

*Katherine's*

**Oakland Community College  
Medical Assisting (MDA) Program Labor Market Analysis  
(May 2001)**

**The Industry**

1. How does the industry define the occupation?

*Descript*

- A medical assistant is someone educated and trained in the medical field. They possess both clinical and administrative skills marketable in a private medical office, clinic or other healthcare facility. Medical assistants perform routine administrative and clinical tasks to keep the offices and clinics of physicians, podiatrists, chiropractors, and optometrists running smoothly. Medical assistants may also arrange examining room instruments and equipment, purchase and maintain supplies and equipment, and keep waiting and examining rooms neat and clean. Assistants who specialize have additional duties.

(Occupational Outlook Handbook 2000-01)

2. In what industries do individuals in the profession typically work?

*Descript*

- Individuals typically work in the healthcare industry. They hold positions in physicians' offices, chiropractors, optometrists, and podiatrists. Still, others work in hospitals, nursing homes, and other health care facilities.

(Occupational Outlook Handbook 2000-01)

3. Is the industry cyclical in nature?

- The healthcare industry does not appear to be cyclical.

4. Is the industry growing? Are certain occupations in the industry growing faster/slower than others?

*Outlook*

- Employment of medical assistants is expected to grow through the year 2008 as the health services industry expands due to technological advances in medicine, and a growing and aging population. It is one of the fastest growing occupations. Employment growth will be driven by the increase in the number of group practices, clinics, and other health care facilities that need a high proportion of support personnel, particularly the flexible medical assistant who can handle both administrative and clinical

duties. Medical assistants primarily work in outpatient settings, where much faster than average growth is expected.

(Occupational Outlook Handbook 2000-01)

5. What other industries/government impact the profession?

- Demand for the Medical Assistant may also occur in business or industrial health centers, health insurance companies and emergency care centers. Business/administrative duties include scheduling and receiving patients, obtaining patient information, maintaining medical records, maintaining supplies and equipment, and assuming responsibility for office care, insurance matters, office accounts, fees and collections. Medically related duties include assisting with examinations and treatments, taking health histories, performing certain diagnostic tests, carrying out laboratory procedures and sterilizing instruments and equipment.

(Blackhawk technical college:

[www.blackhawk.tec.wi.us/programs/techdiplo/medassist.htm](http://www.blackhawk.tec.wi.us/programs/techdiplo/medassist.htm))

6. How prominent is the industry in OCC's regional market?

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## The Occupation

1. How are specific job titles/occupations defined within the industry?

- A medical assistant performs administrative and certain clinical duties under the direction of physician. Administrative duties may include scheduling appointments, maintaining medical records, billing, and coding 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. Exclude "Physician Assistants" (29-1071).

(Standard Occupational Classification, 2001:

[http://stats.bls.gov/soc/soc\\_k9j2.htm](http://stats.bls.gov/soc/soc_k9j2.htm))

2. What are the common Standard Occupation Codes (SOC) designations for the profession?

- 31-9092 Medical Assistant
- Other classifications of medical assistants include the following:

- 31-9091 Dental Assistants
- 31-9093 Medical Equipment Preparers
- 31-9094 Medical Transcriptionists
- 31-9095 Pharmacy Aides
- 31-9096 Veterinary Assistants and Laboratory Animal Caretakers
- 31-9099 Healthcare Support Workers, All Other

(Standard Occupational Classification, 2001:  
[http://stats.bls.gov/soc/soc\\_k9j2.htm](http://stats.bls.gov/soc/soc_k9j2.htm))

3. Are these positions entry level or more advanced?

- Medical Assistant positions are usually entry level. However, medical assistants may be able to advance to office manager. They may qualify for a variety of administrative support occupations, or may teach medical assisting. Some with additional education may enter other health occupations, such as nursing and medical technology.

(Occupational Outlook Handbook 2000-01)

4. How many people are employed in the profession within OCC's regional market?

- According to data derived from the Michigan Department of Career Development, there are approximately 10, 660 medical assistants employed within OCC's regional market.
- According to the Occupational Outlook Handbook 2000-01, medical assistants held about 252,000 jobs in 1998.

**Table 2. Employment of wage and salary workers in health services by occupation, 1998, and projected change, 1998-2008**

(Employment in thousands)

Occupation	1998 Employment		1998-2008 Percent change
	Number	Percent	
<b>All occupations</b>	10,829	100.0	25.7
<b>Professional specialty</b>	3,195	29.5	27.4
Registered nurses	1,734	16.0	21.6
Physicians	412	3.8	35.3
Social workers	157	1.5	47.4

Physical therapists	109	1.0	34.5
Respiratory therapists	84	0.8	43.0
Dentists	80	0.7	18.9
Physician assistants	60	0.6	52.0
Pharmacists	54	0.5	11.5
Occupational therapists	49	0.5	30.3
Computer systems analysts, engineers, and scientists	41	0.4	62.3
Speech-language pathologists and audiologists	39	0.4	37.3
Dietitians and nutritionists	29	0.3	20.1
<b>Service</b>	3,011	27.8	29.7
Nursing aides and psychiatric aides	1,064	9.8	23.8
Personal care and home health aides	368	3.4	74.5
Janitors and cleaners, including maids and housekeeping cleaners	333	3.1	7.3
<i>Medical assistants</i>	<i>246</i>	<i>2.3</i>	<i>58.8</i>
Dental assistants	222	2.1	43.4
Food preparation workers	132	1.2	3.4
Food and beverage service occupations	92	0.9	6.9
Physical therapy assistants and aides	79	0.7	44.7
Guards	41	0.4	-1.7
Pharmacy assistants	34	0.3	11.6
<b>Administrative support</b>	2,030	18.8	18.2
General office clerks	280	2.6	30.1
Receptionists and information clerks	376	3.5	15.2
<i>Medical secretaries</i>	<i>210</i>	<i>1.9</i>	<i>12.5</i>
Office and administrative support supervisors and managers	174	1.6	30.2
Secretaries, except legal and medical	173	1.6	15.9
Billing, cost, and rate clerks	113	1.1	34.7
Bookkeeping, accounting, and auditing clerks	95	0.9	8.8
<b>Technicians and related support</b>	1,707	15.8	26.9
Licensed practical nurses	567	5.2	19.2

Clinical laboratory technologists and technicians	277	2.6	17.4
Radiologic technologists and technicians	160	1.5	19.8
Dental hygienists	140	1.3	41.3
Medical records and health information technicians	81	0.8	48.2
Surgical technologists	54	0.5	41.8
Psychiatric technicians	50	0.5	4.3
Emergency medical technicians	35	0.3	37.6
Dispensing opticians	34	0.3	22.8
<b>Executive, administrative, and managerial</b>	597	5.5	27.4
Health services managers	175	1.6	36.1
General managers and top executives	90	0.8	31.3
<b>Precision production, craft, and repair</b>	152	1.4	3.7
Dental lab technicians, precision	34	0.3	-1.8
<b>All other occupations</b>	136	1.3	13.4

Source: U.S. Department of Labor, Bureau of Labor Statistics

5. What is the future occupational demand for the profession within OCC's regional market? What is the projected rate of growth?

- In view of the preference of many health care employers for trained personnel, job prospects should be best for medical assistants with formal training or experience, particularly those with certification. The projected growth rate for this profession (outpatient setting) is expected to be much faster than the average for all occupations through 2006. In fact, it is one of the fastest growing occupations.

(U.S. Department of Labor, Bureau of Labor Statistics)

6. What is driving the demand within the profession (technology, growth, turnover, retirement, regulations)?

- The driving demand within the profession is the increase in the number of group practices, clinics, and other health care facilities that need a high proportion of support personnel, particularly the flexible medical assistant who can handle both administrative and clinical duties.

(Occupational Outlook Handbook 2000-01)

7. What is the typical career path within the profession?

- There are several employment opportunities in the medical field for someone trained as a Medical Assistant, they include Medical Laboratory Assistant, Medical Secretary, Medical Records/Transcriptionist, Office Clinic Receptionist, and Medical Clerk. The typical career path within the profession does not always begin with formal training, but many employers prefer it. Applicants usually need a high school diploma or the equivalent. Recommended high school courses include mathematics, health, biology, typing, bookkeeping, computers, and office skills. Volunteer experience in the health care field is also helpful.

Formal programs in medical assisting are offered in vocational-technical high schools, postsecondary vocational schools, community and junior colleges, and in colleges and universities. Postsecondary programs usually last either one-year, resulting in a certificate or diploma, or two years, resulting in an associate degree. Courses cover anatomy, physiology, and medical terminology, as well as typing, transcription, recordkeeping, accounting, and insurance processing. Students learn laboratory techniques, clinical and diagnostic procedures, pharmaceutical principles, medication administration, and first aid. They study office practices, patient relations, medical law, and ethics. Accredited programs include an externship that provides practical experience in physicians' offices, hospitals, or other health care facilities.

*(Occupational Outlook Handbook. 1998-99 edition. US Department of Labor Bureau of Labor Statistics.)*

8. What is the expected salary range within the profession?

- The earnings of medical assistants vary, depending on experience, skill level, and location. Median annual earnings of medical assistants were \$20,680 in 1998. The middle 50 percent earned between \$17,020 and \$24,340 a year. The lowest 10 percent earned less than \$14,020 and the highest 10 percent earned more than \$28,640 a year. Median annual earnings in the industries

employing the largest number of medical assistants in 1997 were as follows:

Offices and clinics of medical doctors	\$20,800
Hospitals	\$20,400
Offices of osteopathic physicians	\$19,600
Health and allied services, nec	\$19,300
Offices of other health practitioners	\$18,500

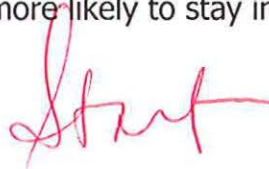
(Occupational Outlook Handbook 2000-01)

- According to data derived from the Michigan Department of Career Development, the Oakland County area has an estimated hourly wage mean for medical assistants of about \$10.60 and an estimated annually wage mean of about \$22,050.

9. What is the typical gender/race breakdown within the profession?

- Workers in this industry tend to be older than workers in other industries, especially in occupations requiring higher levels of education and training, because they are more likely to stay in such occupations for a number of years.

(U.S. Department of Labor Bureau of Labor Statistics)



10. What are some of the common challenges facing the profession?

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11. What associations support the profession?

- The American Association of Medical Assistants, 20 North Wacker Dr., Suite 1575, Chicago, IL 60606-2903. Internet: <http://www.aama-ntl.org>
- Registered Medical Assistants of American Medical Technologists, 710 Higgins Rd., Park Ridge, IL 60068-5765. Internet: <http://www.amt1.com>
- Accrediting Bureau of Health Education Schools, 803 West Broad St., Suite 730, Falls Church, VA 22046. Internet: <http://www.abhes.org>
- National Association of Health Career Schools, 2301 Academy Dr., Harrisburg, PA 17112.
- Joint Commission on Allied Health Personnel in Ophthalmology, 2025 Woodlane Dr., St. Paul, MN 55125-2995. Internet: <http://www.jcahpo.org>

- Because medical assistants deal with the public, they must be neat and well-groomed and have a courteous, pleasant manner. Medical assistants must be able to put patients at ease and explain physicians' instructions. They must respect the confidential nature of medical information. Clinical duties require a reasonable level of manual dexterity and visual acuity.

(Occupational Outlook Handbook 2000-01)

#### 4. How does the industry currently train its employees?

- Although formal training in medical assisting is available, such training—while generally preferred—is not always required. Some medical assistants are trained on the job, although this is less common than in the past. Applicants usually need a high school diploma or the equivalent. Recommended high school courses include mathematics, health, biology, typing, bookkeeping, computers, and office skills. Volunteer experience in the health care field is also helpful.

Medical Assistant programs are offered in vocational-technical high schools, postsecondary vocational schools, community and junior colleges, and in colleges and universities. Postsecondary programs usually last one year, resulting in a certificate or diploma, or two years, resulting in an associate degree. Courses cover anatomy, physiology, and medical terminology as well as typing, transcription, recordkeeping, accounting, and insurance processing.

Students learn laboratory techniques, clinical and diagnostic procedures, pharmaceutical principles, medication administration, and first aid. They study office practices, patient relations, medical law, and ethics. Accredited programs include an internship that provides practical experience in physicians' offices, hospitals, or other health care facilities.

Two agencies recognized by the U.S. Department of Education accredit programs in medical assisting: the Commission on Accreditation of Allied Health Education Programs (CAAHEP) and the Accrediting Bureau of Health Education Schools (ABHES). In 1999, there were about 450 medical assisting programs accredited by CAAHEP and over 140 accredited by ABHES. The Committee on Accreditation for Ophthalmic Medical Personnel accredited 14 programs in ophthalmic medical assisting.



(Occupational Outlook Handbook 2000-01)

## Showers, Nancy

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**From:** Showers, Nancy  
**Sent:** Friday, November 02, 2001 4:07 PM  
**To:** Orłowski, Martin  
**Cc:** Moss, Brian  
**Subject:** Labor Market Analysis

Below are some comments/suggestions about the current format for the Labor Market Analysis:

1. The Industry - Question #3 - "Is the industry cyclical in nature?" Would a better question be: "Describe the industry. What are the current trends in this industry?"

2. The Industry - Question #6 "How prominent is the industry in OCC's regional market?" I think a better analysis may include a comparison with similar size markets. "How prominent" seems subjective and hard to identify.

There is some redundancy in the current format. For example, the same data is used to answer similar types of questions in some instances.

May be interesting to compare local labor market stats with state and/or national data (i.e., salary).

Visually, it may be helpful to break up the text with graphs and tables, where applicable.

What about interviewing users of this job type (i.e., for medical assistants talk to hospitals, physician offices) and/or graduates of this degree type for feedback (focus group?)

Hope this input is helpful. I will continue to look for examples of labor market analyses.

Nancy Showers  
Oakland Community College  
Office of Institutional Research  
Ph: 232-4867  
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ncshowers@occ.cc.mi.us

## Medical Assistant Program – Competitive Analysis Questions / Issues

- Definition of our market area:
  - Should we determine or should the customer (i.e., students) determine what our market area consists of?
  - Can we speak with students in the Medical Assistant program to determine how they select schools? This could impact who we consider to be competitors. For example, if students seeking degrees in the Medical Assistant program are only willing to drive X miles to get to class, then should we limit the schools in the competitive analysis to that geographic area accordingly, with the exception of online courses.
  - If we look at information for schools outside of our area, should we only examine the ‘top schools’ in the field and examine them for benchmarking purposes?
  
- Other possible sources for finding institutions:
  - Already searched net: looked for school websites, and looked at school listings under accrediting agencies.
  - Looked in our local (North Woodward) telephone book (although I must obtain a DETROIT telephone book, as they may have more listings).
  - Will call Marty’s contacts to see if they possess old listings, per Brian’s suggestion
  - Other suggestions?
  
- Marty mentioned printing off their websites. Do we really want the entire website or just the portion related to the Medical Assistant program and General Information?
  
- So far, I have only been able to locate one 4-year college in the area with a Medical Assistant program (Baker College). As a logic check, does that sound right to you?
  
- What exactly is due on January 10? (the deadline for the preliminary report)
  
- How soon can we start driving to colleges to pick up information?
  
- I can try posing as a student to call some colleges to get the info sent to the PO Box. However, I’m concerned that OCC may pop up if they have caller ID. Is there any way to block the numbers on this phone, or have a OCC phone in the department that does not show OCC on caller ID?
  
- I need to call VMS.

## Labor Market Analysis Outline

### I. Introduction

A. Purpose of the Study

B. The Healthcare Industry

1. Nationally
2. Locally

*Regional*

### 2. The Medical Assisting Profession

A. Description

1. Job duties
2. S~~O~~C
3. Career Path

B. Work Environment(s)

C. Education/training/certification

*pathway*

D. "Testimonials/results of other surveys"

### 3. The Labor Market

A. Wages – survey results, national and Michigan stats

*where acc. has gotten job requests*

B. Outlook – future needs

C. Graduate follow-up for MDA

D. Trends – driving demands, growth areas, projected job growth

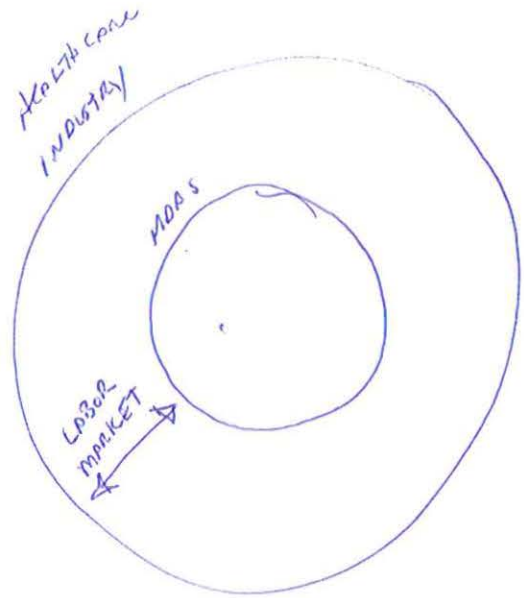
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2. Locally *Regional?*



### 2. The Medical Assisting Profession

A. Description

1. Job duties
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P1  
2 ↓

B. Work Environment(s)

C. Education/training/certification *PATHWAYS*

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### 3. The Labor Market

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## Showers, Nancy

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**From:** Moss, Brian  
**Sent:** Friday, November 02, 2001 11:25 AM  
**To:** Showers, Nancy  
**Subject:** FW: Labor Market Analysis

-----Original Message-----

**From:** Orłowski, Martin  
**Sent:** Wednesday, October 31, 2001 2:02 PM  
**To:** Annessa Carlisle (E-mail); Moss, Brian; Reid, Yolanda  
**Subject:** Labor Market Analysis

Please give thought to our conversation concerning the redesign of the Labor Market Analysis report. What is it that we really need to know from a Program Marketing perspective. Are there examples out there that we can use/modify? What are the critical questions we must answer? I would like your thoughts and ideas. I'll collect them and put them into a single document for us to review and discuss. I would appreciate your response by Monday, November 5. Thanks.

Martin A. Orłowski  
Oakland Community College  
Director of Institutional Effectiveness  
(248) 522-3882

## Showers, Nancy

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**From:** Orlowski, Martin  
**Sent:** Tuesday, November 06, 2001 8:49 AM  
**To:** Showers, Nancy  
**Cc:** Moss, Brian; Annessa Carlisle (E-mail)  
**Subject:** RE: Labor Market Analysis

Nancy, These are all very good ideas. I agree on all points. Thank you.

-----Original Message-----

**From:** Showers, Nancy  
**Sent:** Friday, November 02, 2001 4:07 PM  
**To:** Orlowski, Martin  
**Cc:** Moss, Brian  
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*if possible - similar size @ the... Cleveland*  
There is some redundancy in the current format. For example, the same data is used to answer similar types of questions in some instances.

May be interesting to compare local labor market stats with state and/or national data (i.e., salary).

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Nancy Showers  
Oakland Community College  
Office of Institutional Research  
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ncshowers@occ.cc.mi.us

## Competitor Analysis - Medical Assistant

1) Gather all public + private institutions that are competitors.

- Karen Kittle - contact - faculty member
- Nadia \_\_\_\_\_ - dean
- Community college database Jim Kokening
- Ross, Dorsey are accredited.
- Call colleges + ask for college catalog (up front) and info they have on medical assistant program.
- Drive + go get it.
- Simultaneously, scan + print off websites for colleges w/ medical assistant programs.
- Want info for 4 P's.
- More of a content analysis

## Labor Market Analysis

- Need to know # of medical assistants.
- Growth trends / forecasts in industry.
- Do people need degree / license
- What do doctors, clinics, hospitals require. Size of each mkt.
- State ascn - AAMA,
- Survey people who are already medical assistants ???
- (← Change format)
- <sup>via</sup> e-mail, look at what we really need to know for labor market analysis.
- talk to people who place ~~peo~~ medical assistants ???
- Chris Siebold had a medical assistant file ???



- Group of people @ major hospitals who place employees. ask about openings, turnover, where do they go do they leave field, etc.

4680-fax

Oakland County Website: Oakland County Labor Market analysis.

- see if can collaborate w/ what industry says.

Mich Occ Info Sys  
How does MOIS get their data? Can we replicate?

Want new measures/benchmarks.

Credit hour trends report -

Degree trends report

Med Assisting middle of list - 50 or so.

Med Assisting 10<sup>th</sup> or 11<sup>th</sup> on list out of 80+

See  
KWS report

# MDA Labor Analysis

\* include  
tables

Interviews

## I. Introduction

A. Purpose of Study → oakland city (A)

II. B. The Healthcare Industry in Gen.

III. The Medical Assistant Profession

### A. Description

1. job duties    2. SOC    3. Career Path

B. Work environment(s)

B½ Length of time, work challenges

C. Education/Training

1. certification

D. Differences in RN, LPN

E. Professional Affiliations

F. "Testimonials" - results of suppl. surveys

G. ~~Gen~~

III. The Labor Market

A. Wages - survey results  
Mich & nat'l stats

B. outlook - future needs

B½. Grad Flip for MDA  
→ driving demand (HMOs)

C. Trends - growth areas,  
etc. - projected job-growth

D. Mich Stats

see  
survey

- comparison  
of similar  
size mts?

# AGENCY CONTACTS 2000 - 2001

Revised: April 10, 2001

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APR. 10. 2001

3:12PM

OCC HIGHLAND LAKES NURSING

NO. 960

P. 2/5

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