

# LABOR MARKET ANALYSIS

FOR PROGRAM RECOMMENDATION



C·O·E

CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH

## HEALTHCARE NAVIGATION/ PATIENT CARE COORDINATION

IN THE FAR NORTH

Far North  
Center of Excellence

MARCH 2022

# TABLE OF CONTENTS

## Contents

Summary.....	3
Introduction.....	4
Occupational Demand.....	5
Wages .....	6
Job Postings.....	7
Occupations and Job Titles .....	7
Employers.....	8
Certifications, Skills, and Experience- Selected Occupations .....	9
Job Postings for Patient Representatives (SOC 29-2099.08).....	11
Employers of Patient Representatives.....	11
Certifications, Skills, and Experience- Patient Representatives.....	12
Education and Training .....	14
Educational Supply.....	15
Community College Supply .....	15
Other Postsecondary Supply .....	16
Findings.....	17
Recommendations .....	19
Appendix A. Methodology and Sources.....	20

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# SUMMARY

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The Far North Center of Excellence for Labor Market Research prepared this report to provide a labor market analysis of educational supply and occupational demand for middle-skilled career pathways in the Far North subregion. This report aims to determine if demand in the local labor market is unmet by the supply from existing community college programs and other postsecondary training providers.

This report primarily focuses on training that leads to jobs in middle-skilled occupations - jobs that typically require education beyond a high school diploma but less than a Bachelor's degree - but may include higher-skilled occupations for training pathways that lead to a bachelor's degree. Lowered skilled occupations are rarely considered in this type of analysis due to the lessened barriers for entry-level work, such as no formal education and on-the-job training requirements.

Key findings include:

- The Far North subregion held 3,223 healthcare navigation/patient care coordination jobs in 2020. Healthcare navigation/patient care coordination jobs are projected to increase by 7% over the next five years, adding 223 new jobs to the subregion by 2025.
- Over the next five years, healthcare navigation/patient care coordination jobs are projected to have 399 annual openings in the Far North subregion.
- Wage data shows that healthcare navigation/patient care coordination occupations earn \$3 to \$15 above the subregion's living wage of \$12.74 per hour.
- Awards data analysis shows that Far North training providers conferred an average of 40 awards (certificates and associate degrees) in healthcare navigation/patient care coordination programs over the last three academic years.

Recommendations include:

- The Far North Center of Excellence recommends moving forward with the program.

# INTRODUCTION

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The Far North Center of Excellence (COE) was asked to provide labor market information for a proposed program at a regional community college. This report focuses on the following Standard Occupational Classification (SOC) occupations and codes:

- These middle-skill occupations require more education and training beyond a high school diploma but less than a four-year degree:
  - Social and Human Service Assistants (21-1093)
  - Community Health Workers (21-1094)
- Students who transfer and earn a four-year degree could pursue the following high-skill occupation:
  - Social and Community Service Managers (11-9151)

A review of related programs revealed the following Taxonomy of Programs (TOP) title(s) and code(s) are appropriate for inclusion in this report:

- Health Education (0837.00)
- Health Occupations, General (1201.00)
- Community Health Care Worker (1261.00)\*
- Human Services (2104.00)

The corresponding Classification of Instructional Program (CIP) title(s) and code(s) are:

- Social Work (44.0701)
- Health and Wellness, General (51.0001)\*
- Community Health and Preventive Medicine (51.2208)\*

\*There were no programs offered in these TOP or CIP codes within the study region.

# OCCUPATIONAL DEMAND

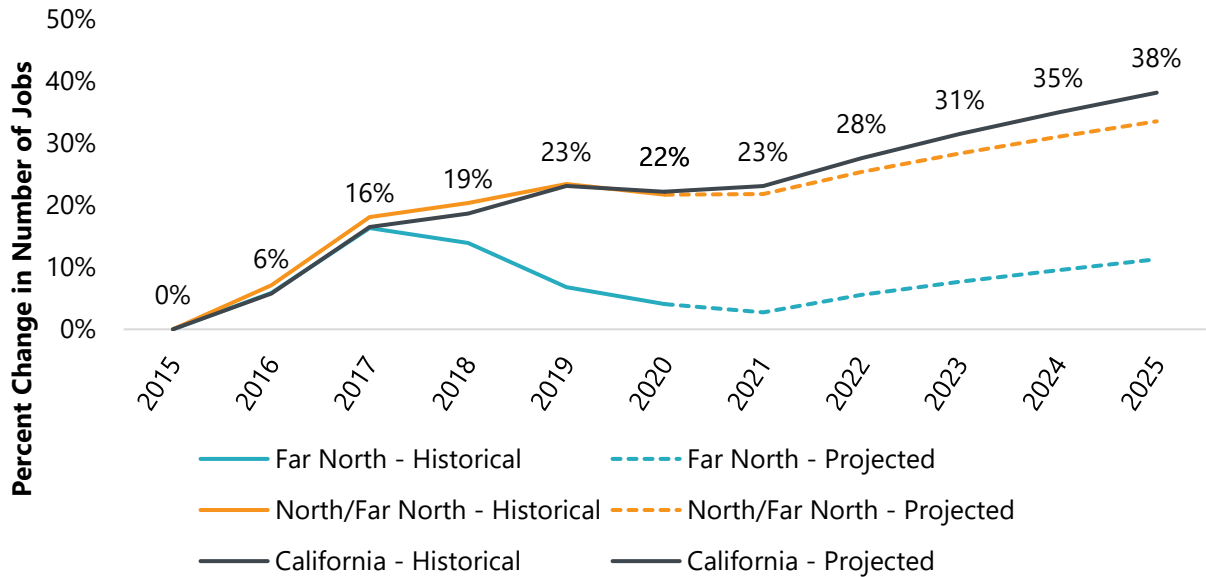
Exhibit 1 summarizes the five-year projected job growth for middle-skill and high-skill occupations in the Far North, North/Far North, and California.

**Exhibit 1. Employment and projected demand, 2020-2025**

Occupation	2020 Jobs	2025 Jobs	2020-2025 Change	2020-2025 % Change	2020-2025 Annual Openings
Social and Human Service Assistants	2,026	2,163	137	7%	270
Community Health Workers	214	227	13	6%	26
Social and Community Service Managers	983	1,056	73	7%	103
<b>Far North</b>	<b>3,223</b>	<b>3,446</b>	<b>223</b>	<b>7%</b>	<b>399</b>
Social and Human Service Assistants	7,549	8,248	699	9%	1,042
Community Health Workers	655	739	84	13%	88
Social and Community Service Managers	3,170	3,492	322	10%	345
<b>North/Far North</b>	<b>11,374</b>	<b>12,479</b>	<b>1,105</b>	<b>10%</b>	<b>1,475</b>
Social and Human Service Assistants	55,408	63,014	7,606	14%	8,225
Community Health Workers	6,500	7,511	1,011	16%	912
Social and Community Service Managers	33,127	36,914	3,787	11%	3,674
<b>California</b>	<b>95,035</b>	<b>107,439</b>	<b>12,404</b>	<b>13%</b>	<b>12,811</b>

Exhibit 2 compares the percent change in jobs between 2015 through 2020 and the projected changes through 2025. The rate of change is indexed to the total number of jobs in 2015.

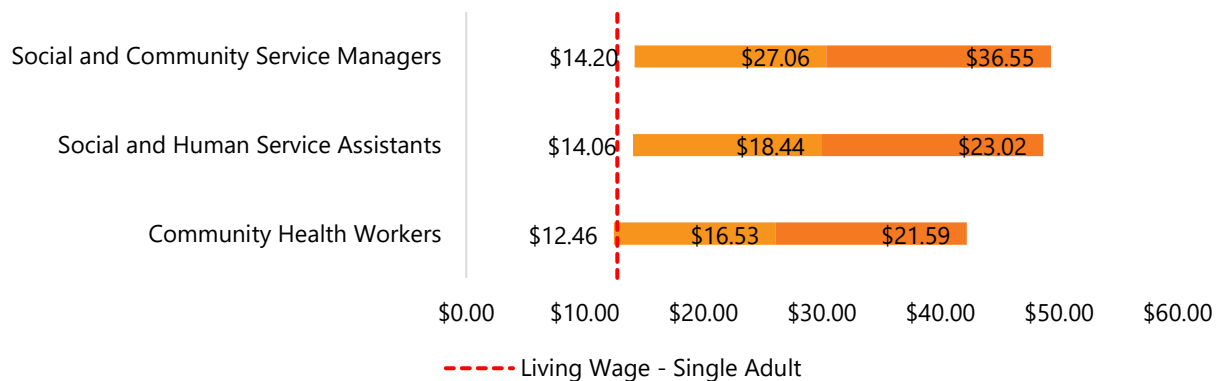
**Exhibit 2. Changes in employment, 2015-2025**



## WAGES

Exhibit 3 compares the entry-level, median, and experienced wages for the selected occupations to the Far North living wage for a single adult - \$12.74 per hour.<sup>1</sup>

**Exhibit 3. Comparison of wages by occupation, 2020**



<sup>1</sup> Living wage is defined as the level of income a single adult with no children must earn to meet basic needs, including food, housing, transportation, healthcare, taxes, and other miscellaneous basic needs. The 25th-percentile and 75th-percentile hourly wages are used as proxy for entry-level and experienced-level wages.

# JOB POSTINGS

This section of the report analyzes recent data from online job postings (real-time LMI). Online job postings may provide additional insight into recent changes in the labor market that are not captured by historical trends.

The Far North COE identified 219 online job postings for the selected occupations in the Far North subregion. Job postings data comes from Burning Glass Labor Insights and represents new listings posted online within the last year, from March 1, 2021, to February 28, 2022.

## Occupations and Job Titles

Exhibit 4 details the number of online job postings for the selected occupations.

### Exhibit 4. Number of job postings by occupation

Occupation	Job Postings	Share of Job Postings
Social and Human Service Assistants	135	62%
Community Health Workers	9	4%
Social and Community Service Managers	75	34%
<b>Total Job Postings</b>	<b>XXX</b>	<b>100%</b>

Exhibit 5 shows the top 10 job titles with the most job postings and the share of job postings. All job postings included a job title.

### Exhibit 5. Top jobs titles for selected occupations

Job Title	Job Postings	Share of Job Postings
Home Visitor	16	7%
Social Services Aide	10	5%
Case Worker	6	3%
Director Of Social Services	6	3%
Advocate	5	3%
Case Management Assistant	4	2%
Drop-In Advocate, Catalyst Domestic Violence	4	2%

Job Title	Job Postings	Share of Job Postings
Services		
Operations Director	4	2%
Social Work Coordinator	4	2%
Care Coordinator	3	1%

## Employers

Exhibit 6 shows the top 10 employers with the most job postings for the selected occupations. Forty percent (n= 88) of job postings did not include an employer.

### Exhibit 6. Employers with the most job postings for selected occupations

Employer	Job Postings	Share of Job Postings
The Mentor Network	10	8%
Tehama County	8	6%
Shasta County Head Start Child Development Inc	7	5%
Salvation Army	6	5%
Lifesteps Incorporated	6	5%
Enloe Medical Center	6	5%
Shasta Head Start Child Development Inc	5	4%
California Tribal Tanf Partnership	5	4%
Life Skills Training And Educational Programs	3	2%
County Of Del Norte	3	2%



## Certifications, Skills, and Experience- Selected Occupations

Exhibit 7 shows the most relevant certifications requested by employers for the selected occupations. Forty-nine percent (n = 108) of job postings did not include certification information.

### Exhibit 7. Most in-demand certifications for selected occupations

Certification	Job Postings	Share of Job Postings
First Aid Cpr Aed	13	12%
Typing Certification	6	5%
Social Worker Certification	4	4%
Certified Public Accountant (CPA)	3	3%
Cdl Class C	3	3%
Social Work License	2	2%

Exhibit 8 shows the specialized skills most requested by employers for the selected occupations.

### Exhibit 8. Most in-demand specialized skills for selected occupations

Specialized Skill	Skill Postings	Share of Skill Postings
Social Services	71	39%
Case Management	57	32%
Social Services Industry Knowledge	44	25%
Budgeting	36	20%
Customer Service	36	20%
Data Entry	29	16%
Psychology	29	16%
Scheduling	27	15%
Crisis Intervention	25	14%
Child Development	24	13%

Exhibit 9 shows the minimum level of education required by employers for job postings for the selected occupations.

**Exhibit 9. Employer-preferred minimum education levels for selected occupations**

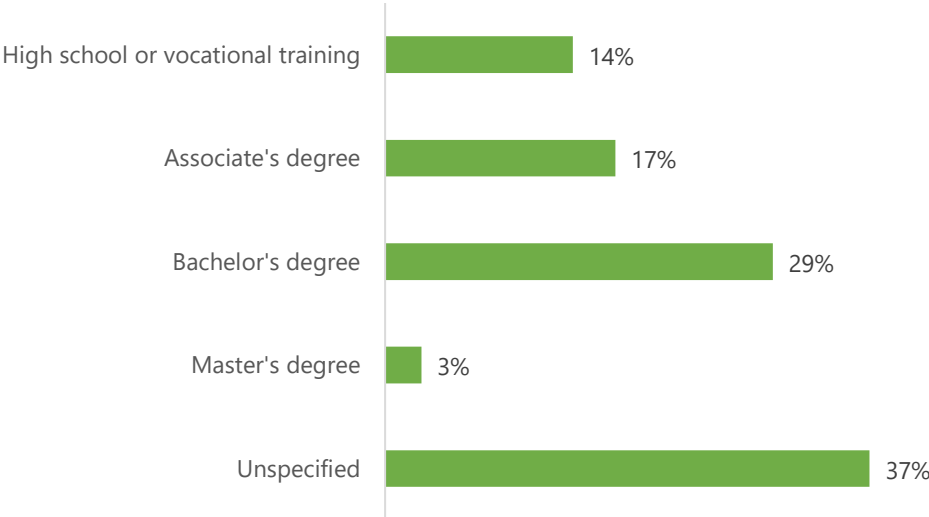
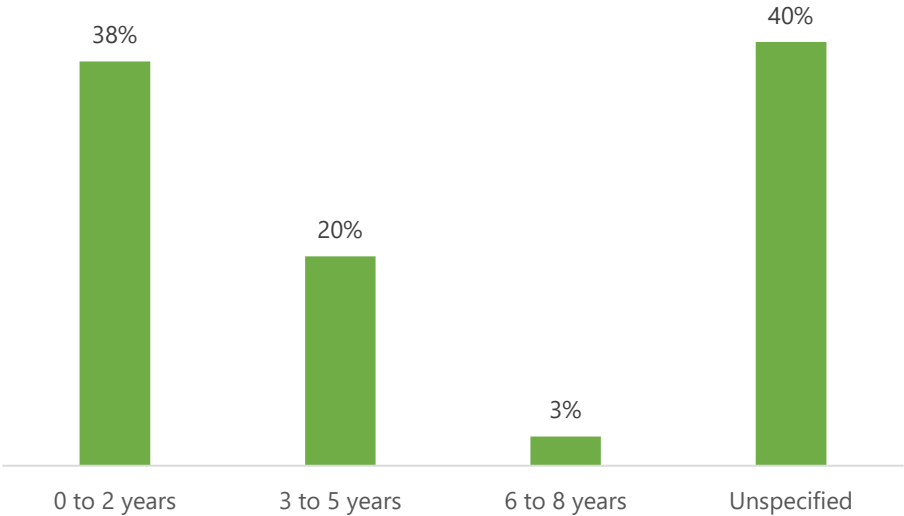


Exhibit 10 shows the experience levels required by employers for job postings for the selected occupations.

**Exhibit 10. Employer-preferred experience levels for selected occupations**



## Job Postings for Patient Representatives (SOC 29-2099.08)

While traditional LMI is not available for the occupation patient representative, job postings data is available for this emerging occupation. There were 343 job postings for patient representatives (SOC 29-2099.08, updated from SOC 43-4051.03 in 2021). Exhibit 11 shows the top 10 job titles and the share of job postings. All job postings included a job title.

### Exhibit 11. Top jobs titles for Patient Representatives

Job Title	Job Postings	Share of Job Postings
Patient Access Representative	38	11%
Patient Registration Representative	16	5%
Patient Services Representative	13	4%
Patient Access Representative, Per Diem	11	3%
Patient Service Representative	9	3%
Admissions Clerk	6	2%
Patient Access Representative Clinic	5	2%
Patient Access Services Representative	5	2%
Remote Intake Specialist	5	2%
Patient Access Representative- ER	4	1%

## Employers of Patient Representatives

Exhibit 12 shows the top 10 employers with the most job postings for patient representatives. Eight percent (n= 29) of job postings did not include an employer.

### Exhibit 12. Employers with the most job postings for Patient Representatives

Employer	Job Postings	Share of Job Postings
Adventist Health	71	22%
Covenant Health	38	12%
Enloe Medical Center	32	10%
Dignity Health	22	7%

Employer	Job Postings	Share of Job Postings
Sutter Health	18	6%
Sutter Medical Center	11	4%
Eastern Plumas Health Care	10	3%
Banner Health System	9	3%
Plumas District Hospital	7	2%
Prime Healthcare Services	6	2%

### Certifications, Skills, and Experience- Patient Representatives

Exhibit 13 shows the most relevant certifications requested by employers for patient representatives. Fifty-nine percent (n= 203) of job postings did not include certification information.

#### Exhibit 13. Most in-demand certifications for Patient Representatives

Certification	Job Postings	Share of Job Postings
Typing Certification	27	24%
Certified Healthcare Access Associate	17	15%
First Aid Cpr Aed	12	11%
Certified Patient Account Technician	10	9%
Registered Nurse	7	6%
Emergency Medical Technician (EMT)	5	5%

Exhibit 14 shows the specialized skills most requested by employers for the patient representatives.

#### Exhibit 14. Most in-demand specialized skills for Patient Representatives

Specialized Skill	Skill Postings	Share of Skill Postings
Customer Service	121	38%
Scheduling	106	33%

Specialized Skill	Skill Postings	Share of Skill Postings
Appointment Setting	81	25%
Managed Care	70	22%
Medical Terminology	65	21%
Data Entry	59	18%
Customer Billing	56	17%
Quality Assurance and Control	56	17%
Patient Information Collection	54	17%
Record Keeping	52	16%

Exhibit 15 shows the minimum level of education required by employers for job postings for patient representatives.

**Exhibit 15. Employer-preferred minimum education levels for Patient Representatives**

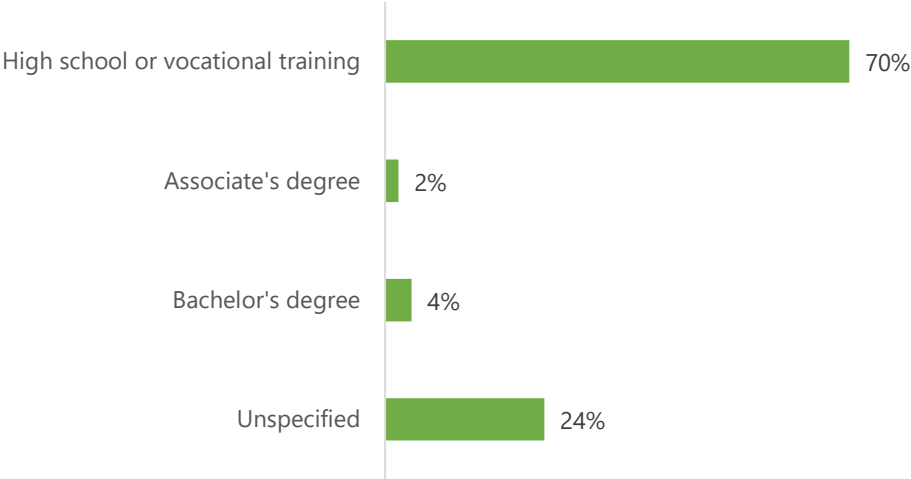
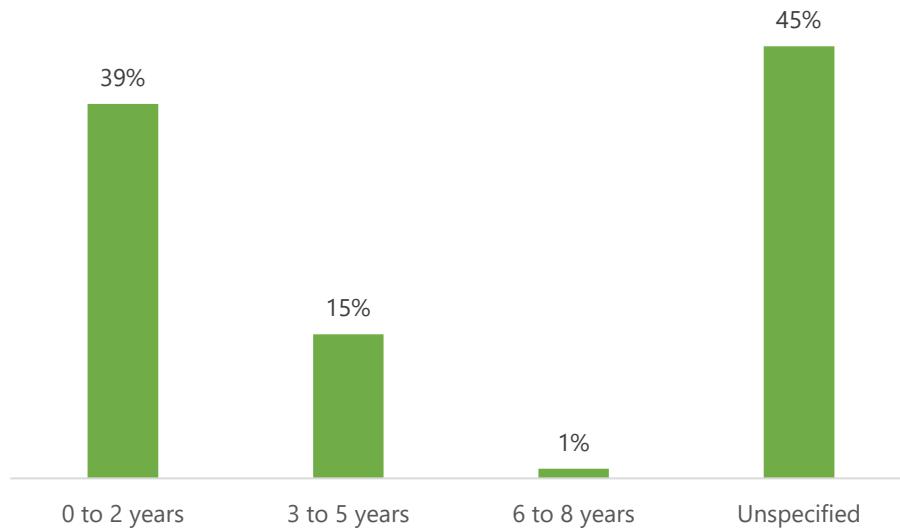


Exhibit 16 shows the experience levels required by employers for job postings for patient representatives.

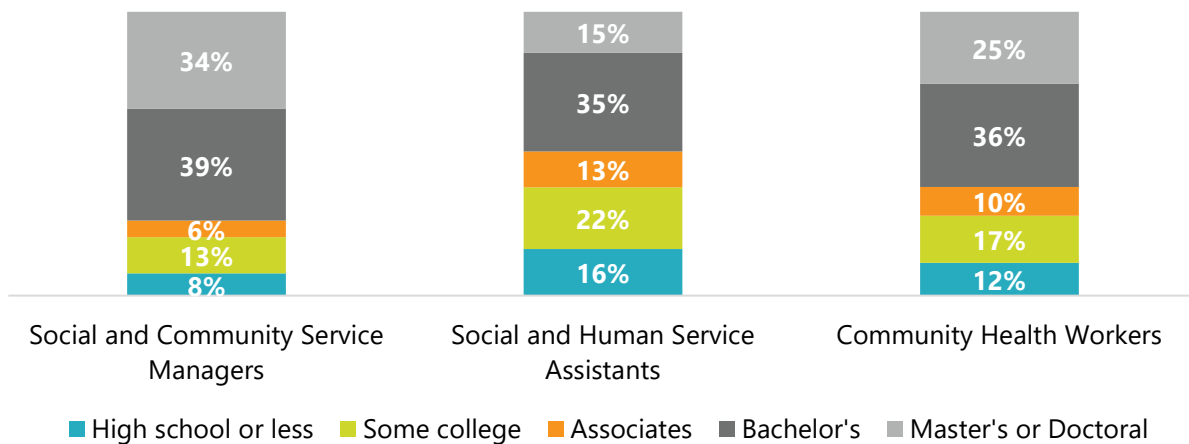
**Exhibit 16. Employer-preferred experience levels for Patient Representatives**



## EDUCATION AND TRAINING

The U.S. Census Bureau and Bureau of Labor Statistics collects data on education achieved by workers employed in occupations. Exhibit 17 shows the national-level educational attainment of the current workforce in the selected occupations.

**Exhibit 17. National worker educational attainment for selected occupations, 2019**



The Bureau of Labor Statistics (BLS) uses a system to assign categories for entry-level education, work experience in a related occupation, and typical on-the-job training to each occupation for

which the BLS publishes projections data. Exhibit 18 shows the skill level and entry-level job requirements for the selected occupations.

**Exhibit 18. Typical education, work experience, and on-the-job training requirements**

Occupation	Typical Entry-level Education	Work Experience Required	On-the-job Training Required
Social and Human Service Assistants	High school diploma or equivalent	None	Short-term
Community Health Workers	High school diploma or equivalent	None	Short-term
Social and Community Service Managers	Bachelor's degree	Less than 5 years	None

## EDUCATIONAL SUPPLY

Educational supply for an occupation can be estimated by analyzing the number of awards issued in related Taxonomy of Programs (TOP) or Classification of Instructional Programs (CIP) codes.

### Community College Supply

Exhibit 19 shows the average number of certificates and degrees conferred in selected community college programs over the last three academic years.

**Exhibit 19. Annual average community college awards by program, 2018-19 through 2020-21**

Program - TOP Code	College	Annual Awards 2018-19	Annual Awards 2019-20	Annual Awards 2020-21	3-Yr Annual Awards Average
Health Education (0837.00)	Shasta	17	17	23	19
	<b>Subtotal</b>	<b>17</b>	<b>17</b>	<b>23</b>	<b>19</b>
Health Occupations, General (1201.00)	Butte	0	2	4	3
	<b>Subtotal</b>	<b>0</b>	<b>2</b>	<b>4</b>	<b>3</b>
Human Services (2104.00)	Lassen	3	1	0	3

Program - TOP Code	College	Annual Awards 2018-19	Annual Awards 2019-20	Annual Awards 2020-21	3-Yr Annual Awards Average
	Mendocino	11	12	18	14
	Redwoods	0	0	1	1
	Siskiyou	3	5	2	3
	<b>Subtotal</b>	<b>17</b>	<b>18</b>	<b>21</b>	<b>19</b>
	<b>Grand Total</b>	<b>34</b>	<b>37</b>	<b>48</b>	<b>40</b>

### Other Postsecondary Supply

Exhibit 20 compares the average number of degrees conferred by non-community college training providers in the Far North over the last three academic years. Please note that non-community college data lags by two years.

#### Exhibit 20. Other postsecondary awards by program, 2017-18 through 2019-20

Program - CIP Code	College	Annual Awards 2017-18	Annual Awards 2018-19	Annual Awards 2019-2020	3-Yr Annual Awards Average
Social Work- Bachelor's (44.0701)	CSU- Chico	96	87	75	86
	CSU- Humboldt	77	53	55	62
	<b>Subtotal</b>	<b>173</b>	<b>140</b>	<b>130</b>	<b>148</b>
Social Work- Master's or higher (44.0701)	CSU- Chico	<b>40</b>	<b>81</b>	<b>37</b>	<b>53</b>
	CSU- Humboldt	<b>62</b>	<b>52</b>	<b>48</b>	<b>54</b>
		<b>102</b>	<b>133</b>	<b>85</b>	<b>107</b>
	<b>Grand Total</b>	<b>275</b>	<b>273</b>	<b>215</b>	<b>254</b>



## FINDINGS

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- This report focuses on three occupations in the healthcare navigation/patient care coordination pathway, including social and human service assistants, community health workers, and social and community service managers. Data for one emerging occupation- patient representatives- was included in job postings analysis.
- The Far North subregion held 3,223 jobs related to healthcare navigation/patient care in 2020.
- In other regions of California, healthcare navigation/patient care coordination jobs are often held by registered nurses.
- Far North healthcare navigation/patient care coordination jobs are projected to increase by 7% over the next five years, adding 223 new jobs to the subregion by 2025. Jobs for this occupational pathway are projected to grow at a slightly slower rate in the Far North subregion than in California.
- Over the next five years, healthcare navigation/patient care coordination care jobs are projected to have 399 annual openings in the Far North subregion.
- Wage data shows that healthcare navigation/patient care coordination occupations earn \$3 to \$15 above the subregion's living wage of \$12.74 per hour.
- According to real-time labor market information, there were 219 online job postings for the three occupations comprising the healthcare navigation/patient care coordination pathway between March 1, 2021, to February 28, 2022. There were 343 postings for patient representatives during the same time period.
- Between 19% and 35% of incumbent workers in the studied occupations have educational attainment levels consistent with community college offerings (some college or associate degrees). Another 36% to 39% of workers in these occupations hold a bachelor's degree.
- No training providers in the Far North are currently conferring awards in TOP 1261.00- Community Health Care Worker (1261.00) or CIP 51.2208- Community Health and Preventive Medicine.
- Six Far North community colleges offer degrees and certificates in programs related to healthcare navigation/patient care coordination. Together, these programs conferred an average of 40 awards (certificates and associate degrees) in healthcare navigation/patient care programs over the last three academic years (2018-19 through 2020-21).
- Local non-community college postsecondary training providers also offer training related to the studied occupations. Between 2017-18 and 2019-20, non-community college

training providers conferred an average of 254 awards in healthcare navigation/patient care coordination programs over the last three years. Please note that non-community college awards data lags by one year.

# RECOMMENDATIONS

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- Based on a three-year average of annual awards in Far North region healthcare navigation/patient care coordination programs and projected yearly openings, the supply gap analysis shows that the region seems to have room for additional training.
  - Together, community colleges and other postsecondary training providers issued an average of 294 awards over the last three years.
  - There are 399 projected annual openings for healthcare navigation/patient care jobs.
- Because healthcare navigation/patient care coordination jobs are often held by registered nurses (RN), the Far North Center of Excellence recommends programs not building in the RN component be clear that in other regions of CA, job opportunities may be different for graduates.
- The Far North Center of Excellence recommends moving forward with the program.

COE Recommendation		
<b>Move forward with the program</b>	<b>Proceed with caution</b>	<b>Program is not recommended</b>
<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

# APPENDIX A. METHODOLOGY AND SOURCES

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Occupations in this report were identified using the Center of Excellence TOP-to-CIP-to-SOC crosswalk and O\*Net OnLine. This report's findings were determined using labor market data from the Bureau of Labor Statistics (BLS), U.S. Census Bureau data from Emsi, and jobs posting data from Burning Glass.

Cal-PASS Plus LaunchBoard. California Community Colleges Chancellor's Office.

<https://www.calpassplus.org/LaunchBoard/Home.aspx>.

Emsi 2022.1; QCEW Employees, Non-QCEW Employees, and Self-Employed.

<https://www.economicmodeling.com/>. EMSI occupational employment data are based on final EMSI industry data and final EMSI staffing patterns. Wage estimates are based on Occupational Employment Statistics (QCEW and Non-QCEW Employees classes of worker) and the American Community Survey (Self-Employed and Extended Proprietors).

Educational Attainment for Workers 25 Years and Older by Detailed Occupation, 2016-2017.

Bureau of Labor Statistics. <https://www.bls.gov/emp/tables/educational-attainment.htm#>.

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"Taxonomy of Programs." California Community Colleges Chancellor's Office. June 2012, 6<sup>th</sup> Edition. <https://www.cccco.edu/-/media/CCCCO-Website/About->

[Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.aspx](https://www.coecc.net/Us/Divisions/Educational-Services-and-Support/Academic-Affairs/What-we-do/Curriculum-and-Instruction-Unit/Files/TOPmanual6200909corrected12513pdf.aspx)

"TOP-CIP-SOC Crosswalk." Centers of Excellence for Labor Market Research. November 2015 Edition. <http://coecc.net/>

**COVID-19 Statement:** This report includes employment projection data by EMSI. EMSI's projections are modeled on recorded (historical) employment figures and incorporate several underlying assumptions, including the assumption that the economy during the projection period will be at approximately full employment or potential output. To the extent that a recession or labor shock, such as the economic effects of COVID-19, can cause long-term structural change, they may impact the projections. At this time, it is not possible to quantify the impact of COVID-19 on projections of industry and occupational employment. Other measures such as unemployment rates and monthly industry employment estimates will reflect the most recent information on employment and jobs in the state and, in combination with input from local employers, may help validate current and future employment needs as depicted here.

**Important Disclaimer:** All representations included in this report have been produced from primary research and/or secondary review of publicly and/or privately available data and/or research reports. Efforts have been made to qualify and validate the accuracy of the data and the reported findings; however, neither the Centers of Excellence, COE host District, nor California Community Colleges Chancellor's Office are responsible for applications or decisions made by recipient community colleges or their representatives based upon components or recommendations contained in this study.

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Centers of Excellence for Labor Market Research, Economic and  
Workforce Development Program



CENTERS OF EXCELLENCE  
FOR LABOR MARKET RESEARCH

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