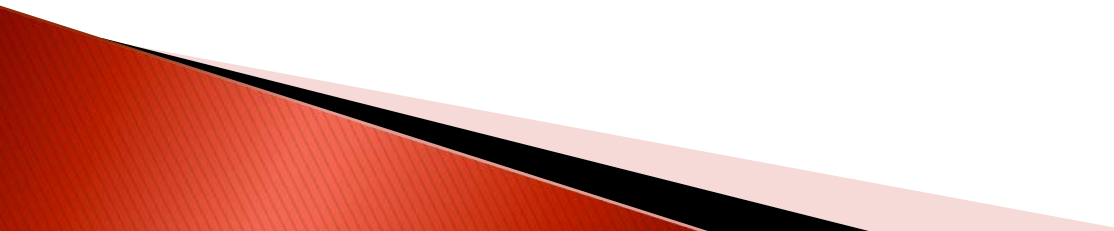


**MEDICAL ASSISTING
PROGRAM
DISCONTINUANCE APPEAL**

MEDICAL ASSISTING CAREER

- ▶ High growth rate
 - ▶ 1 of top 5 healthcare careers in growth & # of jobs in Ventura County
 - ▶ 2 of top 38 demand occupations in California
- 

VC Medical Assisting Program

- ▶ Steady enrollment
- ▶ High retention rates (average 90%)
- ▶ High success rates (average 75%)
- ▶ Serves local medical employers
 - Employers support program with:
 - Hiring
 - Advisory committee members
 - Donations
- ▶ Serves students with relevant training
- ▶ Serves special populations

BUS V97

Multi-Skilled Medical Assisting

- ▶ Short-term training - 18 weeks
- ▶ Course enrollment at maximum every semester
- ▶ Popular option for students
 - From 1999–2011 served approx. 1200 students
- ▶ Not part of degree or certificate

Solutions

- ▶ MA degree revised to be relevant
- ▶ New MA degree created incorporating BUS V97
- ▶ Anticipated large increase in # of degrees / COAs
- ▶ Recognize employment as success
 - Students 'job out'
 - Certificate 'leavers' average 25% income increase

**Thank you for your
consideration**

MEDICAL ASSISTANT PROGRAM DISCONTINUANCE APPEAL

THE MEDICAL ASSISTING CAREER

Medical Assistants and Medical Secretaries (better known as Administrative Medical Assistants) perform administrative and/or clinical tasks in a variety of healthcare settings, including offices of physicians and other healthcare providers, as well as in clinics, public health departments, laboratories, radiology/imaging centers, and hospitals.

In efforts to reduce healthcare costs, medical assistants are frequently hired in place of nurses, who are traditionally paid higher wages.

As healthcare providers make the switch to EHR (Electronic Health Records), the duties of the medical assistant and medical secretary will expand and will new roles will be created to deal with the data management in these systems.

Medical Assistant training opens up a variety of other related careers such as hospital unit secretary, entry-level medical records technician, ophthalmic and optometric assistant, podiatric assistant, home health careers, and entry-level medical billing.

Medical assisting careers are frequently part of a career pathway that leads up the career ladder. Examples of these careers include:

- Certified Nurses Aide
- Registered Nurse and Licensed Vocational Nurse
- Radiation Technologists and Radiation Therapists
- Cardiovascular Technologists
- Surgery Technicians
- Clinical Laboratory Technicians
- Medical Records and Health Information Technician
- Pharmacy Technician
- Psychiatric Technician
- Respiratory Therapists
- Occupational and Physical Therapists or Assistants
- Recreational Therapists
- Massage Therapists
- Nurse Practitioners, Physician Assistants, Audiologists

CAREER FACTS (Labor Market Summary provided in Appendix A - attached)

- The occupation is in high demand and provides potential for career laddering.
- Employment will grow **“much faster than the average for all occupations.”** (US Bureau of Labor Statistics Occupation Outlook)
 - Is “projected to be a fast-growing occupation and because of its absolute size, one that will offer significant employment opportunity. “(The Allied Health Workforce Analysis Los Angeles Region report)

- Shows steady growth rate and indicates continued steady growth through 2017. (Ventura County Community College District Division of Economic Development report)
- Medical Assisting is one of the top five healthcare occupations in terms of growth and number of jobs. (Ventura County Community College District Division of Economic Development report)
- Estimated job growth
 - 31% nationally from 2010 to 2020
 - 22.4% in California
 - 24.9% in Ventura County
- State of California’s Labor Market Information forecast of the demand occupations in Ventura County for the period of 2008-2018 showed that Medical Assistants were listed 24th out of 572 occupations. Medical Secretaries were listed 38th. Out of the top 38 occupations, 15 of them were in a healthcare field. (The Program Effectiveness and Planning Committee – Planning Resource - Ten Year Occupational Demand Projections for Ventura County report)

VC’s MEDICAL ASSISTING PROGRAM

The current Medical Assisting AS Degree/COA has been in existence for many years. It was designed to be a degree primarily aimed at “medical secretaries” (now known as Administrative Medical Assistants). However, it was never updated to the current needs of the field and includes courses that are no longer offered at VC.

In the Spring 1999 semester, a new course – BUS V97 (Multi-Skilled Medical Assisting) – was created to incorporate only the most necessary aspects of the existing degree into a short-term training course. The goal was to help students get rapid training and move into the workforce. It has been especially successful at serving special populations, such as Cal Works students, re-entry students, displaced homemakers, and single parent students. The course was originally a 12-week program but has now expanded to 18 weeks, due to the increased skill training needed for today’s medical workplace. The program was so popular and successful that it was expanded to the VCSP site in the fall of 2003.

- Spring 1999 through Summer 2003
 - Approximately 320 students took BUS V97 at the main campus
- Fall 2003 through Spring 2012
 - Approximately 880 students took BUS V97 at both campuses
- Enrollment is full every semester

However, BUS V97 was not part of a degree or certificate. If it had been part of the AS Degree or COA, it is estimated that a large number of degrees or certificates would have been awarded.

The program was also strengthened in 2011 with the addition of a course in Electronic Health Records, which is one of the newest skills required of today’s medical assistants.

PROGRAM RETENTION AND SUCCESS (See Medical Assisting Program Review for details)

- We are consistently retaining students
 - Retention rate averages 90% over the past three years, higher than the college’s retention rate of 85%.

- Students are successfully completing the program
 - Success rate average was 75% over the past three years, which is higher than the college's success rate of 68%.
 - Average of 37% of MA students earn an "A"

SOLUTIONS

The Medical Assisting Program and BUS V97 (Multi-Skilled Medical Assisting) have been extremely popular courses. Enrollment has been steady and has grown with the economic downturn.

This program serves an underserved market of students. The program is not offered at Oxnard or Moorpark Colleges. The only other training options for students are private technical schools and colleges that have extremely high tuition costs. It also serves special populations, including re-entry students, displaced homemakers, and single parent students.

The program has been responsive to the local medical community as evidenced by their support as members of our advisory committee and a \$3000 donation to the program provided by the local office managers' association (PAHCOM). Many of the local employers contact our faculty when they have job openings.

With input from the Medical Assisting Advisory Committee, we have recently revised the current medical assisting AS Degree/COA to be relevant to labor market needs and appropriate for students wanting to be an Administrative Medical Assistant. We have also created a new medical assisting degree/COA for those students wanting to be trained in both front office and back office skills.

- Medical Assistant: Administrative (see page 4)
- Medical Assistant: Multi-Skilled (see page 5)

Both degrees have been approved by our VC Curriculum Committee and are moving forward through the approval process. We anticipate that the new degrees/COAs will **substantially** increase the number of students receiving awards.

It should be noted that many of our medical assisting students "job out". That is, they are successful in finding employment prior to completing a degree or certificate. A recent statewide study entitled the "RP Group CTE Employment Outcomes Survey for Certificate Leavers Statewide Results" shows that students who receive community college training but leave before attaining a degree or certificate have an average of 25% increase in income. We want to recognize employment as success, as well, since the ultimate goal in CTE is career employment.

**Associate in Science Degree
Certificate of Achievement**

MEDICAL ASSISTANT - *Administrative*

| REQUIRED COURSES: | | Units |
|--|---|--------------|
| BUS V25 | Medical Coding | 3 |
| BUS V26 | Electronic Health Records | 3 |
| BUS V27A | Beginning Medical Terminology | 3 |
| BUS V28A | Medical Office Procedures: Front Office | 3 |
| BUS V29 | Medical Insurance | 3 |
| REQUIRED ADDITIONAL COURSES: | | |
| Select one (1) of the following courses: | | |
| BUS V44/SUP V81 | Business English | 3 |
| BUS V45 | Business Communications | <u>3</u> |
| | | 18 |

Recommended courses: In addition to the required courses listed above, it is recommended that students who seek to obtain additional insight into the field of study consider taking one or more of the following courses: ANAT V01; **BIOL V12**; BUS V03, **BUS V17, BUS V27B**; PSY V01. Although these supplemental courses may be of value to the student, please note that they do **NOT** satisfy the requirements for this degree.

The Medical Assistant Program assists students in developing the skills needed for a career as an administrative (front office) medical assistant. This program provides the opportunity for students to develop effective communication skills, computer skills, and technical skills related to working in an administrative role in a variety of healthcare settings. Jobs in this field include: front office medical assistant, medical secretary, entry level medical biller, hospital admitting clerk, hospital unit coordinator and entry level medical records clerk. Students who successfully complete this program may be eligible to take the certification exam offered by the California Certifying Board for Medical Assistants to become a California Certified Medical Assistant – Administrative (CCMA-A).

**Associate in Science Degree
Certificate of Achievement**

MEDICAL ASSISTANT – MULTI-SKILLED

| REQUIRED COURSES: | | Units |
|--------------------------|---------------------------------|--------------|
| BUS V26 | Electronic Health Records | 3 |
| BUS V27A | Beginning Medical Terminology | 3 |
| BUS V97 | Multi-Skilled Medical Assistant | <u>16</u> |
| | | 22 |

Recommended courses: In addition to the required courses listed above, it is recommended that students who seek to obtain additional insight into the field of study consider taking one or more of the following courses: BUS V25, V27B, V29, V44, V45. Although these supplemental courses may be of value to the student, please note that they do **NOT** satisfy the requirements for this degree.

The Multi-Skilled Medical Assistant Program assists students in developing the skills needed for a career as a medical assistant, trained in both administrative (front office) and clinical (back office) skills. This comprehensive program is offered in an accelerated format and provides the opportunity for students to develop effective communication skills, computer skills, and technical skills that lead to success in working in a variety of healthcare settings. Jobs in this field include, front office medical assistant, medical secretary, back office medical assistant, entry level medical biller, hospital admitting clerk, hospital unit coordinator and entry level medical records clerk. Students who successfully complete this program may be eligible to take the certification exam offered by the California Certifying Board for Medical Assistants to become a California Certified Medical Assistant – Administrative (CCMA-A), Clinical (CCMA-C) or Administrative and Clinical (CCMA-AC).

APPENDIX A