

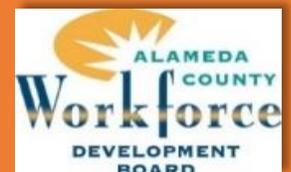
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QUARTERLY LABOR MARKET REPORT

SPOTLIGHT ON MIDDLE-SKILL ALLIED HEALTH CARE OCCUPATIONS



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Health Care Establishments and Employment in Alameda County

According to the Quarterly Census of Employment and Wages (QCEW), Health Care and Social Assistance (HCSA) accounted for the largest sector in Alameda County, in terms of the number of establishments and employment. Between October and December 2017, the HCSA sector had a total of 25,711 establishments in Alameda County with a total of 103,341 employed individuals in the industry as of last December.

Specifically, the Services for the Elderly and Disabled Industry Group (SEDIG) singularly accounted for the most individuals employed in Alameda County, representing approximately 25% of the HCSA industry or 26,324 employees as of December 2017. However, the SEDIG also paid lower wages in comparison to other prominent HCSA industry groups in Alameda County. See Table 1.¹

While the SEDIG has prominent representation in Alameda County, hospitals, medical offices, and HMO Medical Centers also have collective presence in Alameda County. Of the top ten HCSA industries referenced in Table 1, they account for 1,899 quarterly establishments between last October and last December, with a combined 40,301 employed individuals as of last December.

[Table 1. Top 10 Prominent Health Care and Social Assistance Industries in Alameda County](#)

Health Care Industry Group	Quarterly Establishments	October 2017 Employment	November 2017 Employment	December 2017 Employment	Average Weekly Wages
Services for the Elderly and Disabled	21,608	26,289	26,251	26,324	\$337
General Medical and Surgical Hospitals	30	15,364	15,394	15,449	1,856
HMO Medical Centers	86	10,630	10,651	10,778	2,807
Offices of Physicians, except Mental Health	850	7,915	7,925	8,016	2,387
Nursing Care Facilities, Skilled Nursing	100	6,202	6,193	6,200	817
Offices of Dentists	933	6,019	6,082	6,058	1,138
Child Day Care Services	551	4,471	4,506	4,486	634
Home Health Care Services	136	3,231	3,196	3,241	1,051
Assisted Living Facilities for the Elderly	167	3,146	3,152	3,111	585
Other Individual and Family Services	150	2,610	2,630	2,671	897

¹ Table 1 reflects data from the Quarterly Census of Employment and Wages (QCEW), a product of the Bureau of Labor Statistics.



Allied Health Care Occupations Overview

While the HCSA industry is diverse and composed of various health care professionals, including mental health practitioners, much of the conventional knowledge about health care careers is centered on traditional health care occupations (Medical Doctors, Registered Nurses, and Licensed Practical Vocational Nurses (LPVN), etc.). And while traditional health care careers are well-represented and are still very relevant, the HCSA industry is also characterized by allied health care occupations.²

Some allied health care careers are middle-skill occupations that lead to industry-recognized credentials and certificates, and can be a promising path to better wages.³ Allied health care careers generally have shorter educational trajectories than some of the well-known health care occupations, and can help people ramp into careers with more expediency.

Middle-skill allied health care occupations at the top of the list in Alameda County over the next two years and by projected growth include: Medical Assistants, Medical Secretaries, Dental Assistants, Health Technologists/Technicians and Emergency Medical Technicians/Paramedics. See Table 2 for more information.⁴

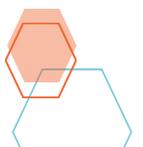
[Table 2. Top Five Middle-Skill Allied Health Care Occupations in Alameda County \(by projected growth\)](#)

Occupation	2018 Jobs	2020 Jobs	2018 - 2020 Change	2018 - 2020 % Change	Median Hourly Earnings
Medical Assistants	3,637	3,832	195	5%	\$20.26
Medical Secretaries	3,903	4,041	138	4%	\$21.46
Dental Assistants	2,594	2,726	132	5%	\$18.84
Health Technologists and Technicians, All Other	590	707	117	20%	\$24.50
Emergency Medical Technicians and Paramedics	1,320	1,398	78	6%	\$17.46

² According to the Association of Schools of Allied Health Professions, Allied Health Professionals are distinct from medicine and nursing. Allied Health Professionals are involved with the delivery of health or related services pertaining to the identification, evaluation and prevention of diseases and disorders; dietary and nutrition services, rehabilitation and health systems management, among others.

³ Middle skill occupations require less than a 4-year degree, but more than a high-school diploma. The National Skills Coalition predicts that between 2014 and 2024, 43% of job openings in California will be middle skill.

⁴ Data Source for Table 2- Emsi



Medical Assistant

Medical Assistants support a wide-range of tasks in a medical setting, from the front-end (administrative) to the back-end (patient care and basic procedures), crossing over different skill sets that are often valued and demanded by employers.

According to research conducted the East Bay Health Workforce Partnership, Medical Assistants are hired by both Community Health Centers as well as larger Health Systems and perform several basic client-centric services, such as: showing patients to their examination rooms, recording patient medical history, preparing treatment rooms, measuring vital signs, etc.⁵

195 more Medical Assistants are expected in Alameda County by 2020, with current median hourly earnings of \$20.26/hour. See Table 2 for more information.⁶

Certifications and Skills

In a scan of recent Medical Assistant job advertisements (ads), the following certifications and skills have emerged⁷:

- Completion of a post-secondary Medical Assistant program;
 - Certification as a Medical Assistant with a credentialing entities, such as the American Association of Medical Assistants (AAMA), American Medical Technologists (AMT), etc.
 - California Certifying Board of Medical Assistants (CCMA)
 - Nationally Registered Certified Medical Assistant (NRCMA)
- Specific certifications for specialty work or clinics is sometimes required (i.e. Phlebotomy Certification)
- Cardiopulmonary Resuscitation (CPR)/Basic Life Support (BLS) certified/Automated External Defibrillator Certified

Hard Skills	Soft Skills
<ul style="list-style-type: none">• Proficient with electronic medical records, billing, coding and protecting client data.• Proficient in basic patient procedures, if certified• Familiarity with medical terminology	<ul style="list-style-type: none">• Customer service• Promptness• Detail-oriented• Culturally sensitive

⁵ The East Bay Health Workforce Partnership conducted a study, highlighting three allied health professions: Medical Assistants, Health Navigators, and Community Health Workers. The study was based on surveying nineteen health care employers. The study can be found at:

<https://static1.squarespace.com/static/56ce6552f8508274b847124c/t/5a5f82b50852299cf305b7d1/1516208823628/Advancing-the-Allied-Health-Workforce.pdf>

⁶ Data Source: Emsi

⁷ Indeed job advertisements and ONETOnline were used to gather information about the top five allied health care occupations in this report.



Medical Secretary

Medical Secretaries, also known in job ads as Patient Care Coordinators, Medical Receptionists, Clinical Office Assistants/Coordinator, Administrative Assistants, etc., coordinate front-office activities, such as: scheduling appointments, billing, compiling and recording medical charts, and sometimes medical transcribing.

Medical Secretaries need to be familiar with medical terminology and electronic medical records, as well as safeguarding patient records, and must have strong customer service skills. The entry for Medical Secretaries, typically starts with a high school diploma and previous related experience.

138 more Medical Secretaries are expected in Alameda County by 2020 with current median hourly earnings of \$21.46/hour. See Table 2 for more information.⁸

Certifications and Skills

The Certified Medical Administrative Assistant (CMAA) credential is not necessarily required, but can be advantageous in the hiring process, as well as proficiencies in the following hard and soft skills:

Hard Skills	Soft Skills
<ul style="list-style-type: none">• Electronic medical records such as Kardex and Medical Administration Record (MAR)• Medical terminology• Transcribing Doctor's orders• Billing, collections, and accounts receivable• Microsoft Office software• Filing and data entry• Telephone skills	<ul style="list-style-type: none">• Customer service• Time management• Active listening• Critical thinking• Organized• Strong communication skills• Detail-oriented

Dental Assistant

Dental Assistants (DAs) provide dental offices with a wide-array of support, mostly in basic client-centric services or back-office tasks, but may also support administrative functions. DAs set up dental equipment, prepare patients for treatment, keep records, and provides the Dentist chair-side assistance with dental procedures.

132 more Medical Secretaries are expected in Alameda County by 2020, with current median hourly earnings of \$18.84/hour. See Table 2 for more information.⁹

⁸ Data Source: Ibid.

⁹ Data Source: Ibid.



Certifications and Skills

Prospective RDAs in California are required to complete a post-secondary training program and then apply for registration through the Dental Board of California, in addition to other requirements.¹⁰ Specialty licenses, such as X-ray or Coronal Polishing are often required by employers, as well as proficiencies in the following hard and soft skills:

Hard Skills	Soft Skills
<ul style="list-style-type: none">• Sterilizing dental instruments and equipment• Preparation of treatment rooms and inform patients of procedures• Digital dental x-rays and coronal polishing• Handling of patient records• Medical software and Microsoft office• CPR certification	<ul style="list-style-type: none">• Customer service• Communication• Critical thinking and problem solving• Detail-oriented

Health Care Technologist/Technician

Health Care Technologist/Technician is a general title for a health care worker with a specialized focus in a medical setting. Occupations under this title vary, such as: Radiologic/X-Ray, Ultra-Sound Technician, Lab Technician, Pharmacy Technician, etc.

According to the American Registry of Radiologic Technologists, Radiologic Technologists represent the third largest group of health care professionals, behind Physicians and Nurses.¹¹

Certifications and Skills

Imaging Technicians such as **X-Ray (Radiological Technician)** and **Ultra-Sound Technicians or Sonographers**, require specialized skills and certifications. For instance, X-Ray Technicians need to complete an accredited Radiologic Technology program and then earn certification from the American Registry of Radiologic Technologists (ARRT) – a credentialing body for specific imaging certifications depending on their specialty. Some of these specialty certifications may include:

- Mammography
- Fluoroscopy permit (an imaging technique that enables real-time imaging of internal organs)
- Sonography
- Bone Density
- Basic Life Support
- Venipuncture

¹⁰ Registration as a Dental Assistant is generally of mix of classroom instruction and practice. All of the requirements can be found at: http://www.dbc.ca.gov/applicants/rda/becomelicensed_rda.shtml

¹¹ American Registry of Radiologic Technologists: <https://www.arrt.org/>



The credentialing body for **Sonographers or Diagnostic Medical Sonographers (DMS)**, is the American Registry for Diagnostic Medical Sonography (ARDMS). Sonographers use non-invasive ultra-sound technology to create images of internal human organs. There are several areas in which Sonographers can specialize: abdomen, breast, cardiac, pediatric, musculoskeletal, obstetrics and vascular, however specializations require specific registrations that have also been listed in numerous job advertisements:

- Registered Diagnostic Cardiac Sonographer (RDCS)
- Registered Vascular Technologist (RVT)
- Registered Musculoskeletal Sonographer (RMSKS)
- Registered Diagnostic Cardiac Sonographer (RDCS)
- Pediatric Echocardiography (PE) if working in pediatrics.

Pharmacy Technicians (PTs) prepare and handle medications under the direction of a Licensed Pharmacist. Duties often include: measuring, mixing, counting, labeling, and recording amounts and dosages of medications according to prescription orders. PTs may also work with specific software for managing customer prescriptions and inventory, as well as trouble-shooting medical authorization requests, medical insurances and validating insurance coverage. In many cases, certification as a PT or a Certified Pharmacy Technician (CPhT) is required for employment. Overall Health Technicians, regardless of their specialty, generally require the following hard and soft skills:

Hard Skills	Soft Skills
<ul style="list-style-type: none"> • Mathematical skills • Specific industry skills and certifications based on specialty and certificate (i.e. radiology vs. sonography) • Proficiency with industry-specific medical software • Knowledge of industry-specific terminology 	<ul style="list-style-type: none"> • Customer service • Critical thinking • Strong communication • Detail-oriented • Organized

Emergency Medical Technicians and Paramedics

Emergency Medical Technicians (EMTs) and Paramedics ensure the medical safety of patients requiring emergency medical services, often times using judgement to gather facts about patient's immediate medical needs and springing into action to administer an array of immediate medical procedures.

EMTs are entry-level professionals who aren't able to administer injections, while Paramedics have more advanced-level training and can administer medical injections. Both professionals are generally a part of an ambulance crew during an emergency, and both require specialized training before entering the profession.

Certifications and Skills

In California, EMTs must become certified to practice and obtain a current CPR/BLS certification. A clean driving record, Ambulance Driver's License and a Medical Examiner's Certificate, along with other certifications, are also required according to recent job ads.

Paramedics must be certified as a Critical Care Paramedic after the completion of a critical care paramedic program, in addition to some of the EMT certifications. Proficiencies in the following hard and soft skills are required for both professions:

Hard Skills	Soft Skills
<ul style="list-style-type: none">• Technical use of emergency medical accessories, equipment, and devices• Specific medical techniques based on immediate patient need• Recording patient medical histories• Sterilization of medical equipment or instruments	<ul style="list-style-type: none">• Critical thinking• Customer service• Strong communication• Active listening• Problem solving

Other Health Care Careers

In addition to the health care occupations referenced in this report, the Health Care and Social Assistance is representative of multiple disciplines, offering job seekers more in-roads into the health care field. There is an emerging need and/or demand for: IT professionals, Managers, Financial Analysts, Social Workers, etc. The health care industry remains one of the most robust industries in the United States, and opportunities to develop a pipeline of talent to supply the health care industry, remains promising.

