

# MEDICAL ASSISTANT



(CCMA)

BLS CAREER PROJECTION  
**29% GROWTH THROUGH**  
 2026

## THE TOP 5 MOST VALUED SKILLS IN MEDICAL ASSISTANTS ARE:

- 1** Customer service skills
- 2** Patient communication
- 3** Documentation
- 4** Team work/collaboration
- 5** Patient education

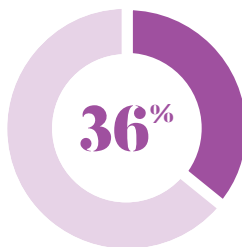
## WHAT TRAINING RESOURCES AND TOOLS ARE YOU CURRENTLY USING IN CONTINUING EDUCATION FOR MEDICAL ASSISTANTS?

### Employers:

Daily mentoring, conferences, educational comps, on-the-job training

### Educators:

Writing and diversity classes, live simulations, inter-professional training and workshops



36% of employers indicated the level of responsibility for medical assistants is increasing.

Responsibilities could include:

- Clerical duties
- Maintain medical records
- Assist the physician in medical procedures

ACCORDING TO EMPLOYERS, THESE ARE THE TWO SKILLS INCREASING IN IMPORTANCE

**#1**

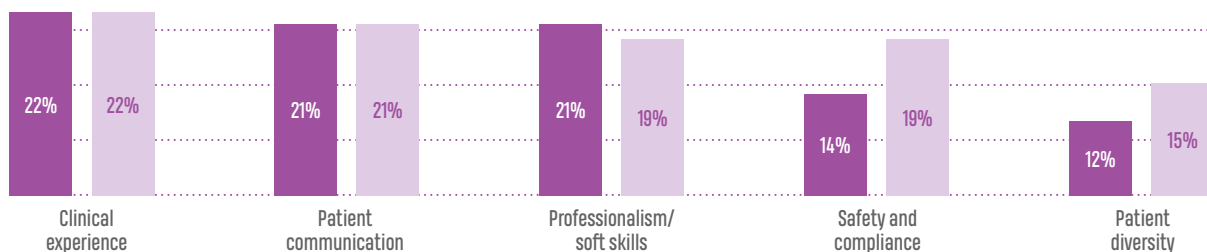
Customer service

**#2**

Problem solving

## EMPLOYERS & EDUCATORS RATE THE SKILLS MEDICAL ASSISTANTS NEED TO DEVELOP

Employers Educators



## STACKED CREDENTIALS:

When choosing to stack credentials, CPCT/A was the chosen certification to stack alongside CCMA. (NHA Certification Use Report, prepared for NHA by Ascend Assessment Sciences, April 2018.)

# PHARMACY TECHNICIAN

(CPhT)



BLS CAREER PROJECTION

**12%** GROWTH  
THROUGH

2026

THE TOP 5 MOST VALUED SKILLS IN PHARMACY TECHNICIANS ARE:

1

Customer service skills

2

Documentation

3

Medication therapy management

4

Team work/collaboration

5

Patient communication

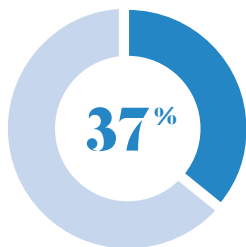
WHAT TRAINING RESOURCES AND TOOLS ARE YOU CURRENTLY USING  
IN CONTINUING EDUCATION FOR PHARMACY TECHNICIANS?

## Employers:

Daily coaching, in-house training,  
preceptorship

## Educators:

In-house webinars, mentoring,  
online tutoring



37% of employers indicated the  
level of responsibility for pharmacy  
technicians is increasing.

Responsibilities could include:

- Quality improvement
- Advanced medication systems, including "tech-check-tech"
- Law and regulation knowledge

ACCORDING TO EMPLOYERS,  
THESE ARE THE TWO SKILLS  
INCREASING IN IMPORTANCE

#1

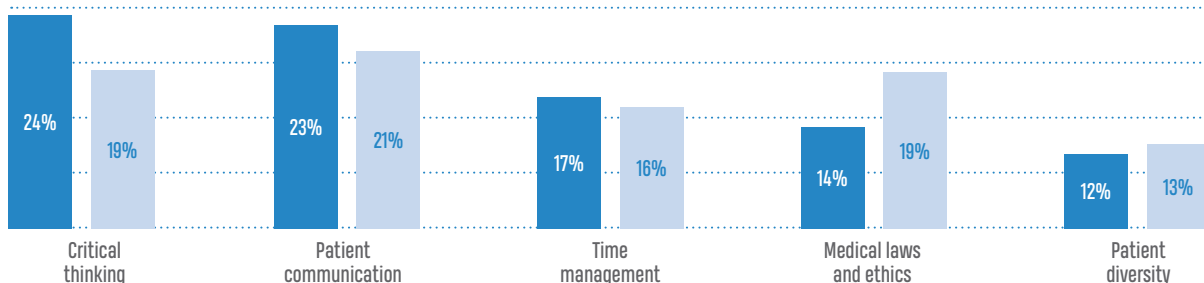
Customer service

#2

Patient  
communication

EMPLOYERS & EDUCATORS RATE THE SKILLS PHARMACY TECHNICIANS NEED TO DEVELOP

Employers Educators



STACKED CREDENTIALS:

When choosing to stack credentials, CPCT/A was the chosen certification to stack alongside CPhT. (NHA Certification Use Report, prepared for NHA by Ascend Assessment Sciences, April 2018.)

# PATIENT CARE TECHNICIAN

(CPCT/A)



BLS CAREER PROJECTION

**11%** GROWTH THROUGH  
2026

THE TOP 5 MOST VALUED SKILLS IN PATIENT CARE TECHNICIANS ARE:

- 1** Customer service
- 2** Documentation
- 3** Team work/ collaboration
- 4** Technology skills
- 5** Problem solving

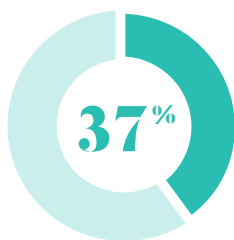
WHAT TRAINING RESOURCES AND TOOLS ARE YOU CURRENTLY USING IN CONTINUING EDUCATION FOR PATIENT CARE TECHNICIANS?

### Employers:

Computer-based learning, competency tests, conferences

### Educators:

Class auditing, computer-based training, digital badging programs



37% of employers indicated the level of responsibility for patient care technicians is increasing.

Responsibilities could include:

- Enhanced communication skills
- Familiarity with governmental billing and coding regulations
- Abstract patient information from medical records

ACCORDING TO EMPLOYERS, THESE ARE THE TWO SKILLS INCREASING IN IMPORTANCE

**#1**

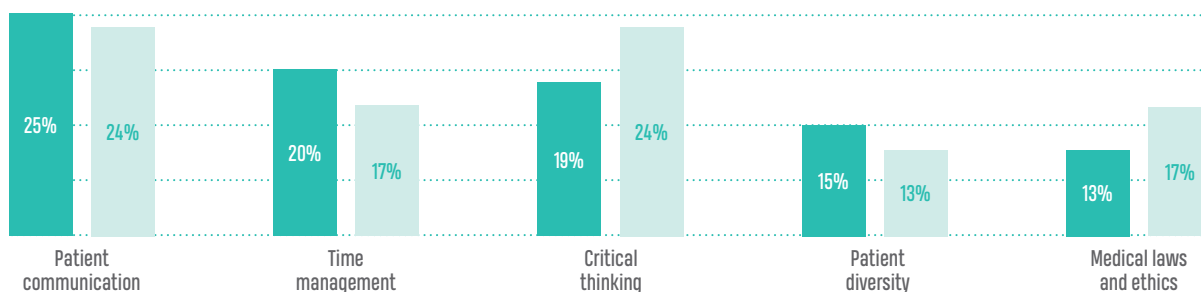
Customer service

**#2**

Patient communication

EMPLOYERS & EDUCATORS RATE THE SKILLS PATIENT CARE TECHNICIANS NEED TO DEVELOP

Employers Educators



STACKED CREDENTIALS:

When choosing to stack credentials, CCMA was the chosen certification to stack alongside CPCT/A. (NHA Certification Use Report, prepared for NHA by Ascend Assessment Sciences, April 2018.)

# BILLING & CODING SPECIALIST

(CBCS)



BLS CAREER PROJECTION

**13%** GROWTH THROUGH  
2026

## THE TOP 5 MOST VALUED SKILLS IN BILLING & CODING SPECIALISTS ARE:

- 1** Customer service skills
- 2** Patient communication
- 3** Documentation
- 4** Team work/collaboration
- 5** Patient education

## WHAT TRAINING RESOURCES AND TOOLS ARE YOU CURRENTLY USING IN CONTINUING EDUCATION FOR BILLING AND CODING SPECIALISTS?

### Employers:

Daily mentoring, conferences, educational comps, on-the-job training

### Educators:

Writing and diversity classes, live simulations, inter-professional training and workshops

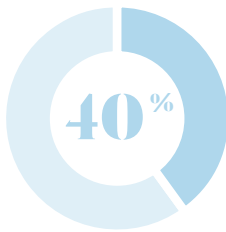
ACCORDING TO EMPLOYERS, THESE ARE THE TWO SKILLS INCREASING IN IMPORTANCE

#1

Customer service

#2

Documentation

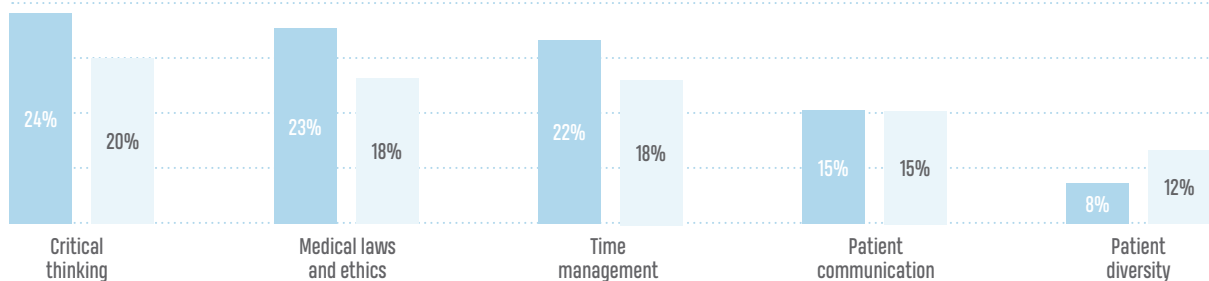


40% of employers indicated the level of responsibility for billing and coding specialists is increasing.

Responsibilities might include:  
- Perform code audits  
- Analyze and resolve billing issues

## EMPLOYERS & EDUCATORS RATE THE SKILLS CERTIFIED BILLING & CODING SPECIALISTS NEED TO DEVELOP

Employers Educators

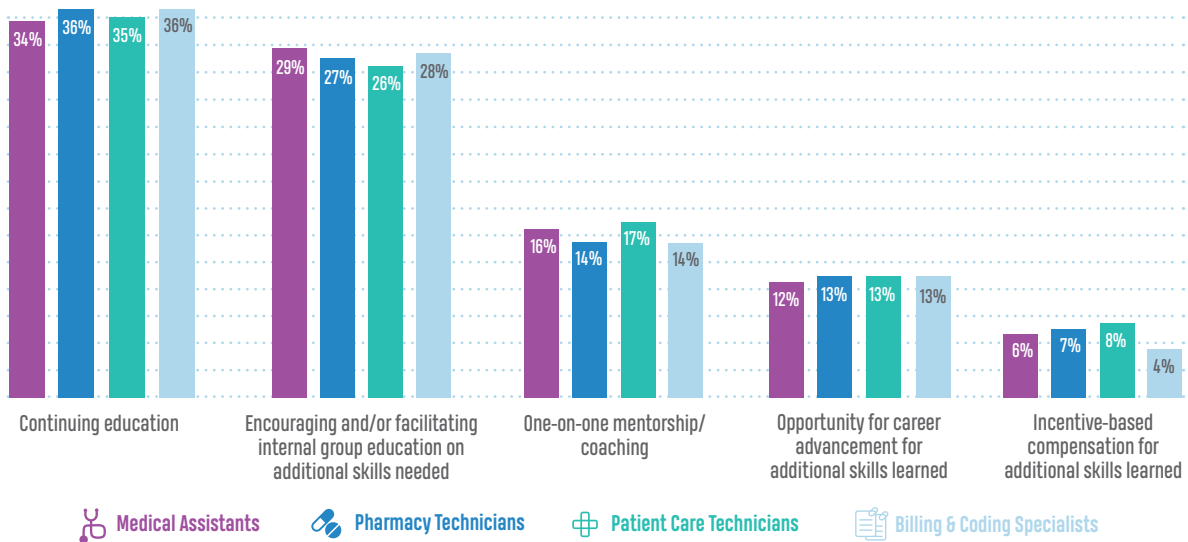


## STACKED CREDENTIALS:

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# Allied Health Professionals Impact Patient Care

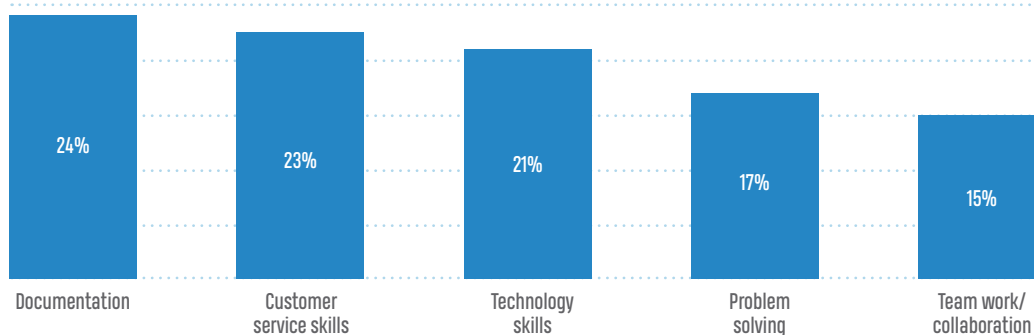
## EMPLOYERS ARE DEVELOPING ALLIED HEALTH PROFESSIONALS IN MULTIPLE WAYS



## EMPLOYERS ARE USING THREE METHODS TO IMPROVE AND DEVELOP SOFT SKILLS

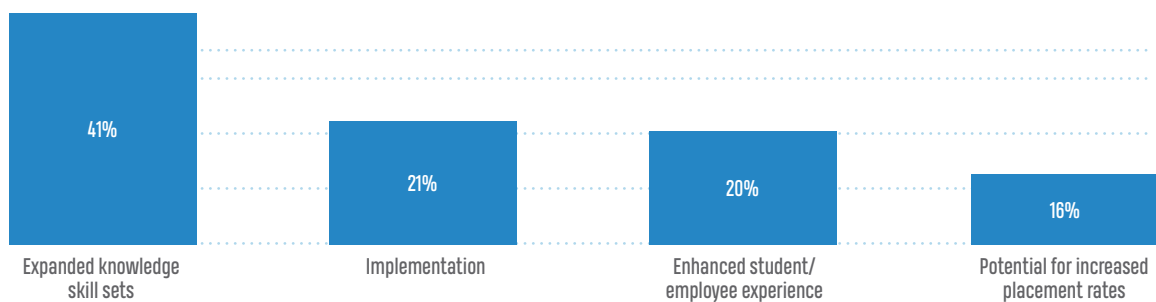


## THE MOST VALUABLE SKILLS IDENTIFIED BY EMPLOYERS FOR SURVEYED ALLIED HEALTHCARE PROFESSIONALS

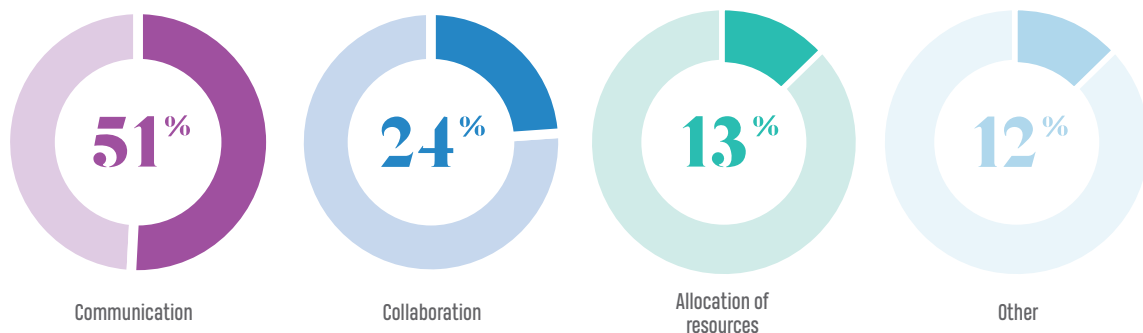


# Understanding the Value of the Educator and Employer Relationship

EMPLOYERS WERE ASKED: WHICH OF THE FOLLOWING IS VALUABLE REGARDING RELATIONSHIPS AND COLLABORATION WITH EDUCATORS?



ACCORDING TO EMPLOYERS, GREATER COLLABORATION AND COMMUNICATION ARE CRITICAL TO IMPROVING THEIR RELATIONSHIP



**95%** OF EMPLOYERS AND EDUCATORS BELIEVE THERE IS VALUE IN A COLLABORATIVE RELATIONSHIP

# Healthcare in High School

THE TOP 3 SKILLS AND EXPERIENCES THAT STUDENTS REPORT GAINING IN THEIR CTE CLASSES ARE\*

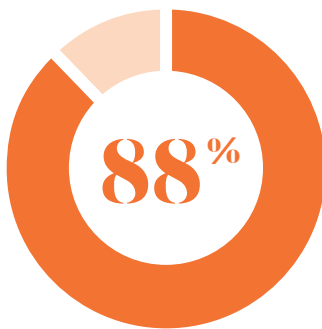
1  
Skills to help them  
get jobs in the future

2  
Real-world  
experiences

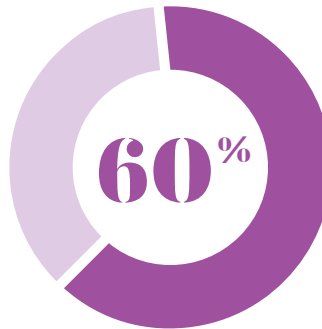
3  
The chance to work  
as part of a team

**“WE ARE BEGINNING TO SEE A SHIFT WHERE COLLEGE READINESS AND CAREER READINESS ARE ONE IN THE SAME.”**

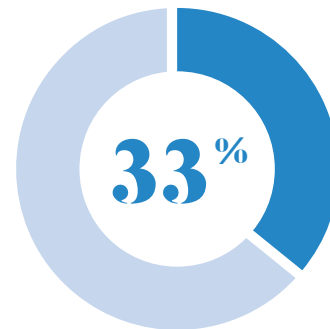
– Collie Wells, Interim Deputy State Superintendent of Education, Career and Technical Education/ Workforce Development Division



More than 88% of CTE students are planning to continue on to post-secondary education\*\*



6 in 10 students are planning to pursue a career related to the CTE area they are exploring in high school.



Almost 1/3 of CTE students have the opportunity to earn college credit and/ or an industry certification through CTE

## BEST PRACTICES FOR CTE PROGRAMS

According to: Beth Brown, Instructor

Masud Shamsid-Deen, Richardson ISD, Executive Director of CTE

Collie Wells, Interim Deputy State Superintendent of Education, Career and Technical Education/ Workforce Development Division

### Understand the need

Talk to employers to determine what they're seeking

### Form partnerships

Partner with businesses in the industry to give students meaningful, real-world experience

### Gain real-world experience

Through shadowing or by simulating a work environment, help students understand what healthcare is really like

### Incorporate soft-skills training

Help students understand soft skills such as empathy, teamwork, timeliness, etc.