

A Data-Informed Analysis To Evaluate If Cochise County Community College District Should Develop a New Medical Insurance Coding Specialist/Coder (51.0713) Program at the Award of less than 1 academic year Level, at Non-distance Capacity

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## About Emsi

Emsi—an affiliate of the Strada Education Network—is a labor market analytics firm that is passionate about providing meaningful data for colleges and their students.

Our data is trusted by a breadth of users including researchers at colleges and universities, economic development organizations, and Fortune 500 companies.

Emsi data offers a three-pronged approach to labor market information:

1. Our traditional LMI combines dozens of government sources from agencies like the Bureau of Economic Analysis, U.S. Census Bureau, and Bureau of Labor Statistics into one dataset that details industries, occupations, demographics, academic programs, and more.
2. Emsi's job posting analytics give a real-time look into the needs of employers in today's labor market. Each month, millions of postings are scraped from employer sites and job boards, de-duplicated, and compiled into an actionable dataset.
3. Emsi also leverages workforce profiles—an innovative database of more than 100 million resumés and professional profiles that are aggregated from the open web. These profiles unify information for workers—such as education, employment history, skills, and more—to reveal robust detail on what is happening in today's workforce.

Together, these data related to labor market demand, relevant skills, and the competitive landscape help colleges and universities make informed decisions about their program offerings.

## Program Definition

### Institution

Code	Description
104425	Cochise County Community College District

### Program in Question

Code	Description
51.0713	Medical Insurance Coding Specialist/Coder

### Award Level

Description
Award of less than 1 academic year

### Program Modality

Non-Distance Offered

### Objective

Developing a new program

# Competitive Landscape

## Institution Sectors

Description
Administrative Unit Only
Public, 4-year or above
Private not-for-profit, 4-year or above
Private for-profit, 4-year or above
Public, 2-year
Private not-for-profit, 2-year
Private for-profit, 2-year
Public, less-than-2-year
Private not-for-profit, less-than-2-year
Private for-profit, less-than-2-year

## Award Levels

Description
Award of less than 1 academic year

## Program Modality

Description
Distance Offered (Includes Hybrid & Mixed Modality Programs)
Non-Distance Offered Programs

## Region

Code	Description
4003	Cochise County, AZ

## Competitive Landscape - Cont.

### Additional Competing Programs

Code	Description
51.0801	Medical/Clinical Assistant
51.0710	Medical Office Assistant/Specialist
51.0899	Allied Health and Medical Assisting Services, Other
51.0707	Health Information/Medical Records Technology/Technician

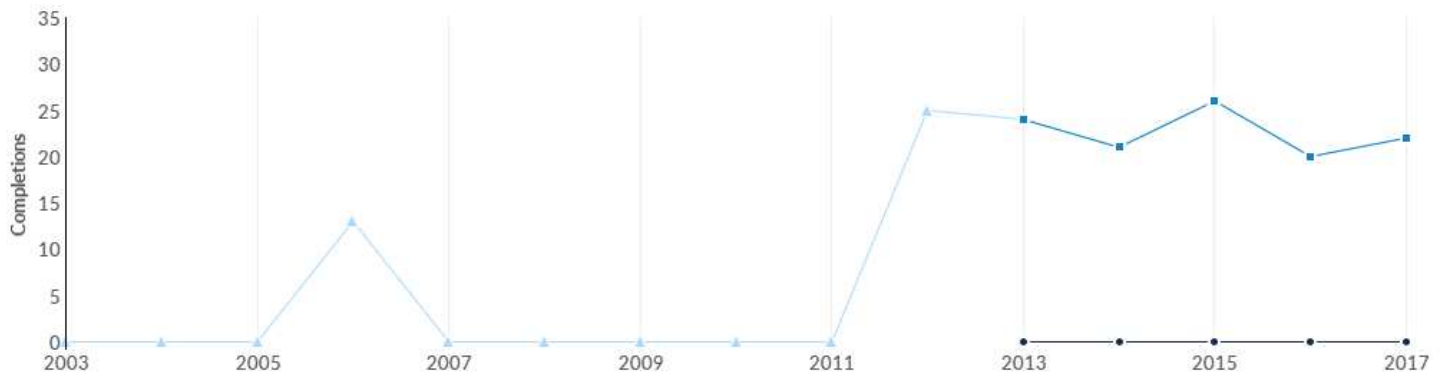
## Program Overview



	Completions (2017)	% Completions	Institutions (2017)	% Institutions
● All Programs	22	100%	1	100%
● Distance Offered Programs	0	0%	0	0%
● Non-Distance Offered Programs	22	100%	1	100%

Institution	Award of less than 1 academic year Completions (2017)	Growth % YOY (2017)	Market Share (2017)
Cochise County Community College District	22	10.0%	100.0%

## Regional Trends



	2013 Completions	2017 Completions	% Change
● Distance Offered Programs	0	0	0.0%
■ Non-Distance Offered Programs	24	22	-8.3%
▲ All Programs	24	22	-8.3%

## Competitive Landscape - Cont.

### Rank as a Talent Provider

Emsi's workforce profile data shows Cochise County Community College District has no alumni working regionally in the occupations *Medical Records and Health Information Technicians* and *Medical Assistants*.

<p>0</p> <p>Your Alumni in Region Working in Target Occupations</p>	<p>0.00%</p> <p>Percent of Regional Profiles Working in Target Occupations</p>	<p>&gt; 1,000</p> <p>Your Rank as a Regional Talent Provider</p>
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### Top Talent Providers

The top regional institutions supplying the labor market with workers employed in the target occupations listed above, based on Emsi's workforce profile data.

School	Profiles	Percent
University of Phoenix-Arizona	4	3.28%
Pima Community College	3	2.46%
Pima Medical Institute-Tucson	3	2.46%
Central Texas College	2	1.64%
Capella University	2	1.64%
Career Care Institute	2	1.64%
Bishop State Community College	1	0.82%
University of South Alabama	1	0.82%
University of Alaska Anchorage	1	0.82%
Brookline College-Phoenix	1	0.82%



# Labor Market Demand

## Labor Market Area Selection

Code	Description
4003	Cochise County, AZ

## Target Occupations

Code	Description
29-2071	Medical Records and Health Information Technicians
31-9092	Medical Assistants

## Degree Levels

Any

## Completions Year (default)

2017

## Jobs Year (default)

2018

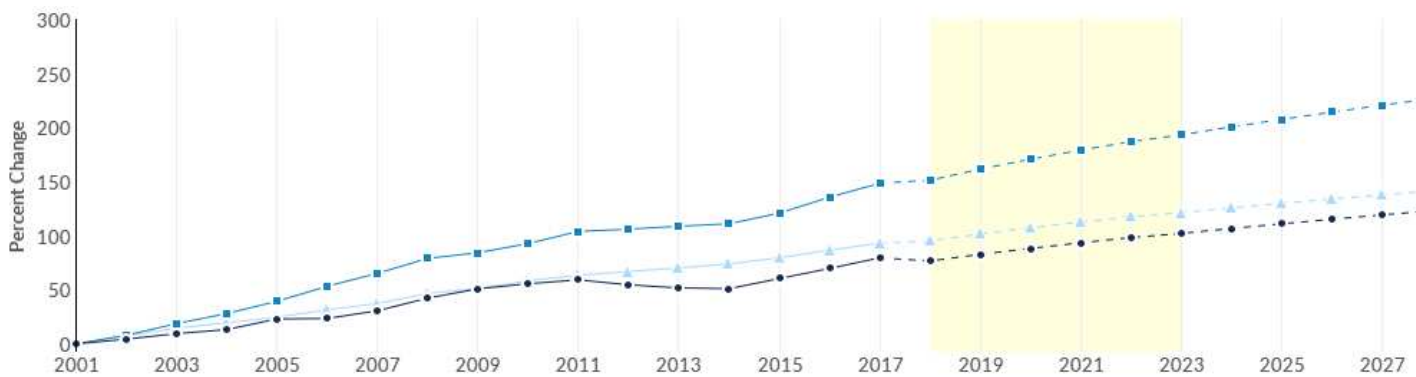
# Labor Market Demand - Cont.

## Target Occupations

<p>286</p> <p>Jobs (2018)</p> <p>20% above National average</p>	<p>+14.3%</p> <p>% Change (2018-2023)</p> <p>Nation: +13.4%</p>	<p>\$14.85/hr</p> <p>Median Hourly Earnings</p> <p>Nation: \$16.15/hr</p>	<p>38</p> <p>Annual Openings</p>
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Occupation	2018 Jobs	Annual Openings	Median Hourly Earnings	Growth (2018 - 2023)
Medical Assistants	221	33	\$14.45/hr	+16.74%
Medical Records and Health Information Technicians	65	5	\$17.45/hr	+7.69%

## Regional Trends



Region	2018 Jobs	2023 Jobs	Change	% Change
● Region	286	327	41	14.3%
■ State	24,585	28,699	4,114	16.7%
▲ Nation	901,717	1,022,925	121,208	13.4%

## Labor Market Demand - Cont.

### Occupation Gender Breakdown



Gender	2018 Jobs	2018 Percent
Males	38	13.2%
Females	249	86.8%

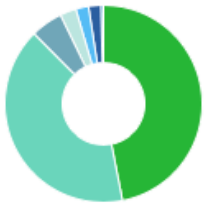
### Occupation Age Breakdown



Age	2018 Jobs	2018 Percent
14-18	1	0.4%
19-24	36	12.6%
25-34	96	33.4%
35-44	65	22.6%
45-54	50	17.4%
55-64	32	11.1%
65+	7	2.3%

## Labor Market Demand - Cont.

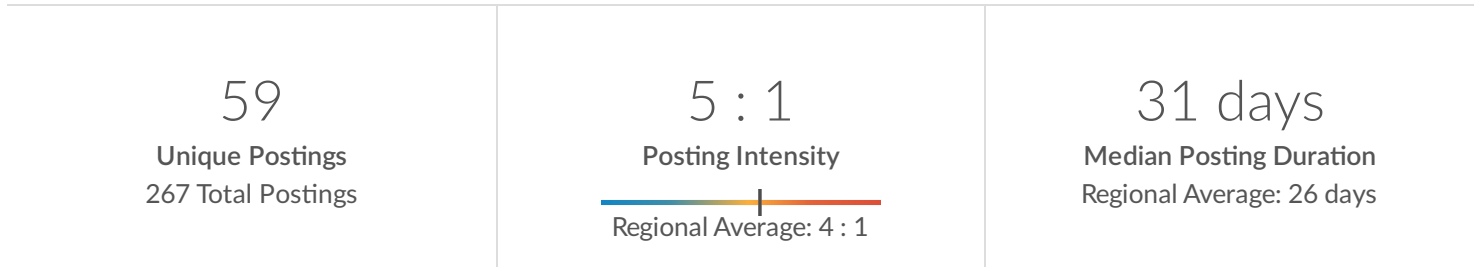
### Occupation Race/Ethnicity Breakdown



Race/Ethnicity	2018 Jobs	2018 Percent
Hispanic or Latino	135	46.9%
White	117	40.6%
Black or African American	15	5.2%
Asian	8	2.7%
American Indian or Alaska Native	6	2.1%
Two or More Races	6	2.0%
Native Hawaiian or Other Pacific Islander	1	0.4%

## Labor Market Demand - Cont.

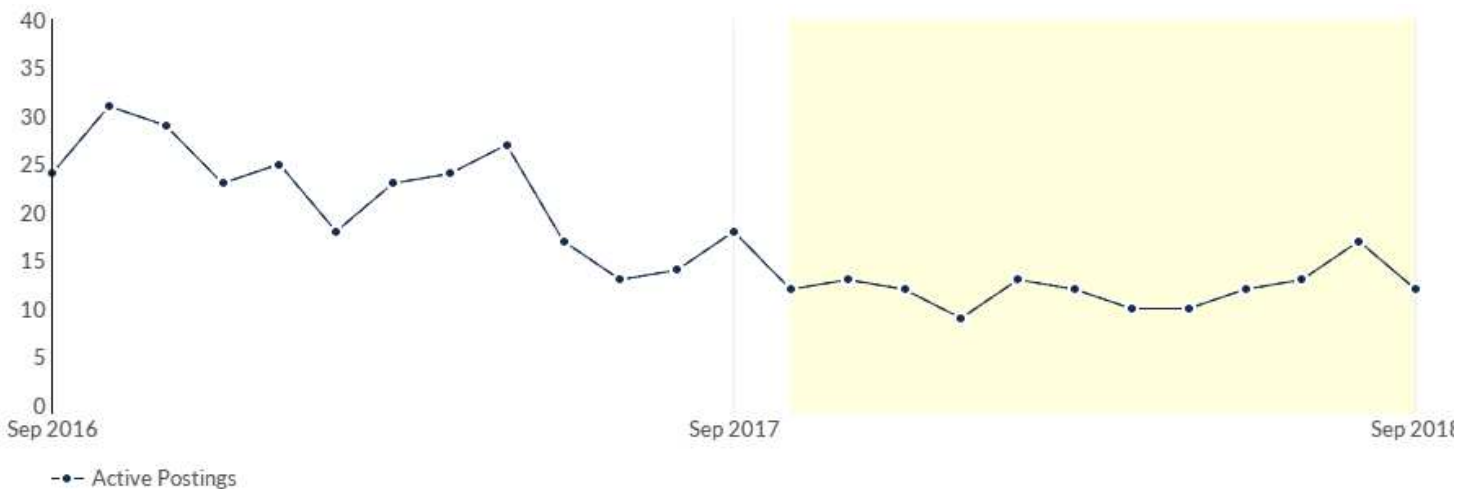
### Job Postings Summary



There were **267** total job postings for your selection from October 2017 to September 2018, of which **59** were unique. These numbers give us a Posting Intensity of **5-to-1**, meaning that for every 5 postings there is 1 unique job posting.

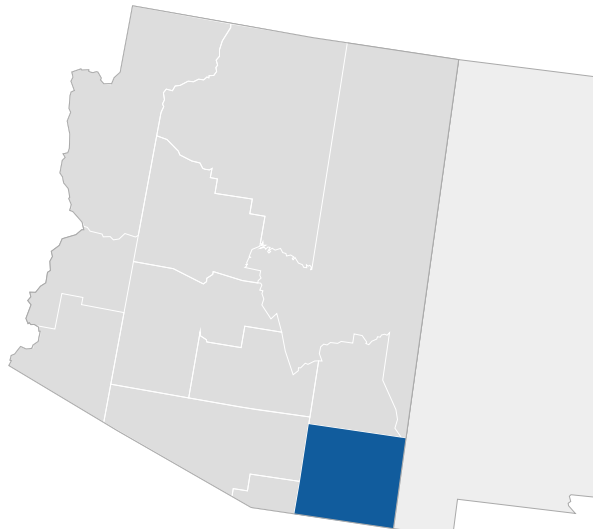
This is close to the Posting Intensity for all other occupations and companies in the region (4-to-1), indicating that they are putting average effort toward hiring for this position.

### Monthly Active Postings



## Labor Market Demand - Cont.

### Job Postings Regional Breakdown



County

Unique Postings (Oct 2017 - Sep 2018)

Cochise County, AZ

59

# Labor Market Demand - Cont.

## Top Companies Posting



Company	Total/Unique (Oct 2017 - Sep 2018)	Posting Intensity	Median Posting Duration
Sierra Vista Regional Health	28 / 8	4 : 1	55 days
Cochise College Foundation	8 / 4	2 : 1	16 days
Chiricahua Community Health Centers, Inc.	7 / 3	2 : 1	4 days
Community Partners Inc	6 / 2	3 : 1	16 days
Hcsc	2 / 2	1 : 1	2 days
Northeast Healthcare Recruitment, Inc.	3 / 2	2 : 1	18 days
Scottsdale Unified School District	2 / 2	1 : 1	2 days
Sierra Vista Regional Health Center Auxiliary, Inc.	2 / 2	1 : 1	n/a
United States Department of the Army	17 / 2	9 : 1	14 days
University of Arizona	3 / 2	2 : 1	133 days

## Top Cities Posting











City	Total/Unique (Oct 2017 - Sep 2018)	Posting Intensity	Median Posting Duration
Sierra Vista, AZ	76 / 31	2 : 1	31 days
Douglas, AZ	20 / 8	3 : 1	16 days
Huachuca Terrace, AZ	147 / 7	21 : 1	34 days
Benson, AZ	12 / 6	2 : 1	24 days
Willcox, AZ	8 / 3	3 : 1	27 days
Bisbee, AZ	2 / 2	1 : 1	15 days
Cochise, AZ	2 / 2	1 : 1	2 days

## Labor Market Demand - Cont.

### Top Posted Occupations

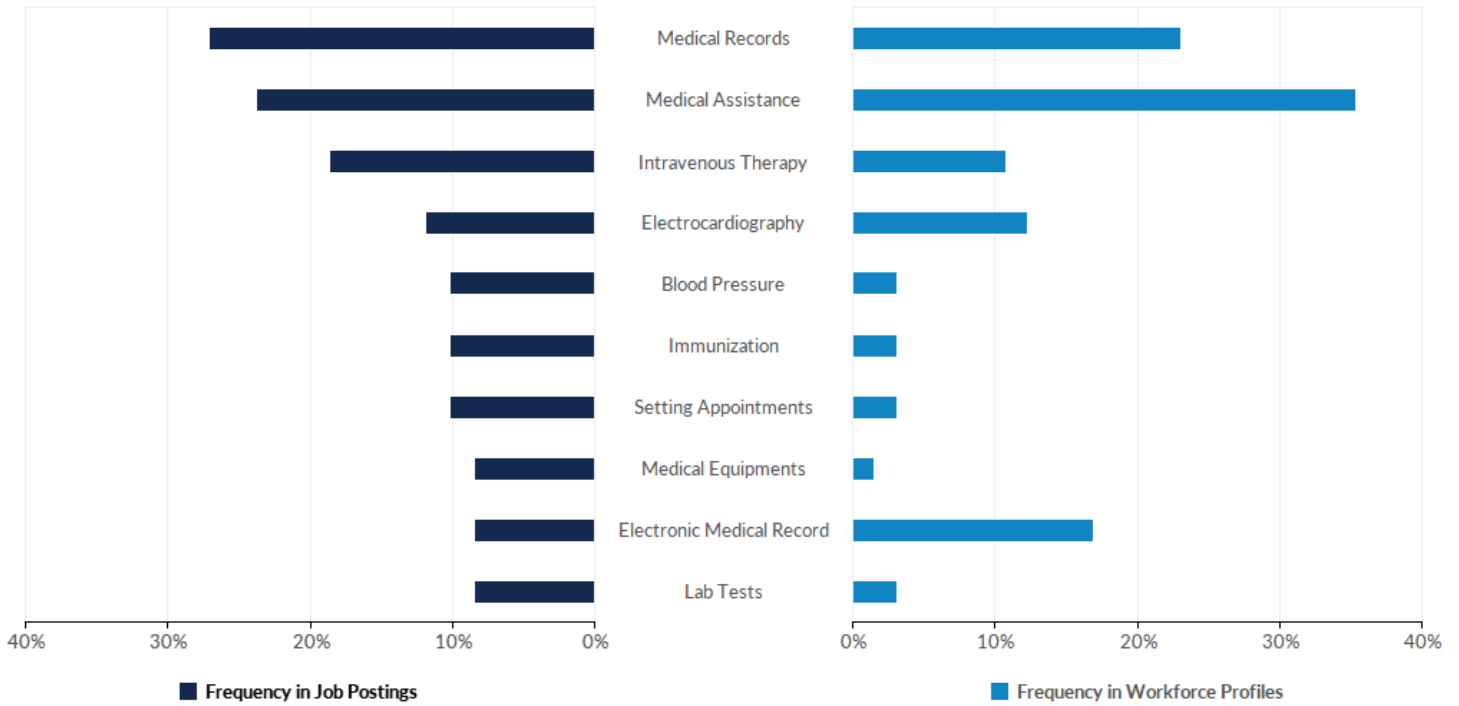
Occupation (SOC)	Total/Unique (Oct 2017 - Sep 2018)	Posting Intensity	Median Posting Duration
Medical Assistants	212 / 42	5 : 1 	34 days
Medical Records and Health Information Technicians	55 / 17	3 : 1 	27 days

### Top Posted Job Titles

Job Title	Total/Unique (Oct 2017 - Sep 2018)	Posting Intensity	Median Posting Duration
Medical Assistant	51 / 17	3 : 1 	48 days
Home Health Aide (HHA)	3 / 3	1 : 1 	11 days
Medical Records Clerk	8 / 3	3 : 1 	27 days
Assistant Director (Management)	3 / 2	2 : 1 	133 days
Caregiver	2 / 2	1 : 1 	23 days
Laboratory Technician (Life, Physical, and Social Science)	4 / 2	2 : 1 	16 days
Medical Records Specialist	17 / 2	9 : 1 	15 days
Release of Information Specialist	3 / 2	2 : 1 	29 days
Billing Specialist	1 / 1	1 : 1 	67 days
Certified Nursing Assistant (CNA)	3 / 1	3 : 1 	n/a

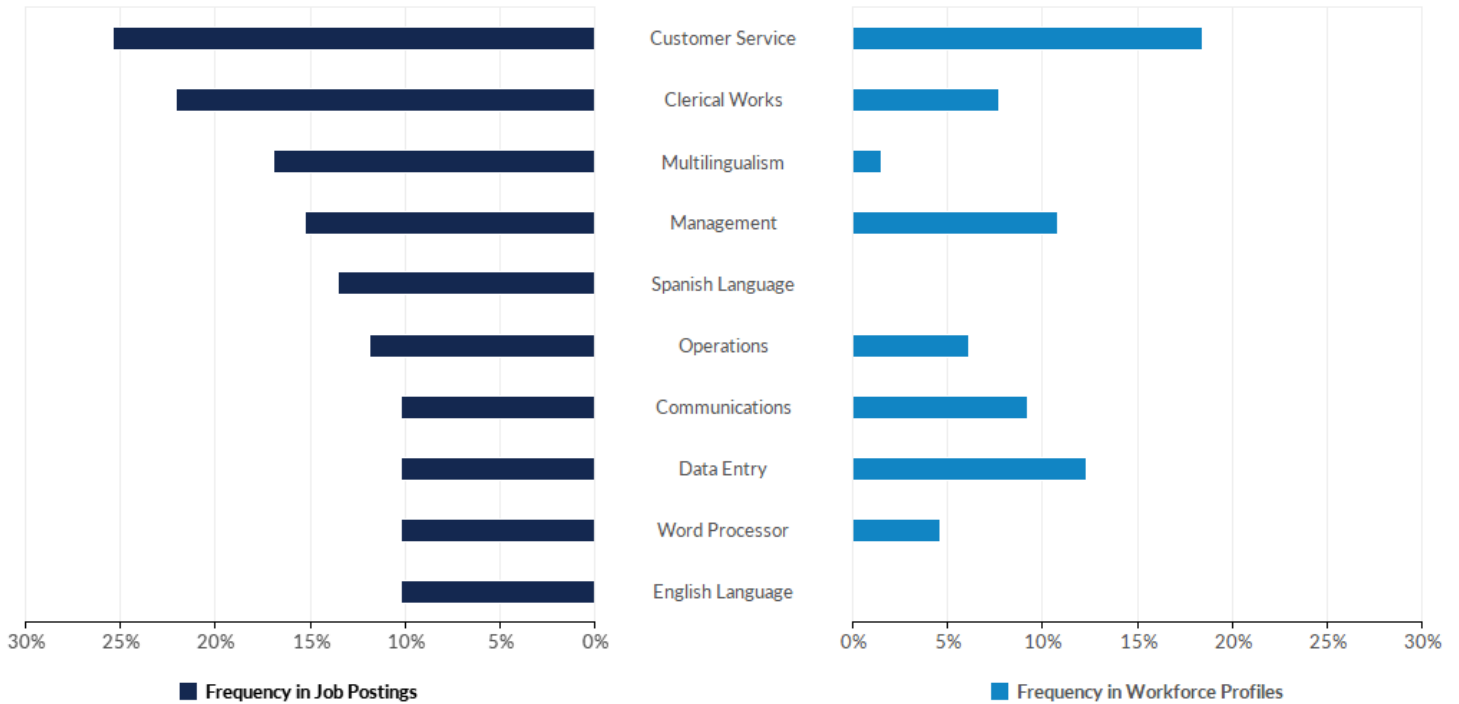


**Top Hard Skills**



Skill	Frequency in Postings	Postings with Skill / Total Postings (Oct 2017 - Sep 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Medical Records	27%	16 / 59	23%	15 / 65
Medical Assistance	24%	14 / 59	35%	23 / 65
Intravenous Therapy	19%	11 / 59	11%	7 / 65
Electrocardiography	12%	7 / 59	12%	8 / 65
Blood Pressure	10%	6 / 59	3%	2 / 65
Immunization	10%	6 / 59	3%	2 / 65
Setting Appointments	10%	6 / 59	3%	2 / 65
Medical Equipments	8%	5 / 59	2%	1 / 65
Electronic Medical Record	8%	5 / 59	17%	11 / 65
Lab Tests	8%	5 / 59	3%	2 / 65

**Top Common Skills**



Skill	Frequency in Postings	Postings with Skill / Total Postings (Oct 2017 - Sep 2018)	Frequency in Profiles	Profiles with Skill / Total Profiles (2016 - 2018)
Customer Service	25%	15 / 59	18%	12 / 65
Clerical Works	22%	13 / 59	8%	5 / 65
Multilingualism	17%	10 / 59	2%	1 / 65
Management	15%	9 / 59	11%	7 / 65
Spanish Language	14%	8 / 59	0%	0 / 65
Operations	12%	7 / 59	6%	4 / 65
Communications	10%	6 / 59	9%	6 / 65
Data Entry	10%	6 / 59	12%	8 / 65
Word Processor	10%	6 / 59	5%	3 / 65
English Language	10%	6 / 59	0%	0 / 65

## Relevant Skills - Cont.

### Top Qualifications

Qualification	Postings with Qualification
Certified Medical Assistant	2
Certified Ophthalmic Assistant	2
Certified Ophthalmic Technician	2
Certified Coding Specialist	1
Certified Professional Coder	1
Licensed Clinical Social Worker (LCSW)	1
Licensed Clinical Professional Counselor	1
Licensed Master Social Worker	1
Licensed Practical Nurse	1
Licensed Professional Counselor (LPC)	1