

nha^{^v}

20
24

**Industry
Outlook**

2024 Industry Outlook

Together in Healthcare: Building a Stronger Future

The past few years have impacted our healthcare system dramatically. Now, more than ever, we need to work together to build a stronger, more resilient workforce. This includes everyone from those just starting their journeys to experienced educators and employers and educational technology partners like NHA- we all have a role to play.

Every path to a healthcare career looks a little different. Factors like access to education,

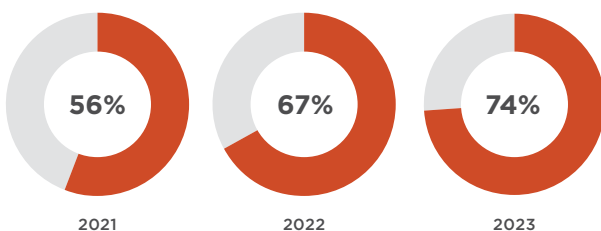
personal background, and location can all shape these journeys. They might not be straight lines, but with dedication and support, success can be found.

Today, collaboration is critical. Over 80% of healthcare facilities face shortages in allied healthcare professionals. To address this, we need high-quality education and training, leading to national certification. Think of this certification as a stepping stone, marking the official start of a rewarding career. It demonstrates standardized knowledge and skills, making individuals more attractive to employers.

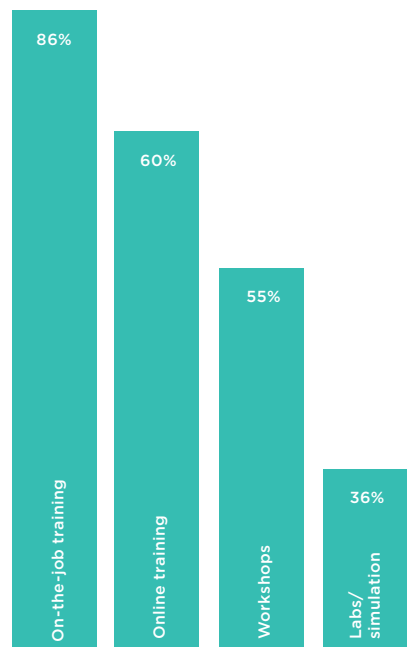
83%

Employers state they would hire a candidate with nationally recognized certifications over someone without.

Year over year, a greater number of institutions have increased pay when an employee earns professional certification.



Training methods used to develop employees' clinical skills.



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

Certification shows educators their work in preparing students is paying off. For employers, it provides confidence in potential hires. And for individuals, certification unlocks doors to advancement. By developing professional skills, gaining clinical expertise, and taking on new challenges, they create their own unique paths to success.

At NHA, we understand that no two career paths are alike. We constantly investigate the factors that shape these journeys. Our 2024 Industry Outlook gives us valuable insights

from employers, allowing us to better understand their needs and expectations. We believe this data can empower individuals to navigate their own paths, ultimately contributing to a stronger, more resilient healthcare system.

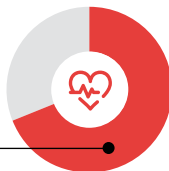
Let's work together to build a future where everyone in healthcare can thrive. We each have a unique talent to offer, and together, we can achieve our shared dream of a better healthcare system for everyone.

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

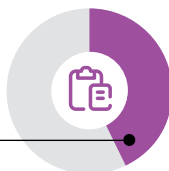
65% require certification
for billing & coding specialists
(down 26% from 2022)



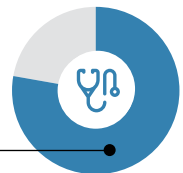
69% require certification
for EKG technicians



43% require certification
for medical administrative assistants



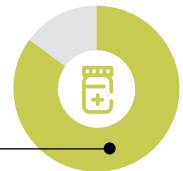
78% require certification
for medical assistants



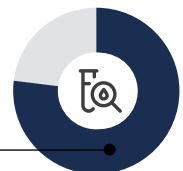
51% require certification
for patient care technicians



85% require certification
for pharmacy technicians



77% require certification
for phlebotomy technicians



(n=129-237)

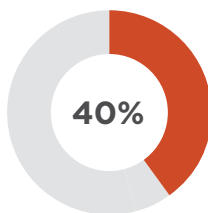


Billing & Coding Specialist

Projected growth and salary for the billing & coding specialist profession

- \$ \$22.69 per hour
- 📁 16,500 new jobs
- ↑ 8% projected growth

Source: Bureau of Labor Statistics 2023



40% of Institutions have career growth or ladder programs

Billing and coding specialists main job responsibilities include:



75% Support billing and coding process



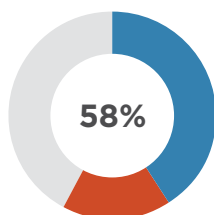
66% Submit claims for reimbursement



57% Prevent fraud and abuse by auditing



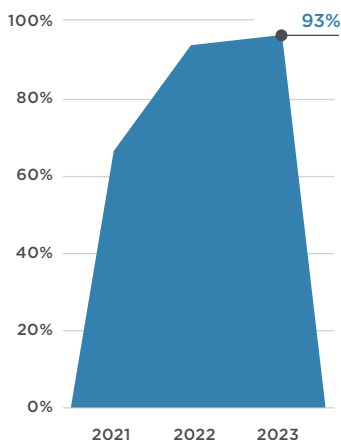
55% Assign codes for diagnoses and procedures



58% of employers report that newly certified billing & coding specialists are prepared to do their jobs (up 17% from 2022)

● 2022 ● 2023

Institutions that encourage or require certification



Employers report the following skills are lacking in newly certified billing and coding specialists

24%

Time management

22%

EHR skills

20%

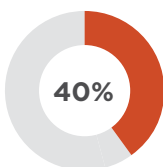
Professionalism

18%

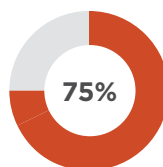
Communication

16%

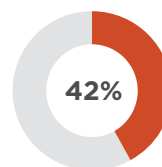
Clinical skills



40% of employers said it's difficult to find qualified billing & coding specialists this year compared to last



75% of employers say their employees are certified within their organization



42% of employers report that billing & coding specialists have more responsibility this year over last

Screening criteria for billing & coding specialist applications

58%

Knowledge of billing terms

58%

Years of experience

45%

High school diploma or equivalent

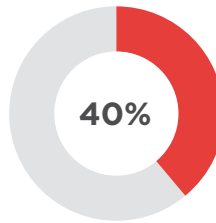


EKG Technician

Projected growth and salary for the EKG technician profession

- \$ **\$28.66** per hour
- 👤 **3,800** new jobs
- ↑ **8%** projected growth

Source: Bureau of Labor Statistics 2023



40% of Institutions have career growth or laddering programs

EKG technicians main job responsibilities



86% Set up & administer EKGs



62% Set up & administer stress tests



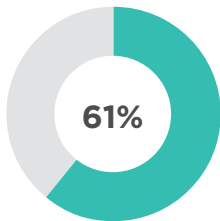
57% Prepare patients for monitoring



56% Perform telemetry testing

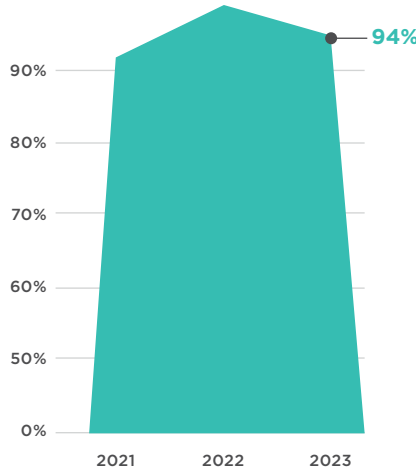


28% Interpretation of results



61% of employers report that newly certified EKG technicians are prepared to do their jobs

Institutions that encourage or require certification



83% of employers report that their EKG technicians are certified

Screening criteria for EKG technician applications



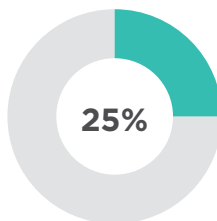
EKG Technician Certification



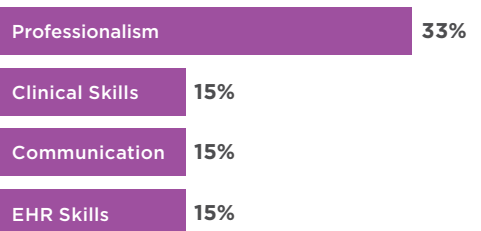
Experience with cardiac event monitoring/Holter monitoring (down 15% from 2022)



Ability to interpret cardiac rhythms and identify life-threatening arrhythmias (down 13% from 2022)



25% of employers said it's difficult to find qualified EKG technicians



Employers report the following skills are lacking in newly certified EKG technicians

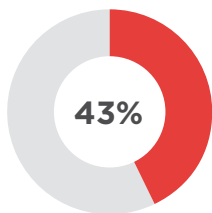


Medical Administrative Assistant

Projected growth and salary for the medical administrative assistant profession

- \$ \$19.84 per hour
- 📁 59,300 new jobs
- ↑ 10% projected growth

Source: Bureau of Labor Statistics 2023



43% of employers find it difficult to find qualified medical administrative assistants

Medical administrative assistant main job responsibilities



79% Answer calls



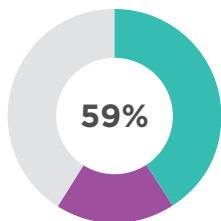
74% Schedule appointments



68% Operate office computer systems



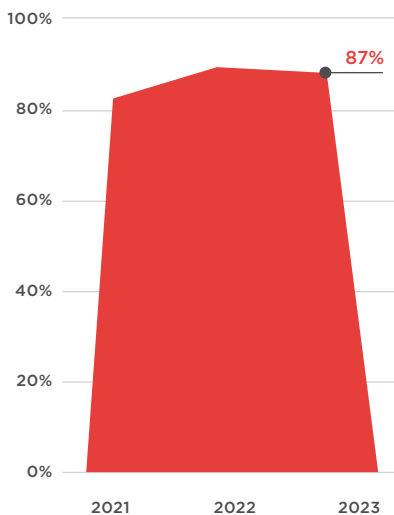
61% Greet patients and maintain files



59% of employers report that newly certified medical administrative assistants are prepared to do their jobs (up 18% from 2022)

● 2022 ● 2023

Institutions that encourage or require certification

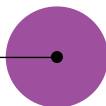


65% of employers report that their medical administrative assistants are certified

Employers report the following skills are lacking in newly certified medical administrative assistants

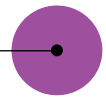
23%

Communication



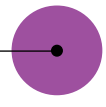
19%

Professionalism



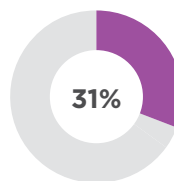
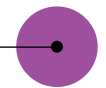
18%

Clinical Skills



17%

EHR Skills



31% of employers believe that medical administrative assistants have more responsibility this year compared to last

Screening criteria for medical administrative assistant applications



Medical admin assistant certification



HS diploma or equivalent



Years of experience



Customer service experience



Data entry skills



Medical Assistant

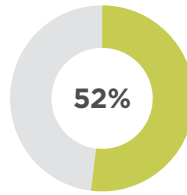
Projected growth and salary for the medical assistant profession

\$ **\$18.40** per hour

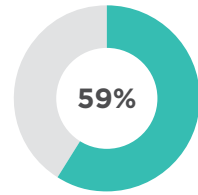
105,900 new jobs

14% projected growth

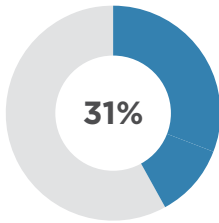
Source: Bureau of Labor Statistics 2023



Institutions that have career growth or laddering programs

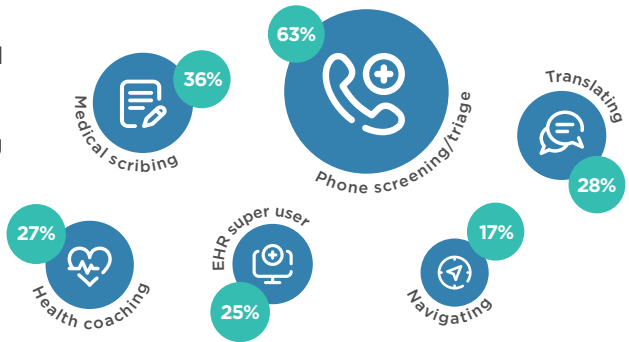


Employers that report newly certified medical assistants are prepared for their job duties

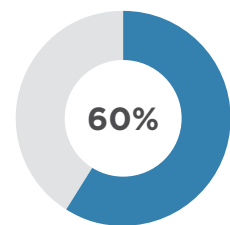
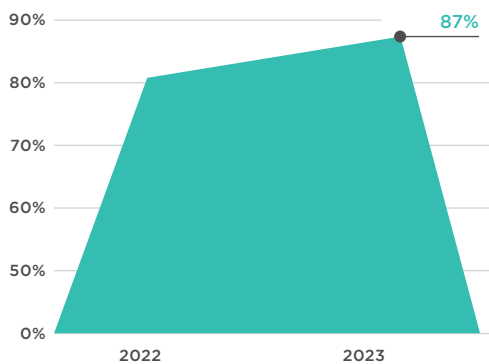


31% of employers said that it's difficult to find qualified medical assistants, (down 11% compared to last year)

Institutions report medical assistants are responsible for performing advanced skills



Institutions that require or encourage certification



60% of employers say their medical assistants have the same level of responsibility as last year

Screening criteria for medical assistant applications



Medical assistant certification



Medical assistant training



Years of experience



Experience in administering injections/immunizations

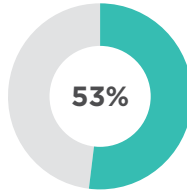


Patient Care Technician

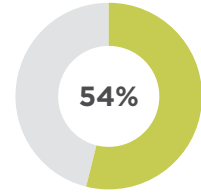
Projected growth and salary for the patient care technician profession

- \$ **\$15.12** per hour
- 116,900** new jobs
- 9%** projected growth

Source: Bureau of Labor Statistics 2023



Institutions that have career growth or laddering programs



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

Patient care technicians main job responsibilities



63% Provide basic patient care



47% Monitor vital signs



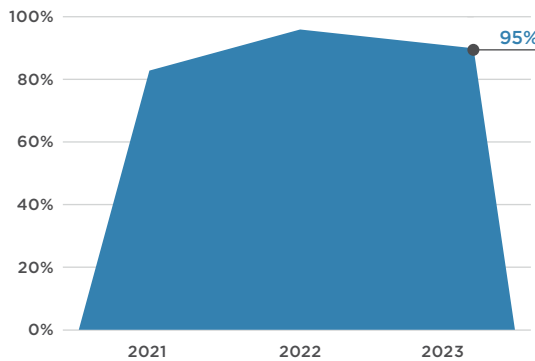
58% Perform safety checks



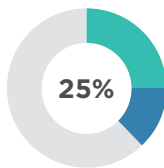
52% Ensure cleanliness of patient rooms



43% Acquire/administer patient care supplies

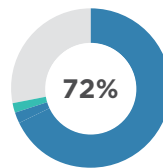


Institutions that require or encourage certification



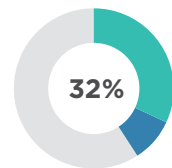
25% of employers said it's difficult to find qualified patient care technicians (down 13% from last year)

● 2022 ● 2023



72% of employers say their employees are certified within their organization

● 2022 ● 2023



32% of employers believe that patient care technicians have more responsibility this year compared to last

● 2022 ● 2023

Screening criteria for patient care technician applications



Patient care technician certification



CNA certification



HS diploma or equivalent



Years of experience



Basic life support/CPR certification

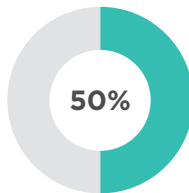


Pharmacy Technician

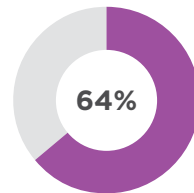
Projected growth and salary for the pharmacy technician profession

- \$ \$18.17 per hour
- 📈 25,900 new jobs
- ↑ 6% projected growth

Source: Bureau of Labor Statistics 2023

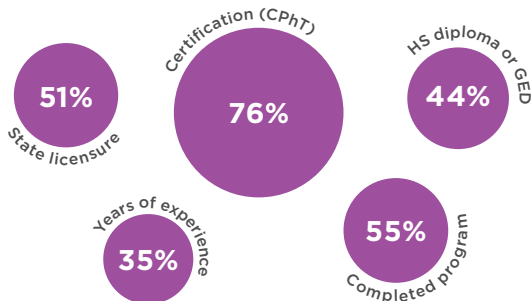


Institutions that have career growth or laddering programs



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

Screening criteria for pharmacy technician applications



Pharmacy technicians have a number of responsibilities, often requiring advanced skills



64% Prescription processing



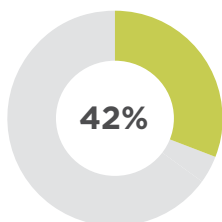
59% Management of inventory (down 18% from previous year)



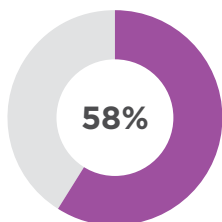
59% Prescription dispensing



52% Technician product verification (down 12% from previous year)

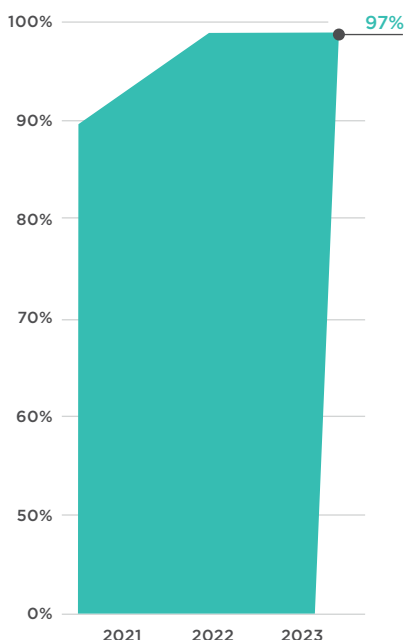


42% of employers said it's difficult to find qualified pharmacy technicians



58% of employers say their pharmacy technicians have the same level of responsibility as last year

Institutions that require or encourage certification



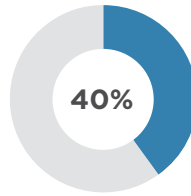


Phlebotomy Technician

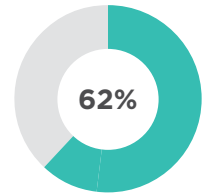
Projected growth and salary for the phlebotomy technician profession

- \$ \$18.53 per hour
- 👤 10,800 new jobs
- ↑ 8% projected growth

Source: Bureau of Labor Statistics 2023



Institutions that have career growth or laddering programs



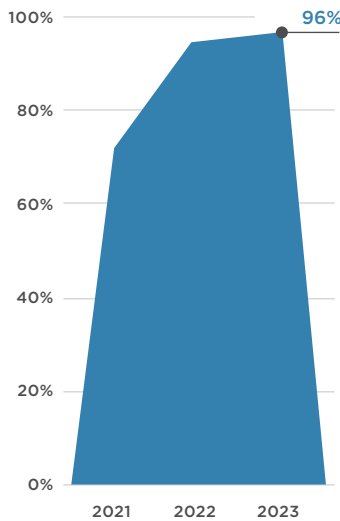
Employers that report newly certified phlebotomy technicians are prepared for their job duties



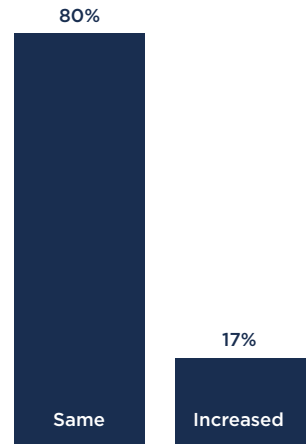
Employers report the average tenure for phlebotomy technicians at their organization

Employers report the following skills new phlebotomy technicians lack

- 24% Clinical Skills
- 24% Professionalism
- 22% Communication
- 6% EHR Skills



Institutions that encourage or require certification



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



Screening criteria for phlebotomy technician applications

- 75% Phlebotomy certification
- 50% Years of experience
- 46% HS diploma or equivalent
- 40% Completion of accredited phlebotomy training

Research Methodology

A third-party research firm conducted the research for the 2024 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 the market from November 9, 2023, through November 14, 2023, with 323 responses completed.

References

Bureau of Labor Statistics. (2023). Occupational Outlook Handbook.

National Healthcareer Association (2024). 2024 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 www.nhanow.com.

NHA is a division of Assessment Technologies Institute, LLC, a leader in providing technology based educational, assessment, testing and certification solutions for healthcare and other vocational fields.

©2024 Assessment Technologies Institute, L.L.C. All rights reserved.

nha^{^v}

Interested in learning more? [We'd love to chat.](#)