

New Health Navigator Certificate/Program - LMI and Analysis

In 2010, Partners in Care Foundation, a non-profit organization, collaborated with Civic Ventures and MetLife Foundation to write a seminal report on six emerging jobs in the healthcare field¹. They met with an advisory group of 15 experts in workforce issues and the healthcare industry, including academics, philanthropic/nonprofit organization members, healthcare providers, and human resources experts. The report's purpose was to discuss employment projections that suggested that "hundreds of thousands of traditional jobs... in the health sector...will be created in the next decade...[and that] health care reform and a movement toward consumer-centered care are expected to increase the employment potential for new health care careers..." (p. 1). These new health care careers listed and described in the report were:

- 1) Community health worker
- 2) Chronic illness coach
- 3) Medications coach
- 4) Patient navigator/advocate
- 5) Home- and community –based service navigator/advocate
- 6) Home modification specialist

The authors maintained that baby boomers and older adults might be necessary worker additions to the health care labor market in order to help fill the projected labor shortage.

Another seminal publication titled *Health Coaching for Patients with Chronic Illness*² was written in 2010 by Heather Bennett, MD, and Thomas Bodenheimer, MD. This article discussed the need for health coaches due to the growing number of patients with chronic disease. The physicians made the case that until there is payment reform, medical assistants could be hired to fill the need for health coaches. They reported on cases in which increasing the ratio of medical assistants to clinicians from 1:1 to 2:1 increased the productivity of the clinician which generated revenues that more than covered the salary of the additional medical assistant.

Four years later, in February 2014, Asian Americans for Community Involvement, Health Workforce Initiative, Career Ladders Project and Health Trust held a conference called the *San Francisco Bay Area Patient Navigator and Related Occupations Summit*, where more than 75 healthcare industry partners and educators were in attendance³. John Carrese from the SF Center of Excellence gave a PowerPoint presentation (see attachment 3d) on a labor market overview on Patient Navigators and related occupations. In summary, he reported that because there were various and changing titles and skills of the patient navigator, depending on the healthcare facility and region, and no Standard Occupational Classification code for Patient Navigators, EDD/EMSI occupational data was unavailable. Therefore, he provided Labor Market Information (LMI) on similar occupations: Health Educators and Community Health Workers. He reported 129 and 67 annual job openings, respectively, between 2013 and 2016. Other presenters also provided information on their understanding of the demand for the patient navigators in the healthcare field.

Then in April 2015, the Healthcare Workforce Initiative hosted a conference call to discuss the status of Community Health Worker (CHW) programs and employment. Colleges that offer CHW programs outside of the Contra Costa College service area (City College San Francisco, Santa Rosa, and Mission College), shared information regarding their graduates' employment trends. The consensus was that there was difficulty in gaining high or even paid employment as a CHW; unbillable services and a bachelor's degree requirements seemed to be the biggest barriers (see CHW meeting notes in Attachment 3a).

However, it was also brought to light that Lifelong Medical Center, which has 16 locations in the region, was developing, as of July 1st, 2014, three different classifications for medical assistants, along with salary increases for each classification. The highest classification included the Community Health Worker (CHW) (see Advisory Committee meeting minutes in Attachment 3b). Additionally, in a recent inquiry to nurse manager Caroline Killough at West County Health Center in North Richmond and San Pablo, it was informally reported (via email) the fact that there were six CHWs working at their Sab Pablo facility and that they were looking for three more CHW openings to fill. Subsequent research on their website did not show these job openings; however, the three CHW occupational titles and their descriptions were listed on the website as job positions held at the clinics. Furthermore, a discussion with Health Leads, an organization that is newly partnered with Kaiser Richmond, is offering unpaid internships as Health Leads, a role similar to the health navigator. Positive outcomes data on this partnership could lead to paid positions at Kaiser Richmond, Oakland, and Pinole.

Furthermore, in a Contra Costa College employer survey conducted in 2013, employers indicated that they would be more likely to hire graduates that have both a Certificate of Achievement in Medical Assisting and Office Technician (MAOT) and a more specialized certificate such as a certificate for Patient-Centered Medical Home (PCMH-similar to the Health Navigator). Of the 21 respondents, 40% were "likely" to hire a graduate with **only** the PCMH certificate and 20% were "extremely likely," as shown in question #8 on page 8. In question #9 on page 9, 40% of the participants responded that they were "likely," while 45% of the respondents said that they were "extremely likely" to hire a graduate with **both** a PCMH **and** an MAOT certificate (see survey in Attachment 3c).

Finally, current Labor Market Information (LMI) on annual job openings and completions in surrounding areas is provided below.

Notes

1. Atkins, S., Cote, S., & Housen, P. (2010). How boomers can help improve health care: Emerging encore career opportunities in health care. *Institute for Change, Partners in Care Foundation*.
<http://www.picf.org/images/medialibrary/JobsHealthPAPERFINAL.pdf>
2. Bennett, H. D. & Bodenheimer, T. (2010). Health coaching for patients with chronic illness. *American Academy of Family Physicians*. <http://www.aafp.org/fpm/20100900/p24>.
3. San Francisco Bay Area Patient Navigator and Related Occupations Summit; <http://aaci.org/main/programs/health/>; 2/20/14
 - Summary Report; S. Scharnberg; PDF available
 - Acute Care to Skilled Nursing-*Health Navigator as New Health Care Model*; J. Coffaro; Powerpoint presentation available
 - Indian Health Center of Santa Clara-*Patient Navigation: A Strategy to Address Health Disparities among High-Risk Populations*; W. Cerrato; Powerpoint presentation available
 - SF Centers of Excellence: *Bay Area Labor Market Overview- Patient Navigators and Related Occupations*; J. Carrese; see Attachment 3d, slide 4.



LMI Projected Annual Openings (2012-2022)

LMI 1 Area:

Annual opening for all similar occupations to Health Navigator (HN): 182
 Annual openings for Medical Assistants (MA): 153
 Total HN + MA = 335

LMI 2 Area:

Annual openings for all similar occupations to Health Navigator (HN): 29
 Annual Openings for Medical Assistants (MA): 15
 Total HN + MA = 44

Total Annual Openings for LMI Areas 1 and 2 (HN): 211
 Total Annual Openings for LMI Areas 1 and 2 (MA): 168

Grand Total Annual Openings for LMI Areas 1 and 2* (HN + MA): 379

Occupational Projections of Employment

<http://www.labormarketinfo.edd.ca.gov/cgi/dataanalysis/occuprjReport.asp?menuchoice=0>

Area	Code	Occupation	Est yr- Proj yr	Est Employment	Projected Employment	No. Change	% Change	Total Annual Openings	Annual Avg %chg
Oakland-Hayward-Berkeley Div	211022	Medical and Public Health Social Workers	2012 - 2022	1,010	1,270	260	25.7	47	2.6
Oakland-Hayward-Berkeley Div	211091	Health Educators	2012 - 2022	950	1,090	140	14.7	38	1.5
Oakland-Hayward-Berkeley Div	211094	Community Health Workers*	2012 - 2022	520	640	120	23.1	26	2.3
Oakland-Hayward-Berkeley Div	211099	Community and Social Service Specialists, All Other	2012 - 2022	820	900	80	9.8	30	1
Oakland-Hayward-Berkeley Div	319092	Medical Assistants	2012 - 2022	5,510	5,980	470	8.5	153	0.9
Oakland-Hayward-Berkeley Div	319099	Healthcare Support Workers, All Other	2012 - 2022	1,030	1,240	210	20.4	41	2
Vallejo-Fairfield MSA	211022	Medical and Public Health Social Workers	2012 - 2022	140	170	30	21.4	6	2.1
Vallejo-Fairfield MSA	211091	Health Educators	2012 - 2022	130	170	40	30.8	8	3.1
Vallejo-Fairfield MSA	211094	Community Health Workers*	2012 - 2022	40	50	10	25	1	2.5
Vallejo-Fairfield MSA	211099	Community and Social Service Specialists, All Other	2012 - 2022	130	150	20	15.4	6	1.5
Vallejo-Fairfield MSA	319092	Medical Assistants	2012 - 2022	770	750	-20	-2.6	15	-0.3
Vallejo-Fairfield MSA	319099	Healthcare Support Workers, All Other	2012 - 2022	180	230	50	27.8	8	2.8

LMI 1 Area

LMI 2 Area

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Total annual openings for Health Navigator/similar occupations = 211

Total annual openings for Health Navigator/similar occupations and Medical Assistants = 379

Annual Program Completers-California Community Colleges Chancellor's Office

Program Awards Summary Report: http://datamart.cccco.edu/Outcomes/Program_Awards.aspx

1) Program Awards Summary Report for Community Health Worker, Community Services, General, and Human Services

Colleges searched: Alameda, Berkeley City, Diablo Valley, Laney, Marin, Merritt, and Solano*

		Annual 2011-2012	Annual 2012-2013	Annual 2013-2014
Berkeley City Total		14	19	8
Associate of Arts (A.A.) degree	Total	6	7	4
Human Services-2104		6	7	4
Certificate requiring 30 to < 60 semester units	Total	8	12	4
Human Services-2104		8	12	4
Merritt Total - Human Services		5	4	1
Associate of Arts (A.A.) degree	Total	2	1	1
Human Services-2104		2	1	1
Certificate requiring 18 to < 30 semester units	Total	3	3	
Human Services-2104		3	3	
Solano Total		40	35	42
Associate of Arts (A.A.) degree	Total	19	10	17
Human Services-2104		19	10	17
Certificate requiring 18 to < 30 semester units	Total	21	25	25
Human Services-2104		21	25	25

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*Only the Merritt College program is comparable to the proposed Health Navigator program

2) Program Awards Summary Report for Medical Assisting

Colleges searched: Alameda, Berkeley City, Diablo Valley, Laney, Marin, Merritt, and Solano

		Annual 2011-2012	Annual 2012-2013	Annual 2013-2014
Marin Total- Medical Assisting		30	20	20
Associate of Science (A.S.) degree	Total	10	6	4
Medical Assisting-1208		10	6	4
Certificate requiring 30 to < 60 semester units	Total	14	7	7
Medical Assisting-1208		14	7	7
Certificate requiring 18 to < 30 semester units	Total	6	7	9
Medical Assisting-1208		6	7	9

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Given the above information, there are several conclusions and decisions that were made with regard to the role and labor demand of the health navigator:

1. The health navigator is an emerging occupation that will be in demand due to changing demographics, healthcare policies, and need for increased cost-effective and quality healthcare.
2. The health navigator role involves a combination of skills used by the other emerging occupations such as the CHW, health coach, chronic illness coach, chronic care assistant, patient navigator/advocate, and home- and community-based services navigator/advocate.
3. Reports of the CHW graduate employment barriers led, in part, to the decision to offer the proposed Health Navigator program versus a CHW program so that a wider array of skills could be taught for enhanced employment opportunities, such as openings now and in the future for titles listed in #2 above.
4. Also given the CHW graduate employment barriers, concurrent medical assisting training may be essential for employment. It may be beneficial to target/offer the proposed program to the student population that is either currently enrolled in the MAOT program or to incumbent medical assistants, who desire to expand their knowledge, skill set, and earning potential. In the latter situation, the Health Navigator program could act as a 'stackable' certificate that enhances career mobility.
5. There appears to be job openings available at local community clinics such as the West County Health Center and Lifelong Medical Centers, according to advisory members and informal contacts with supervisors, for which completers of the proposed program, without an additional MAOT certificate, would be preferentially employed.
6. Current Labor Market Information demonstrates that there are 211 annual job openings available for completers of the program in the LMI 1 Area and LMI 2 Area, and 379 annual job openings if medical assisting jobs are included (note: there were no occupation projections of employment data from EDD for Marin County). Subtracting completions from similar programs in the same area (Marin College included), the net number of annual job openings for the health navigator and similar occupations is 210, and 359 if medical assisting job are included. Data for completions was obtained from the California Community Colleges Chancellor's Office Datamart. To the best of my knowledge and research, there are no for-profit organizations that offer similar programs in the service area.
7. There is an emerging labor market demand for completers of the proposed program.