



MedCerts

PARTNER SOLUTIONS 



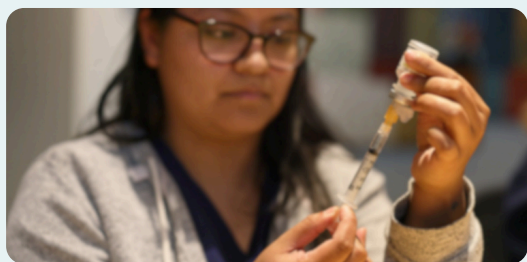
Allina Health ™

and MedCerts Partner Solutions

Create Impactful
**Medical Assistant
In-House Training Program**

Case Study

THE CHALLENGE



Allina Health is a health care system that operates 12 hospital campuses and more than 100 specialty care sites throughout Minnesota and western Wisconsin, currently with 27,865 care team members.

In 2023, Allina Health clinics were short-staffed for their clinical assistant position, which can be a licensed practical nurse, but is a role primarily filled by medical assistants (MAs).

Hiring for medical assistants had become extremely competitive. For example, the **Minnesota Hospital Association found in its report that in the year 2023, hiring for MAs in the state increased by 32%** compared to the previous year. Yet, there still were not enough MAs to meet the demands of the various health systems.

Learners were paid by Allina Health as clinical team aides, and split their time between working part-time and studying their online MedCerts modules. The online coursework includes on-demand video lectures, 3-D animated demonstrations, game-based learning and performance-based exam prep.

In week 10, clinicals start and students combine their online study with focusing on skills under an Allina Health preceptor and RN educator. In traditional MA schools, clinical hours only start after lecturing concludes. While collaborating with MedCerts Partner Solutions, there's a strategic back-and-forth where students learn a skill online and then get to perform it in a clinical setting before moving on to the next skill.

Students continued with their skills training until validated. For students continuing into specialties like mental health or dermatology, they received additional onboarding in those departments. Learners then take the NHA test for CCMA (Certified Clinical Medical Assistant) certification.

After passing the Medical Assistant Training Program, participants were placed in medical assistant jobs at Allina Health – often in the primary care department.

THE PARTNERSHIP SOLUTION

Allina Health was thoughtful in its journey to create its own training programs. After extensive planning sessions consulting with MedCerts Partner Solutions, a leader in offering online allied healthcare training programs, they found the path forward.

The 21-week Allina Health Medical Assistant In-House Training Program was created, a hybrid “Earn Learn Grow” model that combined the didactic MedCerts Medical Assistant online curriculum with hands-on clinical training. Three months prior to a cohort starting, learners accepted in the program were hired by Allina Health as clinical team aides (the pilot cohort was entirely made up of existing clinical team aides).





140 TRAINEES ACCEPTED

8 cohorts have already finished the MA training program, with a 9th cohort having started as of December 2025, speaking to the ability of MedCerts Partner Solutions to deliver a scalable, results-driven training model.

92.86% COMPLETION RATE

Of the 126 students who enrolled in the MA training program since December 2023, 117 learners completed the program. In 2025 specifically, 77 learners enrolled and 72 graduated.

91% RETENTION RATE

Almost all program trainees who become MAs stay at Allina Health for at least a year. While medical assistants job hopping for signing bonuses had previously been a challenge, that hasn't been the case when focusing on the "Earn Learn Grow" model and through partnering with MedCerts.

50% REDUCTION IN OPEN REQUISITIONS

As a direct result of the Medical Assistant Training program, the number of new or vacant MA positions that have not yet been filled at Allina Health has been cut in half.

MINIMIZING TEMP AGENCY LABOR

A huge cost-saving benefit of the Medical Assistant Training Program for Allina Health is it significantly decreased the need for covering MA shifts with travelers from temp agencies, a costly expense. The **American Hospital Association found contract labor expenses for hospitals and health systems increased 258% from 2019 to 2022. Additionally, Definitive Healthcare estimated U.S. hospitals spent on average \$7.6 million on contract labor in 2021.**

Training employees for permanent positions is more affordable and more cost-controlled than relying on contract temp labor.





JAMIE COMMERFORD,
MANAGER OF NURSING PRACTICE, ALLINA HEALTH



Combined with the hands-on skills training we provided, the MedCerts program gives the medical assistant trainees the foundation they need to **succeed**. At the first graduation, MAs were in tears because they said they could never have done this otherwise. It was very moving. That's why I do this work.

We receive progress reports on a regular basis. This helps us know where the medical assistant trainees are in the curriculum to ensure they're staying on track. **We have heard such positive comments from clinical leaders and providers on how well trained they are.**

