

Medical Assistant Recruitment & Retention Strategy Toolkit



In 2017, the cost of turnover per Medical Assistant (MA) was \$14,200, which equates to roughly 40% of the average MA's salary.

In just one year of partnering with NHA, one organization improved their turnover rate from 75th to the 10th percentile, decreasing MA job vacancies by 43%.

The right recruitment *and* retention strategy is key.



RECRUITMENT

Finding qualified candidates.



RETENTION

Keeping qualified staff.

Recruitment

Finding qualified candidates.



PARTNER WITH SCHOOLS

Partner with schools to build a qualified candidate pipeline. Work closely with Medical Assistant schools and programs, particularly those that graduate the highest number of Medical Assistants in your region. If you don't already have a relationship, start with the Career Placement Director.



APPRENTICESHIPS

These can be registered or an un-registered apprenticeship models. Most focused on training and upskilling incumbent workers already employed by your organization. Some open apprenticeships to apprentices outside the organization. Apprenticeships effectively address recruitment and demand challenges while improving job quality and developing pipelines/career advancement opportunities



REVIEW YOUR JOB DESCRIPTIONS

Ensure that all NCCA-accredited Medical Assistant credentials are listed in your job descriptions. Having an all-inclusive list limits confusion of whether an MA should apply for a job within your organization.

NHA is the largest healthcare certification agency in the nation, doubling all other certification agencies combined. Make sure the NHA CCMA credential is listed in your job description and you'll open your qualified candidate pool to the largest group of certified clinical medical assistants in the nation.

Be sure to do the following:

- Register on the **[NHA job board](#)** to post your jobs for free
- Match your job openings with NHA-certified candidates
- Access candidate profiles not available through other job boards

Retention

Keeping qualified staff.



Workers are no longer willing to accept or stay in a “dead-end job”. This leaves employers with two options: build skilling pathways and careers for every worker or lose talent to companies that promote career progression.

Consider developing a **Medical Assistant Career Ladder** to help your employees understand how they can progress in your organization.

Career Ladder

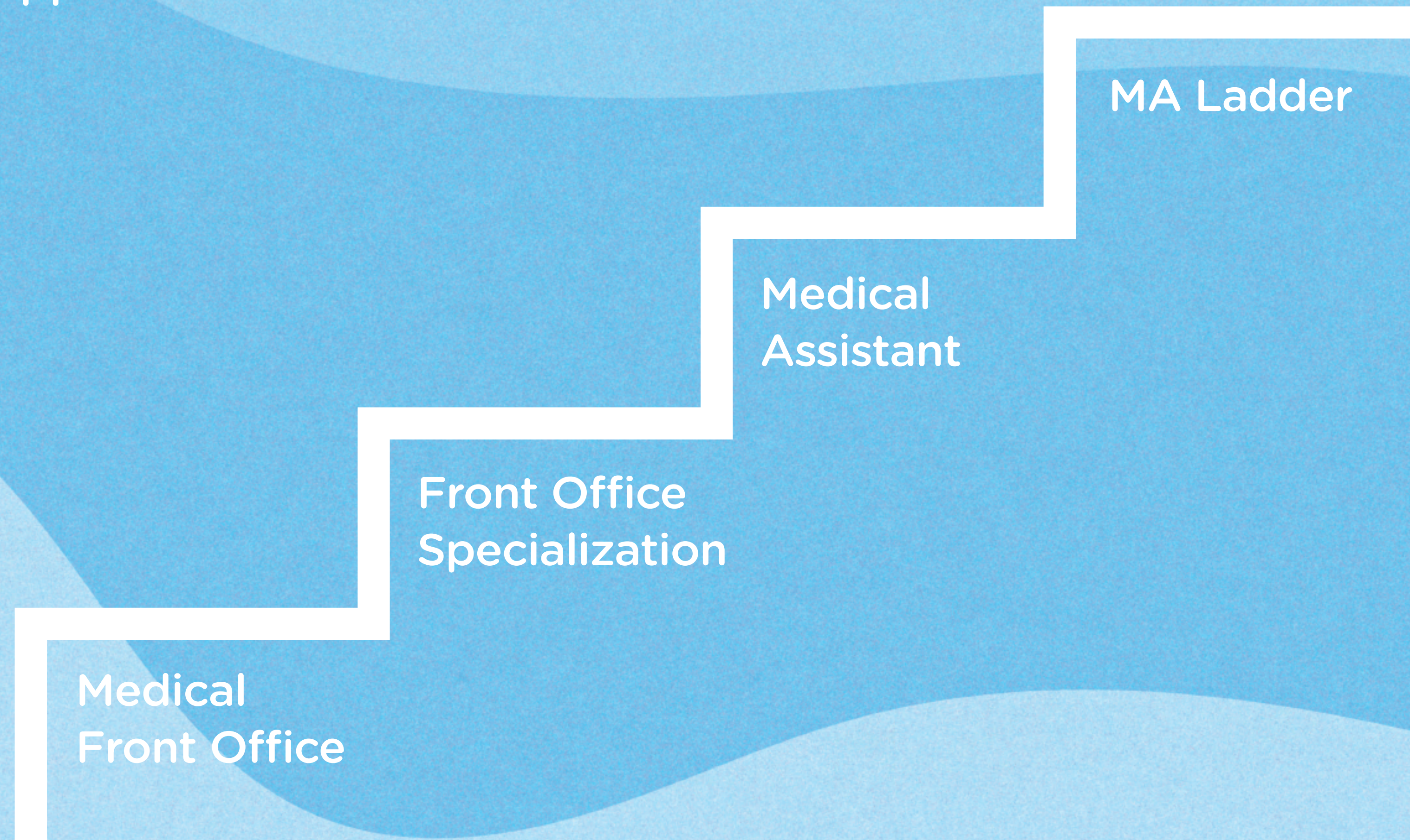
Help your employees—and organization—succeed.

Investing in your employees and clearly communicating with them will help to build employee loyalty.

When you create a medical assistant career ladder, set clear expectations from day one and help employees understand what career progression looks like in your organization, step-by-step. Check out an example on the following pages.

Ideas for organically investing in a pipeline of MA Talent

Give them opportunities to advance...



Career Ladder: Step 1

Entry-Level Position

- Obtain NHA CCMA Certification



Career Ladder: Step 2

Taking on additional tasks: Preceptor

- Already Certified
- Enhance Leadership: MA should complete NHA's Online PersonAbility Product to hone the following skills:
 - Problem Solving with a Colleague
 - Professional Feedback
 - Emotional Intelligence / Self-Reflection
 - Problem Solving

NOTE: This is a great option for organizations without internal education resources and at your own pace.



Career Ladder: Step 3

Team Lead / Supervisor Role

- Ability to train and motivate others
- Assisting in health coaching patient communications
- Flow Management
- Scribing
- Obtain stacked credentials from NHA: CEHRS, CPT, CET, CMAA

NOTE: This is a great option for organizations without internal education resources and at your own pace.



Another Strategy: Grow Your Own

This can happen in one of two ways.



OPTION 1: DEVELOP YOUR OWN TRAINING PROGRAM

As an employer, you can develop your own training program that includes didactic content to teach the MA the necessary material, then provide hands-on experience in the healthcare system. Typically, self-funded through internal investment or grant money



OPTION 2: DEVELOP A PARTNERSHIP WITH A SCHOOL

Develop a partnership with a school. Can set up a registered apprenticeship or set up an apprenticeship model. Can be privately funded, funded through workforce funds, and managed internally.

NHA Solutions

Help your employees—and organization—succeed.

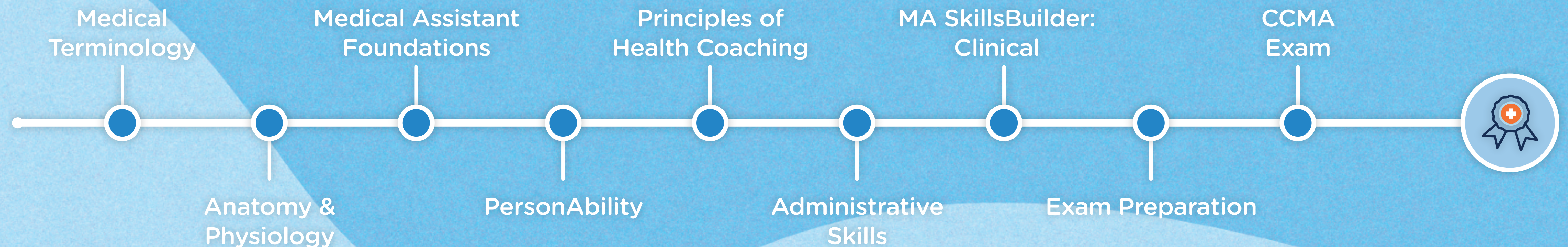
NHA has resources to support you every step of the way. From foundational learning resources that are part of building your own program to tools that provide skill development for career progression and ladder, our unique suites of products serve each of the buckets to help you train and retain your medical assistant staff.



NHA MA SkillsBuilder: Clinical

MA Complete Training Suite

NHA has the resources you need to train and retain your MA's. These products are delivered in an online and engaging format for maximum participation for the learner. In addition, the NHA products allow for scalability.



Develop new skills, fuel career growth and meet recertification requirements with NHA's professional development resources.

Explore our **learning solutions and continuing education options** to improve care delivery and expand career opportunities.

