

# Advancing San Diego

An aerial photograph of San Diego, California, showing the harbor filled with sailboats and larger vessels, the downtown skyline with various buildings, and the city extending into the hills under a clear blue sky.

**Healthcare Employer Working Group**

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# Agenda

- Advancing San Diego & the Verified Program Network
- Healthcare industry overview
- Supply & demand
- Critical jobs in Healthcare
- Talent pipeline barriers
- Next steps – Healthcare Working Group

**EDC** mobilizes business, government and civic leaders around an **inclusive economic development strategy** to maximize economic prosperity and global competitiveness

### How we do it

- Focus on **quality jobs, skilled talent, and thriving households**
- Work with and through **200+ companies and investors**
- Lead programs and initiatives that are **demand-driven, employer-led, and outcomes-based.**



# Overview

**Goal:** Double the production of skilled workers by 2030, by focusing on the inclusion of *historically underrepresented populations within the innovation economy.*



## Communicate Industry Demand

Regularly quantify & communicate broad regional workforce demand.



## Adapt Existing Resources

Help adapt curriculum & workforce systems for better economic mobility.



## Expand Access for San Diegans

Explore unique solutions to remove barriers to entry into quality jobs.

# Context setting



**1,183**

students applied for internships through ASD

**49**

programs recognized as Verified Programs

**510**

students placed in paid internships through ASD

**73**

employers engaged in working groups

**79%**

priority students\*

**8**

talent demand reports

*\*Priority populations include low-income individuals, first-students, current community college students or commun. transfers, veterans and active-duty military students, and disabilities*



# Employer Working Group

**Goal:** *Communicate industry needs to better prepare workers for quality jobs and expand access to diverse, qualified talent for companies in San Diego.*

## EXPECTATIONS



**On behalf of the industry:** Provide insights on occupation growth and skills needed.

**On behalf of your company:** Actively participate by leveraging Advancing San Diego's programs and strategies in your own talent development.

## OUTCOME

Industry-approved, real-time labor market information to inform regional curriculum alignment.



## BIG PICTURE

Talent equipped with the skills you NEED.

# Healthcare pathways: Industry overview

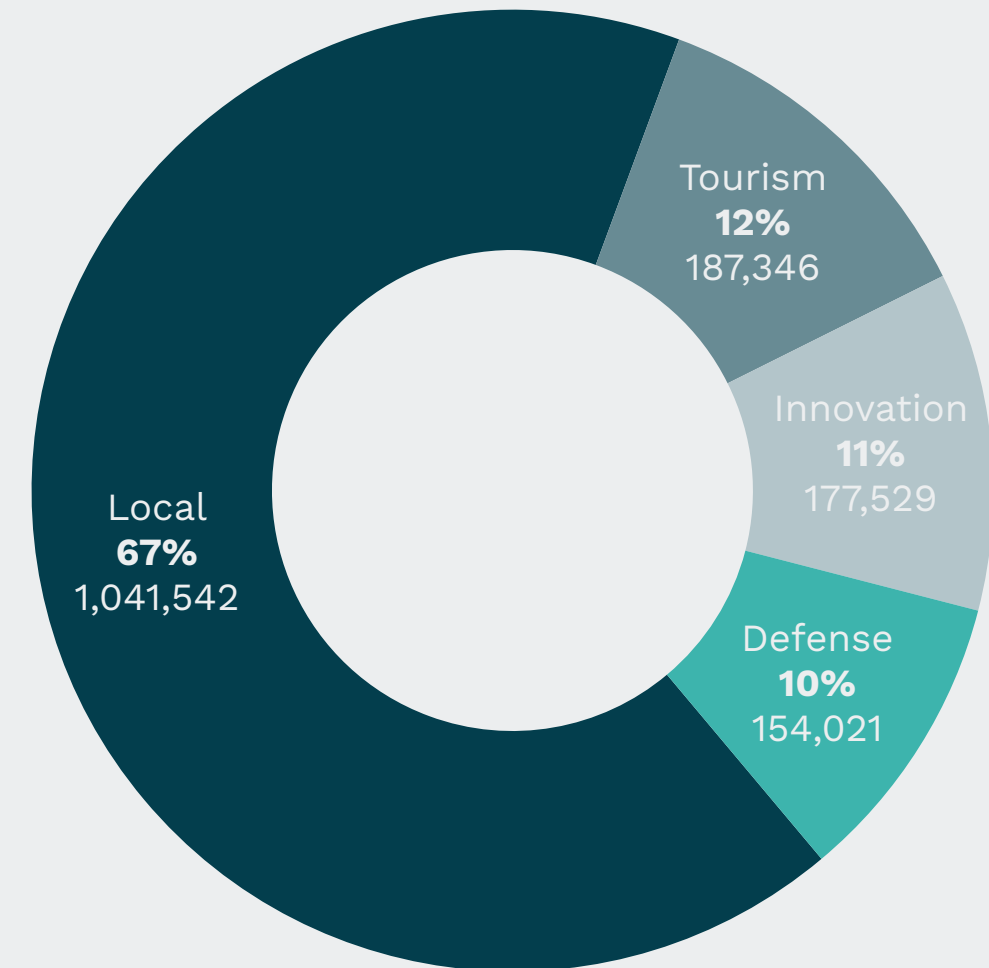
# About the region

## San Diego's economic overview

- **140K jobs in Healthcare\***
  - Average wage: \$51,719
  - 58,727 unique job postings
- **15K unique job postings for Registered Nurses (RN)** Dec 2023–Nov 2024
  - **28%** of job postings target Travel RNs

\*Healthcare practitioners and technical occupations, and healthcare support occupations

## San Diego economic breakdown, 2021

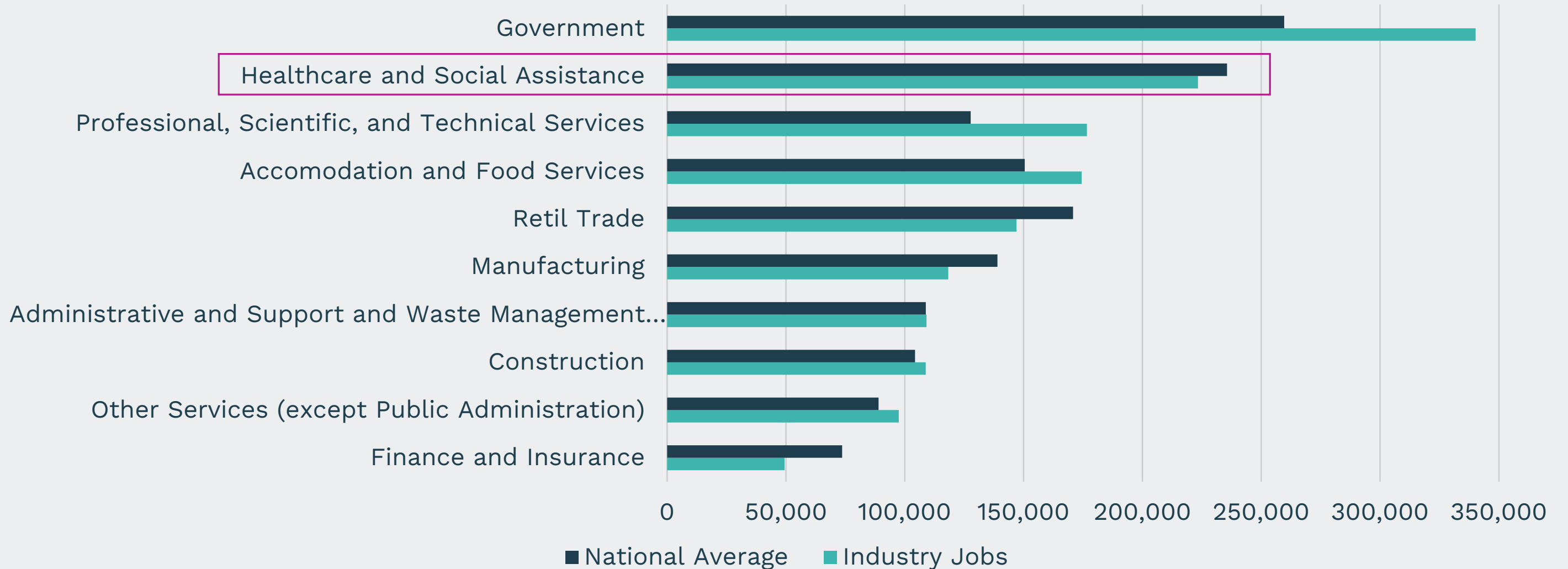


■ Local ■ Tourism ■ Innovation ■ Defense

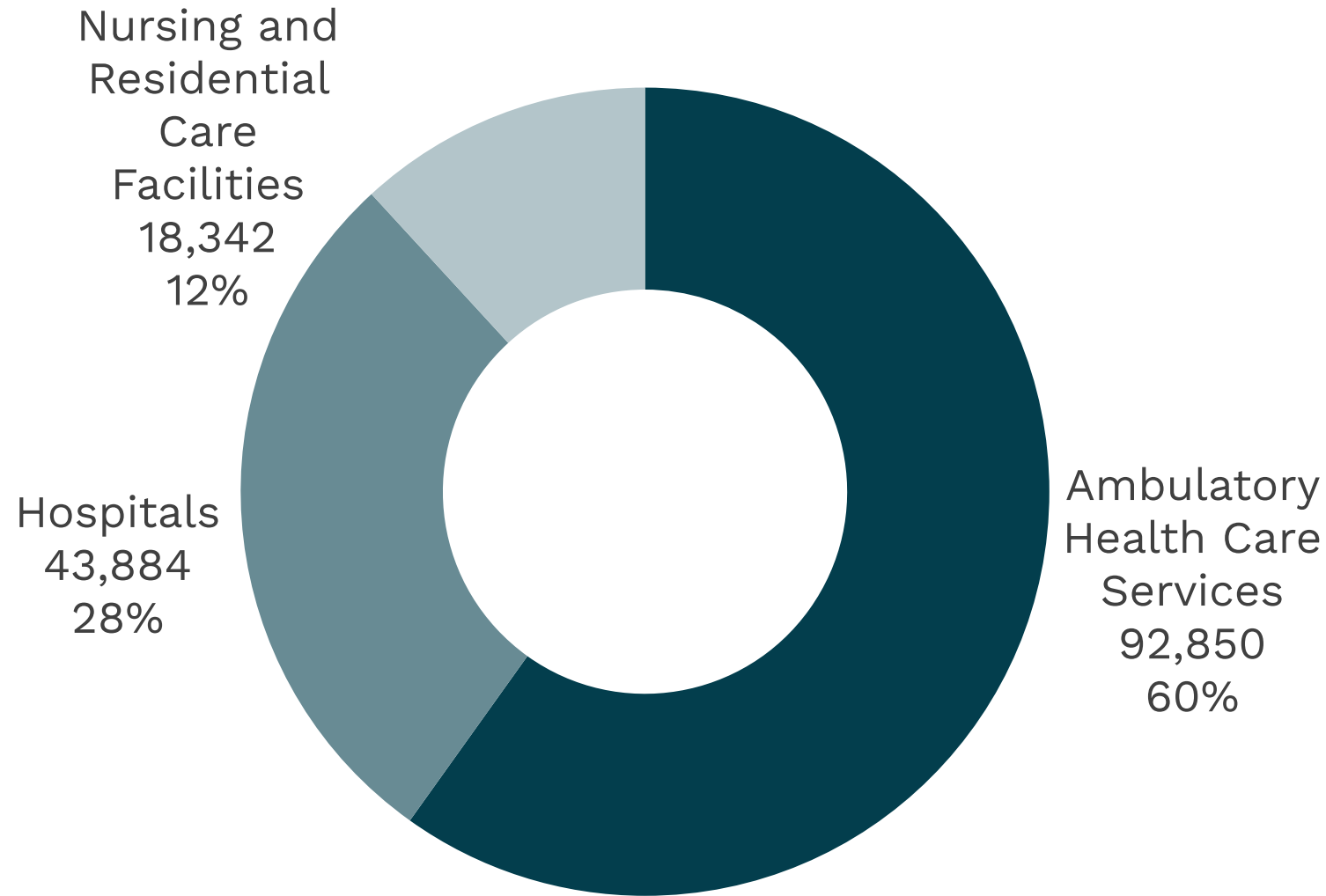


# Regional industry employment

Healthcare is the second largest sector, not quite keeping pace with the national average



# San Diego County's Healthcare employment breakdown, 2023



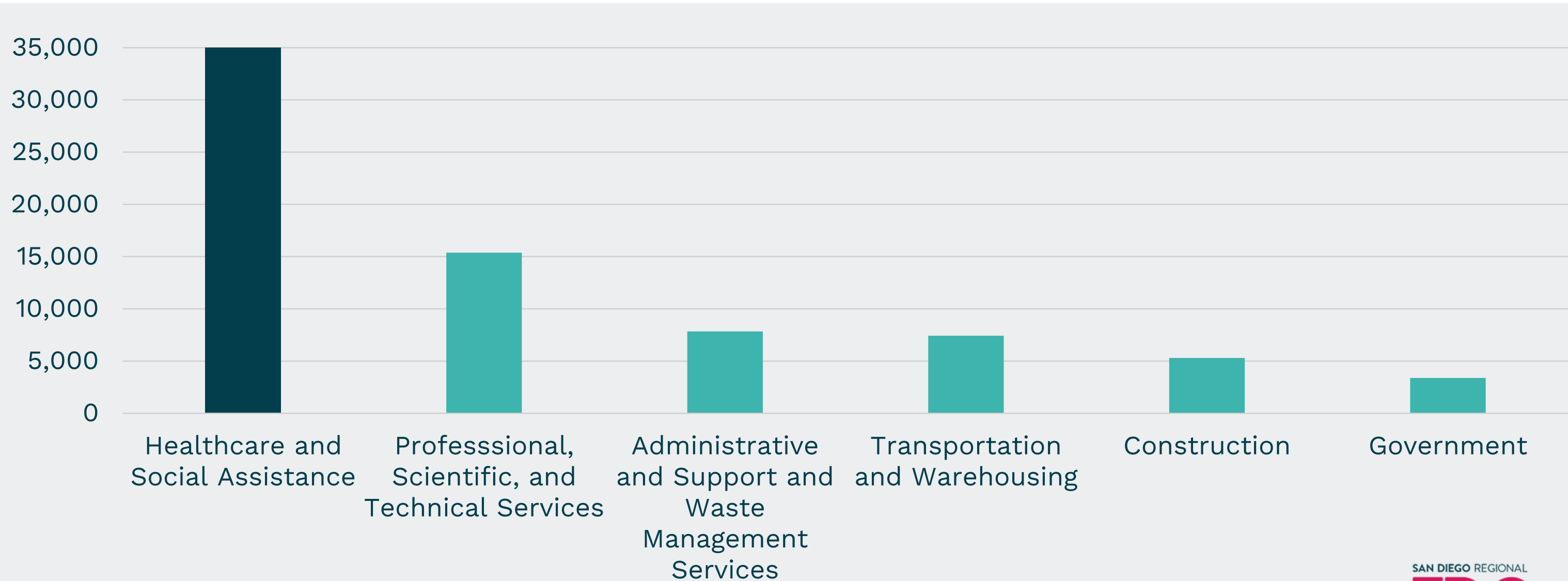
**\$23.8B**

total economic impact  
annually

For every 100 jobs created in  
Healthcare, 69 jobs are created  
elsewhere in the economy.

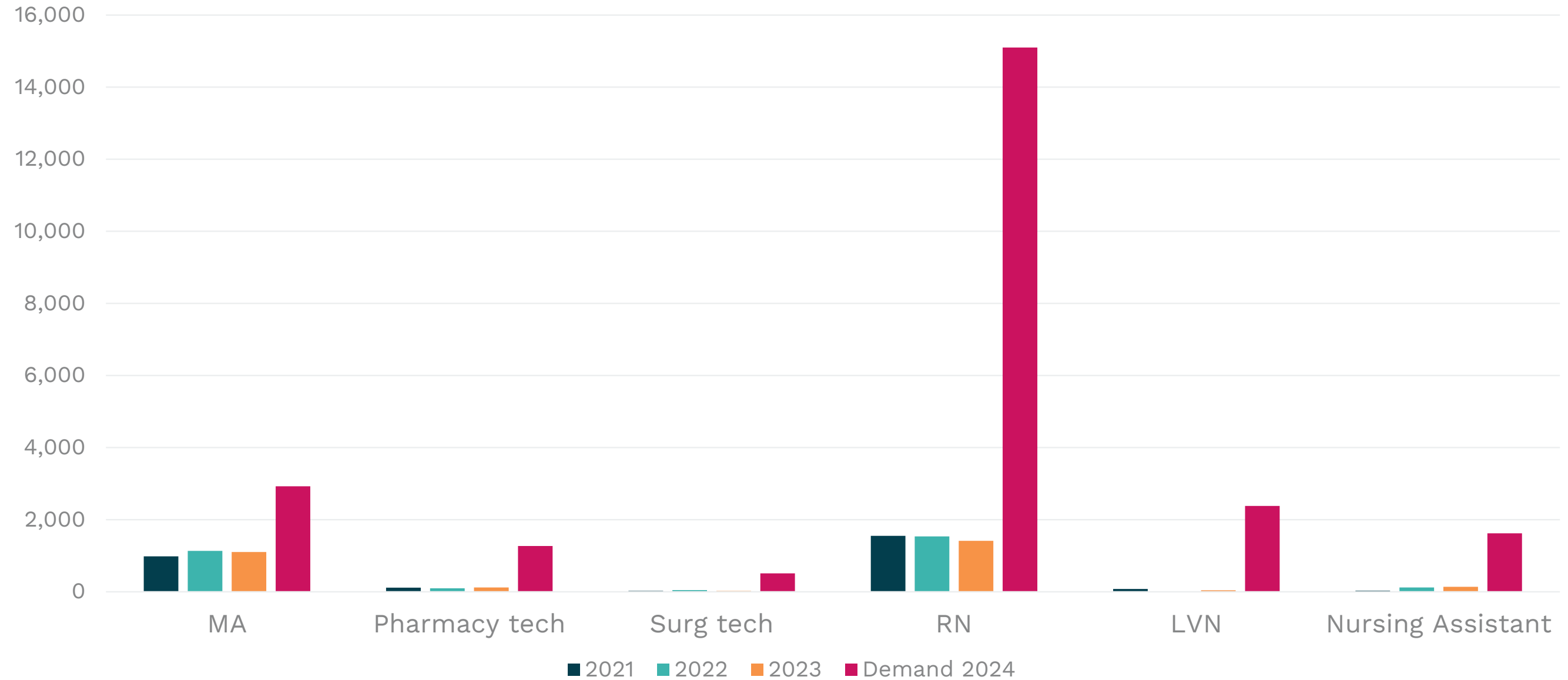
# Healthcare industry job growth 2018-2023

Outpacing other regional industries, yet we are still at a deficit



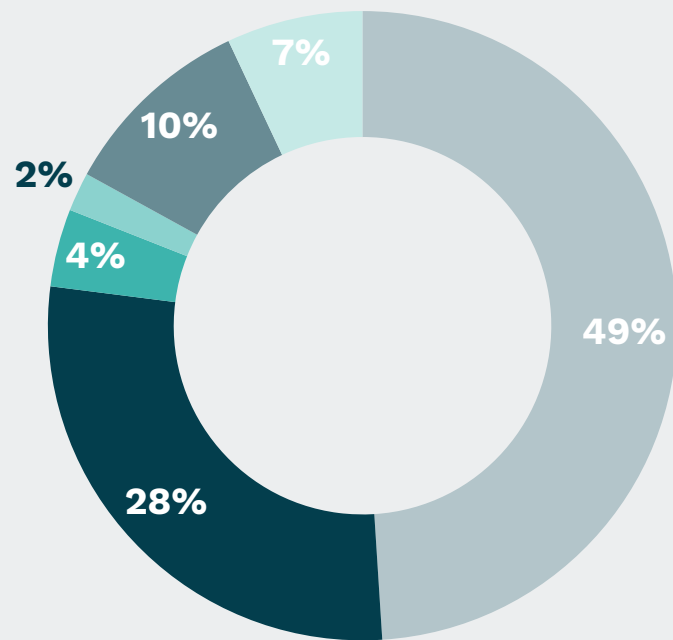
# Healthcare pathways: Supply and demand

# Regional healthcare program graduation rates and demand

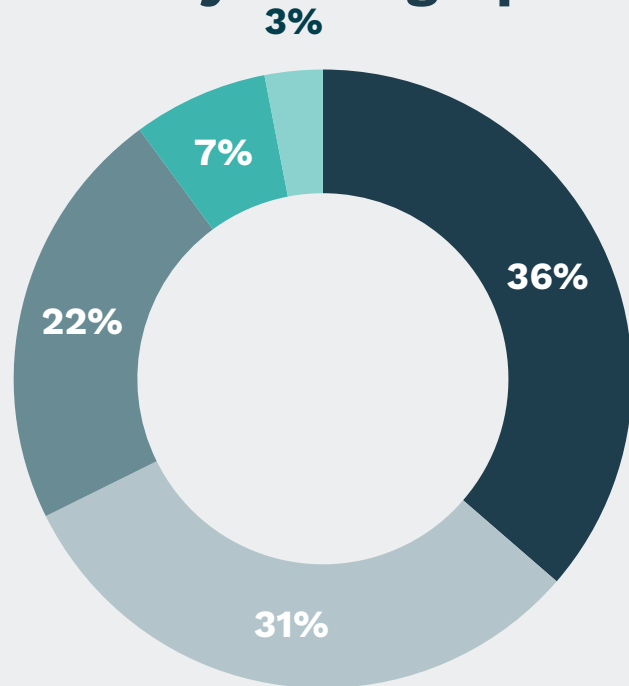


# San Diego's current & future workforce

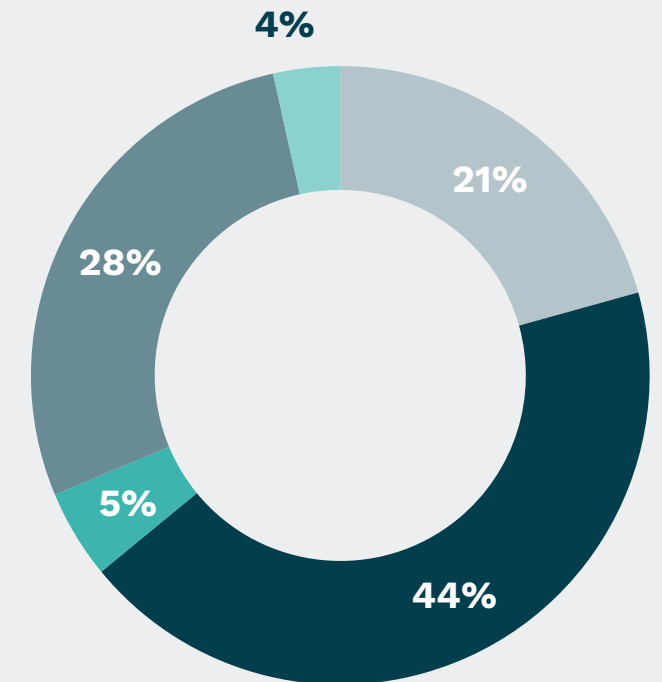
### K-12 demographics



### Industry demographics



### High wage healthcare jobs by race (\$30+/hour)



■ White ■ Hispanic or Latino ■ Asian ■ Black or African American ■ Two or more races

# Healthcare pathways: Occupational insights

# Nursing career pathway

## Medical Assistant (MA)

**Post-secondary certificate or diploma** from an accredited program. Typically, 9 months to 1-year.

MAs perform both **administrative and clinical tasks** in healthcare settings, such as taking vital signs, preparing patients for exams, drawing blood, and managing patient records.

**There are many other healthcare-related jobs before nursing:** Certified Nursing Assistant, Phlebotomist, EMT/Paramedic, etc.

## Licensed Vocational Nurse (LVN)

**Requires completion of state-approved practical nursing program,** typically a 1–2-year diploma or certification.

LPNs/LVNs **provide basic nursing care under the supervision of RNs and doctors.** They monitor patients, administer medications, and assist with daily activities.

## RN

**Associate Degree in Nursing and Bachelor's of Science in Nursing.**

Clinical training.

**RNs have a broader scope of practice,** including administering medications, coordinating patient care, performing diagnostic tests, and educating patients and the public about health conditions.

## Specialized Advanced Nursing Roles

**Bachelor's of Science in Nursing** and additional certifications **or** Master's of Science in Nursing.

Roles include Clinical Nurse Specialist (CNS), Nurse Educator, and Nurse Administrator.

**These roles allow RNs to specialize** in areas like critical care, oncology, or pediatrics, or take on leadership or teaching positions.

## Nurse Practitioner (NP)

**Must first be an RN.**

**Master's of Science in Nursing or** Doctor of Nursing Practice.

Clinical training.

**National certification exam and state licensure requirements** to practice.

NPs are **advanced practice registered nurses (APRNs) who provide primary and specialty care,** including diagnosing and treating illnesses, prescribing medications, and managing patient care independently or in collaboration with physicians.



# RN demand



## **RNs are in high demand with 15K postings Dec 2023 – Nov 2024**

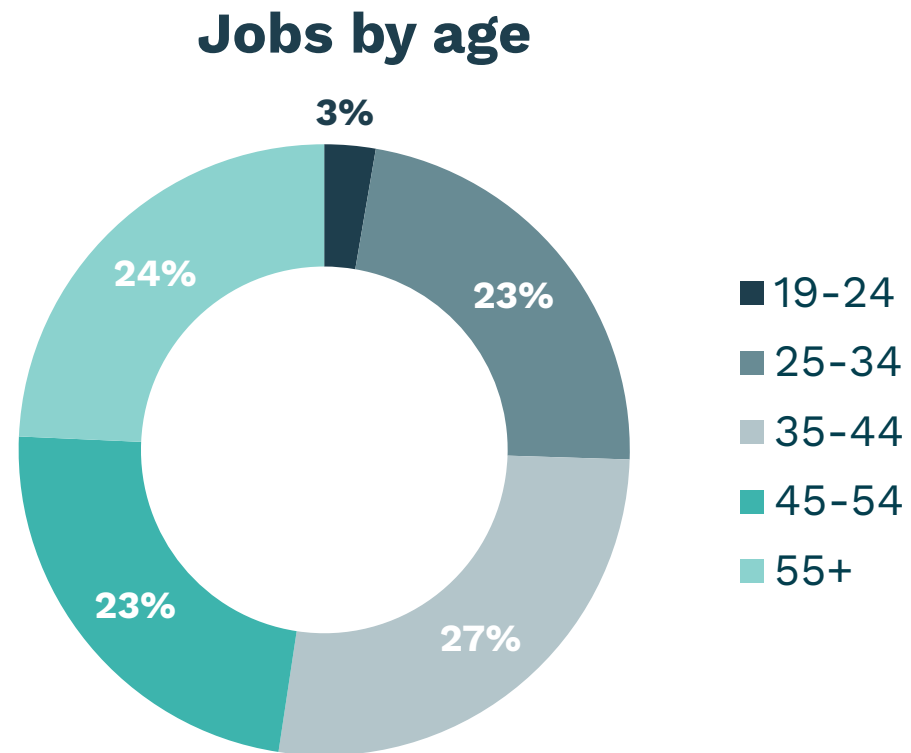
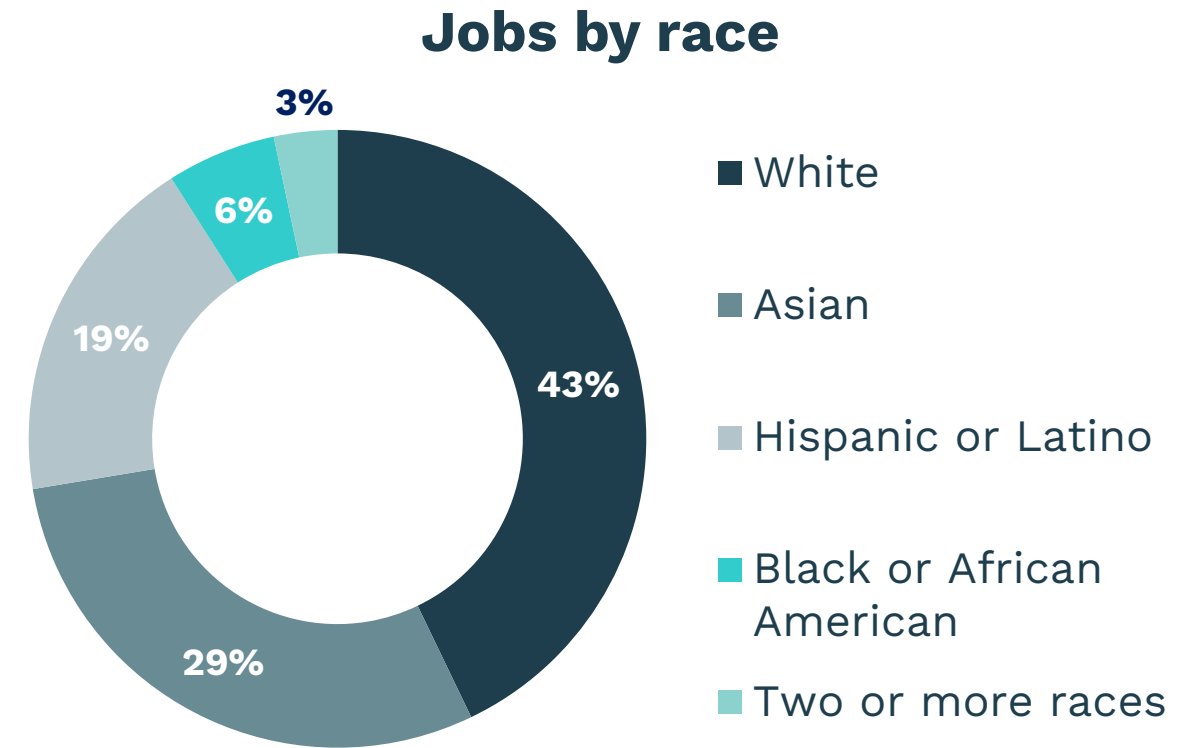
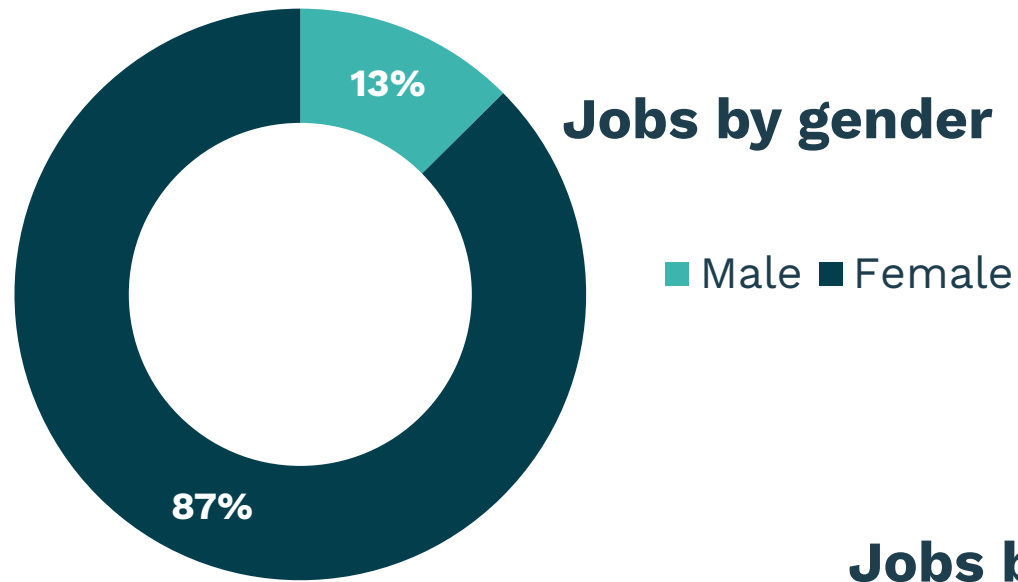
Job postings for RNs far outpaced other healthcare positions with *nearly triple* the amount of posting of the next closest occupation.



## **RNs play a vital role in the healthcare system, with 20+ different types of RN specialty roles.**

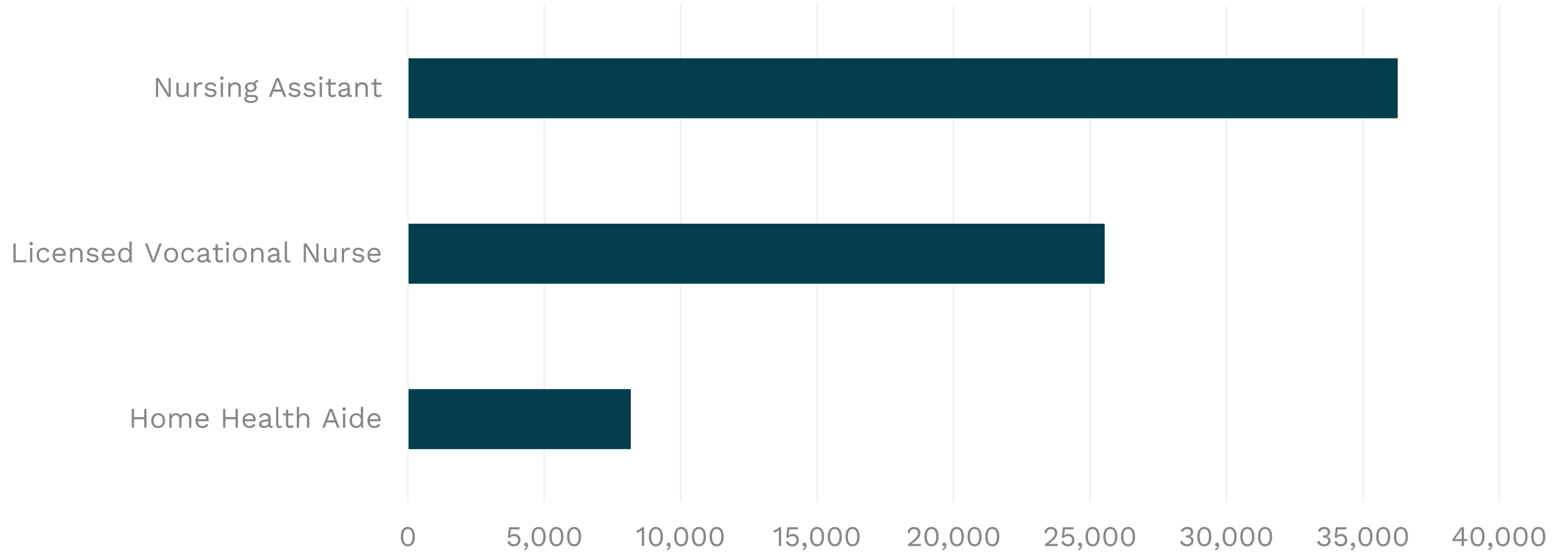
ER Nurse, Flight Nurse, Travel Nurse, and Neonatal Nurses see the highest average earnings (\$135K-\$140K annually). School Nurses, Home Health Nurses, and Public Health Nurses see the lowest average earnings (\$85K-\$110K annually).

# RN demographics



# RN feeder roles

Number of people transitioning to RN roles nationally



# Nursing Assistant demand



**Nursing Assistants are in demand with 2,119 unique job postings Dec 2023 – Nov 2024**

Adjusted for cost of living, purchasing power is 18% lower than the national median. This may make it harder to attract or retain talent in the region.

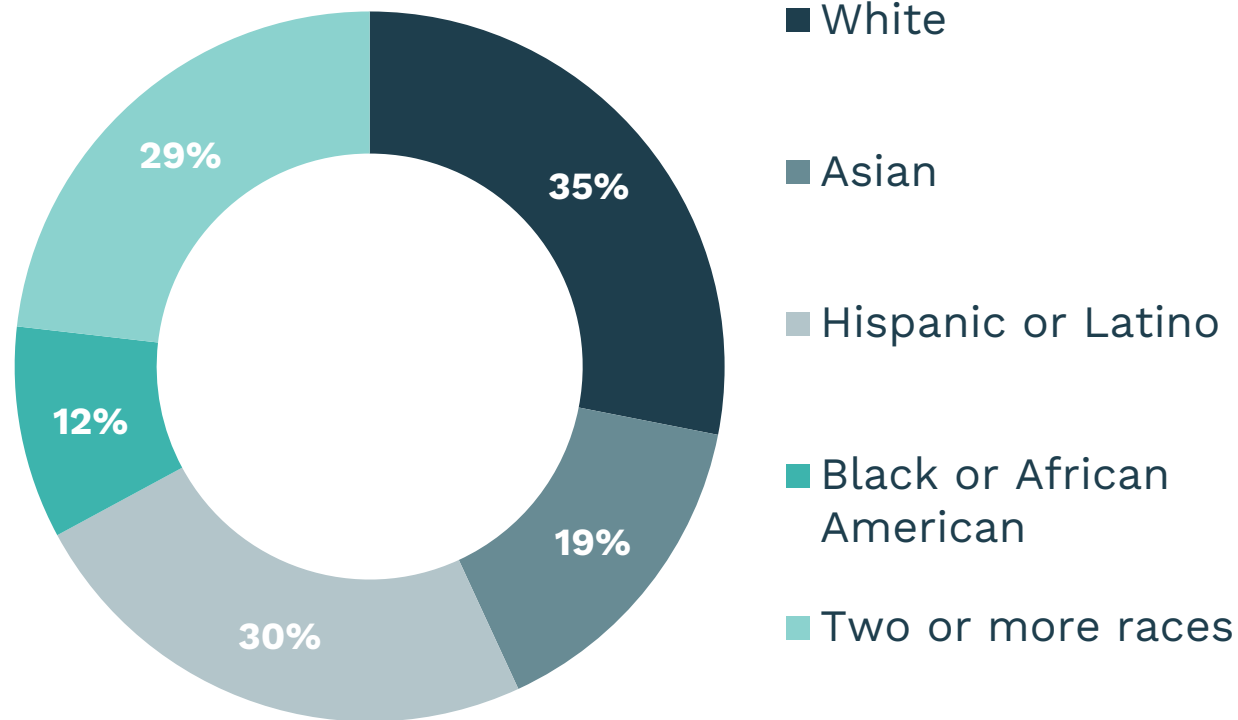


**San Diego is 30 percent behind the national average for Nursing Assistants positions.**

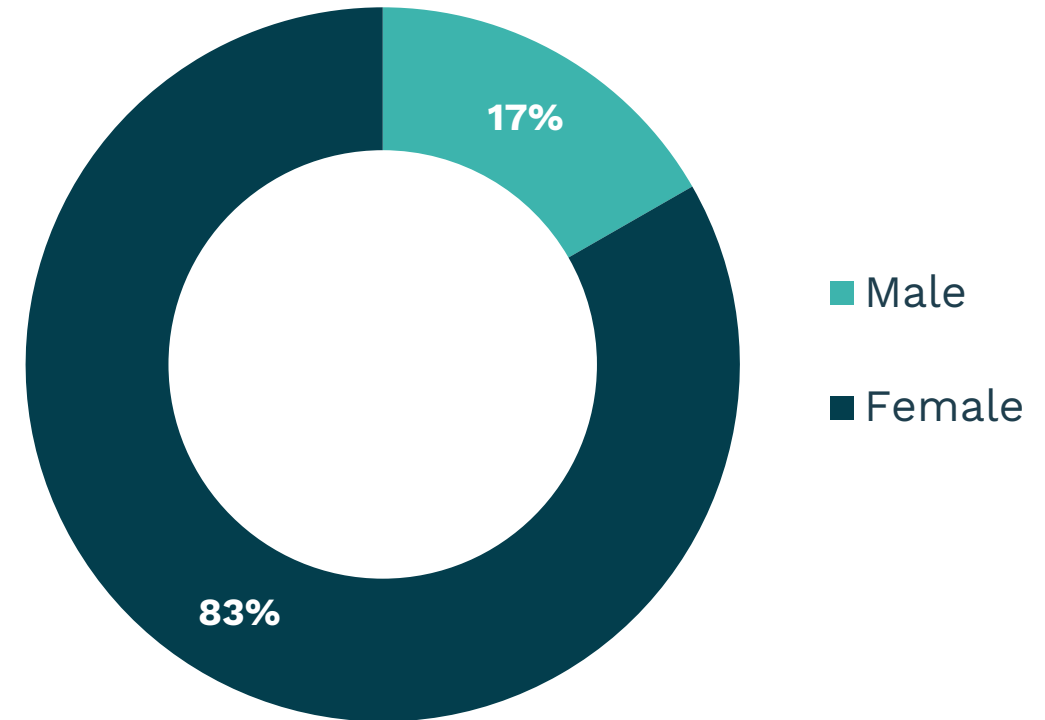
Career transfers from Nursing Assistant to RN represent the highest occupational transfer nationally.

# Nursing Assistant demographics

### Jobs by race



### Jobs by gender



# LVN demand



**LVNs are in demand with 2,381 unique job postings Dec 2023 – Nov 2024**

Adjusted for cost of living, purchasing power is 13% lower than the national median. This may make it harder to attract or retain talent in the region.

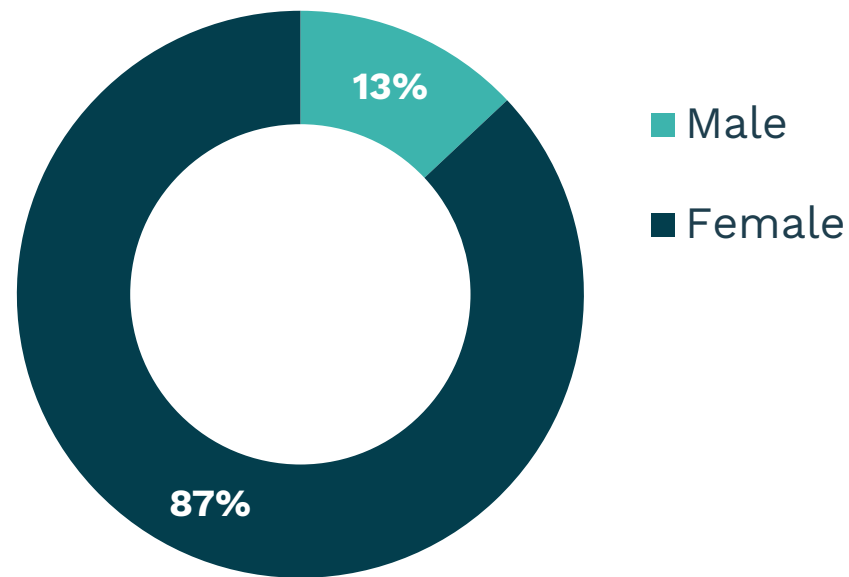


**LVNs play a vital role in the healthcare system and are a feeder role for more advanced nursing positions.**

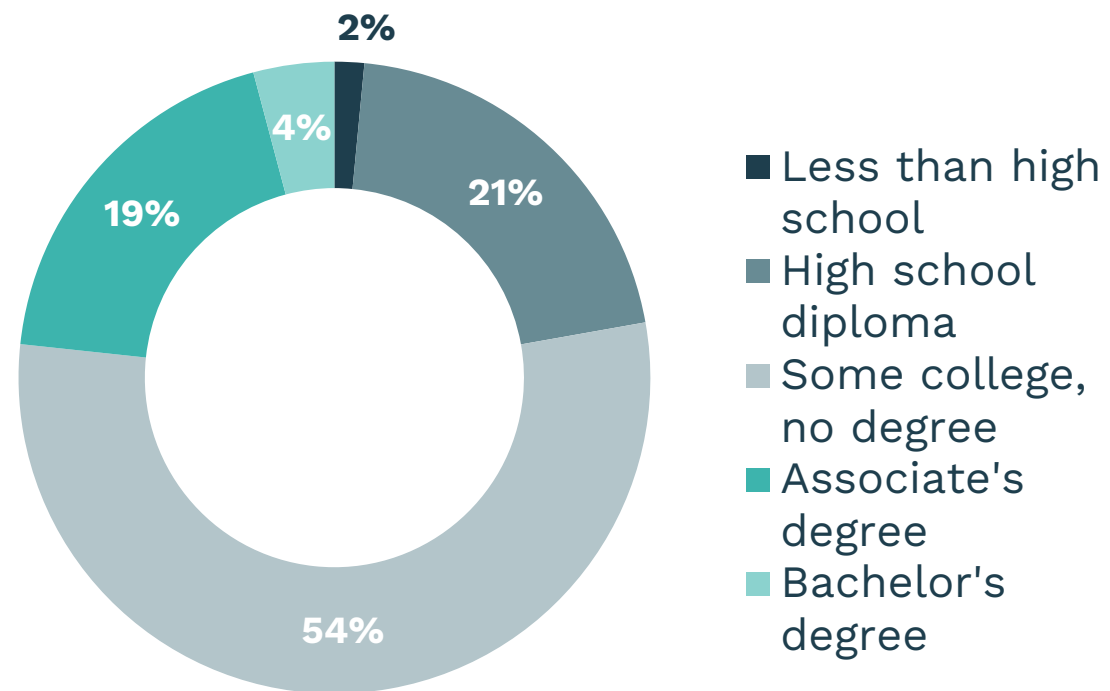
Career transfers from LVN to RN are 11 times the next closest career opportunity. LVNs are a clear feeder role for RN positions.

# LVN demographics

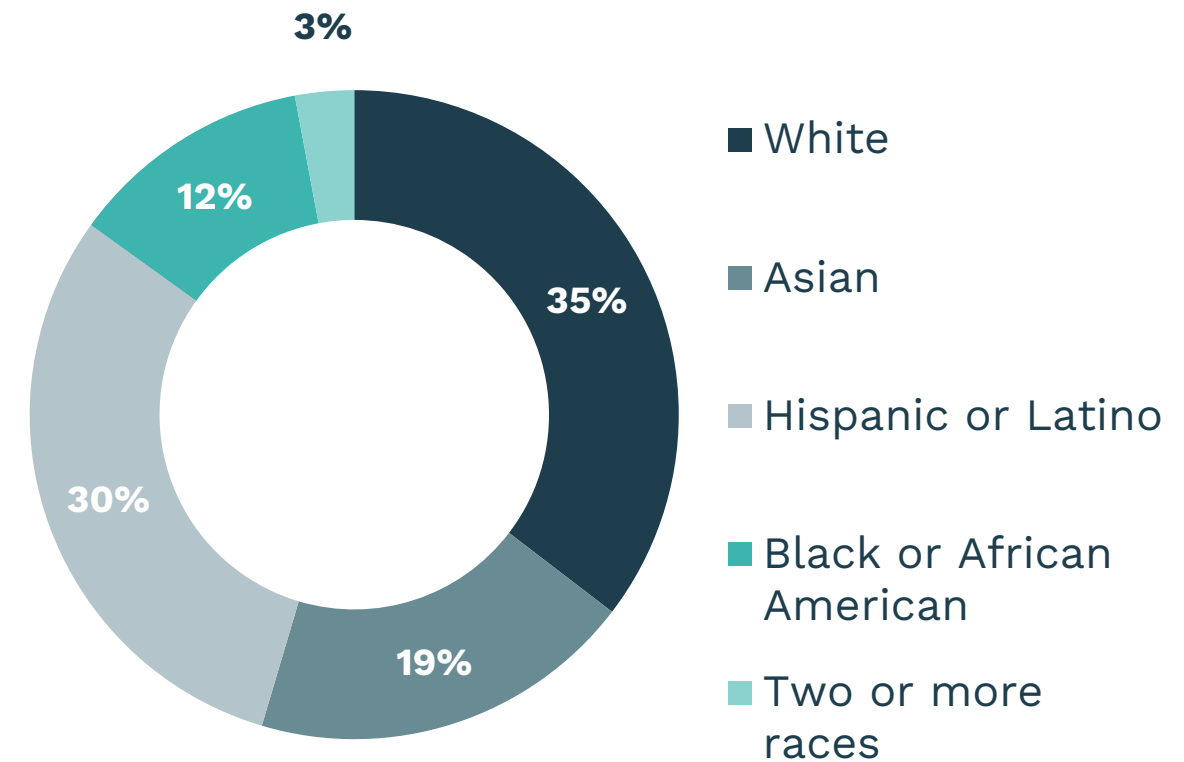
### Jobs by gender



### Job holders by education level



### Jobs by race



# Home Health Aide demand



## **HHAs are in high demand with 6K postings Dec 2023 – Nov 2024**

Low average annual wages of \$34,114 make these positions difficult to fill and retain. Purchasing power for HHA is 28% less than the national median when adjusted for regional cost of living, making it harder to attract talent to the region.



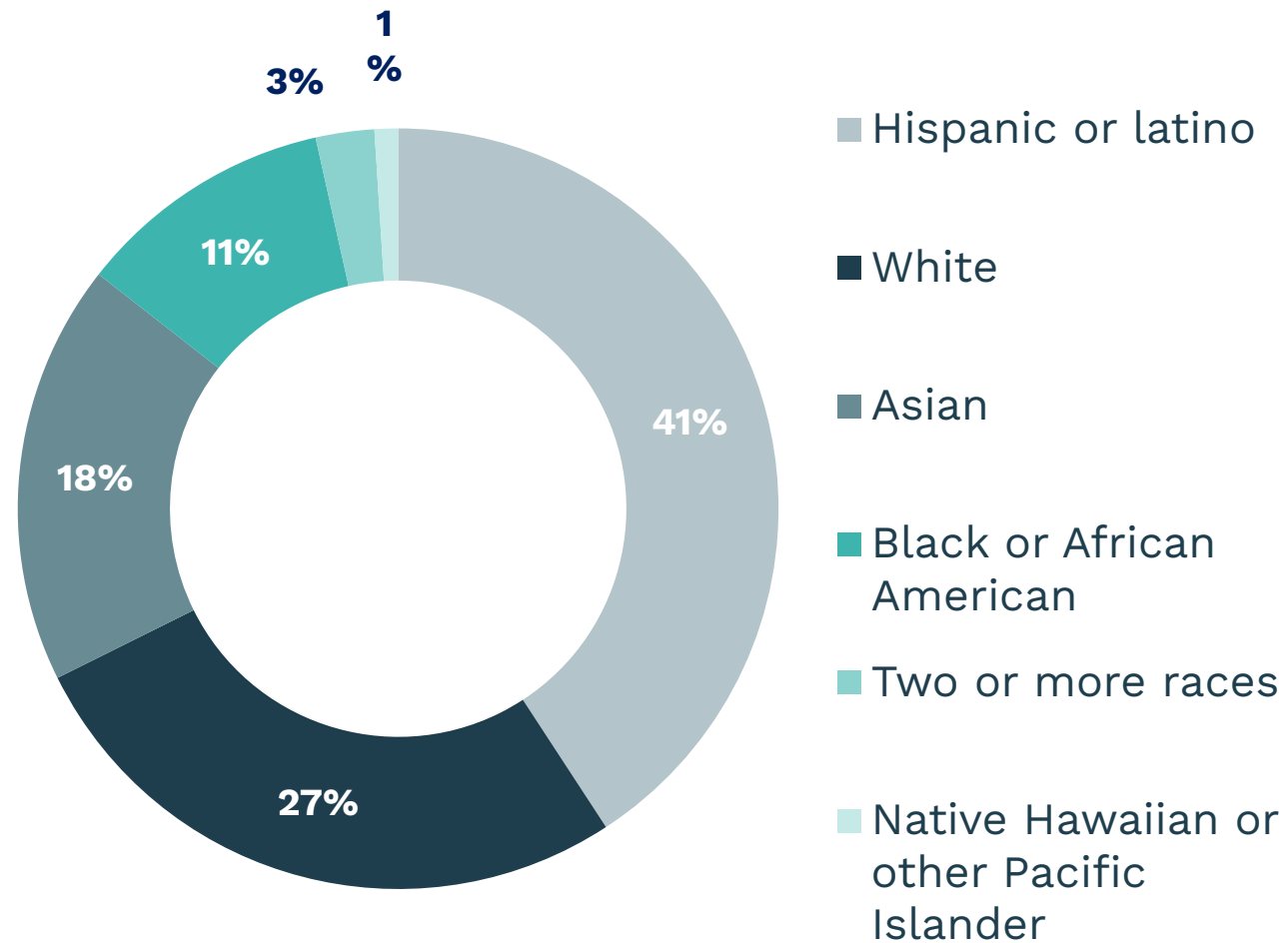
## **HHAs as a feeder position for other healthcare careers?**

The top positions HHAs transition into are Social and Human Service Assistants, RNs, and Nursing Assistants.

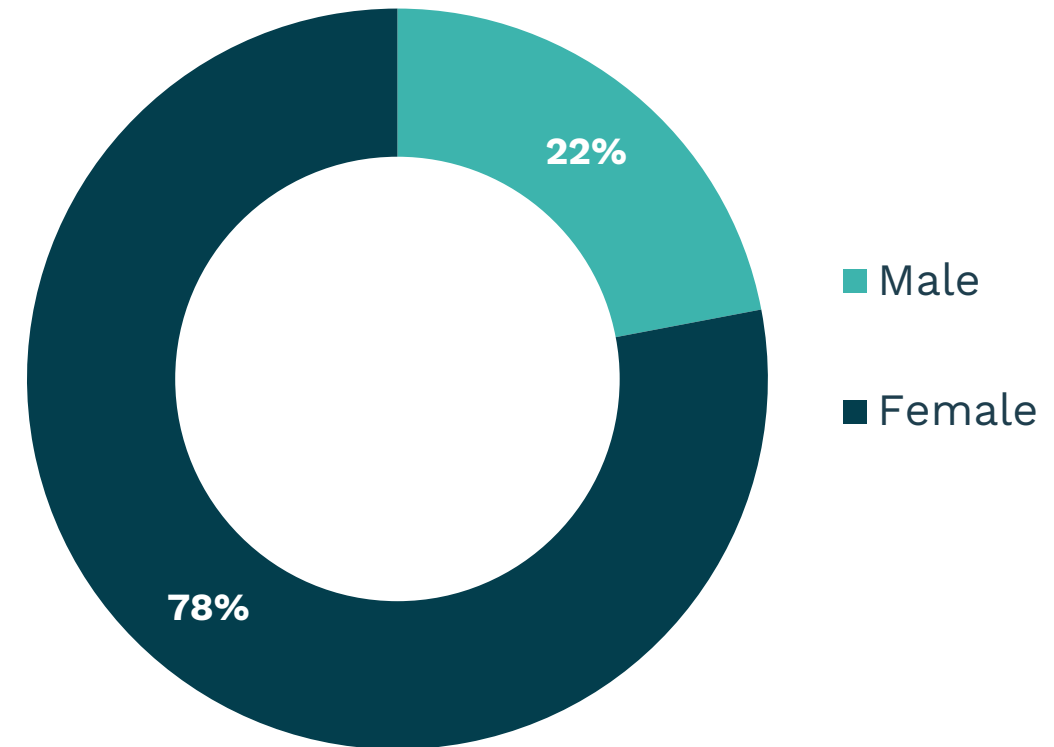


# Home Health Aide demographics

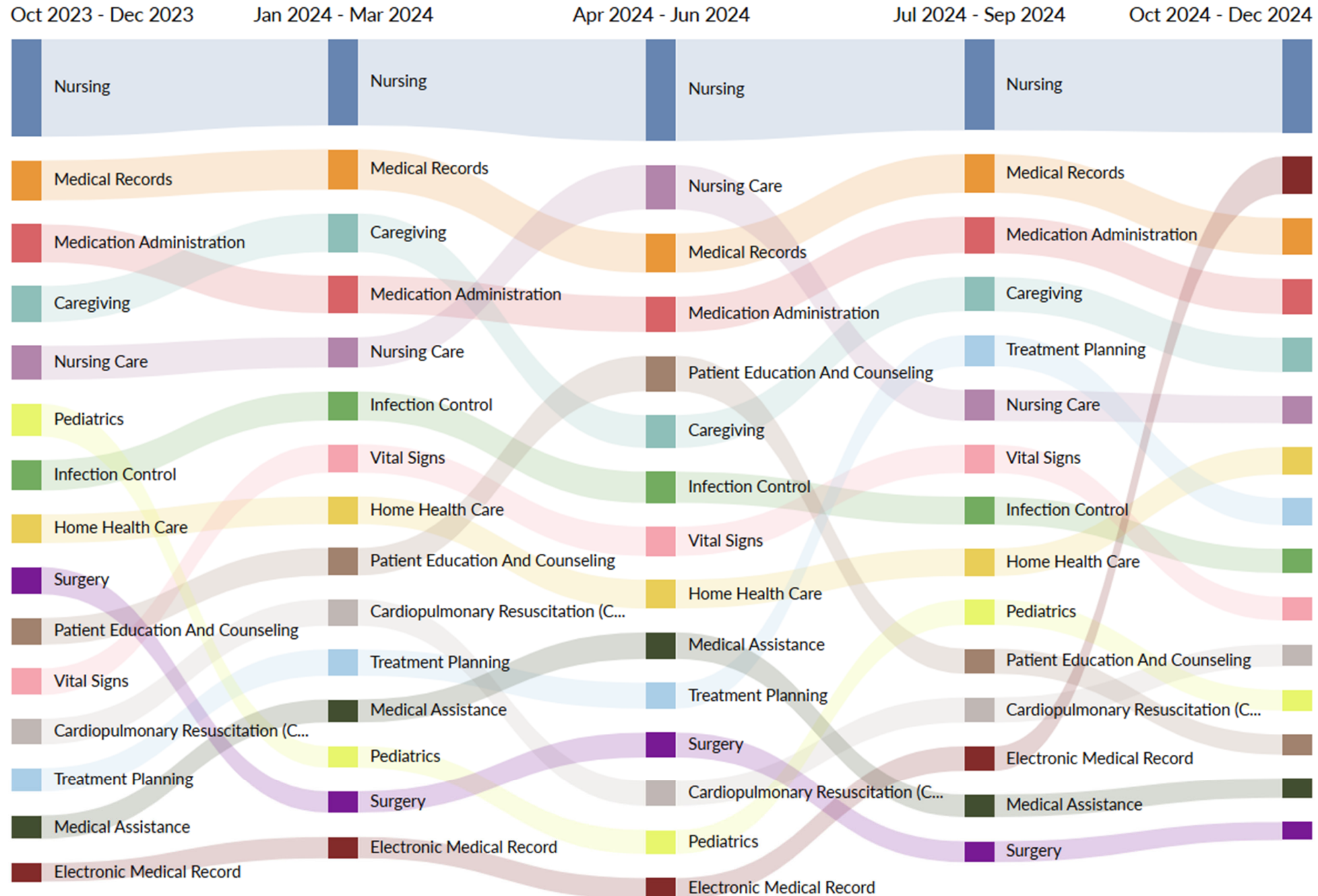
### Jobs by race



### Jobs by gender



# Top desired employability skills in Healthcare



# Healthcare pathways: Talent pipeline barriers

# Clinical hours

- Training programs are limited in how many students they want to take on due to **limited clinical placement availability**.
  - **Preexisting relationships** often determine clinical placement outcomes.
  - **Inconsistency** between hospitals on the process for clinical training placement.
  - Even with clinical placements scheduled, **last minute changes in availability** can impact placements.
  - Some students are tasked with finding their own clinical placements.
- There are **limited preceptors to oversee clinical training**, and they are often at or past capacity or short staffed. Travel Nurses cannot oversee clinical training.
- It is **difficult to fill Educator roles** at schools because of the low wages and strict requirements.

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