Health Sector San Diego/Imperial Counties

Profile and Strategy

September 11, 2020

Connie Lafuente, MPH

Tina Ngo Bartel

Overview

- Health Sector
- Methodology
- Trends
- Recommendations

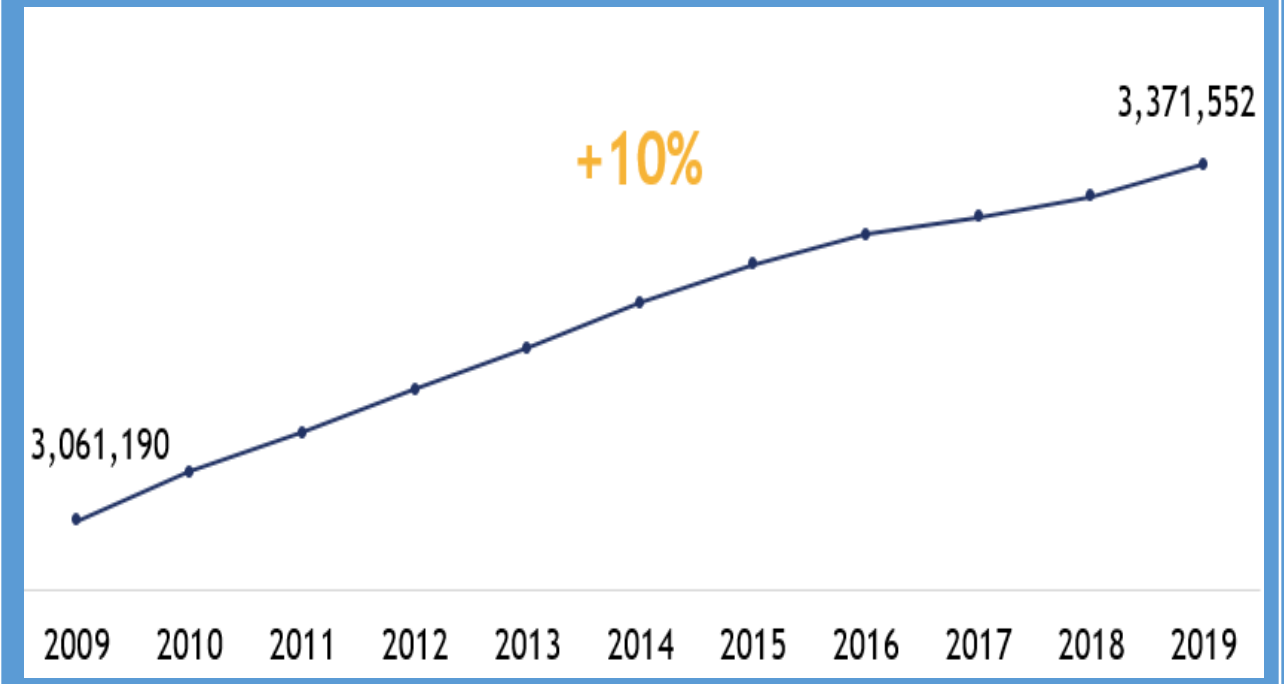
Health Sector

- Health Care Sector accounts for 136,032 jobs in the San Diego/Imperial Region
- There are approximately 7,920 establishments in the region
- This sector is projected to grow 15% (19,845 jobs) in the next five years
- Health Care is considered resilient sector

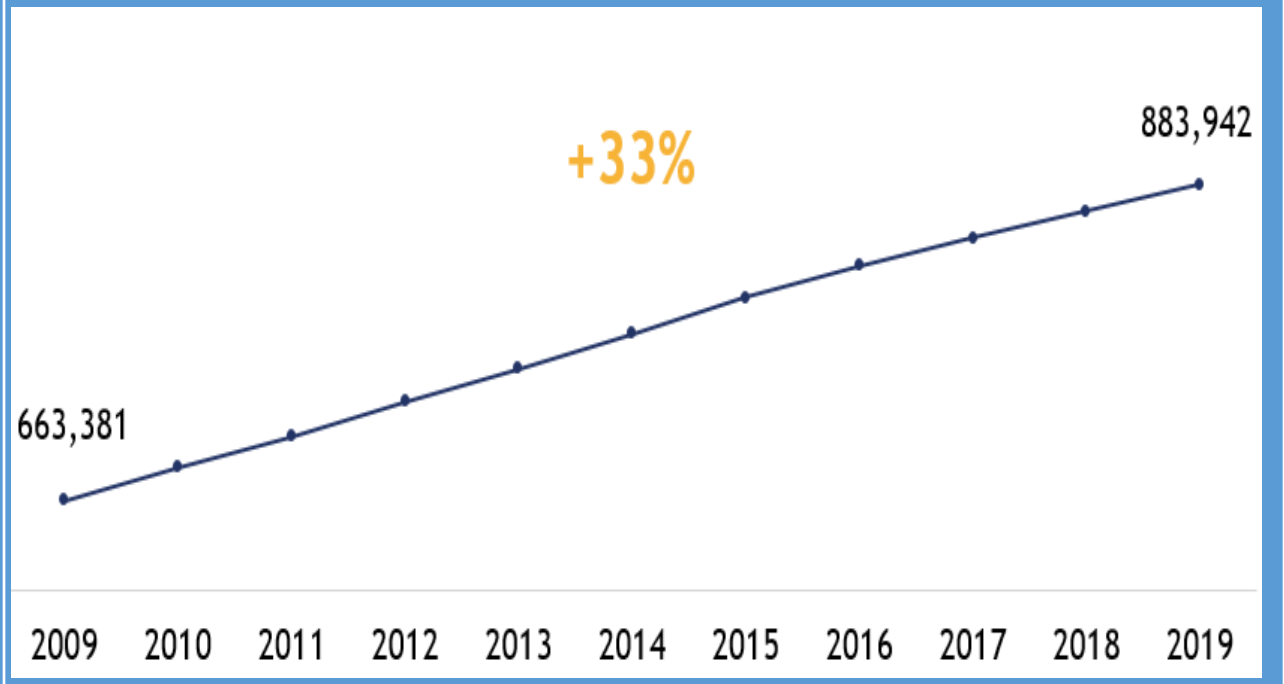
Over 48 Health Occupations…

San Diego County Population (2009-2019)

CURRENT POPULATION

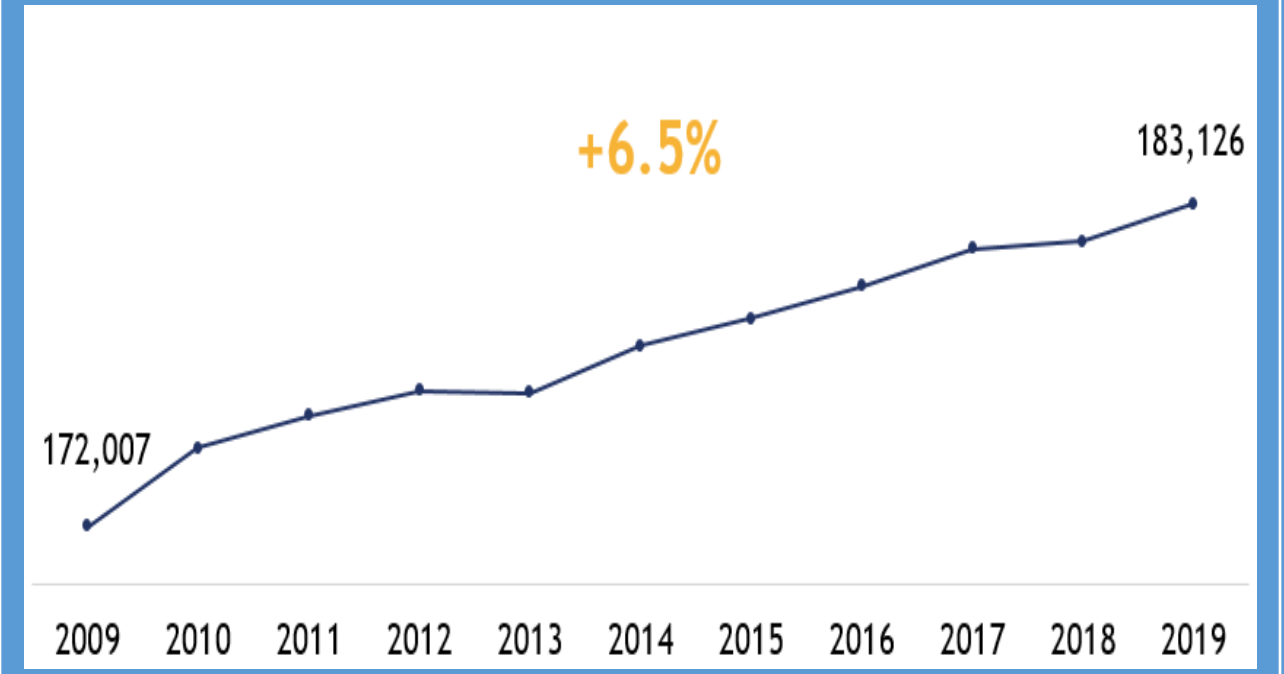


55+ POPULATION



Imperial County Population (2009-2019)

CURRENT POPULATION



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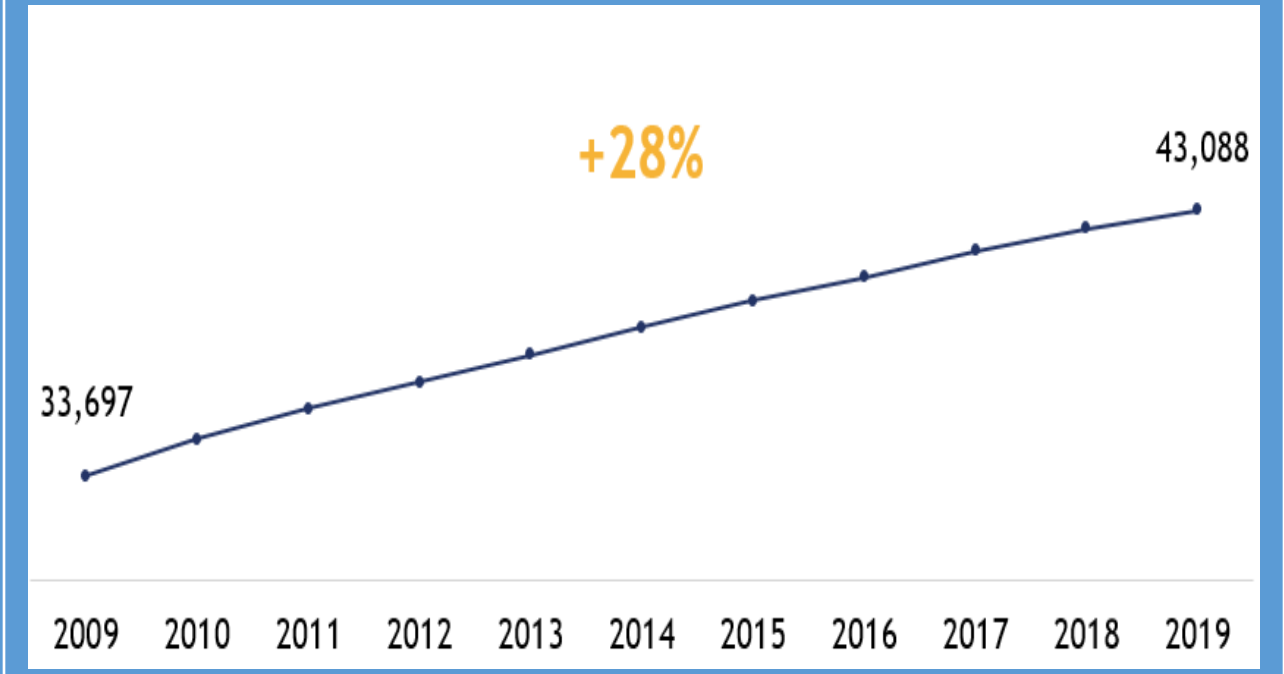
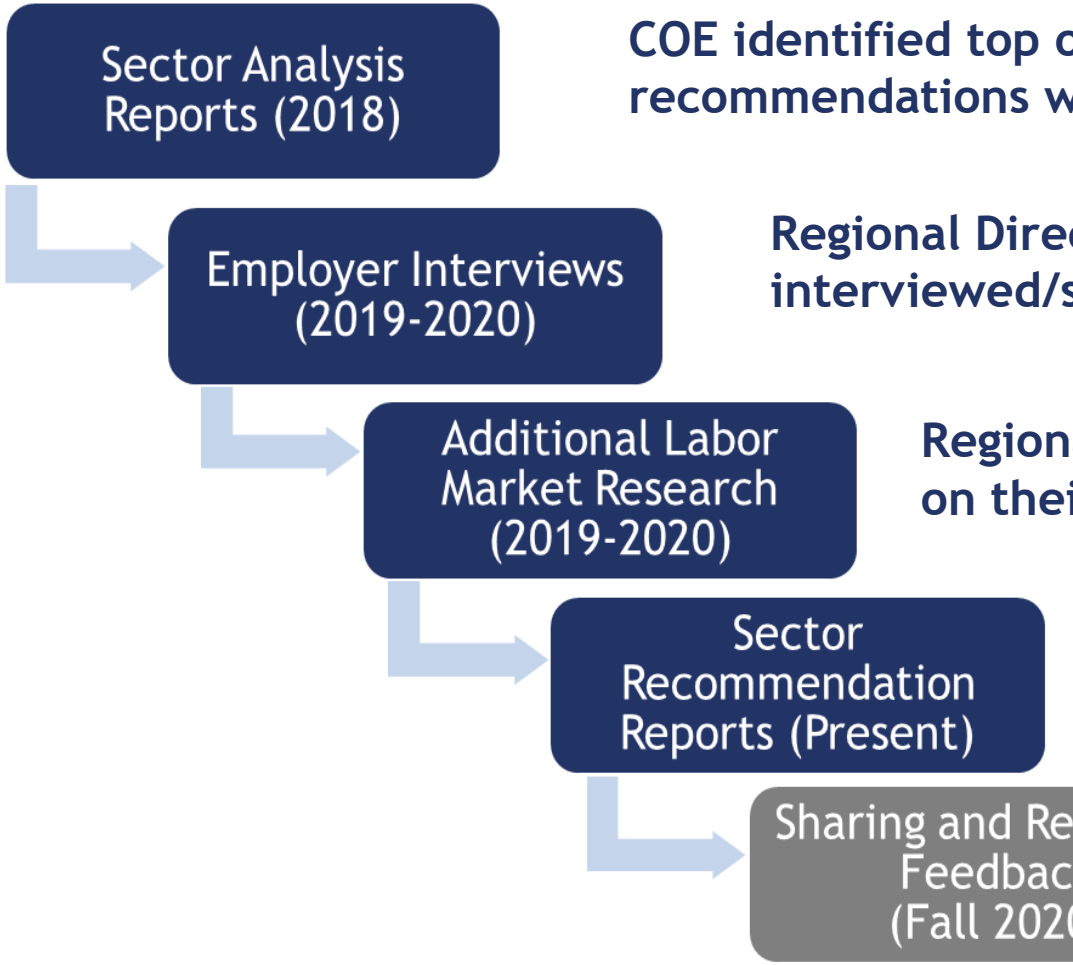


Methodology



COE identified top occupations with supply gaps by sector and shared recommendations with colleges for feedback (e.g., focus groups)

Regional Directors reviewed Sector Analysis Reports and interviewed/surveyed employers for more information

Regional Directors requested more research from the COE based on their analyses and information above

RDs and COE collaboratively work together to produce "sector recommendation reports"

RDs and COE share recommendations with WDC and industry groups/panels for feedback

We’re using outdated information

PRIORITY SECTOR

Health Care

LABOR MARKET ANALYSIS
REPORT HIGHLIGHTS

San Diego County
October 2014

For the full report, please visit:
workforce.org/industry-reports

Health Workforce Initiative

CALIFORNIA COMMUNITY COLLEGES SAN DIEGO IMPERIAL COUNTIES REGIONAL CONSORTIUM

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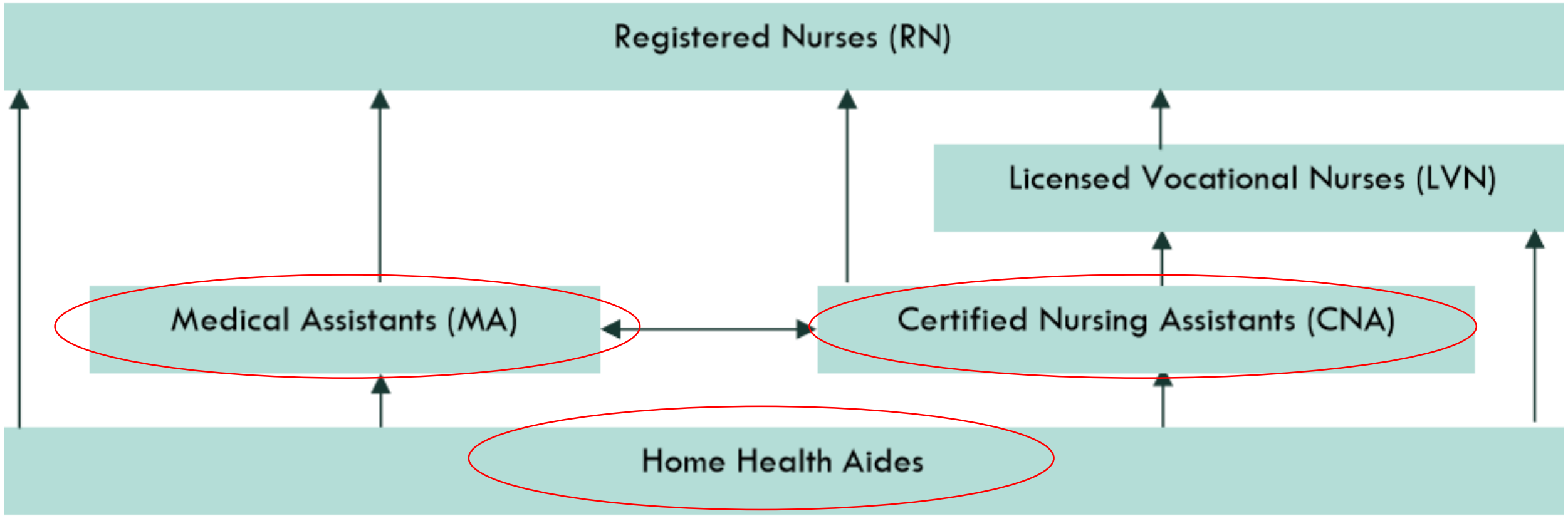
C·O·E
CENTERS OF EXCELLENCE

Basic Career Pathways (2014)



Sector Recommendation Brief: Health

Patient Care Coordinators

AUGUST 2020

Exhibit 2: Educational Institutions with Programs Related to *Home Health Aides, Medical Assistants, and Certified Nursing Assistants* in San Diego County

Community Colleges	Non-Community-College Institutions
1. Palomar College	1. Advanced Training Associates
2. San Diego Mesa College	2. Ashford University
3. Southwestern College	3. Brightwood College-Chula Vista
4. MiraCosta College	4. Brightwood College-San Diego
5. San Diego Continuing Education	5. Brightwood College-Vista
	6. California College San Diego
	7. CET-San Diego Concorde Career College-San Diego
	8. National University
	9. Pima Medical Institute-Chula Vista
	10. United Education Institute-Chula Vista
	11. United Education Institute-UEI College San Marcos

Exhibit 3: Labor Market Demand (Annual Job Openings) vs. Labor Market Supply (Average Annual Awards)

Region	Demand (Average Annual Job Openings)	Supply (Average Annual Awards)	Supply Gap
San Diego	3,187	2,168	1,019
California	37,480	19,550	17,930

Exhibit 4: Hourly Earnings by Occupation in San Diego County

Occupational Title	Entry-Level Hourly Earnings (25th Percentile)	Median Hourly Earnings
Home Health Aides	$12.16	$13.83
Medical Assistants	$15.69	$17.88
Nursing Assistants	$13.58	$15.61

Living wage for a single adult in San Diego County = $15.99

Stakeholder Interviews/Focus Groups

Hospital Association	Family Health Centers of San Diego	Champions for Health
Kaiser Permanente	La Maestra Health Clinic	Elevate Home/San Diego Home Health Care
Scripps Hospital	Mid-City Community Clinic	St. Paul Senior Services
Sharp Health Care	Mountain Health (Rural)	Donavan Facility
Sharp Memorial Hospital	Vista Community Clinic	Blue Shield of California
Tri-City Medical Center	San Ysidro Health Centers	Community Health Group
Palomar Medical Center	Operation Samahan	Clinicas de Salud Del Pueblo
El Centro Regional Medical Center	Well Space Health	Elica Health Centers

Patient Care Coordinator

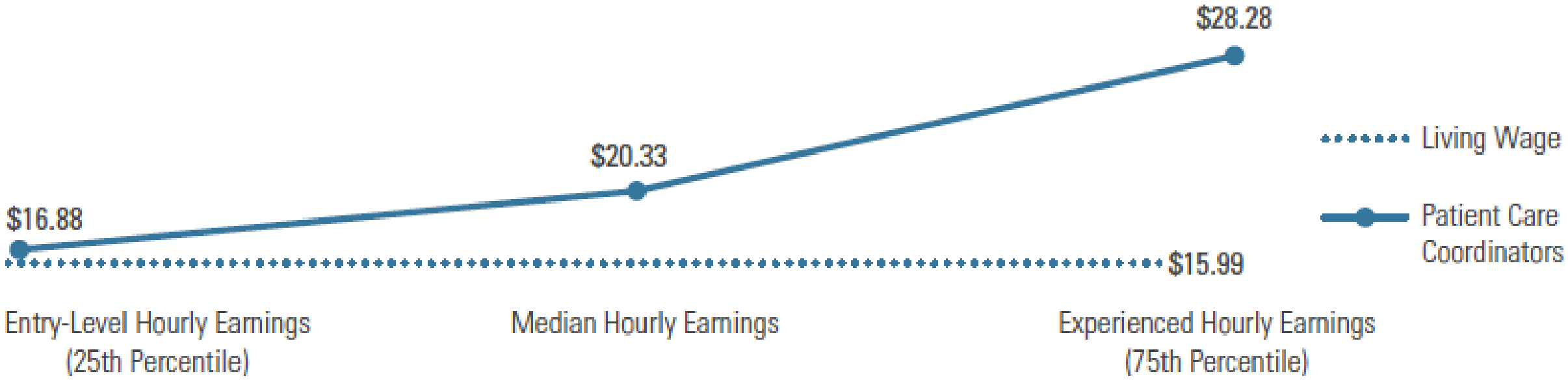
Job Duties/Functions

- Meet with patients and families regarding treatments, procedures, medications, and continuing care
- Assist care team with setting goals for quality assurance best practices
- Provide community resources and referrals for continuity of care
- Assist in locating funding for special procedures or other patient needs
- Perform analytical and data entry tasks
- Answer patient calls, emails and questions, including finding insurance estimates
- Confidentially manage patient accounts
- Schedule patient visits and answer pre-visit questions, including questions about billing
- Ensure compliance with professional standards and regulatory requirements
- Provide patient consultations and recommended treatments
- Discuss cost of service, insurance coverage, and payment options with patients
- Work as a team player to ensure each patient receives the best service possible
- Schedule any necessary outpatient appointments
- Get prior authorization for procedures
- Scan documents into patient charts

Analyzed Online Job Postings for Variations of PCC

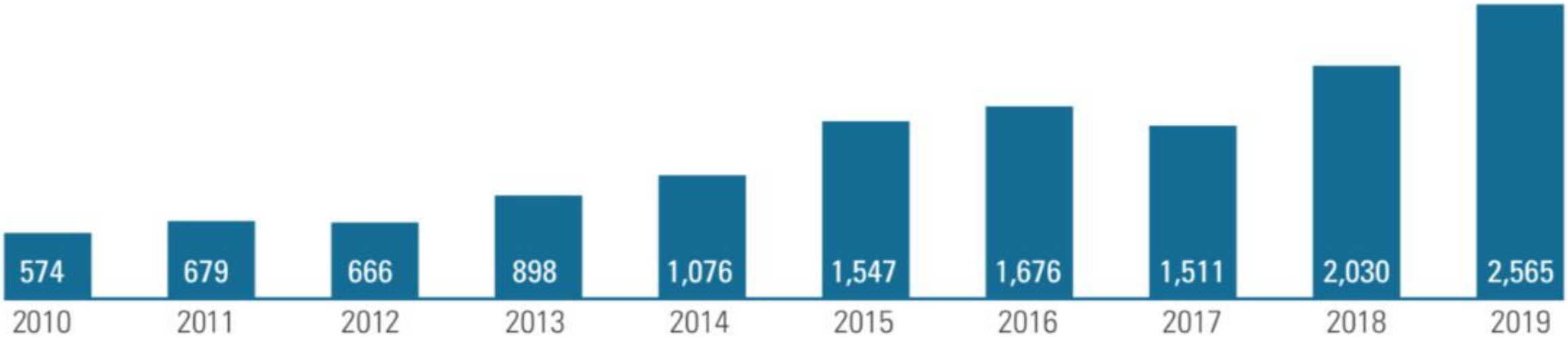
- CMPC = Medical Home Patient Coordinator
- PCC = Patient Care Coordinator
- CC = Care Coordinator
- CCC = Client Care Coordinator
- CCS = Care Coordinator Specialist
- PIC = Performance Improvement Coordinator

Exhibit 5: Hourly Earnings[10] for *Patient Care Coordinators* in San Diego County, 2019[11]



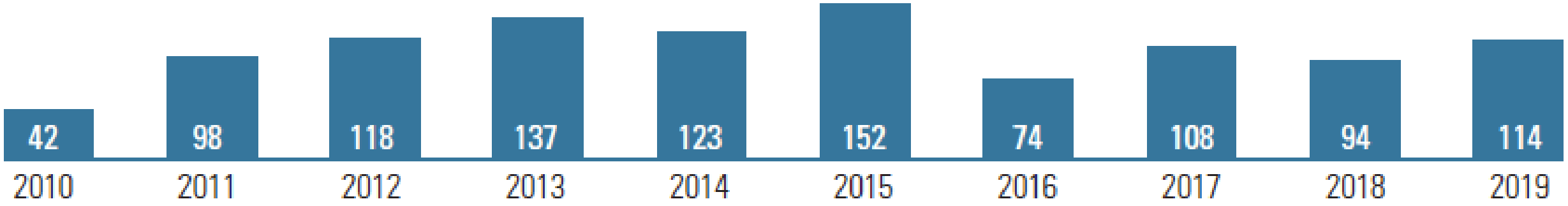
Job Postings

Exhibit 6: Number of Online Job Postings for Keywords "Patient Care Coordinators" in San Diego County (2010-2019)[12]



Job Postings

Exhibit 7: Number of Online Job Postings for Care Coordinators in San Diego County (2010-2019)[14]



Current Career Pathway

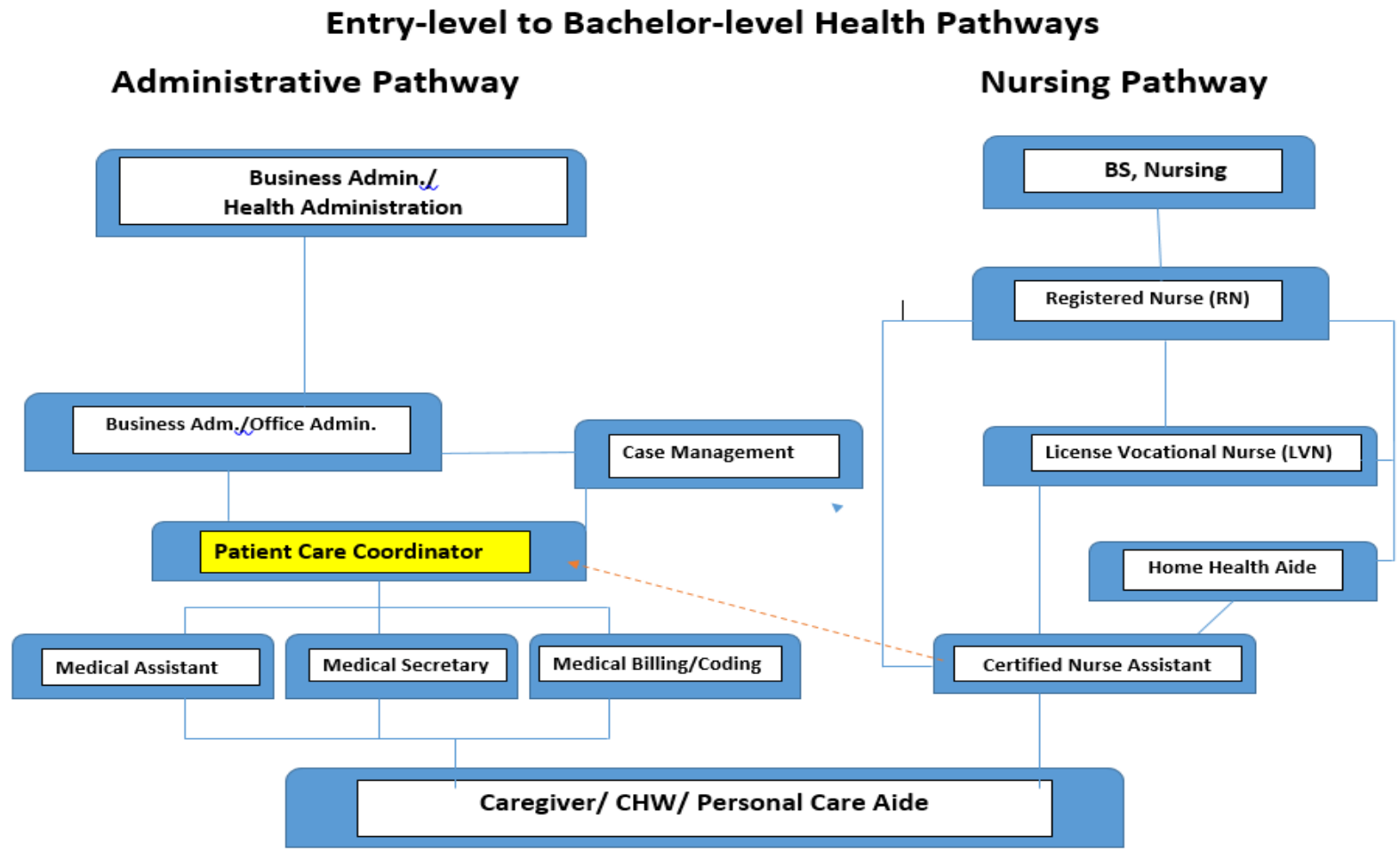


Exhibit 12: Knowledge, Skills and Abilities in Online Job Postings for *Care Coordinator* and *Keywords "Patient Care Coordinator"* *in San Diego County (2017-2019)*

Ranking	Care Coordinator	# Online Job Postings
#1	**Basic Patient Care**	197
#2	**Medical Support**	101
#3	**Advanced Patient Care**	91
#4	**Patient Education and Support**	77
#5	**Health Care Procedure and Regulation**	75
#6	**Scheduling**	72
#7	Budget Management	71
#8	Basic Living Activities Support	71
#9	People Management	67
#10	**Microsoft Office and Productivity Tools**	62
#11	Emergency and Intensive Care	60
#12	Patient Reception	57
#13	**Basic Customer Service**	49
#14	**General Medicine**	46
#15	**Medical Billing and Coding**	37

"Patient Care Coordinator"	# Online Job Postings
Basic Patient Care	33
Advanced Patient Care	28
Health Care Procedure and Regulation	25
Basic Customer Service	22
General Medicine	21
Scheduling	20
Medical Support	17
Microsoft Office and Productivity Tools	17
Administrative Support	16
People Management	16
Medical Billing and Coding	16
General Administrative and Clerical Tasks	15
Patient Education and Support	14
Public Health and Disease Prevention	13
Medical Records	12

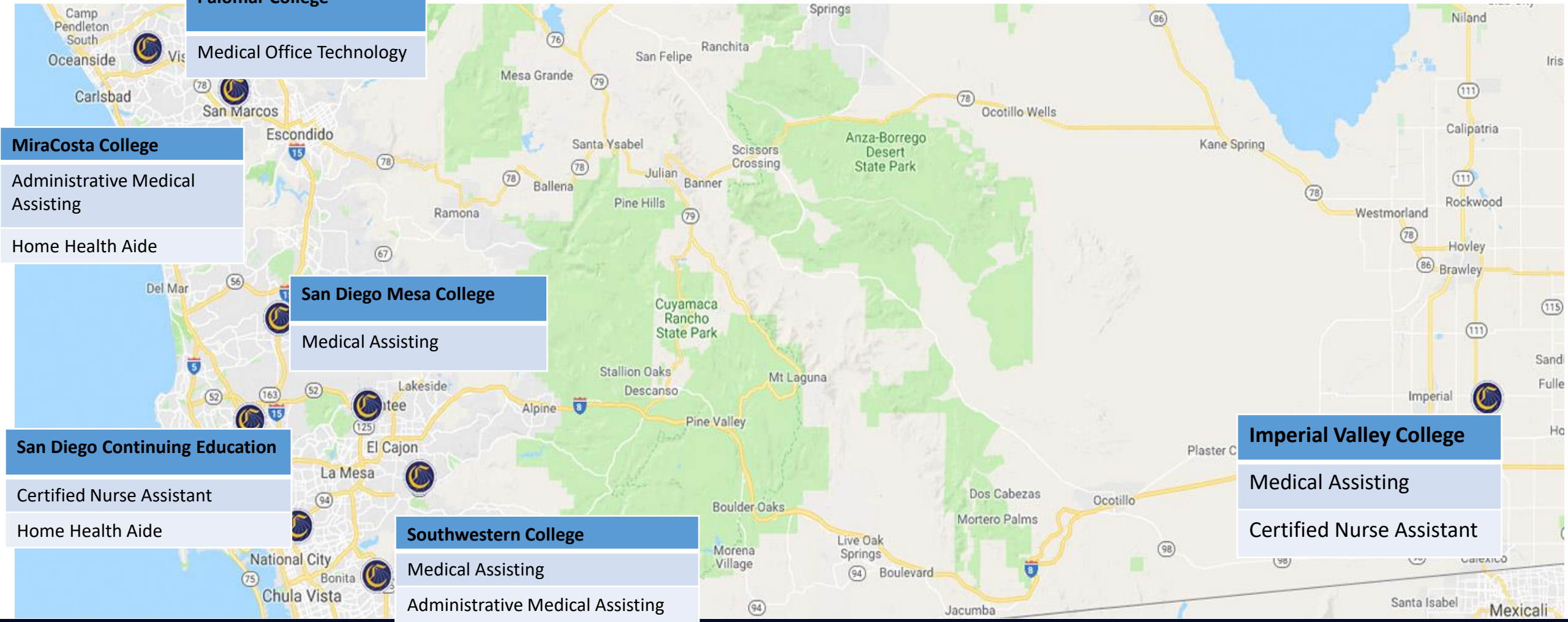
Exhibit 11: Potential Courses for *Patient Care Coordinators*

Prospective Course Title	Description
Introduction to Public Health/ Social Determinants of Health	• Identify social determinants of health that affect chronic diseases
Motivational Interviewing	• Assist with behavioral change to set goals toward a healthier life style • Identify unhealthy behaviors
Chronic Diseases and Management of Chronic Conditions	• Learn about chronic health issues, environmental conditions, mental health challenges (e.g., stress, anxiety, fear), etc.
Health Care System	• Understand private health care, Medical, Medicare, and other programs that exist • Understand billing, coding, etc. • Navigate the health care system to make better referrals
Communication and Presentation Skills	• Learn verbal and written communication skills in the context of the Health Care sector • Develop customer service, critical thinking, cultural competency, and patient advocacy skills
Organizational Skills and Computer Skills	• Develop Microsoft Office Suite skills (e.g., Microsoft Word, Microsoft Excel, Microsoft Outlook)

KSAs - Employer Engagement

- Communication skills: Verbal, Written, Bilingual (Preferable)
- Critical thinking
- Problem solving skills
- Medical terminology
- Billing and coding
- High level attention to detail
- Ability to multi-task
- Ability to work in a team environment
- Organizational and time-management skills
- Basic working knowledge of insurance coverage, insurance eligibility process, referral process, and community resources
- Sensitivity to the needs and situations of multi-cultural populations from a variety of income levels
- Resourceful
- Computer Skills: Excel, Word, Outlook, PowerPoint

Related Programs



Palomar College

Medical Office Technology

MiraCosta College

Administrative Medical Assisting

Home Health Aide

San Diego Mesa College

Medical Assisting

San Diego Continuing Education

Certified Nurse Assistant

Home Health Aide

Southwestern College

Medical Assisting

Administrative Medical Assisting

Certified Nurse Assistant

Imperial Valley College

Medical Assisting

Certified Nurse Assistant

Recommendations

- **Adopt/develop the Patient Care Coordinator Program**
- **Engage subject matter experts and faculty to assess current course content**
  - Align curriculum to KSAs from employer engagement
  - Modify, expand or add courses
- **Develop noncredit options**
  - Especially colleges who don't currently offer MA, HHA, MS
- **Consider an online program to offer flexibility for incumbent workers**

San Diego Continuing Education

SUBJECT NAME	YES	NO	RECOMMENDATION
Introduction to Public Health/Social Determinants of Health/Understanding Behavioral Health Models.	Introduction of Behavioral Health Models - covered in the **Behavioral Health Aide course**		Expand course to cover Public Health/Social Determinants of Health/Health Education and Nutrition
Motivational Interviewing		X	Consider adding a course
Chronic Disease Management of Chronic Conditions	Topics covered in **Acute Care**		
Health Care System/Medicare/Medical/Health Insurance access, Referral, etc.	Topics covered in **Introduction to Healthcare Careers**		
Communication and Presentation skills (Critical thinking, cultural competency, patient advocacy, etc.)	Topics covered in: • **Certified Nurse Assistant** • **Acute Care class**		Emphasize: Cultural awareness and sensitivity; writing composition skills
Medical Terminology	X		
Organizational Skills and Computer Skills	Topics covered in **Health Unit Coordinator class**		

THANK YOU

Connie Lafuente, MPH
Regional Director, Employer Engagement Health Sector
San Diego/Imperial Counties
California Community Colleges
San Diego/Imperial Counties Regional Consortium
Email: connie.lafuente@gcccd.edu
Work: (619) 644-7647

San Diego Mesa College

SUBJECT NAME	YES	NO	RECOMMENDATION
Introduction to Public Health/Social Determinants of Health/Understanding Behavioral Health Models.	YES		Consider including Health Education and Nutrition
Motivational Interviewing		NO	Consider adding a course
Chronic Disease Management of Chronic Conditions	YES		
Health Care System/Medicare/Medical/Health Insurance access, Referral, etc.	YES		
Communication and Presentation skills (Critical thinking, cultural competency, patient advocacy, etc.)	YES		Emphasize: Cultural awareness and sensitivity; writing composition skills
Medical Terminology	YES		
Organizational Skills and Computer Skills	YES		

Southwestern College

SUBJECT NAME	YES	NO	RECOMMENDATION
Introduction to Public Health/Social Determinants of Health/Understanding Behavioral Health Models.		NO	Consider adding a course
Motivational Interviewing		**NO**	Consider adding a course
Chronic Disease Management of Chronic Conditions		NO	Consider adding a course
Health Care System/Medicare/Medical/Health Insurance access, Referral, etc.		Medical Insurance Billing and Coding	Consider modifying course content
Communication and Presentation skills (Critical thinking, cultural competency, patient advocacy, etc.)		Content in multiple classes. There is not one single course specific to these topics.	Emphasize: Cultural awareness and sensitivity; writing composition skills
Medical Terminology	**YES**		
Organizational Skills and Computer Skills		Content located within multiple classes, there is not a single course specific to these topics.	Consider adding a course

MiraCosta College

SUBJECT NAME	YES	NO	RECOMMENDATION
Introduction to Public Health/Social Determinants of Health/Understanding Behavioral Health Models.		NO	Consider adding a course
Motivational Interviewing	**Leadership - 284**		
Chronic Disease Management of Chronic Conditions	**ADN -281**		
Health Care System/Medicare/Medical/Health Insurance access, Referral, etc.	**Integrated ADN**		
Communication and Presentation skills (Critical thinking, cultural competency, patient advocacy, etc.)	**Integrated ADN** **Patient Advocacy**		Emphasize: Cultural awareness and sensitivity; writing composition skills
Medical Terminology	**YES**		
Organizational Skills and Computer Skills	**Medical Keyboarding and Document Production. Intro to Electronic Health Records**		

Palomar College

SUBJECT NAME	YES	NO	RECOMMENDATION
Introduction to Public Health/Social Determinants of Health/Understanding Behavioral Health Models.	**Nursing 217 – Behavioral Health**		
Motivational Interviewing		**NO**	Consider adding a course
Chronic Disease Management of Chronic Conditions	**All Nursing Courses**		
Health Care System/Medicare/Medical/Health Insurance access, Referral, etc.	**Nursing 103**		
Communication and Presentation skills (Critical thinking, cultural competency, patient advocacy, etc.)	**All Nursing Courses**		Emphasize: Cultural awareness and sensitivity; writing composition skills
Medical Terminology	**All Nursing Courses and Summer Academy**		
Organizational Skills and Computer Skills		**NO**	Consider adding a course

Imperial Valley College

SUBJECT NAME	YES	NO	RECOMMENDATION
Introduction to Public Health/Social Determinants of Health/Understanding Behavioral Health Models.	Integrated in pre-nursing course and fundamentals of nursing course		
Motivational Interviewing		NO	Consider adding a course
Chronic Disease Management of Chronic Conditions	YES		
Health Care System/Medicare/Medical/Health Insurance access, Referral, etc.	YES		
Communication and Presentation skills (Critical thinking, cultural competency, patient advocacy, etc.)	YES		Emphasize: Cultural awareness and sensitivity; writing composition skills
Medical Terminology	YES		
Organizational Skills and Computer Skills	YES		