



MedCerts

PARTNER SOLUTIONS 



IMPROVE
YOUR MEDICAL
ASSISTANT PIPELINE
WITH MEDCERTS

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Large Midwest Healthcare Employer Uses MedCerts to Improve Medical Assistant Pipeline

A Cheaper MA Pipeline is Especially Important

While the turnover rate is typically high in allied health jobs, finding a new medical assistant (CCMA) is unusually expensive. A 2020 study published in The Journal of the American Board of Family found the CCMA turnover rate is 59%, with the cost of finding a replacement \$14,200 or 40% of the average CCMA salary.

Given those challenges, finding ways to lower MA acquisition cost and locking down multi-year contracts is essential.

"The MedCerts partnership has increased our student flow, allowed us to promote internally and increased our knowledge pool of clinical applicants.

The program has been a great eye-opener for us as an organization that this is what we have to do to be sustainable."



SENIOR RECRUITER

At Hospital System

THE CHALLENGE



In May 2021, a Midwestern hospital network with 40 locations and 1,900 employees faced a dramatic staffing issue. With their healthcare workers suffering from COVID-19-related burnout, they had 36 unfilled Medical Assistant positions.

They wanted to focus on upskilling existing employees, to not compete for the limited pool of already trained and credentialed candidates. However, since they only had the capacity to offer 10 or 12 externships, they needed to find a career certification training partner with the right infrastructure and curriculum to support a more ambitious reskilling program.



Close the Skill Gap



Industry-Recognized Credentials



Time and Cost Effective

THE SOLUTION



The hospital network teamed up with MedCerts Partner Solutions, an online-based education provider, to offer a program preparing Medical Assistant students for CCMA and CMAA certifications.

All company employees were invited to apply for the program, with food service, housekeeping and entry-level administrative workers among the applicants. 7-8 employees were picked per cohort, with a new cycle beginning every two months.

The MedCerts' curriculum uses interactive simulations and game-based learning. It typically takes participants 6 months to complete their online studies, with some finishing in 3 or 4 months.

After completing the online coursework, participants had a 120-hour externship, supervised by a clinical practice educator at one of the hospital network's 30 outpatient clinics.

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Upskilling Cheaper Than Poaching Existing MAs

There are significant cost savings in investing in new MAs. According to U.S. Bureau of Labor Statistics [data](#) (not including overtime) entry level MAs make \$26,936 a year, compared to MAs with 5-9 years experience making \$35,859.

Additionally, Adzuna found in 2024 the [average](#) signing bonus for a medical assistant is \$2,711.

"Having the support of the hospital and everyone at MedCerts has made this so seamless for me.

The training gives me the opportunity to go from being a billing specialist, to working in the medical field without four years of schooling and without all the debt that incurs."



PROGRAM STUDENT

Accountant Coordinator
Turned Medical Assistant
at the Hospital

THE RESULTS



1

Interest Surpassed Expectations

There were 35 to 40 applicants for the first cohort in June 2021. In 2022, there was a waiting list with 246 candidates applying or reaching out about the program.

2

81% Completion Rate

32 people enrolled with 26 completing their course.

3

92% Certification Rate

Of the students, who completed their course, 24 passed the National Healthcareer Association exam and became certified Medical Assistants at the hospital.

MUTUALLY LOW RISK



The hospital fully covered the \$4,000 per student MedCerts tuition cost, with participants agreeing to stay at the hospital for two years after completing their training. If there was a performance issue, the student would be reassigned within the organization. Students would only be required to reimburse the tuition cost if they left the MedCerts program during their commitment period.

For students, it's an opportunity for upward career mobility. For the hospital network, it decreases CCMA turnover while lowering costs.

INTERNAL BENCHMARK MET



The goal of the program was to improve the pipeline for finding Medical Assistants, but not to train so many students that it would strain the ease of operations at the hospital. By accepting 15 students in 2022 and 12 students in 2023, that balance was struck.

It was a dramatic turnaround from the staffing challenges two years earlier.



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