



Pathway to Success: A Complete Guide to Medical Assisting Programs with Stackable Credentials

Katie Peterson – Account Manager, National
Healthcareer Association

Session Check In:
EMF6



Welcome!



Katie Peterson
Account Manager
National Healthcareer Association

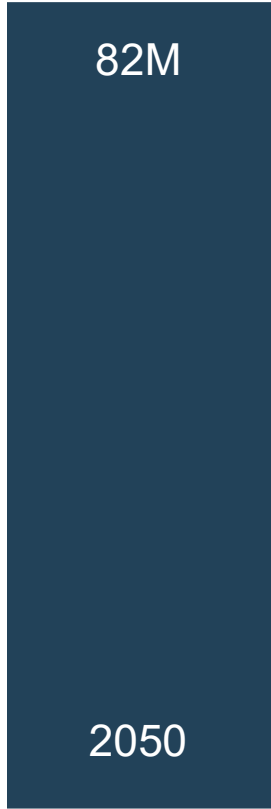


Stacey Yarnell
MA Instructor
National Healthcareer Association

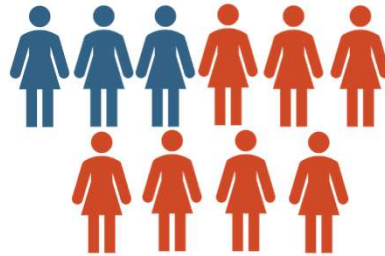


Our conversation today

- 1 Allied Health Landscape
- 2 Workforce Data
- 3 Build a Successful Program
- 4 Get Started
- 5 Certify Students



By 2050, America's senior population will swell to 82 million, up from 48 million in 2021.
Source: National Institute of Health



Skilled entry-level healthcare workers are vital to support patient care teams.
Source: American Nurses Association citing U.S. Bureau of Labor Statistics



Rural America faces a critical healthcare workforce gap: nearly 20% of the U.S. population lives in rural areas, yet only 10% of physicians practice there.

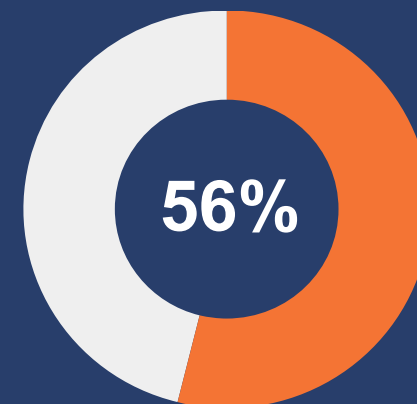
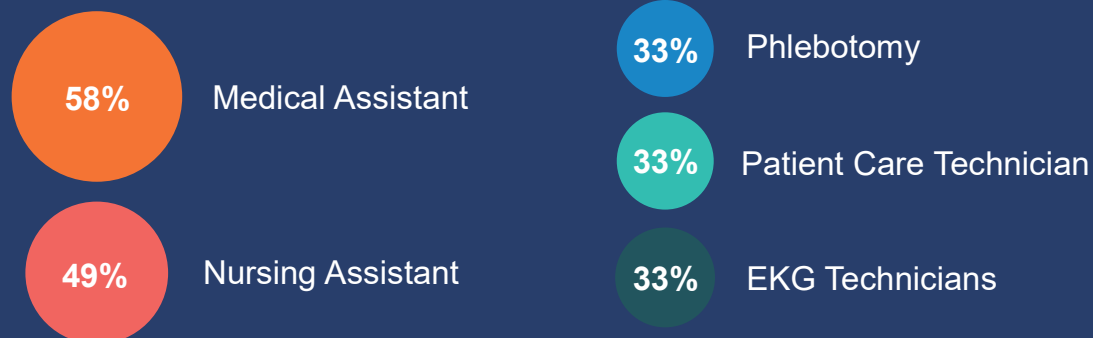
Source: National Institute of Health



Registered Nurses and Doctors are Only 33% of the Healthcare Workforce.

Source: US Bureau of Labor Statistics

Most popular industry-recognized professional credential exams offered in CTE healthcare programs



Of the students who complete a CTE Health Science Pathway: 56% work in healthcare.

Most students go straight into the workforce after high school



Source: NHA access article: <https://info.nhanow.com/learning-leading-blog/pathways-through-cte-across-america>



nha[™] Healthcare Highway

- CTE programs prepare students to go directly into the workforce or get a head start on further education
- 900K health science students represent a strong talent pipeline



Certified Professionals



RNs



DR OFFICE

Early Career Exploration

Students who participate in career exploration are more likely to complete high school (72%) than those that don't participate (52%)

Destination:
3.2M healthcare workers needed by 2026

Enrollment in nursing programs are not keeping up with demand

CTE & post-secondary allied health programs can be a pipeline for qualified candidates

Workforce development and community college programs offer a path to an allied health career, and often enable learners to "stack" credentials, like phlebotomy & EKG.

Certified Professionals

Employer-based Training Programs

82% of employers believe a career laddering program would increase retention rates, however only 45% currently offer a program.



2026 Industry Outlook

How Allied Health is Transforming the Healthcare Workforce

Which of the following training methods does your institution use to develop employees' soft skills?
(Select all that apply).



Certification Signals Job Readiness and Quality Care

In an environment where allied health professionals are asked to do more, credentials remain one of the most trusted indicators of job readiness.

As an employer, would you hire a job candidate who has a nationally recognized certification over a candidate who does not, all other things being equal?



Does your institution increase pay when an employee earns professional certification?

74% Yes
12% No
13% Unsure

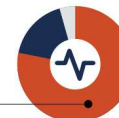


As a healthcare employer, what are your current professional certification requirements for each of the following professions?

Billing & Coding Specialists
68% require certification
20% encourage certification



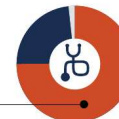
EKG Technicians
79% require certification
15% encourage certification



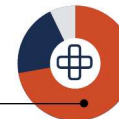
Medical Administrative Assistants
64% require certification
24% encourage certification



Clinical Medical Assistants
75% require certification
19% encourage certification



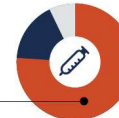
Patient Care Technicians
73% require certification
18% encourage certification



Pharmacy Technicians
77% require certification
14% encourage certification



Phlebotomy Technicians
77% require certification
14% encourage certification



(n=195)

Current Challenges

MEDICAL ASSISTANT EDUCATORS & EMPLOYERS FACE UNIQUE CHALLENGES



NEED FOR MODERN TOOLS & INSTRUCTION

In the next 10 years, the number of jobs for Medical Assistants is projected to grow by 19.2%



POOR RETENTION RATES FOR STUDENTS & PROFESSIONALS

Nearly 40% of Medical Assistant students never graduate, while 65% of MAs remain in their current job for less than a year



LACK OF CLINICAL SKILLS

Many Medical Assistants are unprepared to enter the workforce and are especially unprepared to adequately perform clinical skills



COSTLY TURNOVER RATES FOR EMPLOYEES

As of 2017, the average cost of turnover per Medical Assistant was \$14,200



Clinical Medical Assistant



101,200 new jobs



12% projected 10 year growth

Source: Bureau of Labor Statistics 2025*



15% of employers said that it's difficult to find qualified medical assistants

Employers report medical assistants are responsible for performing the following skills



68% of employers offer career growth or ladder programs



69% of employers that report newly certified medical assistants are prepared for their job duties



49% of employers say their medical assistants have more responsibilities than last year

Screening criteria for medical assistant applications



Medical assistant certification



Medical assistant training



Years of experience



Experience in administering injections/immunizations



Phlebotomy Technician



7,900 new jobs



6% projected 10 year growth

Source: Bureau of Labor Statistics 2025



Employers report the average tenure for phlebotomy technicians at their organization



30% of employers say their phlebotomy technicians have more responsibilities than last year

Employers report the following skills new phlebotomy technicians lack



Communication Skills



Time management



Clinical, technical, documentation skills



41% of employers offer career growth or ladder programs



64% of employers that report newly certified phlebotomy technicians are prepared for their job duties



82% of employers report that their phlebotomy technicians are certified



26% of employers believe it's difficult to retain phlebotomy technicians

Screening criteria for phlebotomy technician applications



Phlebotomy certification



Years of experience (up from 44% in 2024)



Completion of accredited phlebotomy training



HS diploma or equivalent

Phlebotomy technician main job responsibilities



92% Draw blood from patients



74% Explain procedures to patients



74% Prepare blood specimens for testing



70% Prepare urine specimens for testing

EKG Technician



1,900 new jobs



3% projected 10 year growth

Source: Bureau of Labor Statistics 2025



20% of employers said it's difficult to find qualified EKG technicians

Employers report the following skills are lacking in newly certified EKG technicians



Clinical Skills



EHR Skills



Communication

EKG technicians main job responsibilities



89% Set up & administer EKGs



75% Set up & administer stress tests



74% Prepare patients for monitoring



64% Perform telemetry testing



65% Review results to ensure completion & accuracy

Screening criteria for EKG technician applications



EKG Technician Certification



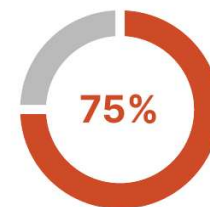
Ability to interpret cardiac rhythms and identify life-threatening arrhythmias



Experience with cardiac event monitoring / Holter monitoring



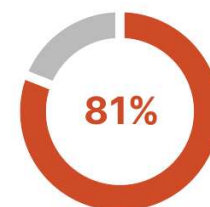
Minimum years of experience



75% of employers report that newly certified EKG technicians are prepared to do their jobs



59% of employers offer career growth or ladder programs



81% of employers report that their EKG technicians are certified



Patient Care Technician



34,400 new jobs



2% projected 10 year growth

Source: Bureau of Labor Statistics 2025*

Screening criteria for patient care technician applications



Patient care technician certification



CNA certification



HS diploma or equivalent



Years of experience



69% of employers offer career growth or ladder-ing programs



62% of employers that report newly certified patient care technicians are prepared for their job duties



21% of employers said it's difficult to find qualified patient care technicians



39% of employers report patient care technicians are lacking communication or professionalism skills



37% of employers believe that patient care technicians have more responsibility this year compared to last

Patient care technicians main job responsibilities



72% Provide basic patient care



54% Monitor vital signs



54% Perform safety checks



53% Perform basic point-of-care testing



51% Acquire/administer patient care supplies



Medical Assisting Duties

- Taking patient vital signs
- Assisting providers with exams and procedures
- Administering injections or medications
- Performing EKG, phlebotomy and other essential laboratory procedures
- Checking patients in and out upon arrival and departure
- Answering phone calls and questions
- Updating and maintaining electronic health records (EHR)



Building a CTE Allied Health Program





MA Instructor - Auburn Career Center

***Meet Stacey
Yarnell***

Overview of the MA Program

- Two-year Tech Prep program
- Curriculum and focus areas
- Student benefits for healthcare careers





Highlights of the Program

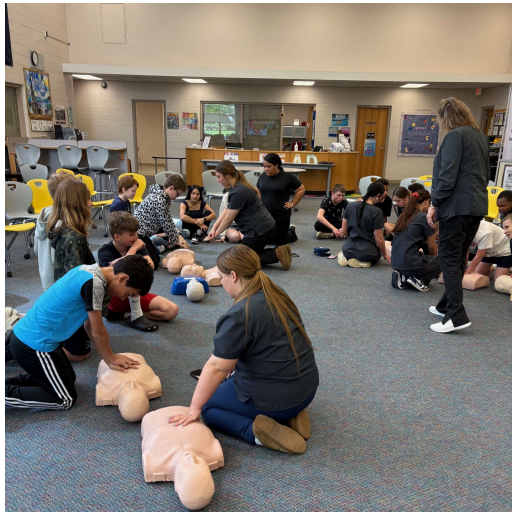
Student initiatives and achievements

Community outreach and competitions

College credit and industry partnerships



Community Outreach Through Hands-Only CPR Training



SkillsUSA Success: Fostering Professionalism and Excellence in Medical Skills



Educational Pathways and Postsecondary Education

- Career paths post-CCMA certification
- Former students' success stories
- Program's impact on future endeavors



Collaboration with NHA and Industry Credential



- Importance of industry credentials
- Benefits of NHA partnership for CCMA
- Impact of NHA on students

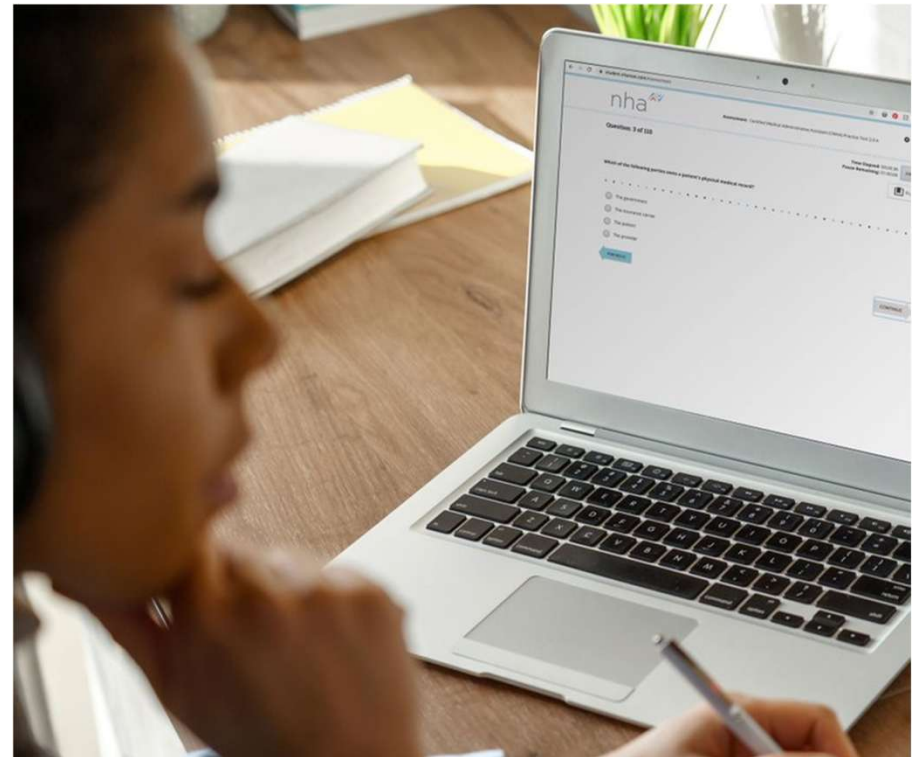
Success Factors of the Program

- Program success strategies
- NHA resources integration
- Core values and inclusivity



Lessons Learned and Plans for the Future

- Program pass rates and improvements
 - ✓ 100% CCMA pass rate (2025–26); 18% above national average
 - ✓ 95% PCT pass rate in first year; 17% above national average
 - ✓ CCMA average score: 410.6 | PCT average score: 412.2
 - ✓ Leveraged NHA reporting data to improve curriculum and student outcomes
 - ✓ Expanded work-based learning and community healthcare experiences
 - ✓ Utilized NHA resources to support stackable credentials and certification readiness
- Data for continuous improvement
- New certifications and work-based learning





Building a Program Empowered with Credentials

- 1 Identify Funding
- 2 Identify State Policies
- 3 Choosing Credential Provider
- 4 Align with Workforce
- 5 Get started!

NHA + Ohio: Solving for Workforce Needs

Together Ohio &
NHA have certified
23,000
Students



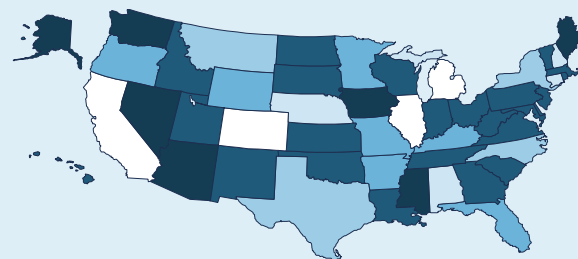
NHA Partners with
187 Schools in
Ohio



Industry Recognized Credentials Ohio List

Medical Assisting (CCMA) – 12 pts
Medical Administrative Assistant (CMAA) – 3pts
Pharmacy Technician (ExCPT) – 12pts
Patient Care Technician (CPCT/A) – 12pts
EKG Technician (CET) – 3pts
Phlebotomy Technician (CPT) – 12pts
Billing and Coding (CBCS) – 12pts
Electronic Health Records Specialist (CEHRS) –
12pts

80,000 Employers Recognize NHA Credentials when Hiring



Cleveland Clinic Health System
Mercy Health
Ohio Health
Walgreens, CVS
TriHealth

Funding CTE Allied Health Programs



Perkins V



Employers



Community



Private Grants

Other Considerations

Equipment Needs

EKG Machines

Teaching Support Tools

Patient Care Equipment

Medical Supplies

Program Promotion

Healthcare Foundations

Invite employers, guest speakers, Field Trips

Equipment

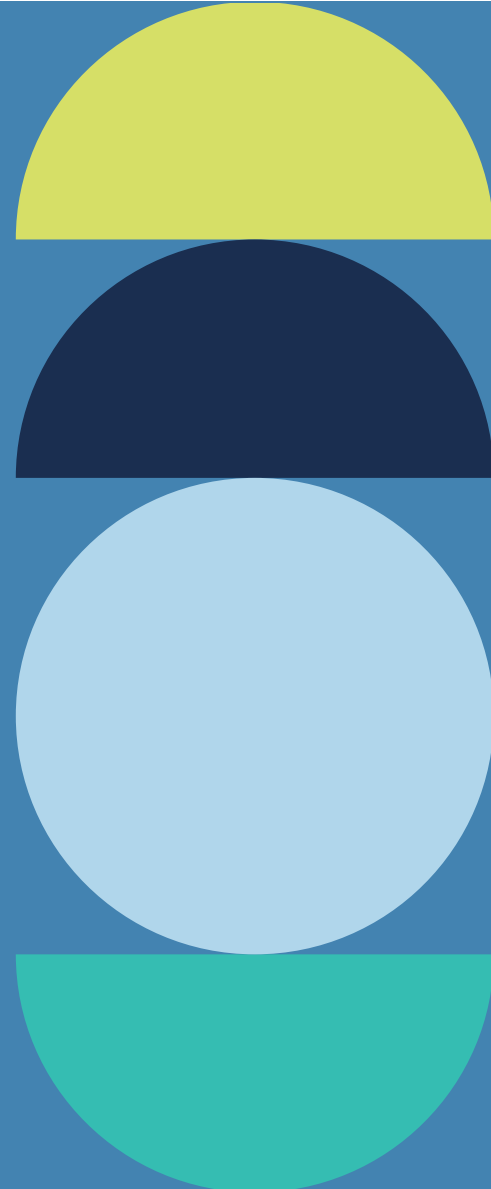
NHA Industry Outlook



Choose a Credential Provider



nhanow.com



How Do Credentials Differ?

A simplified guide for explaining common credential types in education-to-workforce pathways.

Credential is the umbrella term

Compare by	Certificate Completion-based proof of learning	Certification Independent validation of competence	Degree Academic program completion	License Legal permission to practice
Awarded by	Training providers, employers, unions, or associations	Industry or professional certification bodies	Educational institutions	Government agencies
Awarded for	Course completion or one-time assessment	Third-party competency assessment	Completion of a course of study	Meeting regulated occupation requirements
Indicates	Education, knowledge, or skills	Skill mastery / competencies	Education and passed coursework	Legal authorization
Time / renewal	Often less than 2 years; often no renewal	Variable; time-limited with recertification	Often 2+ years; typically no renewal	Variable; time-limited with renewal
Can be revoked?	Typically no	Yes, for incompetence or unethical behavior	Typically no	Yes, for incompetence or unethical behavior



Choosing a Credential Provider





Together, we are Building the Next Generation of Allied Health Professionals

Focused on allied health professions, we are dedicated to understanding their unique needs and creating learning solutions, credentials, and career resources that guide success through every step of the journey.



Clinical
Medical
Assistant



Phlebotomy
Technician



Medical
Administrative
Assistant



EKG
Technician



Electronic
Health Records
Specialist



Pharmacy
Technician



Billing and
Coding
Specialist



Patient Care
Technician/
Assistant

Career Technical Education and credentials create a viable healthcare workforce.



Provisional Certification

A candidate who is scheduled to graduate from an accredited high school may take the certification exam and receive a Provisional Certification up to twelve (12) months before graduation as long as all certification eligibility requirements are met.

Provisional certification is a placeholder and is intended to allow candidates to take certification exams as near to the time they complete their training even though they have not yet met the eligibility requirement of holding a high school diploma or its equivalency needed to receive a standard (full) certification.

ACE Approved NHA Certification Exams

Clinical Professions



Certified Clinical Medical Assistant CCMA

5 Credits

Lower division
baccalaureate/
Associate degree

Valid 6/1/2026-5/31/2029



Certified Phlebotomy Technician CPT

2 Credits

Lower division
baccalaureate/
Associate degree

Valid 06/01/2026-5/31/2029



Certified EKG Technician CET

3 Credits

Lower division
baccalaureate/
Associate degree

Valid 6/1/2025-5/31/2028



Certified Patient Care Technician/Assistant CPCT/A

2 Credits

Lower division
baccalaureate/
Associate degree

Valid 6/1/2025-5/31/2028

[Click here](#) for more information on ACE Approved NHA Certification Exams



Certified Medical Administrative Assistant CMAA

3 Credits

Lower division
baccalaureate/
Associate degree

Valid 6/1/2025-5/31/2028



Certified Billing & Coding Specialist CBCS

3 Credits

Vocational certificate

Valid 4/1/2026-3/31/2029



Certified EHR Specialist CEHRS

2 Credits

Lower division
baccalaureate/
Associate degree

Valid 4/1/2026-3/31/2029



Certified Pharmacy Technician ExCPT

2 Credits

Lower division
baccalaureate/
Associate degree

Valid 1/1/2026-12/31/2028

Administrative Professions

GET STARTED



ALIGN TO CERTIFICATION

[NHA CCMA test Plan link](#)

- Can be found on our webpage
- Built off Industry through Job Task Analysis
- Covers Domains and Sub-domains



NHA Certified Clinical Medical Assistant (CCMA) Test Plan for the CCMA Exam

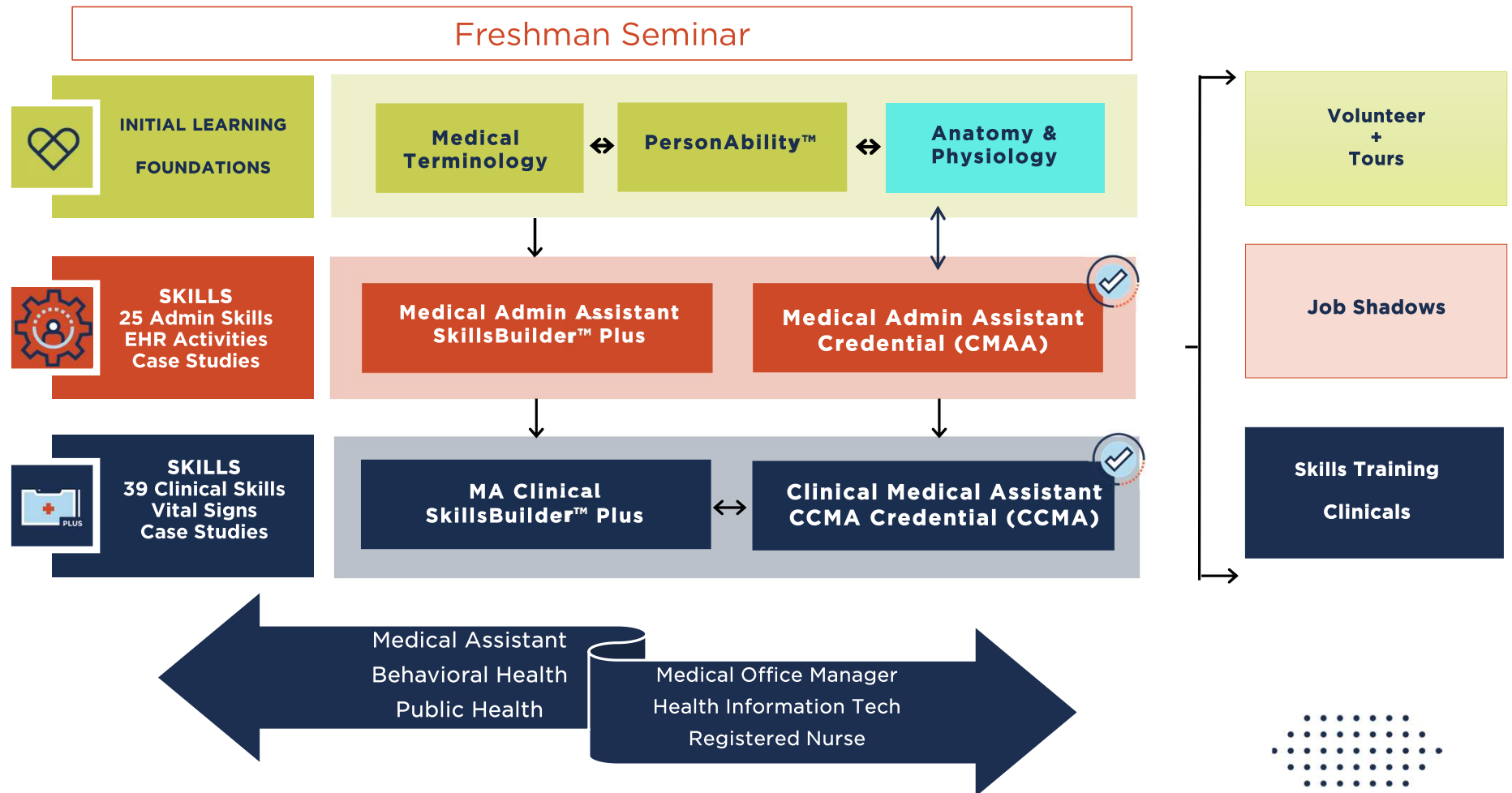
150 Scored Items/30 Pretest Items
Exam Time: 3 hours

CCMA Summary Examination Outline

DOMAIN	# of Items on Examination
1. Foundational Knowledge and Basic Science	15
2. Anatomy and Physiology	8
3. Clinical Patient Care	84
A. Patient Intake and Vitals (14 items)	
B. General Patient Care (28 items)	
C. Infection Control and Safety (15 items)	
D. Point of Care Testing and Laboratory Procedures (9 items)	
E. Phlebotomy (12 items)	
F. EKG and Cardiovascular Testing (6 items)	
4. Patient Care Coordination and Education	12
5. Administrative Assisting	12
6. Communication and Customer Service	12
7. Medical Law and Ethics	7
Total	150



FLEXIBLE PATHWAYS: Medical Assisting



Flexible Pathways

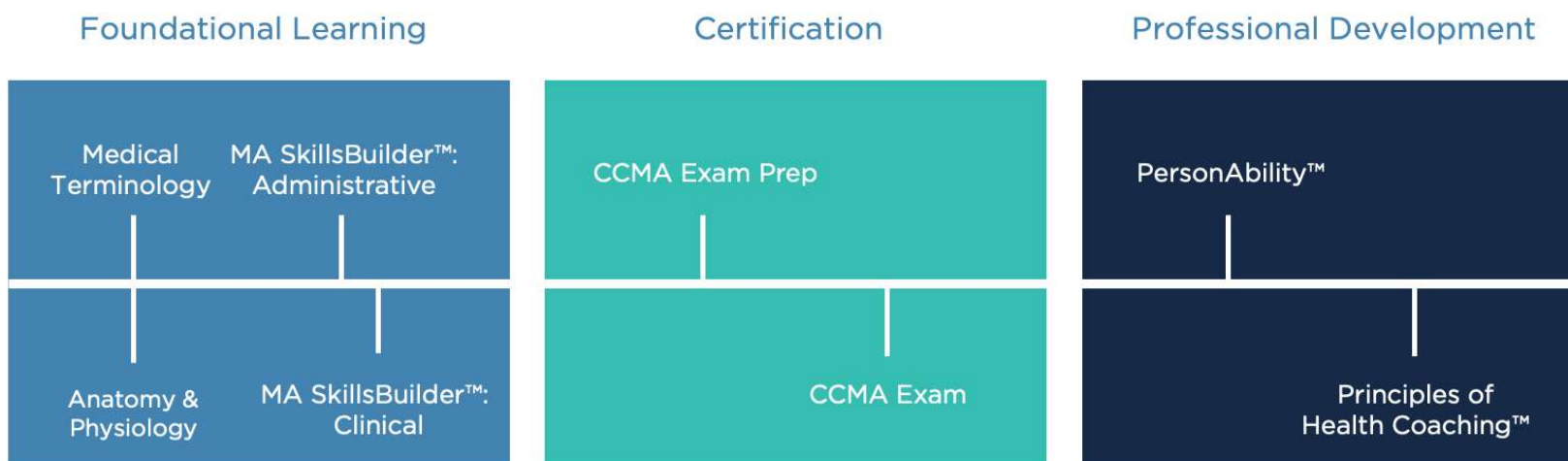


Core Competencies for Medical Assistants

Foundational Knowledge & Basic Science	15 Items
Anatomy & Physiology	8 Items
Clinical Patient Care	84 Items
A. Patient Intake and Vitals (14 items)	
B. General Patient Care (28 items)	
C. Infection Control and Safety (15 items)	
D. Point of Care Testing and Laboratory Procedures (9 items)	
E. Phlebotomy (12 items)	
F. EKG and Cardiovascular Testing (6 items)	
Patient Care Coordination & Education	12 Items
Administrative Assisting	12 Items
Communication & Customer Service	12 Items
Medical Law & Ethics	7 Items
Total:	150 Items

Medical Assisting with NHA

Our products encompass all the skills a learner needs to be ready for their career in Medical Assisting. From foundational learning to certification to communication and coaching skills, NHA develops critical skills that drive positive outcomes for you, your learners, and your patients.



Products Designed to Improve Learner Engagement and Performance

Interactive Learning Experience

Engaging content including animation videos, case studies, and patient care coaches to learn and practice real-life scenarios

Right-Sized Content

Only the most relevant information to improve program efficiency and retention

71%

Prep Materials are "very effective"

Streamlined Integration

- Learning, practice and assessment combined in one product
- Available across all devices (desktop, laptop, tablet, mobile)
- Compatible with most LMS platforms

Competency Validation

Practice activities, quizzes, and analytics to ensure students are progressing

64%

Materials are "very easy" to use (exam & prep)

Medical Assistant Certification (CCMA) Exam

- Accredited through the National Commission for Certifying Agencies (NCCA). The NCCA is a nationally recognized third-party agency that accredits certification programs that meet and comply with its standards
- Offered on campus or at one of 500 PSI testing centers.
- NHA is a member of the Institute For Credentialing Excellence (ICE).

Offering NHA Certification Can:

- Help improve your student retention and job-placement rates
- Provide external validation of the competencies you're teaching
- Heighten institution and program credibility and exposure to area providers

Post Exam Data & Insights

- Exam performance data across time (school year, fiscal year, custom time periods, etc.)
- Exam content areas where learners are underperforming
- Data comparing your learner's exam prep material usage and pass rates to the state and national average



Medical Assistant Certification (CCMA) Preparation

Study Guide

- Aligned to the CCMA test plan
- Contains chapter-specific learning objectives
- Provides instructional lesson content with video and audio narrative
- Reinforces key concepts through practice drills and case study video

Practice Test

- Aligned to the CCMA test plan and study guide
- Accessible up to five times from any internet connection
- Focused Review® provides learners with a personalized remediation plan on areas they are struggling

Pre-Exam Data & Insights

- Exam prep material usage and performance
- Identified learning gaps
- Actionable insights for targeted remediation

Study guides
and practice
tests with
actionable
analytics

NHA's exam prep materials include interactive, online study guides* and practice exams that are aligned to the CCMA exam, giving candidates the content, guidance, and practice they need to prepare for success.



MA SkillsBuilder™: Clinical

Master the top 39 clinical skills identified by employers.

Interactive Learning Experience

- Case Studies open and close each module
- Patient Experience Coach videos discuss ways to empathize and improve patient experience
- Videos of each skill accompanied by instructions and rationales

Streamlined Integration

- Learning, practice and assessment combined in one solution
- Available across all devices (desktop, laptop, tablet, mobile) and compatible with most LMS platforms

Right-Sized Content

- 12 end-of-module quizzes
- Skills checklists and dosage calculations to gain and reinforce competency.
- Learner usage, performance, and seat-time analytics

Foundational Learning
12 MODULES | 39 SKILLS



MA SkillsBuilder™: Administrative

Master the top 25 administrative skills identified by employers.

Interactive Learning Experience

- 25 real-life EHR scenarios
- Variety of reflection activities associated with the patient experience
- 37 activities tied to the case studies

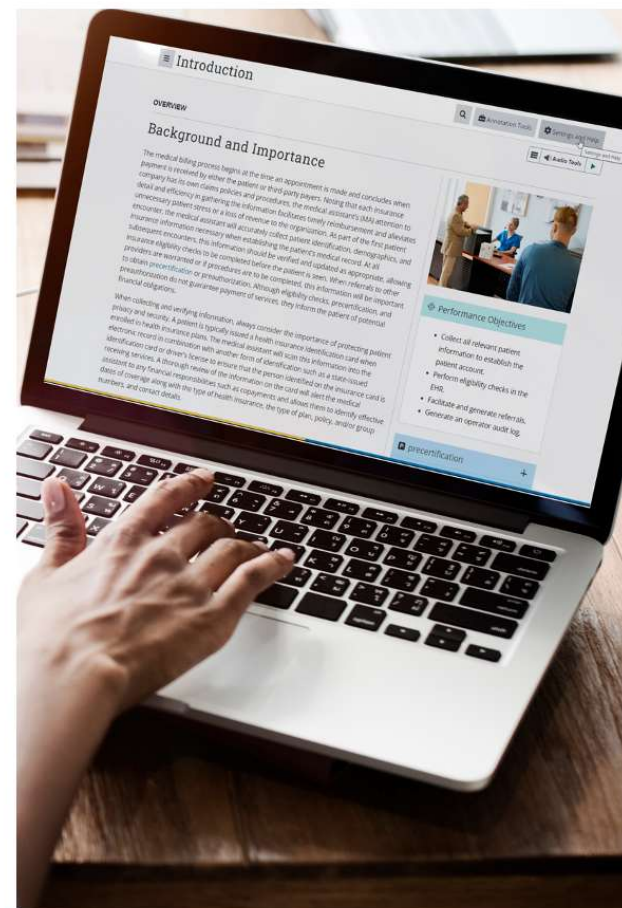
Streamlined Integration

- Learning, practice and assessment combined in one solution
- Available across all devices (desktop, laptop, tablet, mobile) and compatible with most LMS platforms

Right-Sized Content

- 7 end-of-module quizzes
- Skills checklists
- Learner usage, performance, and seat-time analytics

Foundational Learning
7 MODULES | 25 SKILLS





Complimentary facilitator resources and superior customer service for a seamless experience

- Single sign-on capability
- Implementation guides
- Lesson plans
- PowerPoints
- Mapping to accreditation standards and NHA test plans
- Transition guides from current products
- Section tests and final exams with rationales*
- Final exam*

“

I'm blown away by how responsive NHA is. Also, all the trainings, webinars, and videos are so helpful.

“

Communicating with our NHA rep is always easy. If I need to ask questions about the exam or planning for the exam, she would always help.

“

Customer service is amazing in that questions are answered quickly and my representative remains consistent.

* Applies to only select products



What you can expect from NHA



Partnership Manager

Cassie Stutzman

Secondary Contact
Industry Collaboration



Account Manager

Katie Peterson

Primary Contact
Improve Outcomes
Solution Planning
Program Alignment
Introduce new Resources
Industry Collaboration



Client Experience

Team

New Partner Onboarding
New Facilitator Guidance
Best Practices Coaching
Reporting Tools + Usage
New Product Implementation
Student Presentations

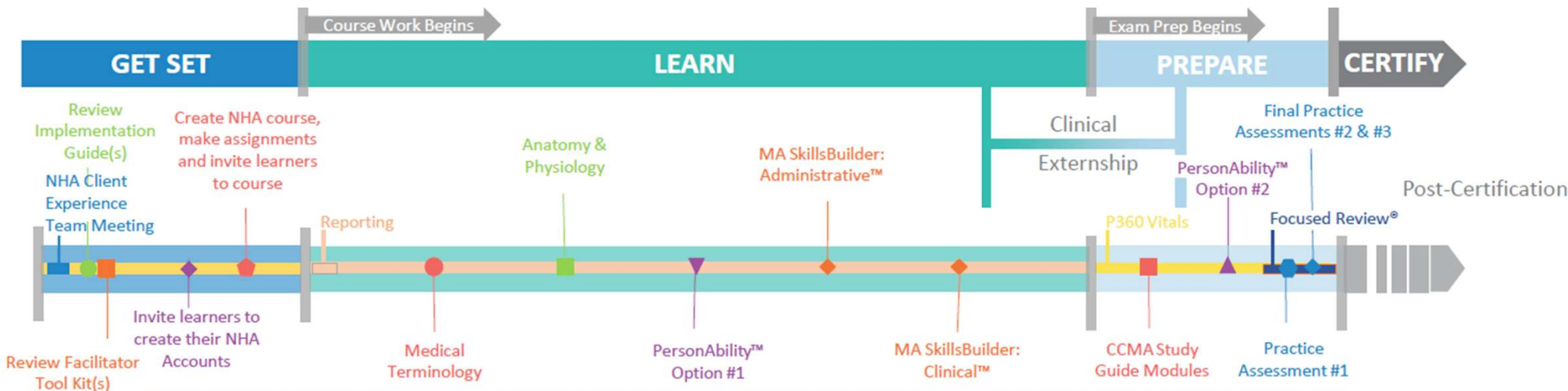


Client Care

Team

Candidate support
Registration
Technology
Live Remote Proctor Support
Continuing Education
Recertification

Partner Support
Proctors
Exam date help
Invoice payments
Third Party Testing Support



Get Set

- 📌 Instructor Tasks – Review instructor resources, invite learners to create NHA accounts, create course, customize course settings & assignments

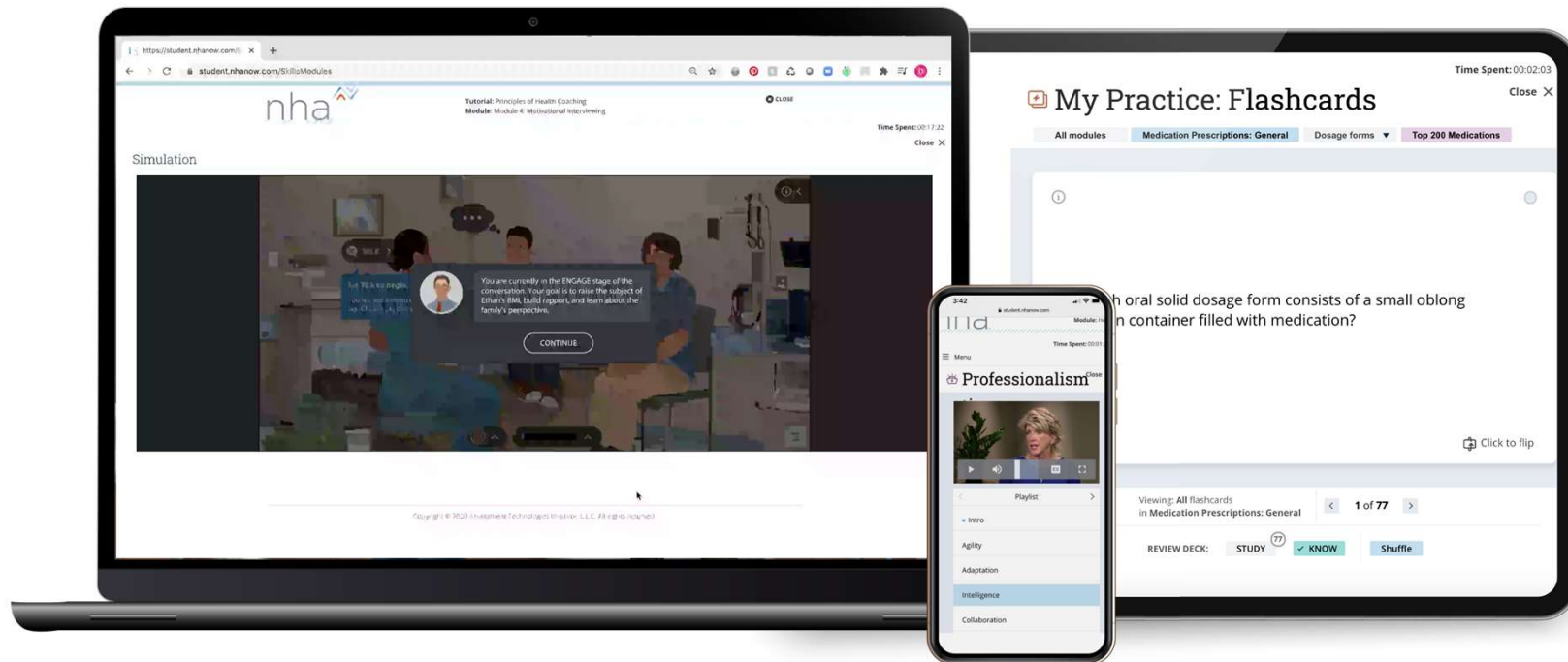
Learn

- 📅 Reporting – Accompanies all NHA learning products and are accessible through the **Learning Insights Center** within the NHA portal
- 📌 Medical Terminology – Resources include Implementation Guide, Facilitator Tool Kit and Alignment to NHA test plans
- 📌 Anatomy and Physiology – Resources include Implementation Guide, Facilitator Tool Kit and Alignment to NHA test plans
- 📌 PersonAbility™ Implementation Option #1 – Resources include Implementation Guide and Facilitator Tool Kit
- 📌 MA Skills Builder: Administrative™
- 📌 MA Skills Builder: Clinical™

Prepare

- 📅 P360 Vitals – Accompanies all NHA exam prep materials accessible through the Learning Insights Center and provides recommended remediation priorities based on candidate performance
- 📌 CCMA Study Guide Modules
- 📌 PersonAbility™ Implementation Option #2 – Resources include Implementation Guide and Facilitator Tool Kit
- 📌 Practice Assessment #1 – Meant to gauge what has been learned and get candidates familiar with exam format; not timed
- 📌 Final Practice Assessments #2 & #3 – Timed versions meant to simulate the actual exam
- 📌 Focused Review – Report created after each practice assessment attempt to guide candidate remediation to maximize exam performance

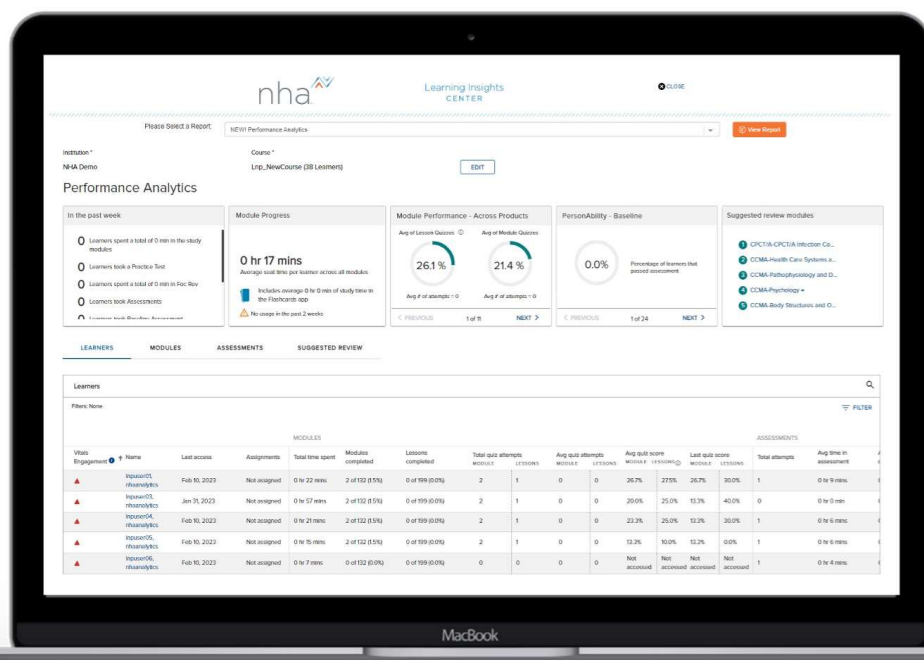
Accessible Online, Engaging & Interactive Tools for Learning



Secure live remote proctoring | Safe, self-paced practice | Applied learning assessments

Study guide and practice tests | Interactive gaming, flashcards and simulation

Actionable data means better learning and lasting retention



Administrator View:

Vitals Engagement

Powered by Vitals™

NHA Vitals™ is a predictive analytics engine that compares each learner's behavior and performance in Study Guide and/or Practice Test materials with learners who have used these materials and successfully passed the certification exam. Analysis can include:

- Study Guide and/or Practice Test material usage, progress, and performance.
- Time spent in Focus Review after completing a Practice Test.
- The frequency the learner is returning to learning materials.

NHA Vitals™ evaluates your learners in real-time and continuously categorizes their behaviors and performance over time. Categories include:

- On track**
Learner behavior and performance is on track with learners who have successfully passed the certification exam.
- At Risk**
Learner behavior and performance does not resemble that of learners who have successfully passed the certification exam.
- Developing**
Learner behavior and performance is off track with learners who have successfully passed the certification exam.
- Not Enough Data**
Study Guide or Practice Test materials not yet used, or there is not enough applicable usage or performance data to make determination.

Terms and Conditions:

Use of NHA learning and practice materials is not a requirement for sitting for a NHA certification and does not guarantee exam success. NHA Vitals™ provides a projection of exam readiness but is not a guarantee of actual exam performance by any test-taker.

CLOSE

Suggested Review Detail

Topic	Module	Attempt #1 ↓
Assist with surgical interventions (for example: sebaceous cyst removal, toe nail removal, colposcopy...	General Patient Care	11.8% (17)
Prepare patient for procedures.	General Patient Care	11.8% (17)
Identify and respond to emergency/priority situations.	General Patient Care	9.8% (17)
Prepare and administer medications and/or injectables using nonparenteral and parenteral routes (excluding...	General Patient Care	8.0% (17)
Administer first aid and basic wound care.	General Patient Care	5.9% (16)
Assist provider with specialty examinations.	General Patient Care	5.9% (16)
Follow guidelines for sending orders for prescriptions and refills by telephone, fax, or e-mail.	General Patient Care	5.9% (16)

Questions and Discussion



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