



# Focus on Healthcare

Real-Time Insights by Real-Time Talent

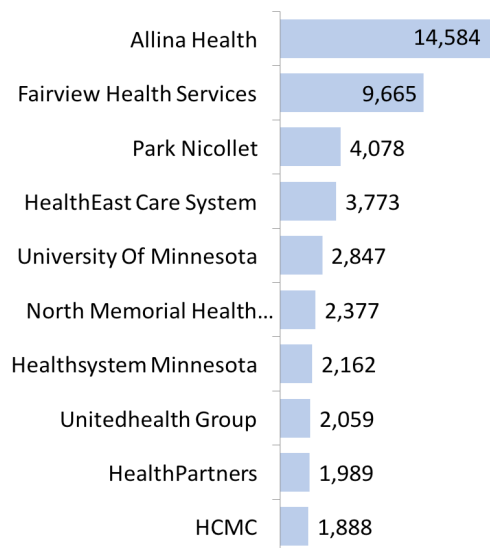
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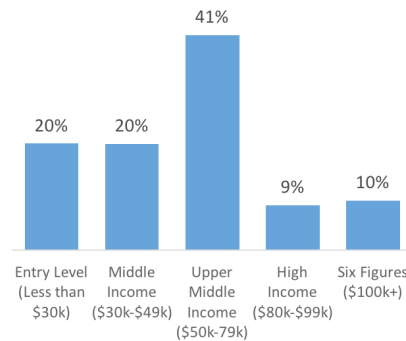


## Healthcare Recruiting in the Twin Cities, 2015

### Top 10 Employers in Healthcare



### Salary Distribution of 2015 Health Jobs

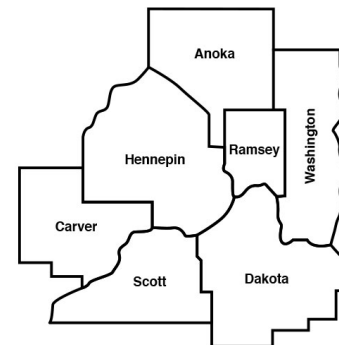


### Employers of Healthcare Workers

**3,944 (11.8% Staffing)**

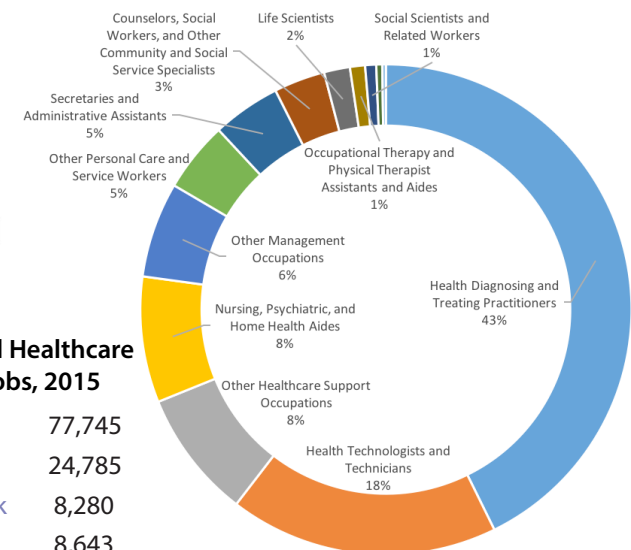
### Top Websites Used

- #1: U.S. Jobs 35.7%
- #2: Job Network 33.4%
- #3: Corporate Site 31.5%
- #4: LinkedIn 18.1%
- #5: Craigslist 10.4%



### Occupation with Highest Total Healthcare Relative Demand Jobs, 2015

- Hennepin:** Medical Records Tech 77,745
- Ramsey:** Respiratory Therapist 24,785
- Anoka:** Healthcare Support Work 8,280
- Dakota:** Licensed Practical Nurse 8,643
- Scott:** Psychiatric Technician 2,573
- Washington:** Family & General Prac 5,796
- Carver:** School Psych, Appliance Tech 2,488
- Twin Cities Metro:** Registered Nurse 130,310



### Twin Cities Metro Healthcare Jobs Advertised Online in 2015

Source: TalentNeuron Recruit. Only jobs for which a salary was provided or a reliable BLS salary estimate could be determined were included in the salary distribution measure. Counts of corporate site listings might be undercounted due to some privacy restrictions of company sites or posting of vacancies in an unreadable format (i.e. PDF).

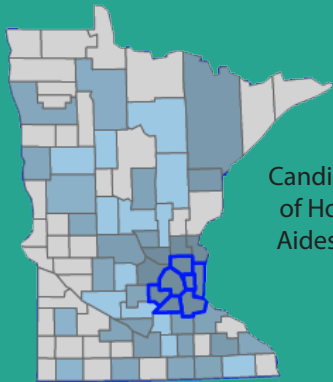
## Home Health Aide April 2016

Multiple data sources help to estimate healthcare hiring needs across the state.

Current online job postings show us which counties might have smaller pools of candidates to choose from or higher competition for new workers.

The Twin Cities Metro has a relatively large concentration of potential qualified candidates in the workforce. It is significantly easier to hire a home health aide in the Twin Cities Metro as compared to other MSAs nationally. There are approximately 45 candidates per job opening in the 7-County Metro, compared to an average of 48 nationwide. Locally, there are about 203 candidates per direct employer, a moderate level of competitive intensity.

### 575 Jobs for Home Health Aides Potential Candidates: 19,000



Candidate Supply of Home Health Aides by County

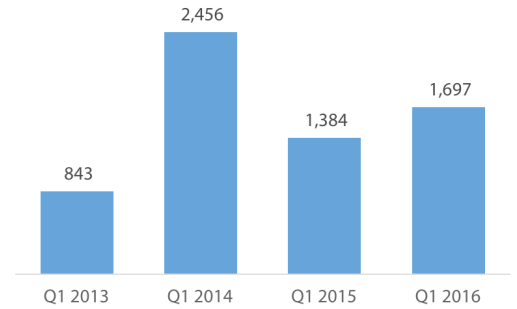
Lower candidate counts Higher candidate counts

Metro Salary Range, Direct Employers: \$20k- \$30k

# Healthcare Recruiting Trends Spotlight on Home Health Aides

Demand for healthcare workers is steadily increasing across the state of Minnesota, with a particular concentration of demand in the Twin Cities Metro. The Home Health Aide position in particular has seen dramatic growth in demand over the past four years. In 2015, there were 5,101 Home Health Aide positions posted online in the Twin Cities Metro, only 2% of which were posted by staffing agencies. Approximately 67% of all Home Health Aide positions posted in the Twin Cities Metro in 2015 required an HHA, CNA, RN, or CPNL certification, the other 33% requiring High School or equivalent education and some on-the-job training. The largest employers of Home Health Aides in 2015 included Presbyterian Homes (221), Brookdale (184), Meridian Services (114), Shalom (93), and Accurate Home Care, LLC (89). Approximately 30% of all Twin Cities Home Health Aide positions were for the care of seniors and older adults, remaining a relatively constant share since 2013.

Demand for Home Health Aides in the Twin Cities Metro  
January - March 2013-2016



### Home Health Aide Positions in the Twin Cities 7-County Metro, April 14, 2016

Alternate Location	Job Volume *	Salary Range	Candidate Supply	Posting Period	Demand Pressure	Competitive Intensity	Hiring Scale
Hennepin County, MN	221	\$20K - 30K	19,000	48 days	86	338	6
Ramsey County, MN	75	\$21K - 27K	19,000	48 days	254	742	9
St. Louis County, MN	33	\$21K - 26K	2,100	54 days	52	120	10
Anoka County, MN	30	\$22K - 31K	19,000	48 days	N/A	1609	5
Stearns County, MN	28	\$19K - 24K	900	50 days	32	61	54
Washington County, MN	27	\$21K - 30K	19,000	48 days	N/A	1609	5
Carver County, MN	26	\$22K - 29K	19,000	48 days	N/A	1207	5
Wright County, MN	25	\$21K - 32K	19,000	48 days	N/A	2759	6
Dakota County, MN	25	\$21K - 26K	19,000	48 days	N/A	1379	6
Scott County, MN	10	\$23K - 27K	19,000	48 days	N/A	2414	5



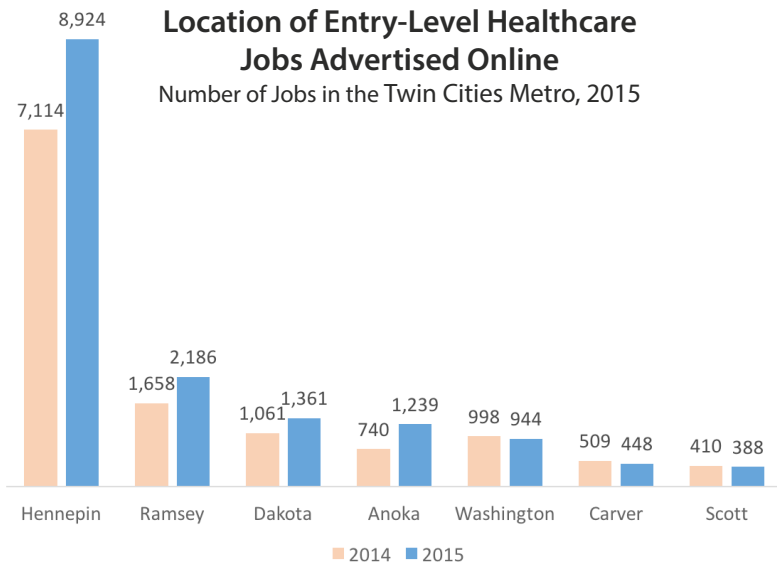
Demand Pressure refers to the number of candidates per job opening, excluding staffing, anonymous, and duplicate ads. Competitive Intensity refers to the number of candidates per direct employer. Hiring Scale is calculated from multiple factors to determine the expected difficulty of hiring for a particular position in the specified county.

# Top Entry-Level Skills in Healthcare

Eight patient-oriented entry-level positions were identified as key starting points for career pathways in healthcare. Each of these jobs, listed in the table to the right, typically requires a high school degree or equivalent education, short-term on-the-job training, and offers an average wage of \$10 - \$18 an hour.\* Several positions may also require external certification or vocational training to work for an MDH approved provider. Pharmacy Technicians are required to complete training and certification through the Pharmacy Technician Certification Board, and approximately 56% of Community Health Worker postings in 2015 required a CHW certification through one of Minnesota's six approved programs. Through text analysis of online job postings, we identified and ranked critical baseline skills that employers consistently require across occupations. Pharmacy Aides, Physical Therapy Aides, and Patient Representatives varied the most from overall trends in the industry. Dependability is most desirable in Personal Care Aides and Home Health Aides as compared to other entry-level healthcare jobs.

## Ranking of In-Demand Baseline Soft Skills for Entry-Level Healthcare Occupations in 2015

Skill	Occupation	Overall Healthcare Industry (130,310 jobs)							
		Pharmacy Aides (81 jobs)	Pharmacy Technicians (2,652 jobs)	Community Health Workers (19 jobs)	Dietary Technicians (168 jobs)	Home Health Aides (5,101 jobs)	Personal Care Aides (6,028 jobs)	Physical Therapist Aides (68 jobs)	Patient Representatives (1,373 jobs)
Oral and written communication	1	5	2	1	1	1	1	1	2
Integrity	2	2	1	8	2	4	9	3	3
Team-oriented, teamwork	3	6	3		3	2	7	2	8
Problem solving	4	13	14		6	8	5	4	12
Customer service oriented	5	1	5	2	11	12	10	4	1
Work independently	6	8	12	6	13	15	11		5
Detail oriented	7	7	4		4	7	8		7
Organizational skills	8		10		13	17	23	5	19
Marketing	9	11	13	3	8	10	4	6	20
Critical thinking	10		58			5	38		6
Basic computer skills	11		21	8	7	9	18	5	18
Creativity	12	11	17		9	6	3	6	26
Self-starting / Self-motivated	13	4	19	8	9	11	6	7	16
Quality improvement	14		59		10		53	6	22
Time management	15		31	8		13	16	4	25
Strong leadership skills	16		35		12	23	22	7	31
Management skills	17	13	28		12	14	14	7	29
Management experience	18	13	40		10	22	21		40
Coaching	19		37	4	11	30	15		34
Dependability	20	13	25			3	2		41
Entrepreneurial	21	11	33	8	14	27	32	5	33
Keyboarding	22	9	29	8	13			4	17
Data entry	23		11	5	11	29	27	6	14
Project Management	24		27		13	18	17		40
Troubleshooting	25		32		14	31	25		32
Process Improvement	26	13	54			49	54		10
Strong interpersonal skills	27		15		14	37	35	5	30
Negotiation skills	28	11	39		11	28	19	7	36
Business development	29		34	8	14	24	22	7	38
Decision making skills	30		26			34	24		32
Additional Top 5 Skills	...	...	...	...	...	...	...	...	...
Cash registers	49	3	7		12	40	34		49
Ability to take initiative	72		53			69		5	47
Insurance verification	82		56						4



**Total Entry-Level Healthcare Positions in the 7-County Metro in 2015**  
**12,490 (+24% since 2014)**

\* Hourly wage according to DEED's Occupations in Demand for the first quarter of 2015.



## A Catalyst for Change

Real-Time Talent is a unique public-private collaborative, whose leaders represent Minnesota's higher education, workforce system, and key industries. Our aim is to support higher education and workforce systems to become more market-oriented and data driven in order to meet pending workforce shortages head on. We do this by introducing new tools and reinforcing the use of existing tools to align decisions to labor market needs, establishing a culture of cross-sector collaboration.

We define our work in the following ways:

- Help employer associations and chambers of commerce to support employers in meeting their talent needs
- Help academic leaders choose which programs to start, stop, scale up, or scale down to meet the needs of their students and the economy
- Help academic, nonprofit, and workforce center counselors support students and job seekers in choosing educational investments and securing employment
- Help government agencies, foundations, and policy makers understand and support the current job market

We invite you to visit our website at [realtimetalentmn.org](http://realtimetalentmn.org), where you will find additional reports and resources on Minnesota's workforce. If you have any questions about the findings presented in this report or have a particular research request, please contact us at:

651-325-4277 or [erin.olson@realtimetalentmn.org](mailto:erin.olson@realtimetalentmn.org)

## Data Sources

The healthcare occupations analyzed in this report were selected from entry-level positions in MSPWin career pathway maps developed in October 2015. The principal data source used in this report is TalentNeuron Recruit (formerly Wanted Analytics), a real-time labor market data source that spiders to online job postings to provide current data on position openings and recent trends. It pulls data from over 25,000 unique online job boards and corporate sites in North America alone.

Anonymous postings and staffing agencies are included alongside direct employers, unless otherwise stated. Heavily-unionized sectors and any type of position that has a lower rate of posting job vacancies online will be under-represented by TalentNeuron Recruit Data. All data in this report was pulled on April 14, 2016 between 10:00am and 2:00pm. Differences in results downloaded at an earlier or later date are due to changes in access to online postings, improved deduplication of postings, or other data quality improvements.

Healthcare-wide searches were identified in TalentNeuron Recruit as all medical/health function jobs excluding Veterinarians (SOC 29-1130, 29-1131), Veterinary Assistants and Laboratory Animal Caretakers (SOC 31-9096), Veterinary Technicians (SOC 29-2056), and massage Therapists (SOC 31-9010, 31-9011). Home Health Aides were identified by SOC 31-1011, with identification of senior and older adult care services within this specification by a detailed text analysis of these postings. Pharmacy Aides: SOC 31-9095. Dietary Technicians: SOC 29-2051. Personal Care Aides: SOC 39-9020, 3909021. Patient Representatives: SOC 43-4051.03. Pharmacy Technicians: SOC 29-2052. Physical Therapist Aides: 31-2022. Community Health Workers: 21-1094.