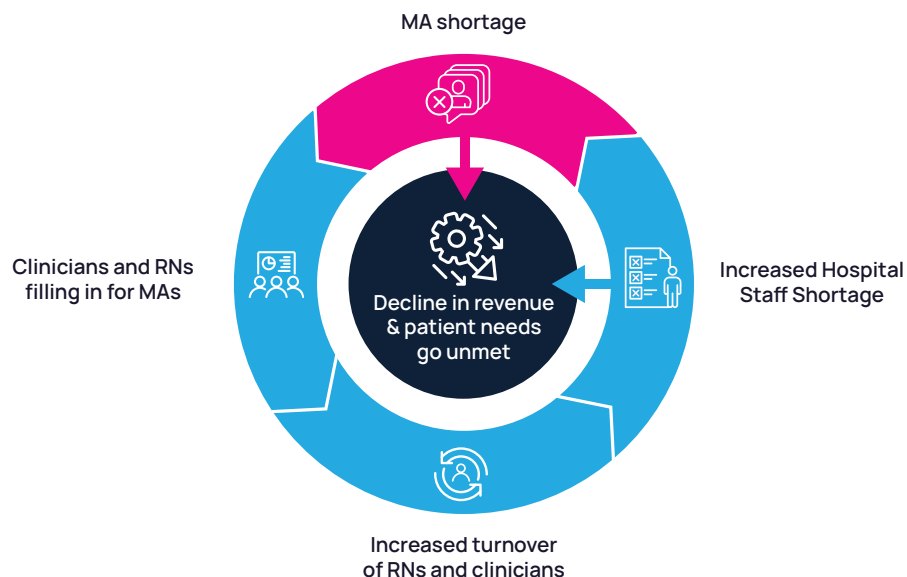


# Medical Assisting



## The Medical Assistant Shortage Is a Nationwide Problem

Medical Assistants (MA) are multi-skilled health professionals that are often the first point of contact for patients. They play a crucial role in population health as evidenced by their high demand. The U.S. Bureau of Labor Statistics predicts the employment of medical assistants will grow 19% in the next ten years. Becoming an MA is also a pathway into an impactful healthcare career — so why does the shortage persist? While some hospitals and health systems have taken the approach of raising salaries, there are not enough MA graduates to fill the open positions.



## THE SOLUTION:

### Grow the MA Workforce at Your Organization

#### Investing in educating AAMA-Certified Medical Assistants

- Retrain loyal, hardworking staff and employees and build a succession plan to build a virtuous cycle
- Reduce the cost of hiring
- Hire new employees and train your own MAs
  - A sustainable solution to keep MAs for longer
  - Reduce the burden on clinicians

#### What Students Earn

- After completing 28 major credits, students will graduate with a Certificate in Medical Assisting awarded by Mercy College of Health Sciences. Students can earn or transfer extra credits to graduate with an associate's degree. We will counsel each student to help them determine which of the options is the best for their career goals.
- Both qualifications prepare graduates to sit for the Certified Medical Assistant (AAMA) Exam — the gold-standard of Medical Assisting Certifications.
- Institutional accreditation is granted by the Higher Learning Commission (HLC).
- The program is accredited by the Commission on Accreditation of Allied Health Educational Programs (CAAHEP).



### Don't Just Pay to Find an MA, Pay to Keep an MA



Research from primary care clinics saw that in 2017, MA turnover rate was 59%.

## \$213,000

The total estimated cost of MA turnover was \$213,000 in just one family medicine clinic.

## \$14,200

The per-MA cost of turnover was \$14,200, or approximately 40% of the average annual salary of MAs.

In contrast, training an MA with our program costs \$10,716 — and they remain employed within your healthcare organization for at least 2+ years.



Total pass rates of 100% (based on our 2017 admission cohort) for the Certified Medical Assistant (AAMA) Exam compared to the 2018 national average of 60%

Source: Journal of the American Board of Family Medicine (JABFM), "The Financial Cost of Medical Assistant Turnover in an Academic Family Medicine Center".



## 2021 CASE STUDY: MercyOne

At MercyOne Central Iowa Market, 60 to 70 medical assistant positions are open at any given time.

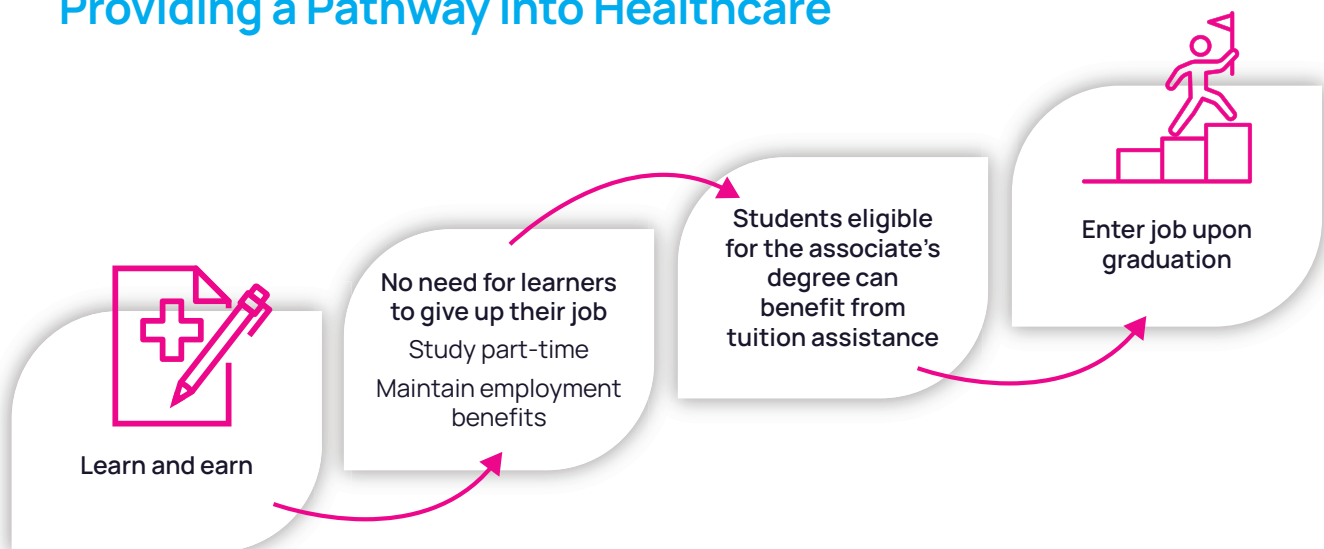
To address their shortages in 2021, MercyOne enrolled over 25 students in our MA program.

All students have been placed as receptionists while studying their one-year MA program to solve a front-office shortage.

Upon graduation, all students will have guaranteed jobs as Medical Assistants and the next cohorts of students will fill the receptionist roles.



## Providing a Pathway Into Healthcare



## “ There are three pathways for the Medical Assisting (MA) program:

**Upskilling existing employees.** We give employees a pathway for success in any role they're in once we've identified them as great MA candidates. We keep them in that position while they undergo their MA training and until they become a fully skilled MA at the end of the year.

**Hire somebody in a front office position.** By participating in training bootcamps, they are able to learn and gain more skills and can become proficient in their work from the front office to the entire clinic.

**Hire individuals into other roles.** Institutions need to hire support positions. When we find candidates with great MA potential, we upskill them through MA educational training. Once completed, they are ready to become a productive MA for that clinical facility.”



### — Tim Pearson

Director of Outreach for the Medical Assisting Program and Professor of Anatomy and Physiology

## Key Program Features



12 months



Three starts per year:  
January, May and September



Prepares students  
for AAMA Exam



Price:  
\$3,572/ semester



Payment options:

- Employer-paid Tuition Reimbursement
- Student funded
- Pell Grant\*

\*Eligibility is based on financial need as determined by FAFSA.

## Learn More

For enterprise inquiries, contact  
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[opusvi.com](https://opusvi.com)

