



The 2025 MedCerts
Allied Healthcare
Staffing Needs Survey

What healthcare employers across the United States are saying about the challenges of hiring and retaining allied healthcare professionals.

Table of Contents

Page 3 — Introduction

Page 6 — About MedCerts

Page 7 — Survey Insights

Page 34 — More Information

Introduction

While the National Healthcareer Association reports allied health professionals make up over 60% of the healthcare workforce, there's far less research around the hiring of allied healthcare professionals compared to doctors and nurses.

For example, doing a PubMed Central® archive search of biomedical and life sciences journal literature in the last 10 years, there are 15.9X more articles mentioning hiring or staffing around doctors than around allied health workers. Meanwhile, there are 7.3X more articles discussing nurses around hiring or staffing than around allied healthcare workers on the same topic.



The need for allied healthcare workers is only going to grow.

For example, according to the Guild Talent Resilience Index, the growth rate of job listings for healthcare patient support positions increased 11% year-over-year.

The U.S. Bureau of Labor Statistics projects about 1.9 million openings are expected each year in healthcare through 2034. The healthcare labor force is shrinking relative to population growth, even as more allied healthcare professionals will be needed to take care of baby boomers who are living longer than previous generations.



▲
11%
● —————
Year-over-year

To get a clearer sense of the challenges and needs of healthcare facilities around allied healthcare staffing, MedCerts surveyed 165 healthcare employers between August 18 – September 27, 2025 by email.



The respondents included a wide swath of healthcare employers including those working in urban settings, multi-state hospital systems, rural hospitals, VA facilities, nonprofit healthcare clinics, clinical laboratories, pharmacies and more.

Their feedback below gives key answers on the specific challenges of hiring allied health professionals, retaining them and related issues such as signing bonuses and upskilling.*

** Since there's some variance in what industry professionals understand allied health to mean, some questions were expanded in the survey to be more specific. For example, talking about frontline or entry- to mid-level healthcare roles and/or offering examples such as medical assistants, patient care techs, pharmacy techs, and surgical techs. In sharing the results, the terminology is being simplified to just referring to allied healthcare professionals."*

About MedCerts

MedCerts provides innovative, online career training programs that prepare adult learners for in-demand roles in healthcare and IT. With interactive eLearning, expert instruction, and strong industry partnerships, MedCerts has helped over 100,000 students gain the skills and certifications needed for career success.



Through MedCerts Partner Solutions, the company collaborates with employers, higher education institutions and workforce agencies to bridge the gap between training and career opportunities. MedCerts is a portfolio brand of Stride, Inc., a leader in online education. Learn more about MedCerts at medcerts.com. For more information on MedCerts Partner Solutions, visit partners.medcerts.com.



Survey **Insights**



Over the past year, has it become harder or easier to hire allied healthcare workers?

Over the past year, 41.21% of employers have found it either much harder or somewhat harder to hire allied healthcare workers. 23.64% responded it had become somewhat easier to hire allied healthcare professionals, with 21.82% saying the difficulty level was about the same, and 12.73% saying hiring had become much easier.

Even after the pandemic staffing crisis, finding qualified healthcare professionals remains either just as big of a challenge, or is a situation that's actively getting worse for a majority of healthcare employers.

- Somewhat harder • **35.15%**
- Much easier • **12.73%**
- Somewhat easier • **23.64%**
- Much harder • **6.06%**
- About the same • **21.82%**
- Not applicable • **0.61%**

Key Insights



For some of the year

63.03%



Just briefly

19.39%



For most or all of the year

12.73%



Not an issue in 2025

4.85%

Did a shortage of allied healthcare professionals impact your facility's operations in 2025?

Only 4.85% of healthcare employers responded that a shortage of allied healthcare workers hadn't been a problem in 2025. 63.03% of respondents said an allied healthcare shortage had been a problem for some of the year, with 10.39% responding it was a problem just briefly. 12.73% of employers surveyed responded that a shortage of allied healthcare workers impacted their facility for most or all of the year.

In almost all instances where allied healthcare workers are employed, a worker shortage is going to be a problem, at least part of the year.

Key Insights

Competing healthcare employers are offering applicants more money



The search and recruiting process is slow and time consuming



Not enough qualified applicants



Our facility is in a rural area and candidates often prefer working in urban areas



We have limited capacity to train new employees



We have do not currently have problems filling allied health position



What has been a significant roadblock in filling allied healthcare vacancies at your facility?

46.67% of healthcare employers surveyed listed competitors offering applicants more money, as a significant roadblock to hiring allied health workers. This was the top problem cited.

Additionally, 33.94% of healthcare employers found the search and recruiting process takes too long, while 30.91% of employers cited “not enough qualified applicants” as a significant issue in hiring allied healthcare professionals.

27.88% of employers agreed their facility is a rural area, and allied healthcare candidates often prefer working in urban areas. For many rural employers, training locals to become allied healthcare workers is the main strategy to address their staffing shortage.

Key Insights

I'm not sure
9.09%



No
8.48%



Yes
82.42%



Has allied healthcare roles at your facility increased labor costs in 2025?

An overwhelming 82.42% of healthcare employers said the labor costs of allied healthcare roles at their facility increased in 2025. Only 8.48% said allied healthcare labor was cheaper, while 9.09% of respondents weren't sure.

Finding a way to control costs around allied healthcare labor is a major concern for healthcare employers, as compensation for these roles continues to increase.

Key Insights

Filling vacancies

31.52%

Existing employees undertrained

28.48%

Employee retention

18.18%

Applicant pool lacks necessary qualifications

12.73%

Reducing overtime & labor costs

7.88%

Other

1.21%

What is your number one concern around healthcare workforce staffing in 2025?

31.52% healthcare employers said filling vacancies was their number one concern around healthcare workforce staffing in 2025. Another 18.18% of respondents listed employee retention as their top concern.

Aside from issues hiring and keeping workers, survey results reveal major concerns about a knowledge gap among both existing and potential employees. 28.48% of employers listed existing employees being undertrained at the top staffing program, with 12.73% feeling the biggest issue was the applicant pool lacked necessary qualifications.

Employers need to find less competitive ways to acquire healthcare professionals, while upskilling would help bridge the gap between the skills allied health employees have and need.

Key Insights

Sometimes
73.33% 

Always
11.52% 

Rarely
6.67% 

Never
5.45% 

Don't know
3.03% 

Does your healthcare facility offer allied healthcare workers signing bonuses?

73.33% of healthcare employers revealed they sometimes offer allied healthcare signing bonuses. 11.52% of healthcare employers always offer new allied healthcare hires signing bonuses, while 6.67% of employers rarely offer bonuses to allied healthcare workers.

Only 5.45% of healthcare employers said they never offer allied healthcare professionals signing bonuses.

Signing bonuses are more frequently associated with doctors and nurses, but at least 91.52% of healthcare employers are offering entry level and mid career allied healthcare professionals signing bonuses at least some of the time.

Key Insights

\$5,000 or more
17.07%

\$3,000 - \$4,999
30.49%

\$1,000 - \$2,999
26.22%

\$999 or less
3.05%

Don't know or non applicable
17.68%

Other
5.49%

If your healthcare facility does offer allied healthcare employees signing bonuses, what best represents the size of the bonuses being offered?

In terms of the size of those signing bonuses for allied healthcare professionals, 30.49% of healthcare employers said that compensation was in the \$3,000 - \$4,999 range. 26.22% of employers said they are giving signing bonuses in the \$1,000 - \$2,999 range, while 17.07% said they're giving new allied health hires bonuses of \$5,000 or more.

Almost all bonuses for allied healthcare workers are at least \$1,000, with only 3.05% of healthcare employers saying they offer signing bonuses for less.

To remain competitive, most allied healthcare signing bonuses offered, should remain in the \$1,000 - \$4,999 range.

Key Insights

Competitors offering employees a higher salary



Employee burnout - low salary



Lack of career advancement opportunities



Allied health professionals leaving healthcare industry entirely



Employee burnout - overworked



Employees retiring



Limited budget or resources to support employee training and development



Other



What are the biggest obstacles in retaining healthcare employees at your facility?

Unsurprisingly, the top challenges in retaining healthcare employers is compensation related. 41.21% of healthcare employers said competitors offering employees a higher salary was a major obstacle in retaining talent. 36.36% of employers also cited burnout because of low salary as a major retention obstacle, with 24.85% of employers saying their healthcare professionals are leaving the industry entirely.

That only 20% of employers pointed to employee burnout from being overworked as a major retention issue points to an interesting distinction. Working in healthcare, employees expect to be overworked, they just want to be fairly compensated for the effort.

Career development is a valued alternative to direct financial compensation, with 28.48% of employers listing a lack of career advancement opportunities as a major retention issue. Offering educational opportunities is a key way to improve employee satisfaction while still being mindful of budget constraints.

Key Insights

No, and I don't anticipate that being an area of focus for us

8.48%



No, but I'd be interested in help with working with local high schools

23.03%



Yes

68.48%



Do you currently work with high schools to help build your talent pipeline?

68.48% of healthcare employers are already working with local high schools for their talent pipeline, while 23.03% of respondents said they'd be interested in working with local high schools to develop talent.

Only 8.48% of respondents don't work with local high schools or anticipate that becoming an area of focus.

In terms of nurturing a talent pipeline, healthcare employers are either already working with local high schools or should be, to staff entry level positions.

Key Insights



They perform at the same level

41.21%



They perform at a higher level

27.88%



They perform at a lower level

16.36%



Not sure or N/A

14.55%

In your experience, how do healthcare professionals who received their certification after completing an online learning course perform compared to other healthcare professionals?

69.09% of healthcare employers say employees who received their certification after completing an online learning course before at the same or a higher level than healthcare professionals that didn't learn online.

Only 16.26% of employers felt online trained healthcare professionals perform at a lower level, speaking to the high level of acceptance of online learning by healthcare facilities.

Key Insights

Reducing turnover

36.97% 

Building talent pipelines through high school or academic partnerships

35.76% 

Upskilling existing staff

35.76% 

Exploring alternative credentialing or training pathways

33.94% 

Expanding recruitment efforts

25.45% 

Reducing reliance on contractors or travelers

18.18% 

Improving onboarding and training processes

15.15% 

What are your organization's top priorities for strengthening your healthcare workforce over the next 12 months?

In terms of organizations' top priorities for strengthening their healthcare workforce over the next 12 months, four different answers surfaced at a very high level. That speaks to healthcare providers needing to focus on multiple strategies to successfully keep pace with their staffing needs.

36.97% of healthcare employers named reducing turnover as a top priority, 35.76% cited building talent pipelines through high school or academic partnerships, with 35.76% of employers also calling out upskilling existing staff as a major staffing priority over the next 12 months. 33.94% of healthcare employers also named exploring alternative credentialing or training pathways as a major strategy to strengthen their workforce.

Issues like reducing reliance on contractors or travellers or improving onboarding and training processes were also brought up, but are less likely to be viewed as core objectives in strengthening the workforce.

Key Insights

Scheduling conflicts with existing employee shifts



Lack of internal training capacity



Difficulty identifying quality training providers



Lack of awareness of available programs



Limited budget or funding for training



No current need



What challenges does your organization face in offering upskilling or certification training to current or potential healthcare employees?

36.36% of healthcare employers name scheduling conflicts with existing employee shifts a huge challenge in offering upskilling certification training to current or potential employees. Logistically figuring out how to teach staff new skills while making sure shifts still have coverage is a major roadblock in offering new training opportunities.

It's also a challenge for many healthcare employees to figure out how to provide those upskilling opportunities. 35.15% of healthcare employers expressed a lack of internal training capacity while 26.67% have difficulty identifying quality training providers.

The good news is once healthcare employers identify the right training solution, most of them can afford it. Only 16.97% of healthcare employers said a limited budget or funding for training is a challenge in offering employees or potential employees upskilling opportunities.

Key Insights

109 Respondents



93.58%

Yes

No

6.42%



Has partnering with MedCerts on an upskilling or healthcare training program increased employee retention?

93.6% of healthcare employers who are also MedCerts partners, say employees at their facility who completed a MedCerts program are more likely to stay at their facility than those employees who didn't.

Only 6.4% of respondents said that wasn't the case.



Want more **information**

about how MedCerts Partner Solutions can help your facility with allied healthcare training? Contact us today at partnersolutions@medcerts.com to learn more!

