



# Elevate Your Health Science Program with Industry Credentials

Cassandra Stutzman  
National Healthcareer Association  
Regional Partnerships Manager



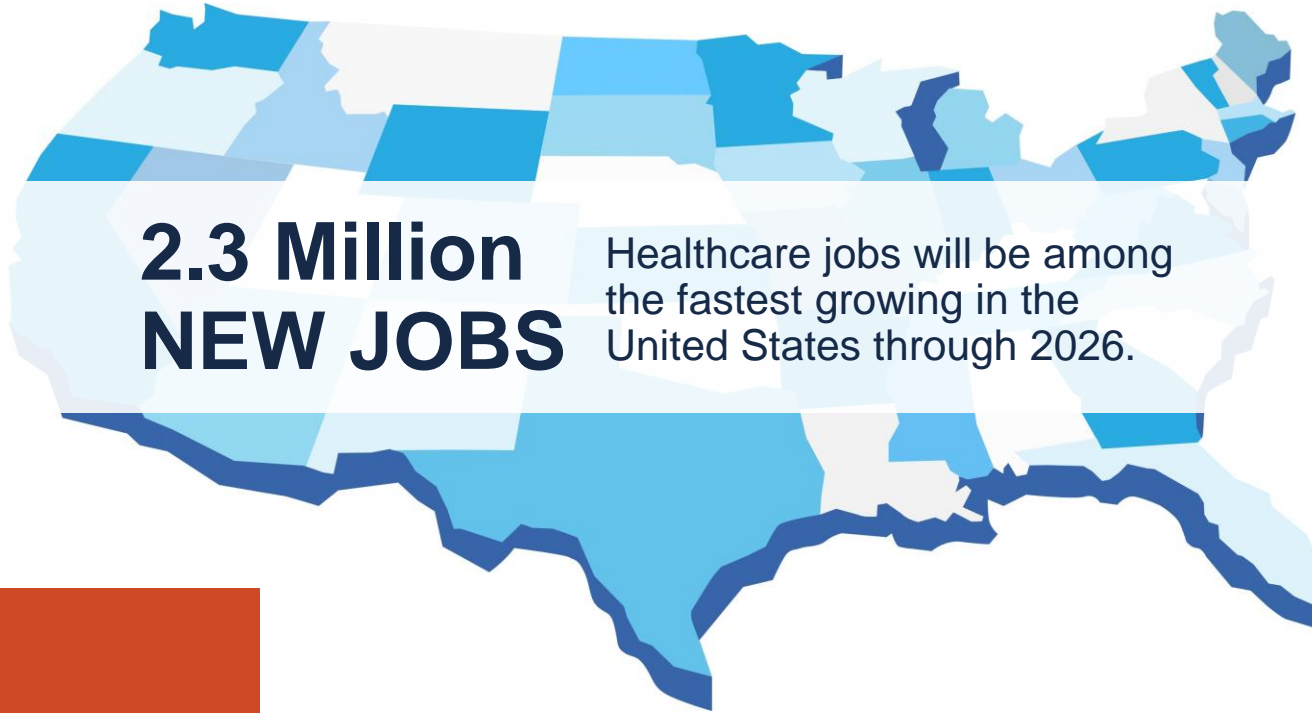


# Topics

- 1 Healthcare Workforce
- 2 College & Career Readiness
- 3 Choose a Credential
- 4 Get Started + Resources
- 5 Discussion + Questions

nha 

# Healthcare Workforce

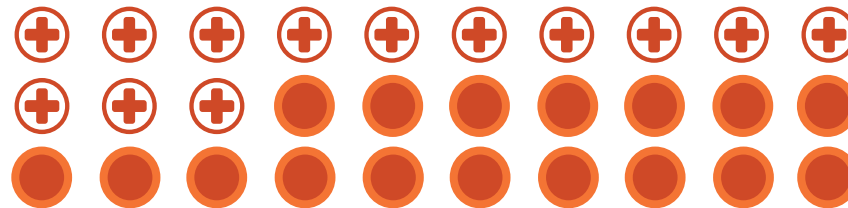


**150 Million**

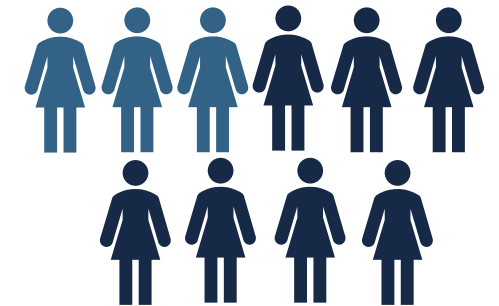
People will likely suffer a chronic illness by 2021.



By 2050, America's senior population will swell to 88 million, up from 48 million today.



Healthcare occupations and those associated with healthcare account for 13 of the 30 fastest growing occupations from 2019 to 2029.

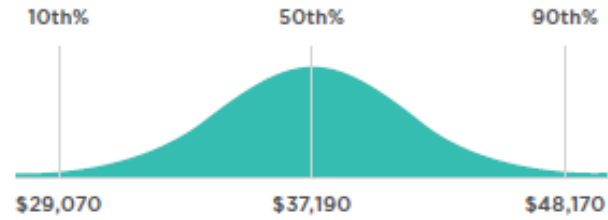


Registered Nurses and Doctors are Only 33% of the Healthcare Workforce.



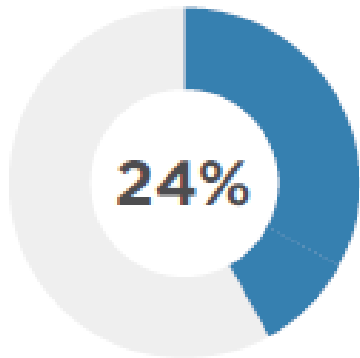
# Medical Assistant

## Medical assistant salary range



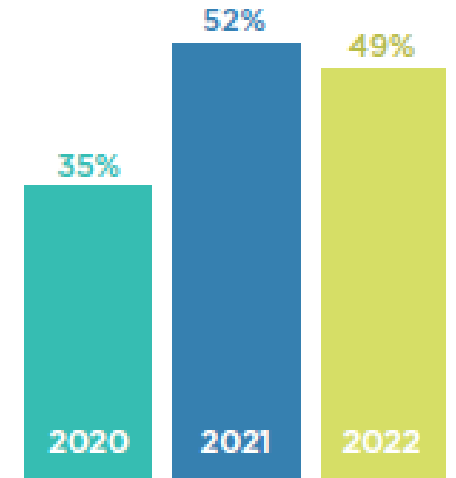
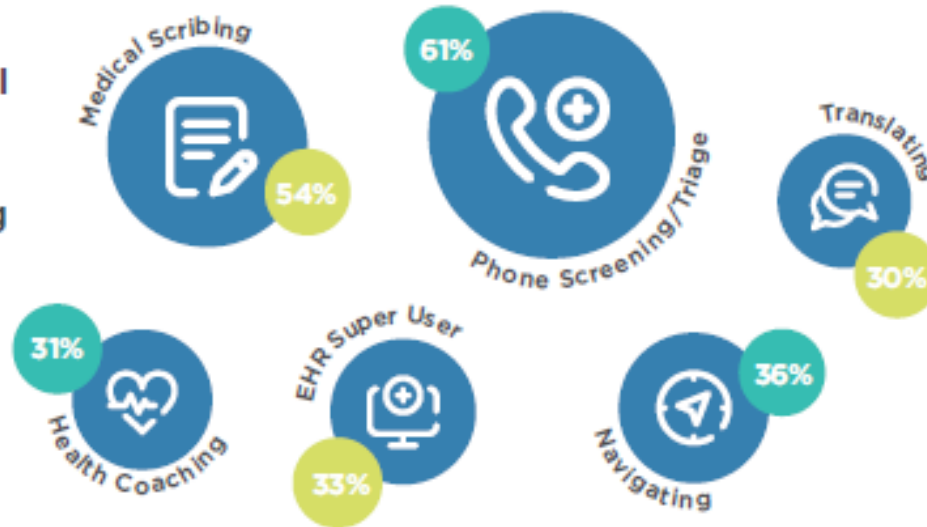
Source: Bureau of Labor Statistics, 2021

# Growing at 19.2%



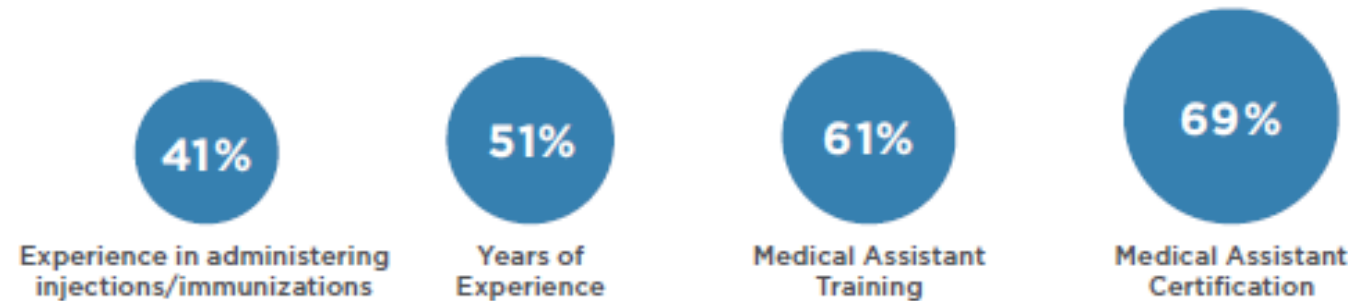
24% of employers said it's difficult to find qualified medical assistants.

Institutions report medical assistants are responsible for performing advanced skills



Employers rate the level of responsibility for their medical assistants compared to last year.

## Screening criteria for medical assistant applications

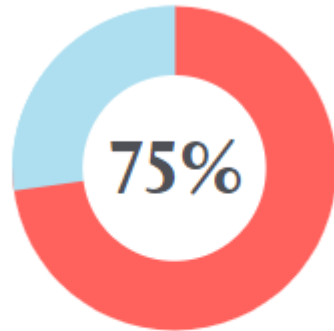




# EKG Technician



79% of employers report that their EKG techs are certified.

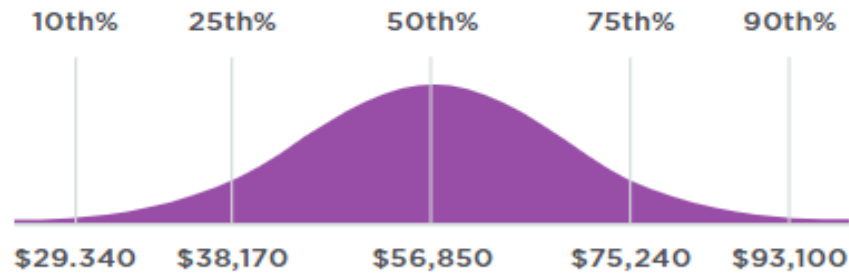


75% of employers report that newly certified EKG technicians are prepared to do their job duties.

The average EKG technician runs **13 tests** a day.



## EKG technician salary range



Source: Bureau of Labor Statistics

Top 3 tasks EKG technicians are responsible for:



Set Up & Administer EKGs



Prepare Patients for Holter or Ambulatory Monitoring

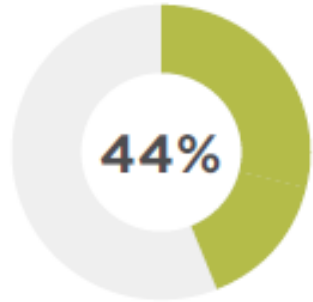


Set Up & Administer Stress Tests



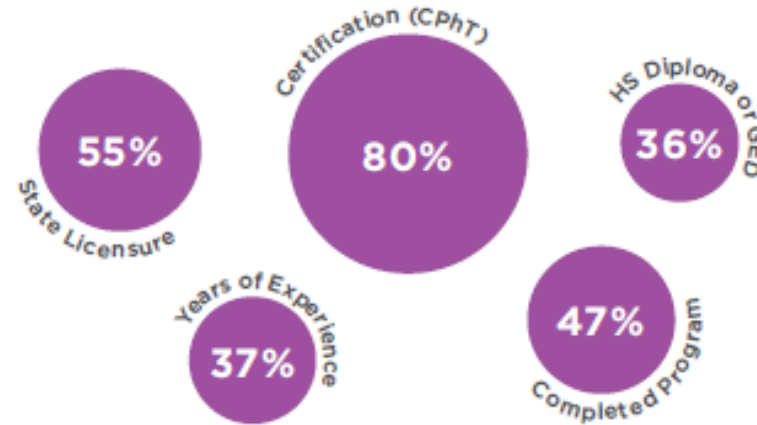
# Pharmacy Technician

Pharmacy technicians have a number of responsibilities, that often require advanced skills.

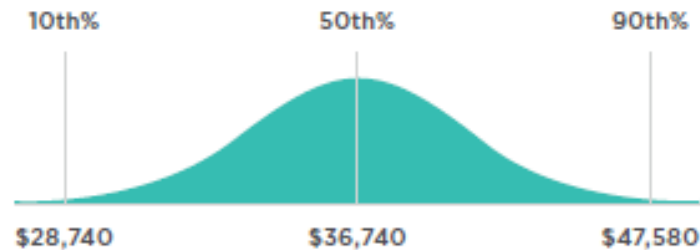


Employers said it's 15% more difficult to find qualified pharmacy technicians in 2022 than in 2021.

Screening criteria for pharmacy technician applications



Pharmacy technician salary range



Source: Bureau of Labor Statistics 2021

## Growing at 13.62%



77% Management of Inventory



65% Prescription Processing



64% Technician Product Verification



63% Prescription Dispensing

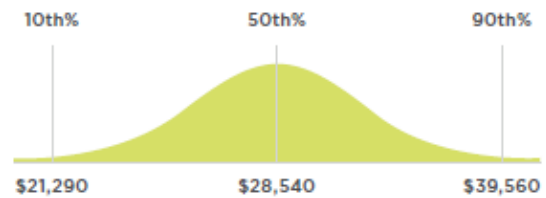


57% Calculation & Measurement of Medication

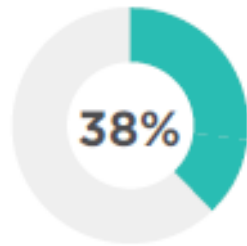


# Patient Care Technician

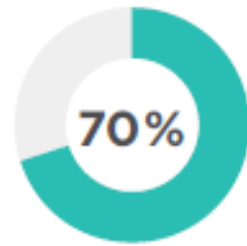
## Patient care technician salary range



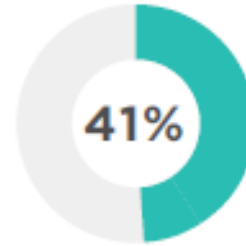
Source: Bureau of Labor Statistics, 2021



**38% of employers** say it's difficult to find qualified patient care technicians.

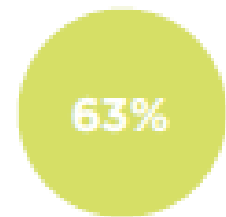


**70% of employers** say their employees are certified within their organization

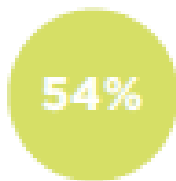


**41% of employers** believe that patient care technicians have more responsibility this year compared to last.

## Screening criteria for patient care technician applications



**Patient Care Technician Certification**



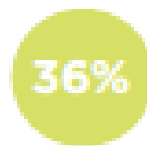
**CNA Certification**



**HS Diploma or Equivalent**



**Years of Experience**



**Basic Life Support/CPR Certification**

Patient care technicians main job responsibilities include:



**66% Provide Basic Patient Care**



**52% Ensure Cleanliness of Patient Rooms**



**48% Acquire/Administer Patient Care Supplies**



**48% Monitor Vital Signs**

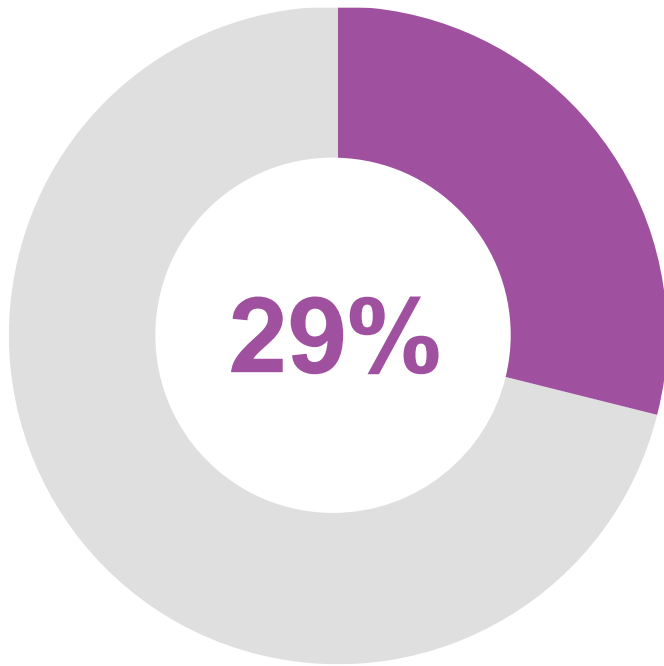


**46% Perform Safety Checks**

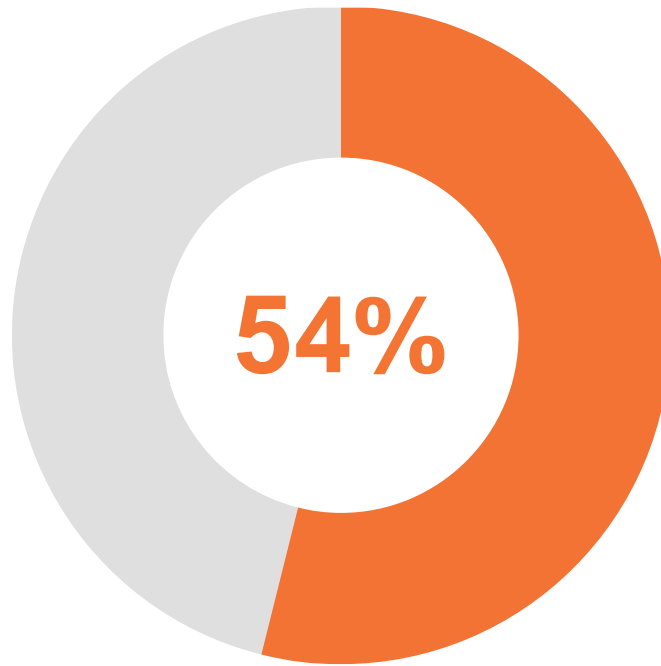


# Education

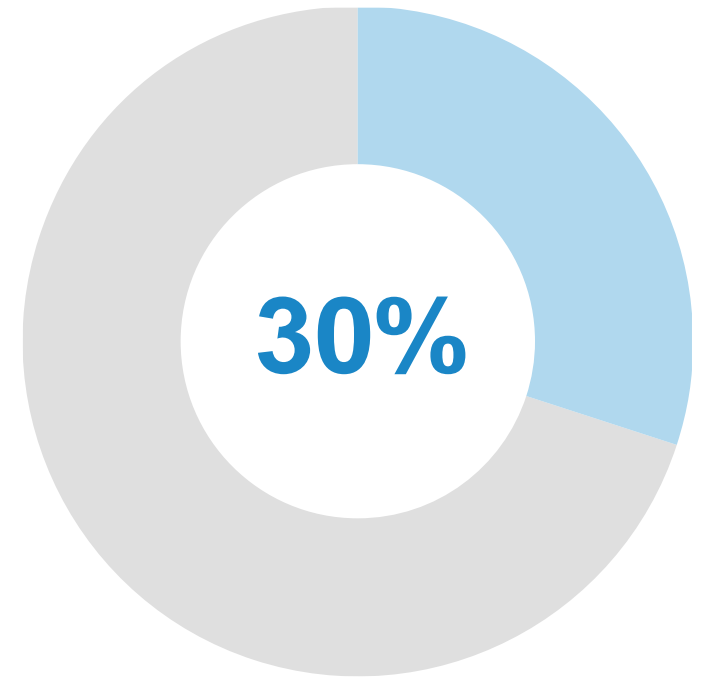
NHA has certified over 180,000 CTE students in allied health professions.



In 2021, healthcare training programs are projecting over 29% enrollment growth year over year compared to 2020.



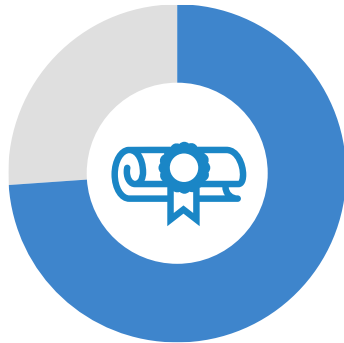
54.3% of healthcare occupations require less than a bachelor's degree as a hiring prerequisite.



Over 30% of healthcare occupations require only a license, training, or non-degree award.

# Certification: Industry Credentials

Credentialing serves as a nationally recognized standard for competency in quality of care.



According to an annual industry study performed by NHA, 74% of employers surveyed encourage or require certification upon hire.

63% of organizations increase pay when an employee earns professional certification.



nha 

# College + Career Readiness

Most popular industry-recognized professional credential exams offered in CTE healthcare programs



Medical Assistant



Nursing Assistant



Pharmacy Technicians



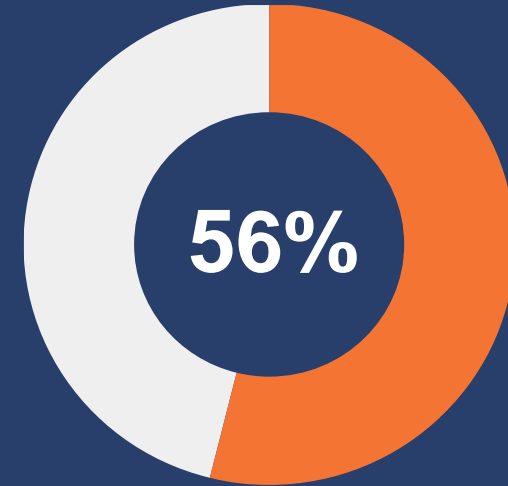
Phlebotomy



Patient Care Technician



EKG Technicians



Of the students who complete a CTE Health Science Pathway: 56% work in healthcare.

Most students go straight into the workforce after high school



Since 2013 NHA has certified over 180,000 CTE Candidates  
Average of 30,000 per Academic Year (AY)



**34,000 Certified  
Medical Assistants  
(CCMA)  
AY: 8,500**



**33,000 Certified Medical  
Administrative Assistants  
(CMAA)  
AY: 3,000**



**34,000 Certified EKG  
Technicians (CET)  
AY: 5,100**



**29,000 Certified  
Phlebotomy Technicians  
(CPT)  
AY: 5,200**



**20,000 Certified Patient  
Care Technicians (CPCT/A)  
AY: 5,300**



**6,000 Certified Pharmacy  
Technicians (CPhT)  
AY: 1,618**



**3,500 Certified Billing &  
Coding Specialists (CBCS)  
AY: 300**

# NHA + California educators solving for workforce needs

## NHA + California CTE

### Approved Industry Credentials

Medical Assisting (CCMA)

Medical Administrative Assistant (CMAA)

Pharmacy Technician (ExCPT)

Patient Care Technician (CPCT/A)

EKG Technician (CET)

Phlebotomy Technician (CPT)

Billing and Coding (CBCS)

Electronic Health Records Specialist (CEHRS)



5,392

The number of CTE students we have certified Together!

168

California CTE Schools Partner with NHA

80,000 National Employers Recognize NHA credentials when hiring.

Providence Health & Services  
Lapcorp  
Walgreens, CVS  
Maxim Healthcare Services



# NHA + CTE

32 State Departments of Education formally recognize NHA Credentials

## NHA + CTE

- Medical Assisting (CCMA)
- Pharmacy Technician (CpHT)
- Patient Care Technician (CPCT)
- Phlebotomy Technician (CPT)
- EKG Technician (CET)
- Billing + Coding (CBCS)
- Electronic Health Records Specialist (CEHRS)
- Medical Administrative (CMAA)



3,037

CTE Schools Partner with NHA

190,995

The number of CTE students we have certified Together!

80,000 National Employers Recognize NHA credentials when hiring.

- Providence Health & Services
- Labcorp
- Walgreens, CVS
- Maxim Healthcare Services



# 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**





nha 

# Health Science Credentials



# Steps to Implementing Credentials

- 1 Choosing Credentials
- 2 Align with Workforce
- 3 Get Started
- 4 Resources
- 5 Celebrate!



	CERTIFICATE	CERTIFICATION	DEGREE	LICENSE
AWARDED BY...	Education Institution	Business, trade associations, industry	Education Institution	Government Agency
RESULTS FROM...	Course of Study	Assessment	Course of Study	Meeting Requirements
INDICATES...	Education	Skill Mastery	Education	Legal Permission
COMPLETED IN...	<2 Years	Variable	2+ Years	Variable
MAINTAINED BY...	N/A	Skill practice, re-assessment	N/A	Re-application, continuing education
EXAMPLE...	ServSafe Food Handler, Green Manufacturing Specialist, Certificate in Business Administration	Certified Welder (CW), Certified Logistics Technician (CLT), Certified International Information Systems Security Professional (CISSP)	Bachelor of Science, Master of Science, Doctor of Engineering	Registered Nurse (RN), Cosmetologist, Master Plumber

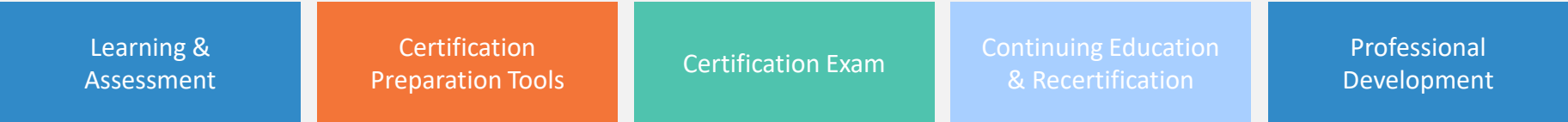
Source: ACTE “what is a credential?”



# Choose a Credential Provider



# Solutions For Every Step of the Way



## CERTIFICATIONS & PROFESSIONS WE SERVE



Medical Assistant



Phlebotomy Technician



Pharmacy Technician



Medical Admin. Assistant



Patient Care Technician



Billing & Coding



EKG Technician



Electronic Health Records

## TRAINING SOLUTIONS



PharmaSeer™ PharmaSeer Math™



PersonAbility™



NHA P360 Vitals™



TEAM Based Care™



Principles of Health Coaching™



Medical Terminology



Anatomy & Physiology



MA SkillsBuilder™: Clinical



MA SkillsBuilder™: Admin



MA SkillsBuilder™: Complete



# Career Technical Education and credentials create a viable healthcare workforce.



## Provisional Certification

A candidate who is scheduled to graduate from an accredited high school may take the certification exam and receive a Provisional Certification up to twelve (12) months before graduation as long as all certification eligibility requirements are met.

Provisional certification is a placeholder and is intended to allow candidates to take certification exams as near to the time they complete their training even though they have not yet met the eligibility requirement of holding a high school diploma or its equivalency needed to receive a standard (full) certification.

# College + Career Readiness

## ACE Approved NHA Certifications



**Certified Clinical  
Medical Assistant**  
**CCMA**



**Certified Phlebotomy  
Technician**  
**CPT**



**Certified EKG Technician**  
**CET**



**Certified Patient  
Care Technician/  
Assistant**  
**CPCT/A**



**Certified Electronic  
Health Records**  
**CEHRS**

5 credits

Lower division  
baccalaureate/  
associate degree

Valid January 1, 2020 – present

2 credits

Lower division  
baccalaureate/  
associate degree

2 credits

Lower division  
baccalaureate/  
associate degree

Valid June 1, 2022– present

1 credit

Lower division  
baccalaureate/  
associate degree

Valid June 1, 2023– present

2 credits

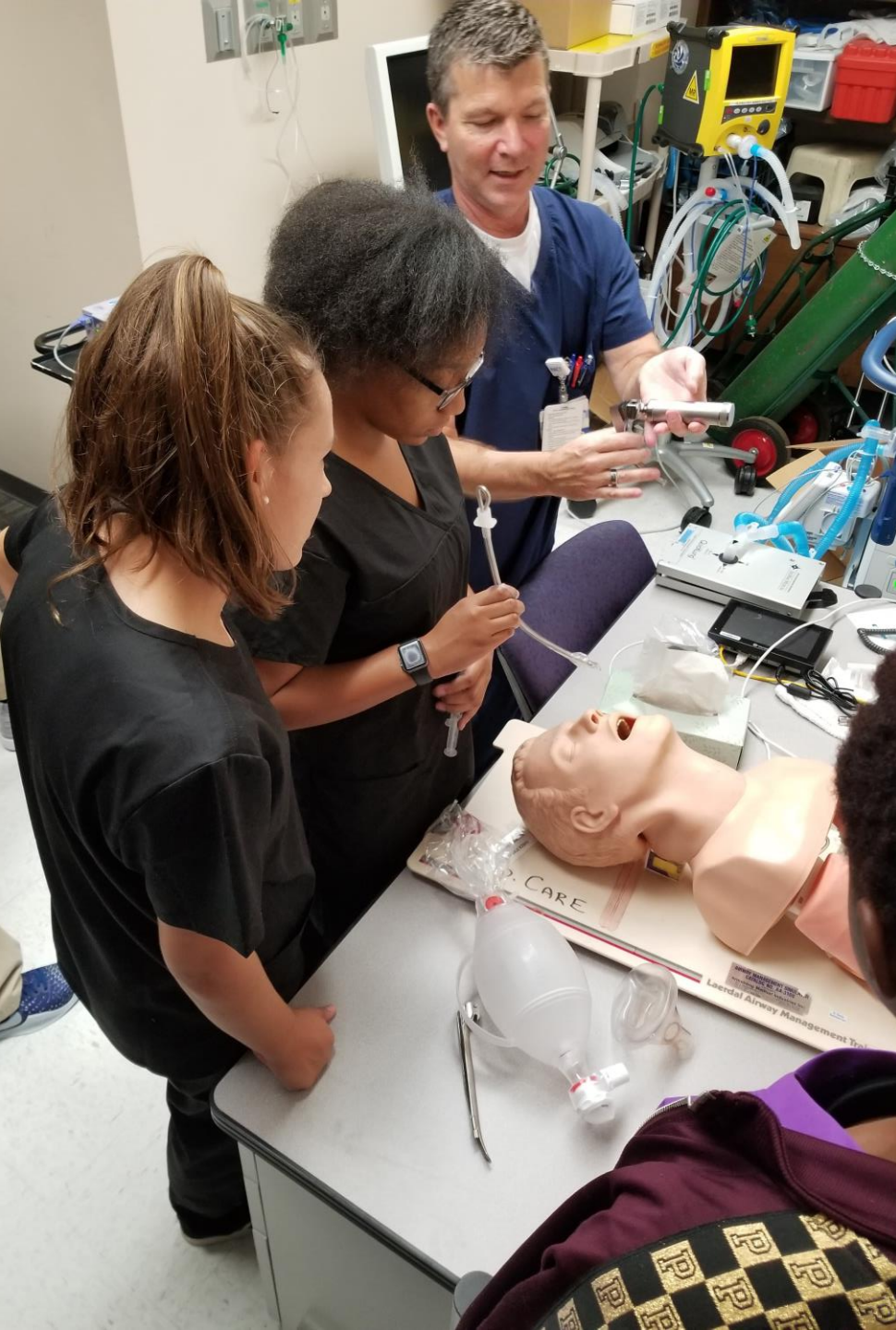
Lower division  
baccalaureate/  
associate degree



nha 

ALIGN WITH  
WORKFORCE





# Local Workforce Needs

## Employers

- Clinical support help?
  - Medical Asst vs Patient Care Tech
- Administrative Support
  - Administrative Assistant vs Billing + Coding

## Employer Recognition of credential

- Skill set alignment
- Engage Certification organization
- Program Support



# Utilize Networks

## Who do you already know?

- Current and former employers
- Colleagues – peers
- Other educators

## Who can you get to know?

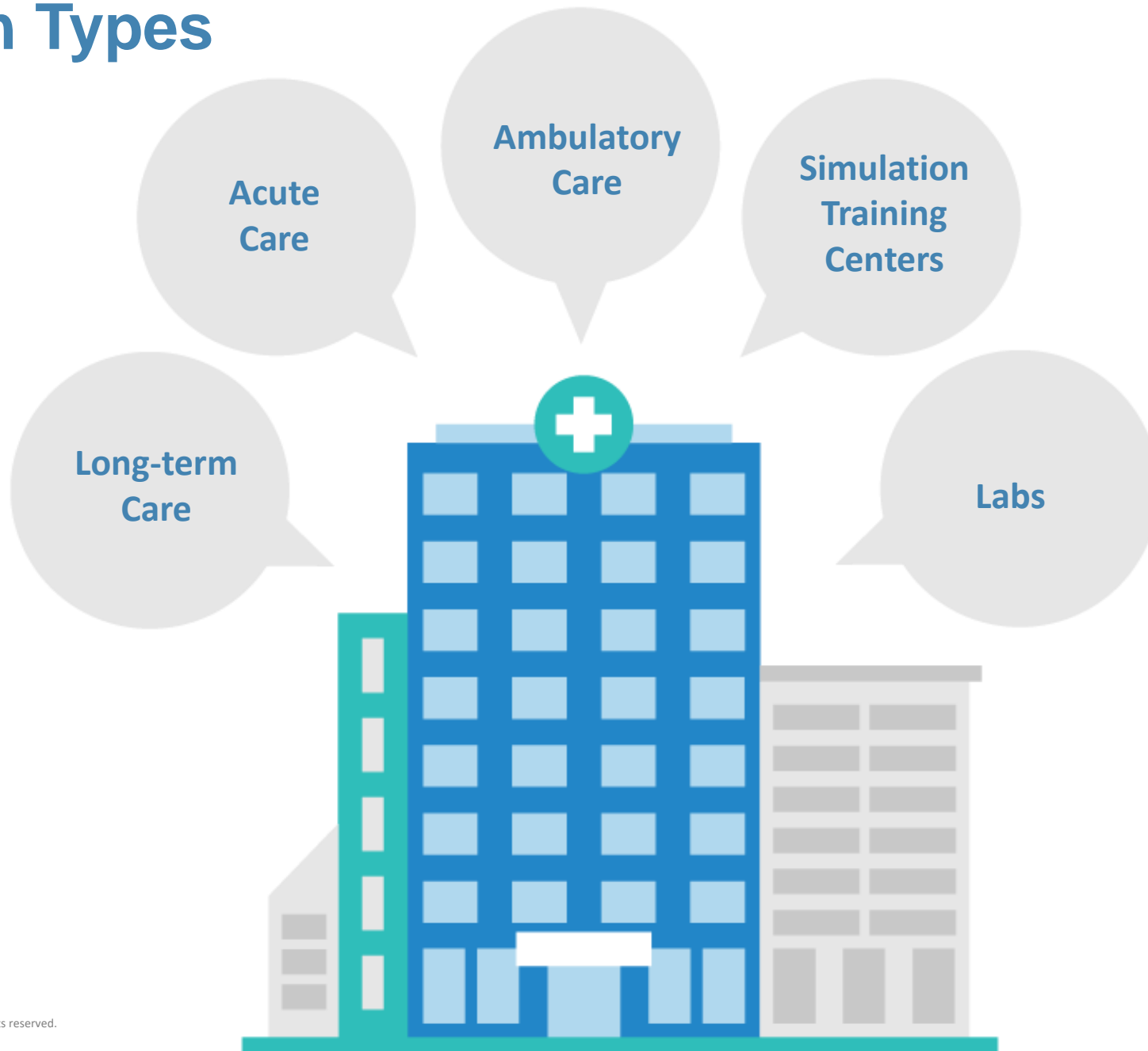
- Chambers of Commerce
- Workforce organizations
- non-profit or advocacy groups
- Where are the jobs?

**Don't forget your school administrators!**





# Location Types



nha 

GET STARTED



# Step 1: Crosswalk the Test Plan



**Main topics** →

**Sub-topics** →

**Items** ↓

EXAMPLE TEST PLAN: Certification Name Here		# items
Detailed Test Plan*		
# scored items # pretest items		
Exam Time: # hours and # minutes		
1. Example Main Topic		48
A. General Patient Care		38
1. Provide basic patient care under the direction of nursing staff (e.g., bathing, bedmaking, catheter care, transfer, assisting with ADLs).		
2. Provide emotional support for patients and their families while performing patient care.		
3. Support the coping mechanisms of patients and their		

# Flexible Pathways



## Core Competencies for Medical Assistants

Foundational Knowledge & Basic Science	10%
Anatomy & Physiology	8%
Clinical Patient Care	54%
General Patient Care (31%)	
Infection Control (8%)	
Testing & Laboratory Procedures (5%)	
Phlebotomy (5%)	
EKG & Cardiovascular Testing (5%)	
Patient Care Coordination & Education	5%
Administrative Assisting	13%
Communication & Customer Service	5%
Medical Law & Ethics	5%

Confidential





## Step 2: Set timelines

- Set preferred Exam date
- Use tutorials to support curriculum
- **First Practice Assessment**
  - Use reporting data
- **Final Practice Assessments**
  - Additional reporting
- Exam



- Modularized tutorials over core exam sections; associated quizzes for each exam section
- ◆ Practice Assessment #1; meant to gauge what has been learned and get student familiar with exam format; not timed
- ◆ Final practice assessments #2 and #3; timed versions meant to simulate the actual exam

# NHA's Testing Options

## On-Site



*Not applicable for Remote Testing*

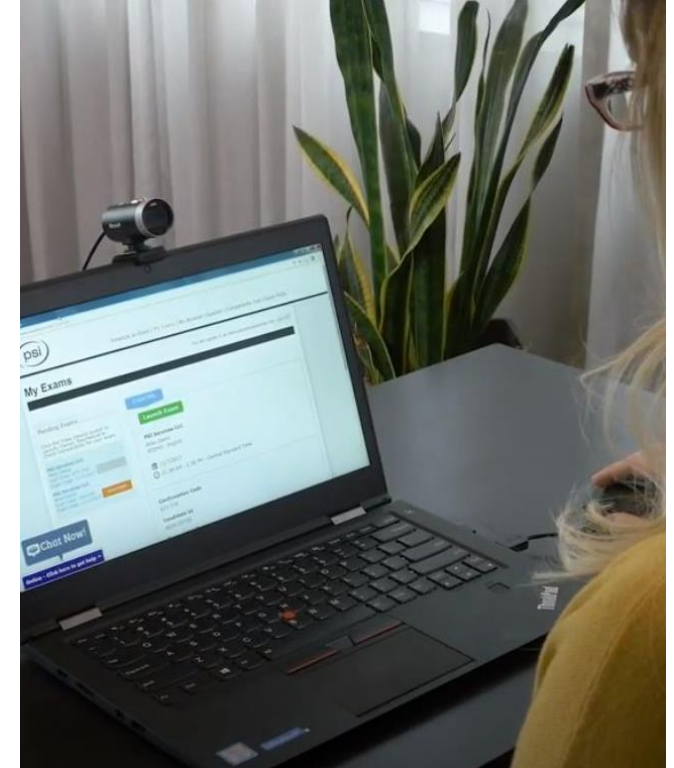
*Not available for ExCPT*

## PSI Locations



*Local testing centers*

## LRP



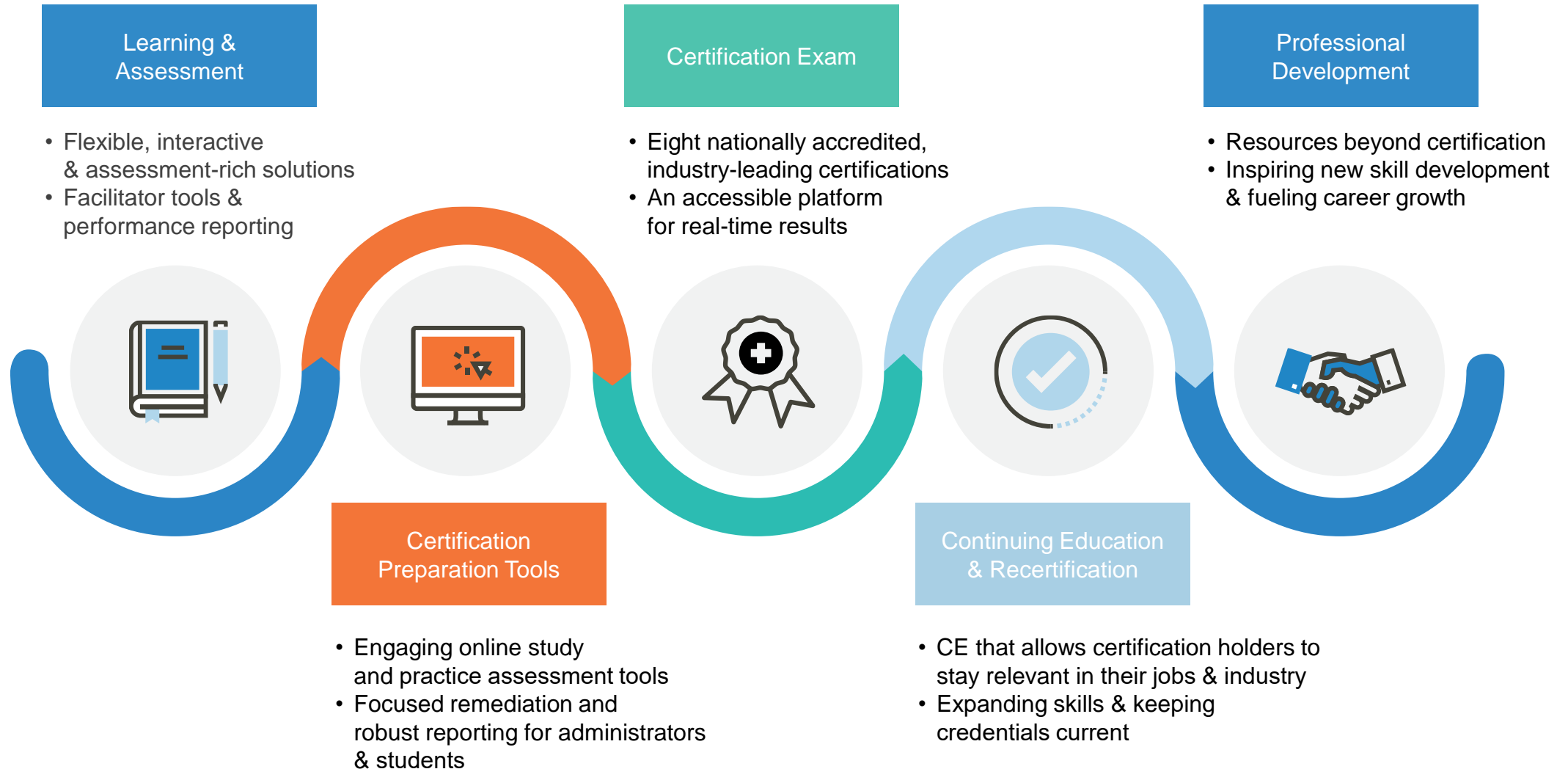
*Proctored by PSI Trained Personnel only*





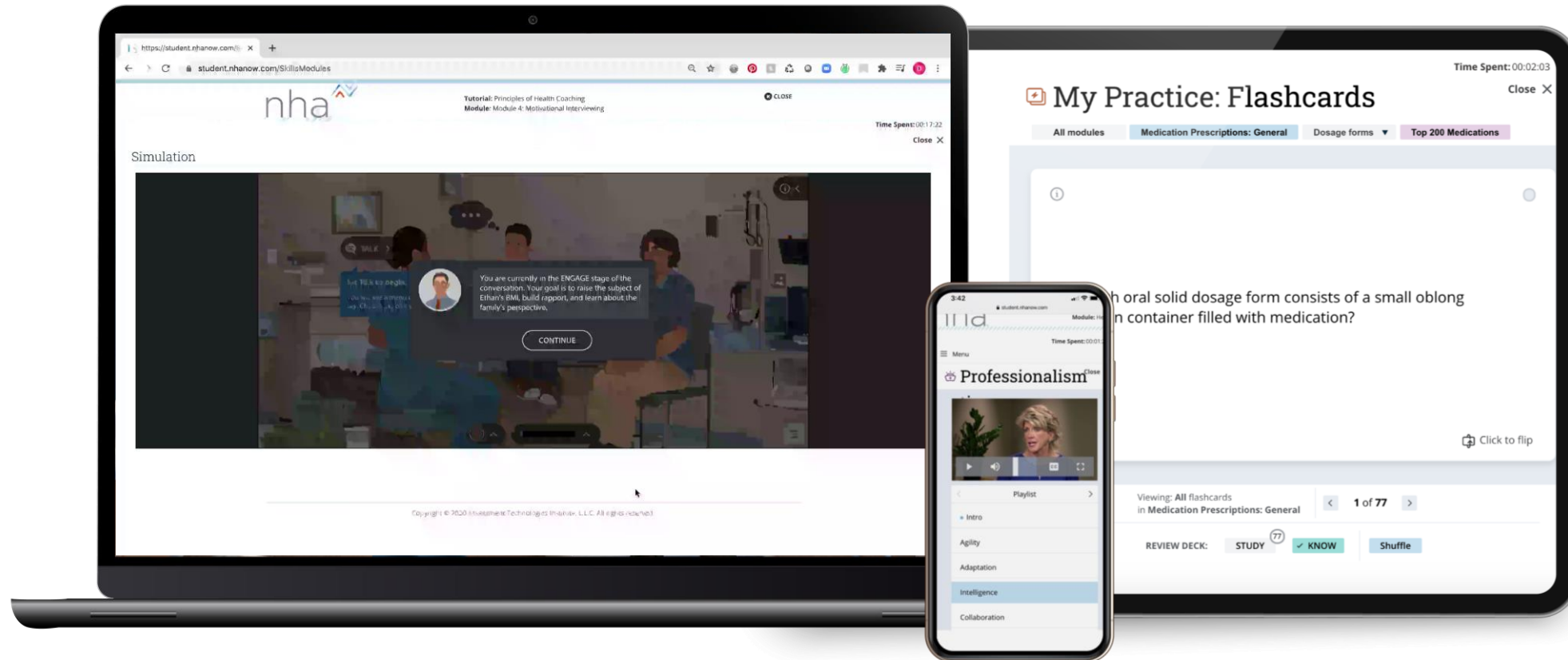
# RESOURCES

# Ensuring Success Before, During & After Credentialing





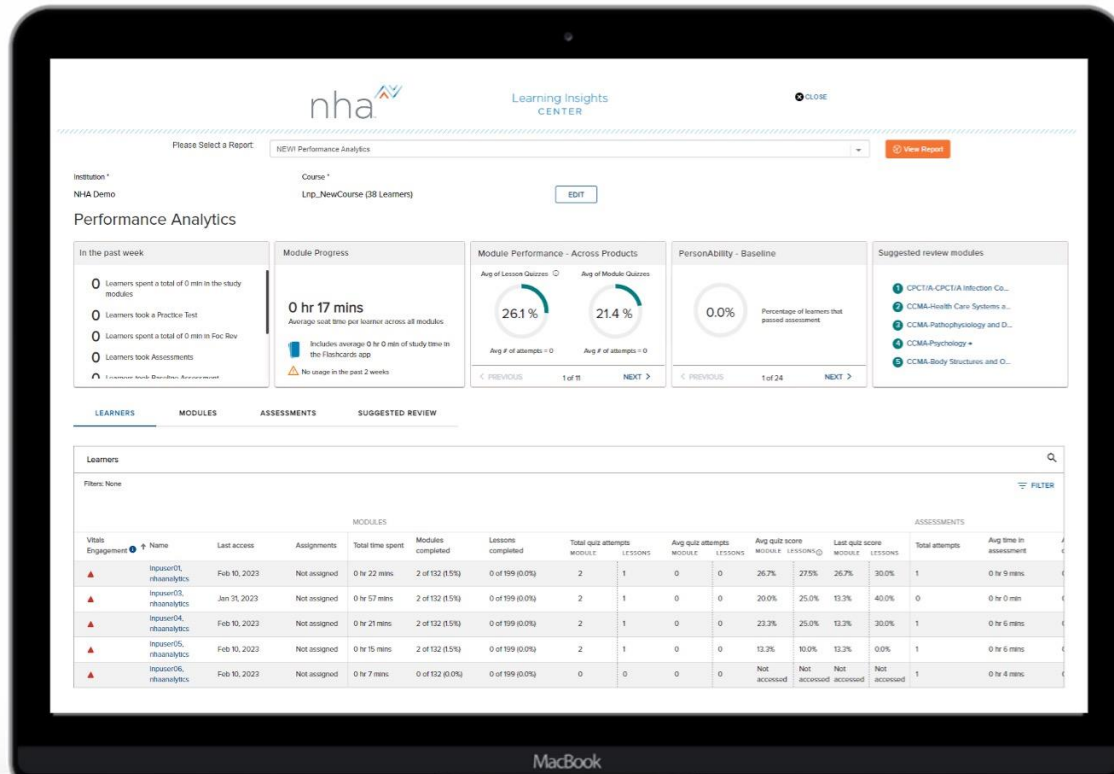
# Accessible Online, Engaging & Interactive Tools for Distance Learning



Secure live remote proctoring | Safe, self-paced practice | Applied learning assessments  
Study guide and practice tests | Interactive gaming, flashcards and simulation



# Actionable data means better learning and lasting retention



## Administrator View:

### Vitals Engagement

Powered by Vitals™

NHA Vitals™ is a predictive analytics engine that compares each learner's behavior and performance in Study Guide and/or Practice Test materials with learners who have used these materials and successfully passed the certification exam. Analysis can include:

- Study Guide and/or Practice Test material usage, progress, and performance.
- Time spent in Focus Review after completing a Practice Test.
- The frequency the learner is returning to learning materials.

NHA Vitals™ evaluates your learners in real-time and continuously categorizes their behaviors and performance over time. Categories include:

- On track  
Learner behavior and performance is on track with learners who have successfully passed the certification exam.
- ▲ At Risk  
Learning behavior and performance does not resemble that of learners who have successfully passed the certification exam.
- Developing  
Learning behavior and performance is off track with learners who have successfully passed the certification exam.
- ⚙ Not Enough Data  
Study Guide or Practice Test materials not yet used, or there is not enough applicable usage or performance data to make determination.

### Terms and Conditions:

Use of NHA learning and practice materials is not a requirement for sitting for a NHA certification and does not guarantee exam success. NHA Vitals™ provides a projection of exam readiness but is not a guarantee of actual exam performance by any test-taker.

CLOSE

### Suggested Review Detail

Topic	Module	Attempt #1 ↓
Assist with surgical interventions (for example: sebaceous cyst removal, toe nail removal, colposcopy...	General Patient Care	11.8% 👤 (17)
Prepare patient for procedures.	General Patient Care	11.8% 👤 (17)
Identify and respond to emergency/priority situations.	General Patient Care	9.8% 👤 (17)
Prepare and administer medications and/or injectables using nonparenteral and parenteral routes (excluding...	General Patient Care	8.0% 👤 (17)
Administer first aid and basic wound care.	General Patient Care	5.9% 👤 (16)
Assist provider with specialty examinations.	General Patient Care	5.9% 👤 (16)
Follow guidelines for sending orders for prescriptions and refills by telephone, fax, or e-mail.	General Patient Care	5.9% 👤 (16)



# Services

1

## Streamline Implementation

- Onboarding and implementation specialists seamlessly integrate NHA's products into your program
- Facilitator toolkit of instructor resources included with every implementation

2

## Focused Account Manager

3

## Executive Reviews

- Regular meetings to review progress against goals

“

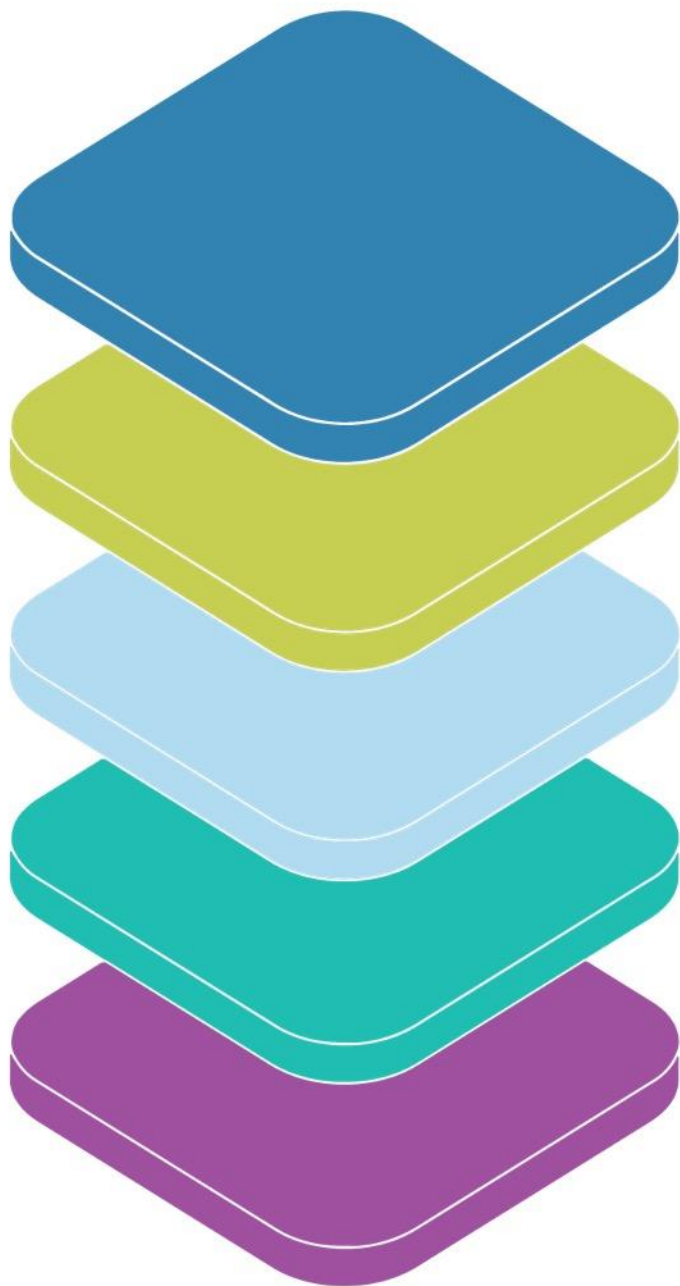
I'm blown away by how responsive NHA is. Also, all the trainings, webinars, and videos are so helpful.

“

Communicating with our NHA rep is always easy. If I need to ask questions about the exam or planning for the exam, she would always help.

“

Customer service is amazing in that questions are answered quickly and my representative remains consistent.



# Solutions

Close the Classroom to Practice Gap with NHA's Medical Assistant Learning Solutions

- **Core Learning**

Foundational knowledge and concepts to build higher-level critical thinking skills for your staff.

- **Clinical & Administrative Competency-Based Skills**

Learn and practice the skills employers identified as critical for an MA.

- **Professional Skills**

Invest in employee growth and upskilling. Master essential skills including patient communication, engagement, and team success.

- **CCMA Exam Preparation & Certification**

National NCCA-accredited certification to validate knowledge and understanding of the skills needed.

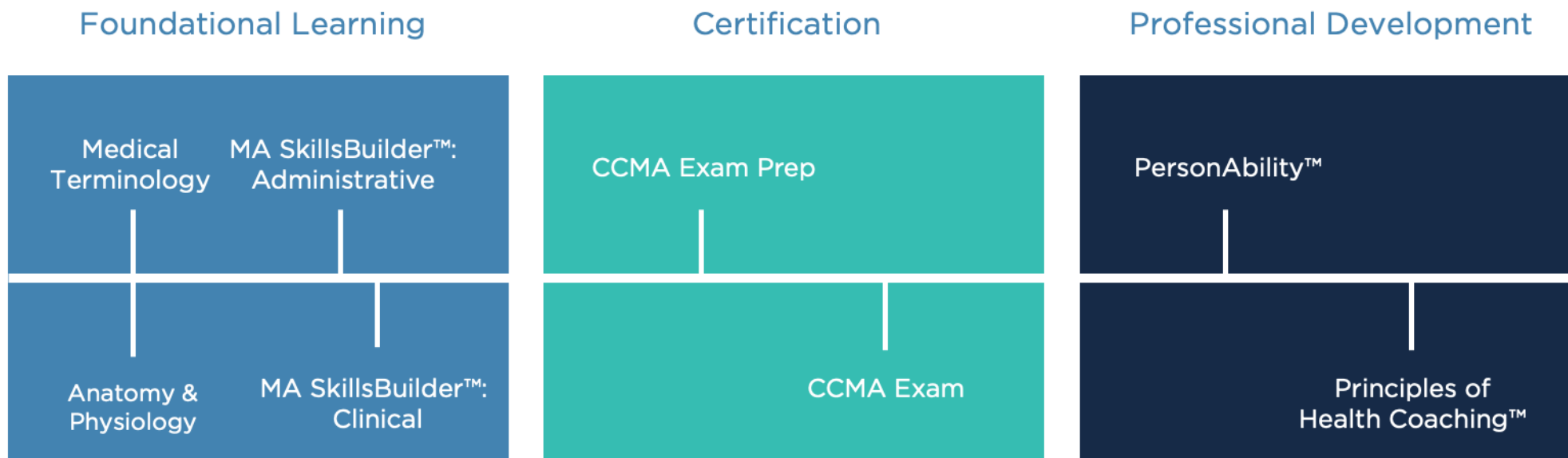
- **Employee Recruitment & Retention**

NHA's Job Board to post job openings and search for the right candidates.



# Medical Assisting with NHA

Our products encompass all the skills a learner needs to be ready for their career in Medical Assisting. From foundational learning to certification to communication and coaching skills, NHA develops critical skills that drive positive outcomes for you, your learners, and your patients.



# Medical Terminology

An all-in-one resource for learning, practice and assessment

## Interactive Learning Experience

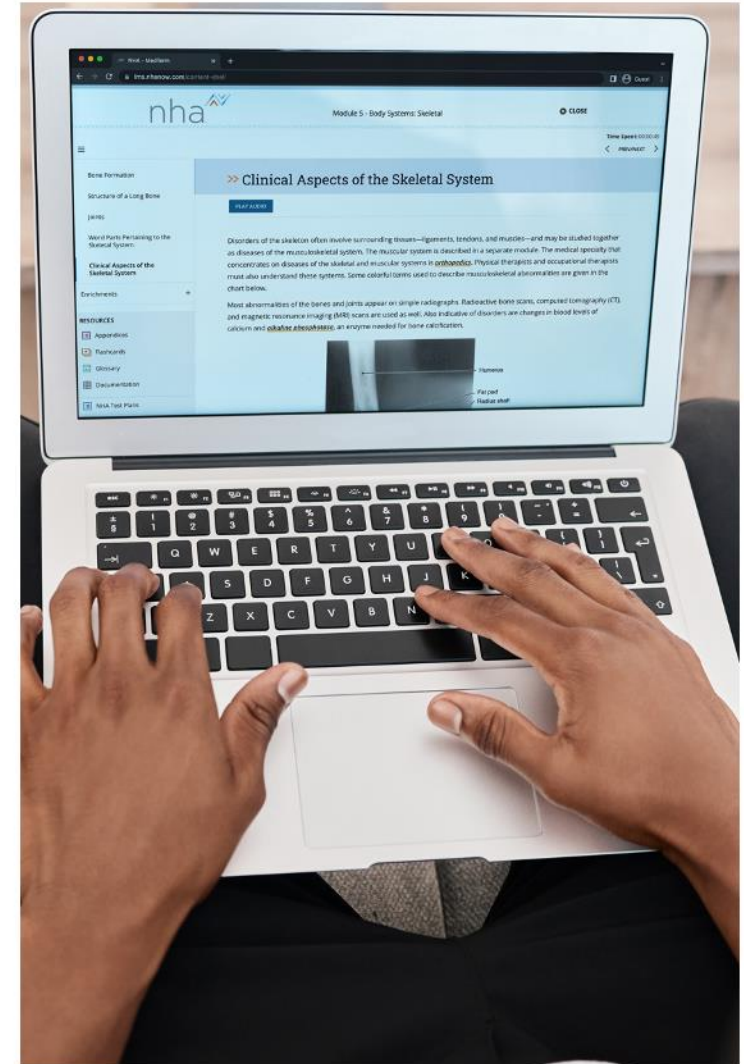
- Engaging content with animation videos, embedded audio pronunciations, worksheets and presentations
- Practice activities such as in-chapter practice activities, end-of-chapter quizzes as well as section and final exams

## Streamlined Integration

- Learning, practice and assessment combined in one solution
- Available across all devices (desktop, laptop, tablet, mobile)
- Learner usage, performance, and seat-time analytics

## Right-Sized Content

- 16 modules of right-sized content interwoven with interactivity and instant performance feedback.





# Anatomy & Physiology

An all-in-one resource for learning, practice and assessment

## Interactive Learning Experience

- Engaging content with animation videos, case studies, flashcards audio glossary and more
- Practice activities such as word anatomy, concept mastery, and module outline

## Streamlined Integration

- Learning, practice and assessment combined in one solution
- Available across all devices (desktop, laptop, tablet, mobile)
- Learner usage, performance, and seat-time analytics

## Right-Sized Content

- Improve program efficiency and student retention by presenting your students with only the most relevant information and nothing more.



# MA SkillsBuilder™: Clinical

Master the top 39 clinical skills identified by employers.

## Interactive Learning Experience

- Case Studies open and close each module
- Patient Experience Coach videos discuss ways to empathize and improve patient experience
- Videos of each skill accompanied by instructions and rationales

## Streamlined Integration

- Learning, practice and assessment combined in one solution
- Available across all devices (desktop, laptop, tablet, mobile) and compatible with most LMS platforms

## Right-Sized Content

- 12 end-of-module quizzes
- Skills checklists and dosage calculations to gain and reinforce competency.
- Learner usage, performance, and seat-time analytics



# MA SkillsBuilder™: Administrative

Master the top 25 administrative skills identified by employers.

## Interactive Learning Experience

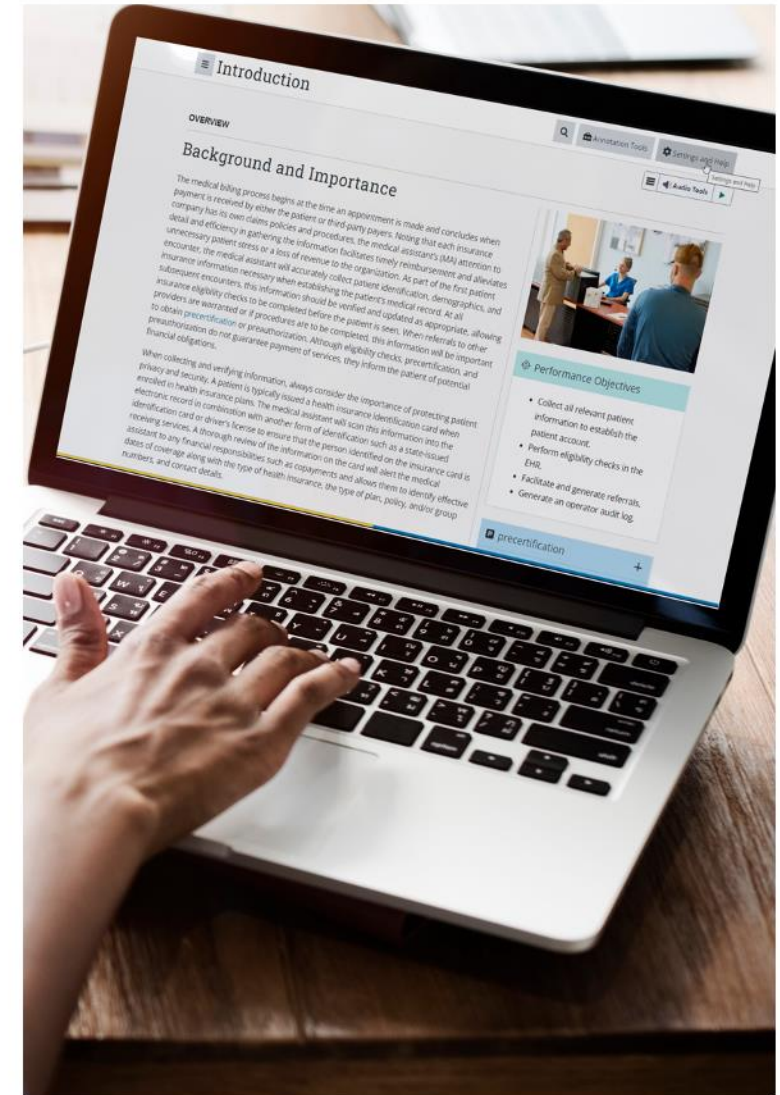
- 25 real-life EHR scenarios
- Variety of reflection activities associated with the patient experience
- 37 activities tied to the case studies

## Streamlined Integration

- Learning, practice and assessment combined in one solution
- Available across all devices (desktop, laptop, tablet, mobile) and compatible with most LMS platforms

## Right-Sized Content

- 7 end-of-module quizzes
- Skills checklists
- Learner usage, performance, and seat-time analytics



# Medical Assistant Certification (CCMA) Preparation

## Study Guide

- Aligned to the CCMA test plan
- Contains chapter-specific learning objectives
- Provides instructional lesson content with video and audio narrative
- Reinforces key concepts through practice drills and case study video

## Practice Test

- Aligned to the CCMA test plan and study guide
- Accessible up to five times from any internet connection
- Focused Review® provides learners with a personalized remediation plan on areas they are struggling

## Pre-Exam Data & Insights

- Exam prep material usage and performance
- Identified learning gaps
- Actionable insights for targeted remediation

Study guides and practice tests with actionable analytics

NHA's exam prep materials include interactive, online study guides\* and practice exams that are aligned to the CCMA exam, giving candidates the content, guidance, and practice they need to prepare for success.

# Medical Assistant Certification (CCMA) Exam

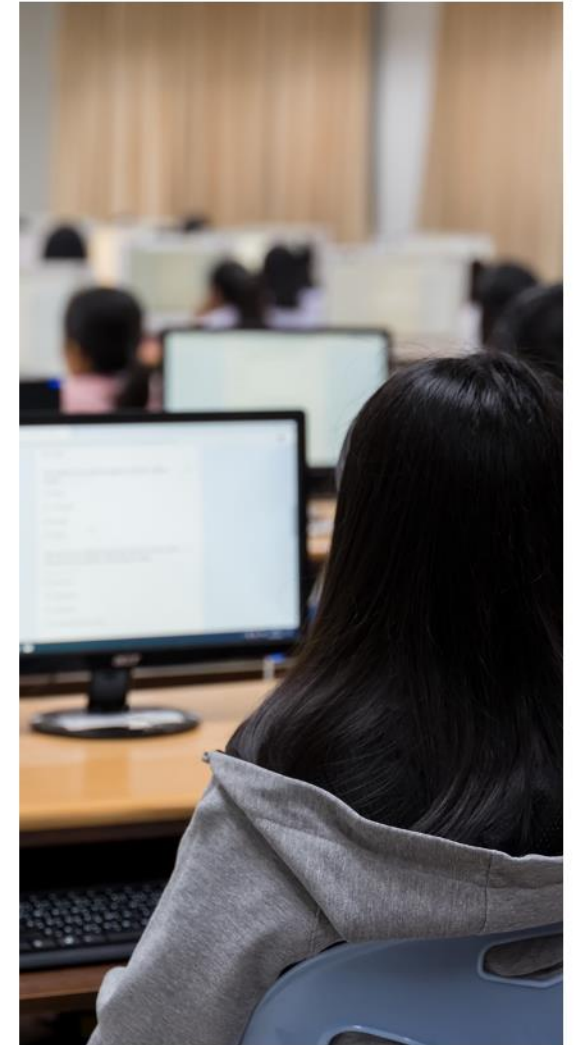
- Accredited through the National Commission for Certifying Agencies (NCCA). The NCCA is a nationally recognized third-party agency that accredits certification programs that meet and comply with its standards
- Offered on campus or at one of 500 PSI testing centers.
- NHA is a member of the Institute For Credentialing Excellence (ICE).

## Offering NHA Certification Can:

- Help improve your student retention and job-placement rates
- Provide external validation of the competencies you're teaching
- Heighten institution and program credibility and exposure to area providers

## Post Exam Data & Insights

- Exam performance data across time (school year, fiscal year, custom time periods, etc.)
- Exam content areas where learners are underperforming
- Data comparing your learner's exam prep material usage and pass rates to the state and national average



# PersonAbility™

Building and applying essential soft skills for a better future in healthcare

## A Safe Environment for Experiential Learning of Clinical Practice

- Baseline assessment
- 5 essential skills learning modules
- Assessment #1
- Practice simulations
- Assessment #2 through simulation
- Proof of completion

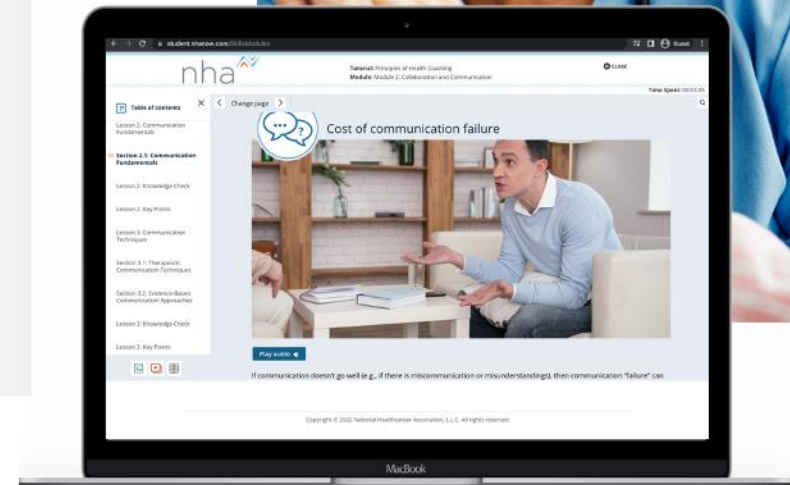
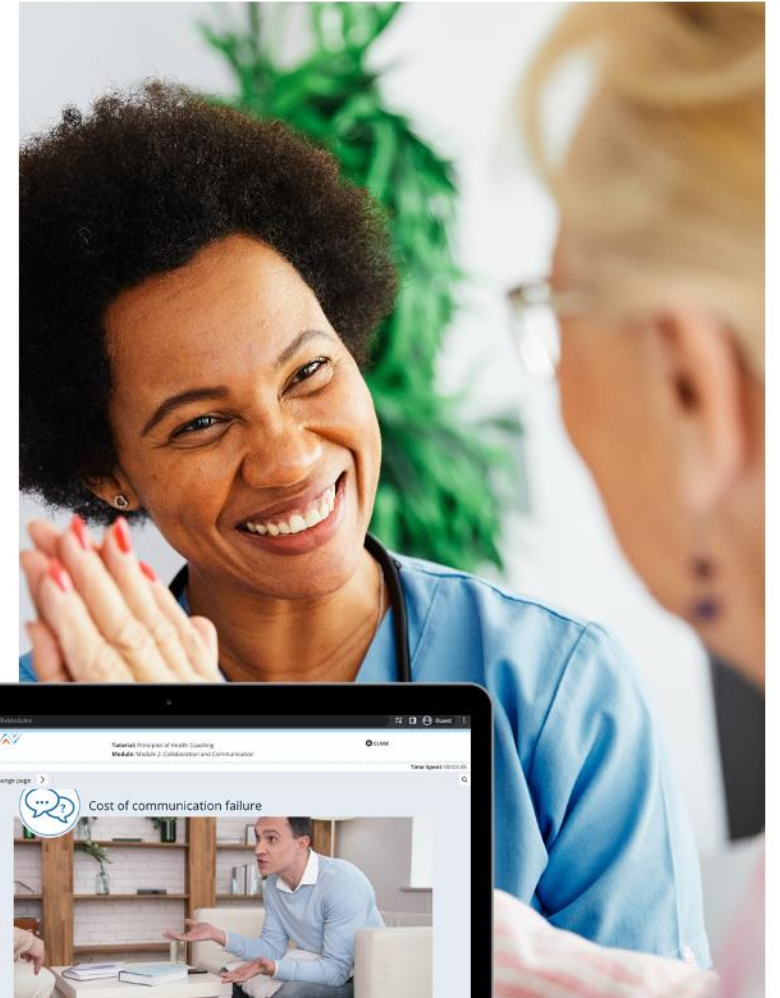


# Principles of Health Coaching™

Fundamental skills for every member of the care team

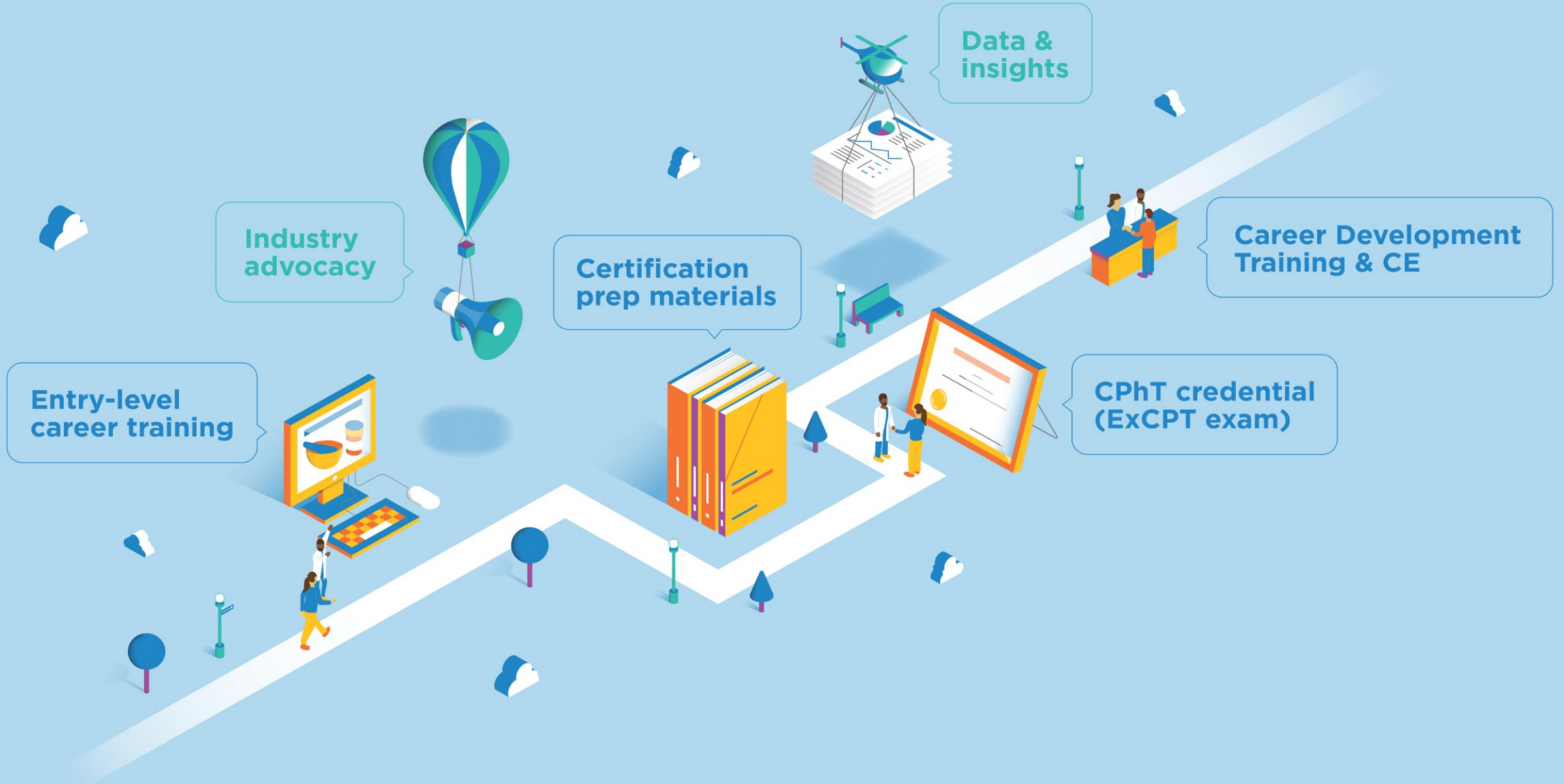
A specialty certificate program that builds better patient communication, education, and engagement skills through health coaching methodology

- Interactive eLearning modules designed to be completed in 20-30 minutes
- Knowledge checks and scored quizzes to test user comprehension throughout the learning process
- Virtual simulation of motivational interviewing allows users to learn and practice in a safe and controlled environment
- Concludes with a comprehensive, psychometrically-sound assessment to measure comprehension, retention and competency
- Learner usage, performance, and seat-time analytics



\*7 CE hrs for nurses or NHA cert holders

# One partner for pharmacy technicians at every step of the way







## A strong foundation


Entry-level training establishes a strong foundation for a **pharmacy technician's** career journey

**>> Dilution of stock solutions**

[Play audio](#)

The pharmacy technician may be asked to change the concentration of prepared stock solutions, ointments, or creams according to a prescriber's instructions. This lesson demonstrates the three following methods for preparing medications of a desired strength.

- Dilution of stock
- Alligation
- Percentage



Dilute a stock solution

### PharmaSeer™

An entry-level training tool to confidently prepare pharmacy technicians

Calculator

**Health Care Providers** 1234 Main Street  
Shermer, IL 12345  
1.800.555.1234  
DEA # AB-123456

Name: John Doe  
DOB: 9/15/XX

Cefaclor 340 mg PO  
every 12 hours

- 1 - 24
- 25 - 49
- 50 - 74
- 75 - 100
- 101 - 150
- 151+

Refill: NR  
1 2 3 4 5

Gabriela Gomes 3/12/xx  
Prescriber signature Date  
 Dispense as written  
 Brand exchange permissible

### PharmaSeer Math™

A digital learning resource to master calculations used in pharmacy practice



MOVE ON

FOLLOW UP

What other thoughts or concerns do you have?

Have we covered everything you wanted to talk about?

### PersonAbility™

An interactive tool designed to build essential soft skills for a better future in healthcare



# TIME FOR QUESTIONS

Cassandra Stutzman  
Regional Partnerships Manager

913-661-6199 | [Cassandra.Stutzman@nhanow.com](mailto:Cassandra.Stutzman@nhanow.com)