** Behavioral** **Intake and Assessment Occupations**

**Labor Market Information Report**

**Evergreen Valley College**

Prepared by the San Francisco Bay Center of Excellence

for Labor Market Research

December 2019

# Recommendation

Based on all available data, there appears to be a significant undersupply of Behavioral Intake and Assessment workers compared to the demand for this cluster of occupations in the Bay region and in the Silicon Valley sub-region (Santa Clara County). There is a projected annual gap of about 12,585 students in the Bay region and 3,282 students in the Silicon Valley Sub-Region.

This report also provides student outcomes data on employment and earnings for programs on TOP 0514.20 - Medical Office Technology in the state and region. It is recommended that these data be reviewed to better understand how outcomes for students taking courses on this TOP code compare to potentially similar programs at colleges in the state and region, as well as to outcomes across all CTE programs at Evergreen Valley College and in the region.

# Introduction

This report profiles Behavioral Intake and Assessment Occupations in the 12 county Bay region and in the Silicon Valley sub-region for a proposed new program at Evergreen Valley College. Labor market information (LMI) is not available at the eight-digit SOC Code level for Patient Representatives (43-4051.03), therefore, the data shown in Tables 1 and 2 is for Customer Service Representatives (at the six digit SOC level) and likely overstates demand for Patient Representatives. Tables 3, 4, 6, 9, 10 and 11 use job postings data from Burning Glass at the eight-digit SOC Code level for Patient Representatives (43-4051.03).

|  |
| --- |
| * **Medical Secretaries (SOC 43-6013):** Perform secretarial duties using specific knowledge of medical terminology and hospital, clinic, or laboratory procedures. Duties may include scheduling appointments, billing patients, and compiling and recording medical charts, reports, and correspondence. |
| Entry-Level Educational Requirement: High school *diploma or equivalent* |
| Training Requirement: Moderate-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 47% |
|  |
| * **Customer Service Representatives (SOC 43-4051):** Interact with customers to provide information in response to inquiries about products and services and to handle and resolve complaints. Excludes individuals whose duties are primarily installation, sales, or repair. |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 43*%* |
|  |
| * **Social and Human Service Assistants (SOC 21-1093):** Assist in providing client services in a wide variety of fields, such as psychology, rehabilitation, or social work, including support for families. May assist clients in identifying and obtaining available benefits and social and community services. May assist social workers with developing, organizing, and conducting programs to prevent and resolve problems relevant to substance abuse, human relationships, rehabilitation, or dependent care. Excludes "Rehabilitation Counselors" (21-1015), "Psychiatric Technicians" (29-2053), "Personal Care Aides" (39-9021), and "Eligibility Interviewers, Government Programs" (43-4061). |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 35*%* |
|  |
| * **Switchboard Operators, Including Answering Service** **(SOC 43-2011):** Operate telephone business systems equipment or switchboards to relay incoming, outgoing, and interoffice calls. May supply information to callers and record messages. |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: Short-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 44*%* |
|  |
| * **Eligibility Interviewers, Government Programs** **(SOC 43-4061):** Determine eligibility of persons applying to receive assistance from government programs and agency resources, such as welfare, unemployment benefits, social security, and public housing. |
| Entry-Level Educational Requirement: High *school diploma or equivalent* |
| Training Requirement: Moderate-term *on-the-job training* |
| Percentage of Community College Award Holders or Some Postsecondary Coursework: 40*%* |

# Occupational Demand

**Table 1. Employment Outlook for Behavioral Intake and Assessment Occupations in Bay Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Medical Secretaries | 20,537 | 22,555 | 2,018 | 10% | 13,306 | 2,661 | $18.09 | $22.83 |
| Customer Service Representatives | 51,502 | 56,293 | 4,791 | 9% | 38,416 | 7,683 | $16.25 | $21.17 |
| Social and Human Service Assistants | 12,057 | 13,548 | 1,491 | 12% | 8,801 | 1,760 | $16.54 | $20.65 |
| Switchboard Operators, Including Answering Service | 1,773 | 1,627 | -146 | -8% | 1,110 | 222 | $14.54 | $18.65 |
| Eligibility Interviewers, Government Programs | 3,812 | 3,985 | 173 | 5% | 1,859 | 372 | $27.57 | $32.21 |
| **Total** | **89,681** | **98,008** | **8,327** | **9%** | **63,493** | **12,698** | **$17.16** | **$21.90** |

*Source: EMSI 2019.3*

**Bay Region** includes Alameda, Contra Costa, Marin, Monterey, Napa, San Benito, San Francisco, San Mateo, Santa Clara, Santa Cruz, Solano and Sonoma Counties

**Table 2. Employment Outlook for Behavioral Intake and Assessment Occupations in Silicon Valley Sub-Region**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Occupation | 2018 Jobs | 2023 Jobs | 5-Yr Change | 5-Yr % Change | 5-Yr Open-ings | Average Annual Open-ings | 25% Hourly Wage | Median Hourly Wage |
| Medical Secretaries | 6,594 | 7,250 | 656 | 10% | 4,285 | 857 | $18.49 | $24.53 |
| Customer Service Representatives | 13,176 | 14,598 | 1,422 | 11% | 10,048 | 2,010 | $15.82 | $21.17 |
| Social and Human Service Assistants | 1,965 | 2,249 | 285 | 14% | 1,485 | 297 | $18.80 | $23.42 |
| Switchboard Operators, Including Answering Service | 280 | 269 | -12 | -4% | 178 | 36 | $13.31 | $16.74 |
| Eligibility Interviewers, Government Programs | 965 | 1,009 | 44 | 5% | 470 | 94 | $32.09 | $36.57 |
| **TOTAL** | **22,980** | **25,374** | **2,395** | **10%** | **16,466** | **3,293** | **$17.49** | **$22.92** |

*Source: EMSI 2019.3*

**Silicon Valley Sub-Region** includes Santa Clara County

### Job Postings in Bay Region and Silicon Valley Sub-Region

**Table 3. Number of Job Postings by Occupation for latest 12 months (November 2018 - October 2019)**

| Occupation | Bay Region | Silicon Valley |
| --- | --- | --- |
| Medical Secretaries | 5,073 | 1,324 |
| Patient Representatives | 2,666 | 610 |
| Social and Human Service Assistants | 1,305 | 251 |
| Eligibility Interviewers, Government Programs | 260 | 53 |
| Switchboard Operators, Including Answering Service | 143 | 23 |
| **Total** | **9,447** | **2,261** |

*Source: Burning Glass*

**Table 4a. Top Job Titles for Behavioral Intake and Assessment Occupations for latest 12 months (November 2018 - October 2019) Bay Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Bay | Common Title | Bay |
| Patient Service Representative | 990 | Unit Clerk | 101 |
| Medical Receptionist | 958 | PBX Operator | 95 |
| Receptionist | 499 | Front Desk Coordinator | 93 |
| Dental Receptionist | 423 | Coordinator | 90 |
| Front Office Coordinator | 359 | Medical Administrative Assistant | 89 |
| Patient Coordinator | 154 | Dental Treatment Coordinator | 85 |
| Treatment Coordinator | 142 | Dental Front Office | 85 |
| Surgery Scheduler | 132 | Administrative Assistant | 74 |
| Unit Secretary | 126 | Medical Office Receptionist | 69 |
| Intake Coordinator | 126 | Advocate | 69 |
| Scheduler | 114 | Admissions Coordinator | 65 |
| Hospital Transcription | 113 | Front Desk Agent | 64 |
| Outreach Specialist | 112 | Community Coordinator | 61 |
| Patient Access Representative | 107 | Patient Registrar | 56 |

**Table 4b. Top Job Titles for Behavioral Intake and Assessment Occupations for latest 12 months (November 2018 - October 2019) Silicon Valley Sub-Region**

|  |  |  |  |
| --- | --- | --- | --- |
| Common Title | Silicon Valley | Common Title | Silicon Valley |
| Medical Receptionist | 268 | Front Desk Coordinator | 24 |
| Patient Service Representative | 257 | Patient Coordinator | 23 |
| Receptionist | 145 | Medical Office Receptionist | 23 |
| Dental Receptionist | 108 | Medical Administrative Assistant | 23 |
| Unit Secretary | 71 | Dental Front Office | 23 |
| Front Office Coordinator | 58 | Scheduler | 21 |
| Unit Clerk | 56 | Patient Access Representative | 20 |
| Treatment Coordinator | 44 | Coordinator | 19 |
| Dental Treatment Coordinator | 40 | Admissions Coordinator | 17 |
| Surgery Scheduler | 36 | Administrative Assistant | 17 |
| Outreach Specialist | 32 | Registrar | 16 |
| Hospital Transcription | 32 | Front Desk Associate | 16 |
| Intake Coordinator | 27 | Community Coordinator | 14 |
| Patient Representative | 24 | Advocate | 14 |

*Source: Burning Glass*

# Industry Concentration

**Table 5. Industries hiring Behavioral Intake and Assessment Workers in Bay Region**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Industry – 6 Digit NAICS (No. American Industry Classification) Codes | Jobs in Industry (2018) | Jobs in Industry (2022) | % Change (2018-22) | % in Industry (2018) |
| Offices of Physicians (except Mental Health Specialists) (621111) | 4,486 | 4,592 | 2% | 5% |
| Local Government, Excluding Education and Hospitals (903999) | 4,202 | 4,358 | 4% | 5% |
| General Medical and Surgical Hospitals (622110) | 4,061 | 4,033 | -1% | 5% |
| Offices of Dentists (621210) | 3,814 | 4,181 | 10% | 4% |
| Internet Publishing and Broadcasting and Web Search Portals (519130) | 3,424 | 4,727 | 38% | 4% |
| HMO Medical Centers (621491) | 3,362 | 4,243 | 26% | 4% |
| Services for the Elderly and Persons with Disabilities (624120) | 3,170 | 3,919 | 24% | 4% |
| Corporate, Subsidiary, and Regional Managing Offices (551114) | 2,191 | 2,290 | 5% | 2% |
| Electronic Shopping and Mail-Order Houses (454110) | 1,770 | 2,092 | 18% | 2% |
| State Government, Excluding Education and Hospitals (902999) | 1,670 | 1,748 | 5% | 2% |
| Hospitals (Local Government) (903622) | 1,632 | 1,739 | 7% | 2% |
| Temporary Help Services (561320) | 1,586 | 1,653 | 4% | 2% |
| Data Processing, Hosting, and Related Services (518210) | 1,502 | 2,053 | 37% | 2% |
| Supermarkets and Other Grocery (except Convenience) Stores (445110) | 1,484 | 1,543 | 4% | 2% |
| Insurance Agencies and Brokerages (524210) | 1,412 | 1,396 | -1% | 2% |
| Other Individual and Family Services (624190) | 1,395 | 1,583 | 13% | 2% |
| Custom Computer Programming Services (541511) | 1,297 | 1,508 | 16% | 1% |
| Commercial Banking (522110) | 1,067 | 1,000 | -6% | 1% |
| Software Publishers (511210) | 975 | 1,312 | 35% | 1% |
| Colleges, Universities, and Professional Schools (611310) | 856 | 952 | 11% | 1% |

*Source: EMSI 2019.3*

**Table 6. Top Employers Posting Behavioral Intake and Assessment Occupations in Bay Region and Silicon Valley Sub-Region (November 2018 - October 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Employer | Bay | Employer | Bay | Employer | Silicon Valley |
| Sutter Health | 374 | University Healthcare Alliance | 50 | Sutter Health | 109 |
| Sutter Health Sacramento Sierra Region | 157 | Alta Bates Summit | 45 | Stanford Health Care | 73 |
| UC San Francisco Medical Center | 150 | Hospital Corporation of America | 43 | Lucile Packard Children’s Hospital | 54 |
| Sutter Medical Center | 150 | The GEO Group, Inc | 42 | Hospital Corporation of America | 42 |
| University California | 109 | Pacific Dental Services Incorporated | 41 | Sutter Medical Center | 38 |
| Stanford Health Care | 90 | Northbay Healthcare Group | 41 | Sutter Health Sacramento Sierra Region | 35 |
| Lifelong Medical Care | 88 | Bakersfield Memorial Hospital | 39 | Right Stuff Health Clubs | 22 |
| Dignity Health | 71 | St Joseph Health System | 31 | Radnet | 22 |
| Alameda Health System | 68 | John Muir Health | 31 | Kaiser Permanente | 19 |
| Radnet | 67 | Healthright 360 | 28 | Anthem Blue Cross | 16 |
| Lucile Packard Children’s Hospital | 62 | Hersha Hospitality Management Lp | 26 | Good Samaritan Hospital | 13 |
| Kaiser Permanente | 58 | G6 Hospitality | 26 | Stanford University | 12 |
| Covenant Health | 55 | Sfmta | 24 | Silicon Valley Medical Development | 12 |
| Anthem Blue Cross | 54 | Ridgemont Hospitality | 24 | Homefirst Services | 12 |
| Uc San Diego | 52 | Medical Professionals | 24 | Hersha Hospitality Management Lp | 12 |
| ST. JUDE MEDICAL, INC. | 52 | Tenet Health System | 23 | Alliance Healthcare Services | 12 |
| Alliance Healthcare Services | 51 | Right Stuff Health Clubs | 22 | Regional Medical Center San Jose | 11 |

*Source: Burning Glass*

# Educational Supply

There are six (6) community colleges in the Bay Region issuing 113 awards on average annually (last 3 years) on TOP 0514.20 - Medical Office Technology. There is one college (Evergreen Valley College) in the Silicon Valley Sub-Region issuing 11 awards on average annually (last 3 years) on this TOP code.

**Table 7. Awards on TOP 0514.20 - Medical Office Technology in Bay Region**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| College | Sub-Region | Associates | Certificate 18+ units | Certificate Low unit | Total |
| Evergreen Valley College | Silicon Valley |  | 2 | 9 | 11 |
| Gavilan College | Santa Cruz-Monterey | 5 | 2 |  | 7 |
| Merritt College | East Bay |  |  | 73 | 73 |
| Monterey Peninsula College | Santa Cruz-Monterey | 4 | 3 |  | 7 |
| Skyline College | Mid-Peninsula | 1 |  | 1 | 2 |
| Solano College | North Bay | 4 | 9 |  | 13 |
| **Total Bay Region** | | **14** | **16** | **83** | **113** |
| **Total Silicon Valley Sub-Region** | | **0** | **2** | **9** | **11** |

# *Source: Data Mart*

Note: The annual average for awards is 2015-16 to 2017-18.

# Gap Analysis

Based on the data included in this report, there is a large labor market gap in the Bay region with 12,698 annual openings for the Behavioral Intake and Assessment occupational cluster and 113 annual (3-year average) awards for an annual undersupply of 12,585 students. In the Silicon Valley Sub-Region, there is also a gap with 3,293 annual openings and 11 annual (3-year average) awards for an annual undersupply of 3,282 students.

# Student Outcomes

**Table 8. Four Employment Outcomes Metrics for Students Who Took Courses on TOP 0514.20 - Medical Office Technology**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| 2015-16 | Bay  (All CTE Programs) | Evergreen Valley College (All CTE Programs) | State (0514.20) | Bay (0514.20) | Silicon Valley (0514.20) | Evergreen Valley College (0514.20) |
| % Employed Four Quarters After Exit | 74% | 76% | 70% | 66% | 60% | 55% |
| Median Quarterly Earnings Two Quarters After Exit | $10,550 | $8,549 | $6,039 | $6,600 | $5,761 | $5,323 |
| Median % Change in Earnings | 46% | 75% | 55% | 62% | 62% | 42% |
| % of Students Earning a Living Wage | 63% | 53% | 42% | 41% | 28% | n/a |

*Source: Launchboard Pipeline (version available on 11/25/19)*

# Skills, Certifications and Education

**Table 9. Top Skills for Behavioral Intake and Assessment Occupations in Bay Region (November 2018 - October 2019)**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Skill | Postings | Skill | Postings | Skill | Postings |
| Scheduling | 4,012 | Health Insurance Portability and Accountability Act (HIPAA) | 542 | Staff Management | 317 |
| Customer Service | 3,062 | Medical Office Experience | 541 | Copying | 316 |
| Administrative Support | 2,795 | Customer Checkout | 531 | Patient Flow | 315 |
| Appointment Setting | 2,729 | Customer Contact | 528 | Electronic Health Records | 314 |
| Front Office | 1,531 | Administrative Functions | 480 | Record Keeping | 304 |
| Customer Billing | 1,508 | Cardiopulmonary Resuscitation (CPR) | 459 | Managed Care | 293 |
| Patient Care | 1,395 | Clerical Duties | 396 | Physical Therapy | 278 |
| Data Entry | 1,268 | Surgery | 378 | Payment Collection | 273 |
| Medical Terminology | 1,124 | Patient Contact | 374 | Acute Care | 271 |
| Interaction with Patients / Medical Personnel | 646 | Multi-Line Telephones | 361 | Protected Health Information | 264 |
| Case Management | 643 | General Office Duties | 360 | Anatomy | 258 |
| Electronic Medical Records | 639 | Mental Health | 353 | Office Management | 249 |
| Medical Coding | 632 | Co-Pay Collection | 341 | Spreadsheets | 248 |
| Patient Assistance | 599 | Social Services | 339 | Infection Control | 241 |
| Treatment Planning | 544 | Basic Mathematics | 317 | Mail Sorting | 241 |

*Source: Burning Glass*

**Table 10. Certifications for Behavioral Intake and Assessment Occupations in Bay Region (November 2018 - October 2019)**

Note: 82% of records have been excluded because they do not include a certification. As a result, the chart below may not be representative of the full sample.

|  |  |  |  |
| --- | --- | --- | --- |
| Certification | Postings | Certification | Postings |
| Driver's License | 824 | Certified Patient Account Technician | 23 |
| First Aid Cpr Aed | 318 | Counseling Certification | 19 |
| Basic Life Saving (BLS) | 154 | Certified Unit Secretary | 18 |
| Basic Cardiac Life Support Certification | 92 | Certified Occupational Therapy Assistant (COTA) | 18 |
| Certified Medical Assistant | 88 | Security Clearance | 17 |
| Registered Nurse | 64 | Home Health Aide | 17 |
| American Heart Association Certification | 61 | Certified Coding Specialist | 17 |
| Social Work License | 59 | Certified Alcohol and Drug Abuse Counselor | 17 |
| Licensed Clinical Social Worker (LCSW) | 35 | Medical Terminology Certification | 15 |
| Certified Healthcare Access Associate | 29 | Emergency Medical Technician (EMT) | 15 |
| Licensed Vocational Nurse (LVN) | 26 | Board Certified/Board Eligible | 14 |
| Domestic Violence | 26 | Registered Health Information Technician | 13 |

*Source: Burning Glass*

**Table 11. Education Requirements for Behavioral Intake and Assessment Occupations in Bay Region**

Note: 41% of records have been excluded because they do not include a degree level. As a result, the chart below may not be representative of the full sample.

|  |  |  |
| --- | --- | --- |
| Education (minimum advertised) | Latest 12 Mos. Postings | Percent 12 Mos. Postings |
| High school or vocational training | 4,196 | 75% |
| Associate Degree | 271 | 5% |
| Bachelor’s Degree or Higher | 980 | 20% |

*Source: Burning Glass*

# Methodology

Occupations for this report were identified by use of skills listed in O\*Net descriptions and job descriptions in Burning Glass. Labor demand data is sourced from Economic Modeling Specialists International (EMSI) occupation data and Burning Glass job postings data. Educational supply and student outcomes data is retrieved from multiple sources, including CTE Launchboard and CCCCO Data Mart.

# Sources

O\*Net Online

Labor Insight/Jobs (Burning Glass)

Economic Modeling Specialists International (EMSI)

CTE LaunchBoard [www.calpassplus.org/Launchboard/](http://www.calpassplus.org/Launchboard/)

Statewide CTE Outcomes Survey

Employment Development Department Unemployment Insurance Dataset

Living Insight Center for Community Economic Development

Chancellor’s Office MIS system

# Contacts

For more information, please contact:

* Doreen O’Donovan, Research Analyst, for Bay Area Community College Consortium (BACCC) and Centers of Excellence (CoE), [doreen@baccc.net](mailto:doreen@baccc.net) or (831) 479-6481
* John Carrese, Director, San Francisco Bay Center of Excellence for Labor Market Research, [jcarrese@ccsf.edu](mailto:jcarrese@ccsf.edu) or (415) 267-6544