidential facilities.

Typical Entry-Level Educational: High school diploma or equivalent

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: NA%

- **Healthcare Support Workers, All Other (31-9099):** All healthcare support workers not listed separately.  
Typical Entry-Level Educational: High school diploma or equivalent  
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: 43%

## Occupational Demand

**Table 1. Employment Outlook for Medical Assisting Occupations in the Bay Region**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Community Health Workers	2,587	2,897	310	12%	1,646	329	\$25	\$32
Health Information Technologists and Medical Registrars	682	816	134	20%	359	72	\$34	\$50
Home Health and Personal Care Aides	202,191	244,262	42,071	21%	204,778	40,956	\$16	\$17
Healthcare Support Workers, All Other	3,051	3,236	185	6%	2,274	455	\$21	\$26
<b>Total</b>	<b>208,511</b>	<b>251,211</b>	<b>42,700</b>	<b>20%</b>	<b>209,057</b>	<b>41,812</b>	<b>\$16</b>	<b>\$17</b>

Source: Lightcast 2025.1

The 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 Medical Assisting Occupations in the East Bay Subregion**

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Community Health Workers	916	1,022	106	12%	578	116	\$24	\$30

Occupation	2023 Jobs	2028 Jobs	5-yr Change	5-yr % Change	5-yr Total Openings	Annual Openings	25% Hourly Wage	Median Hourly Wage
Health Information Technologists and Medical Registrars	189	213	24	12%	84	17	\$34	\$47
Home Health and Personal Care Aides	60,791	74,445	13,654	22%	62,994	12,599	\$15	\$16
Healthcare Support Workers, All Other	812	860	48	6%	603	121	\$21	\$28
<b>Total</b>	<b>62,708</b>	<b>76,540</b>	<b>13,832</b>	<b>22%</b>	<b>64,259</b>	<b>12,853</b>	<b>\$15</b>	<b>\$16</b>

Source: Lightcast 2025.1

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
Home Health and Personal Care Aides	14,030	4,958
Healthcare Support Workers, All Other	1,782	743
Community Health Workers	416	153
Health Information Technologists and Medical Registrars	177	47

Source: Lightcast 2025.3; "Job Posting Analytics." Sep. 2024 - Aug. 2025

**Table 4a. Top Job Titles in Job Postings for Medical Assisting Occupations in the Bay Region**

Title	Bay	Title	Bay
Caregivers	4,130	Personal Care Aides	274
Speech Language Pathologists	752	Direct Support Professionals/Caregivers	236
Home Health Aides	739	Companion Caregivers	233
In-Home Caregivers	694	Certified Home Health Aides	208
Direct Support Professionals	616	Community Health Workers	184
Caregivers/Home Care Aides	606	Caregivers/Home Health Aides	183
Home Care Aides	433	Home Providers	180
School Speech Language Pathologist Assistants	313	Personal Caregivers	154
Speech Language Pathologist Assistants	280	Caregivers/Personal Care Assistants	148

Source: Lightcast 2025.3; "Job Posting Analytics." Sep. 2024 - Aug. 2025

**Table 4b. Top Job Titles in Job Posting for Medical Assisting Occupations in the East Bay Subregion**

Title	East Bay	Title	East Bay
Caregivers	1,419	Direct Support Professionals/Caregivers	101
Home Health Aides	377	Speech Language Pathologist Assistants	101
Speech Language Pathologists	330	Certified Home Health Aides	100
In-Home Caregivers	274	Personal Care Aides	82
Caregivers/Home Care Aides	248	Home Providers	67
Direct Support Professionals	203	Community Health Workers	64
Home Care Aides	202	Hospice Home Health Aides	63
School Speech Language Pathologist Assistants	137	Companion Caregivers	61
Caregivers/Home Health Aides	118	Caregivers/Personal Assistants	48

Source: Lightcast 2025.3; "Job Posting Analytics." Sep. 2024 - Aug. 2025

## Industry Concentration

**Table 5. Industries Hiring for Medical Assisting Occupations in the Bay Region**

Industry - 6 Digit NAICS (No. American Industry Classification) Codes	Jobs in Industry (2023)	Jobs in Industry (2028)	% Change (2023-28)	% Occupation Group in Industry (2023)
Services for the Elderly and Persons with Disabilities	132,720	173,342	31%	65%
Private Households	25,763	29,195	13%	12%
Home Health Care Services	17,262	21,596	25%	8%
Assisted Living Facilities for the Elderly	7,031	8,130	16%	3%
Residential Intellectual and Developmental Disability Facilities	4,171	4,412	6%	2%
Continuing Care Retirement Communities	4,079	4,035	-1%	2%
Other Individual and Family Services	1,909	1,986	4%	1%
Nursing Care Facilities (Skilled Nursing Facilities)	1,587	1,795	13%	1%
Vocational Rehabilitation Services	1,516	1,372	-9%	1%
Residential Mental Health and Substance Abuse Facilities	1,267	1,115	-12%	1%

Source: Lightcast 2025.3

**Table 6. Top Employers Posting Medical Assisting Occupations in the Bay Region and the East Bay Subregion**

Employer	Bay	Employer	East Bay
Soliant Health	803	Soliant Health	329
Arcadia Home Care & Staffing	730	Arcadia Home Care & Staffing	312
Honor	432	Home Instead	125
Right At Home	364	Synergy Homecare Franchising	109
Maxim Healthcare Services	273	Maxim Healthcare Services	104
AccentCare	268	Addus HomeCare	98

Source: Lightcast 2025.3; "Job Posting Analytics." Sep. 2024 - Aug. 2025

## Educational Supply

There are eleven community colleges in the Bay Region issuing 265 awards on average annually (last 3 years ending 2023-24) on TOP 1208.00 - Medical Assisting. In the East Bay Subregion, there is two community colleges that issued 39 awards on average annually (last 3 years) on this TOP code.

There are sixteen other CTE educational institutions in the Bay Region issuing 1,872 awards on average annually (last 3 years ending 2022-23) on CIP 51.0801- Medical/Clinical Assistant. There are five other CTE educational institutions in the East Bay Subregion issuing 1,111 awards on average annually (last 3 years) on this CIP code.

**Table 7a. Community College Awards on TOP 1208.00 - Medical Assisting in the Bay Region**

College	Subregion	Associate Degree	High unit Certificate	Low unit Certificate	Total
Cabrillo	SC-Monterey	14	27	15	56
Canada	Mid-Peninsula	15	9	4	28
Chabot	East Bay	12	15	0	27
Contra Costa	East Bay	11	1	0	12
Deanza	Silicon Valley	6	4	0	10
Marin	North Bay	0	0	1	1
Monterey	SC-Monterey	12	12	0	24
San Francisco	Mid-Peninsula	20	33	0	53
San Jose City	Silicon Valley	9	12	0	21
Santa Rosa	North Bay	15	16	0	31
West Valley	Silicon Valley	1	1	0	2
<b>Total</b>	<b>-</b>	<b>115</b>	<b>130</b>	<b>20</b>	<b>265</b>

Source: Data Mart

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

**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
Bay Area Medical Academy	Mid-Peninsula	0	102	0	102
Blake Austin College	North Bay	0	30	0	30
Carrington College-Pleasant Hill Campus	East Bay	0	88	0	88
Carrington College-San Jose	Silicon Valley	0	111	0	111

College	Subregion	Associate degree	Certificates of at least 1 but less than 2 years	Certificates of less than 1 year	Total
Carrington College-San Leandro Campus	East Bay	0	112	0	112
Central Coast College	SC-Monterey	0	0	123	123
CET-Salinas	SC-Monterey	0	86	0	86
CET-San Jose	Silicon Valley	0	17	0	17
CET-Watsonville	SC-Monterey	0	28	0	28
Contra Costa Medical Career College	East Bay	0	0	298	298
Empire College	North Bay	13	9	0	22
Gurnick Academy of Medical Arts	Mid-Peninsula	0	138	0	138
InterCoast Colleges-Fairfield	North Bay	0	15	0	15
Mt. Diablo Adult Education-Mt. Diablo USD	East Bay	0	0	29	29
Unitek College	East Bay	0	0	584	584
Unitek College	Mid-Peninsula	0	12	77	89
<b>Total</b>	<b>-</b>	<b>13</b>	<b>748</b>	<b>1,111</b>	<b>1,872</b>

Source: Data Mart

Note: The annual average for awards is 2020-21 to 2022-23.

## Gap Analysis

Based on the data included in this report, there is a labor market gap in the Bay Region with 41,812 annual openings for the Medical Assisting occupational cluster and 2,137 annual (3-year average) awards for an annual undersupply of 39,675 students. In the East Bay Subregion, there is also a gap with 12,853 annual openings and 1,150 annual (3-year average) awards for an annual undersupply of 11,703 students.

## Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 1208.00 - Medical Assisting**

Metric Outcomes	Bay All CTE Program	State 1208.00	Bay 1208.00	East Bay 1208.00
Students with a Job Closely Related to Their Field of Study	74%	70%	70%	77%
Median Annual Earnings for SWP Exiting Students	\$53,090	\$32,850	\$37,360	\$38,587
Median Change in Earnings for SWP Exiting Students	24%	28%	30%	25%
Exiting Students Who Attained the Living Wage	54%	38%	29%	38%

Source: Launchboard Strong Workforce Program Median of 2018 to 2021.

## Skills, Certifications and Education

**Table 9. Top Skills in Job Postings for Medical Assisting Occupations in the Bay Region**

Skill	Posting	Skill	Posting
Caregiving	9,803	Cooking	1,070
Personal Care	5,569	Dementia Care	994
Home Health Care	5,331	Hospice	826
Housekeeping	4,691	Developmental Disabilities	802
Meal Planning And Preparation	4,554	Social Work	797
Companionship	3,790	Nursing	771
Activities Of Daily Living (ADLs)	2,998	Treatment Planning	735
Toileting	2,438	Dementia	641
Speech-Language Pathology	1,595	Linens	618
Medication Administration	1,197	Disabilities	576

Source: Lightcast 2025.3; "Job Posting Analytics." Sep. 2024 - Aug. 2025

**Table 10. Certifications in Job Postings for Medical Assisting Occupations in the Bay Region**

Certification	Posting	Certification	Posting
Valid Driver's License	3,754	Speech-Language Pathology License	294
Cardiopulmonary Resuscitation (CPR) Certification	1,836	Personal Care Assistant (PCA) Certification	97
First Aid Certification	1,185	Community Health Worker Certification	93
Basic Life Support (BLS) Certification	469	Direct Support Professional (DSP) Certification	7

Source: Lightcast 2025.3; "Job Posting Analytics." Sep. 2024 - Aug. 2025

**Table 11. Education Requirements for Medical Assisting Occupations in the Bay Region**

Education Level	Job Postings	% of Total
High school or GED	4,523	68%
Associate degree	924	14%
Bachelor's degree & higher	1,231	18%

Source: Lightcast 2025.3; "Job Posting Analytics." Sep. 2024 - Aug. 2025

Note: 63% 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 CCCCO Data Mart and CTE Launchboard.

## Sources

O\*Net Online

Lightcast

CTE LaunchBoard [www.calpassplus.org](http://www.calpassplus.org)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

CCCCO Data Mart

## Contacts

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