

Medical Assistant

Five Year Trend

Five Year Enrollment Change	30.8%		FY 2008 FTEs	70.04
Five Year FTEs Change	34.4%		FY 2009 FTEs	76.50
Five Year Graduate Change	88.2%		FY 2010 FTEs	64.34
FY 2007 Enrollee	104		FY 2011 FTEs	58.50
FY 2008 Enrollee	139		FY 2007 Graduate	17
FY 2009 Enrollee	170		FY 2008 Graduate	37
FY 2010 Enrollee	142		FY 2009 Graduate	36
FY 2011 Enrollee	136		FY 2010 Graduate	31
FY 2007 FTEs	43.53		FY 2011 Graduate	32

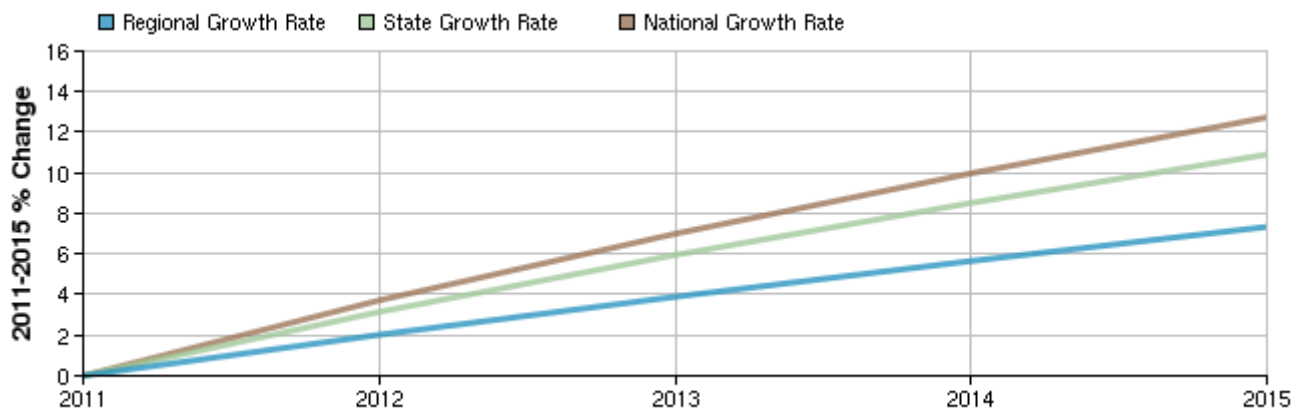
Selected Occupations

Occupation	Education Level
Medical assistants (SOC 31-9092)	Moderate-term on-the-job training

Executive Summary

Basic Information	
2011 Occupational Jobs	436
2015 Occupational Jobs	468
Total Change	32
Total % Change	7.34%
Openings	53
2011 Median Hourly Earnings	\$14.15

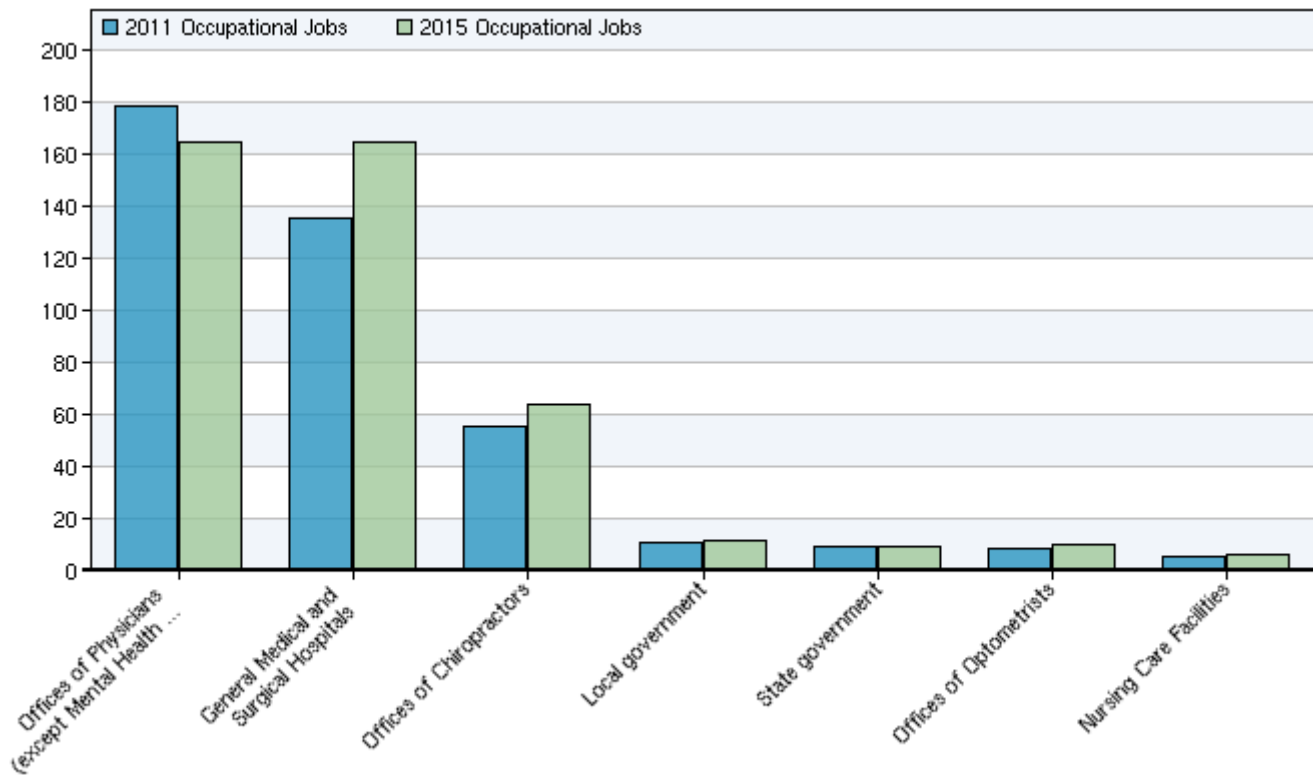
Occupational Change Summary



Region	2011 Jobs	2015 Jobs	Change	% Change	Openings	2011 Median Hourly Earnings
Regional Total	436	468	32	7%	53	\$14.15
State Total	10,043	11,138	1,095	11%	1,557	\$14.58
National Total	517,855	583,793	65,938	13%	89,370	\$14.23

Source: EMSI Complete Employment - 2011.3

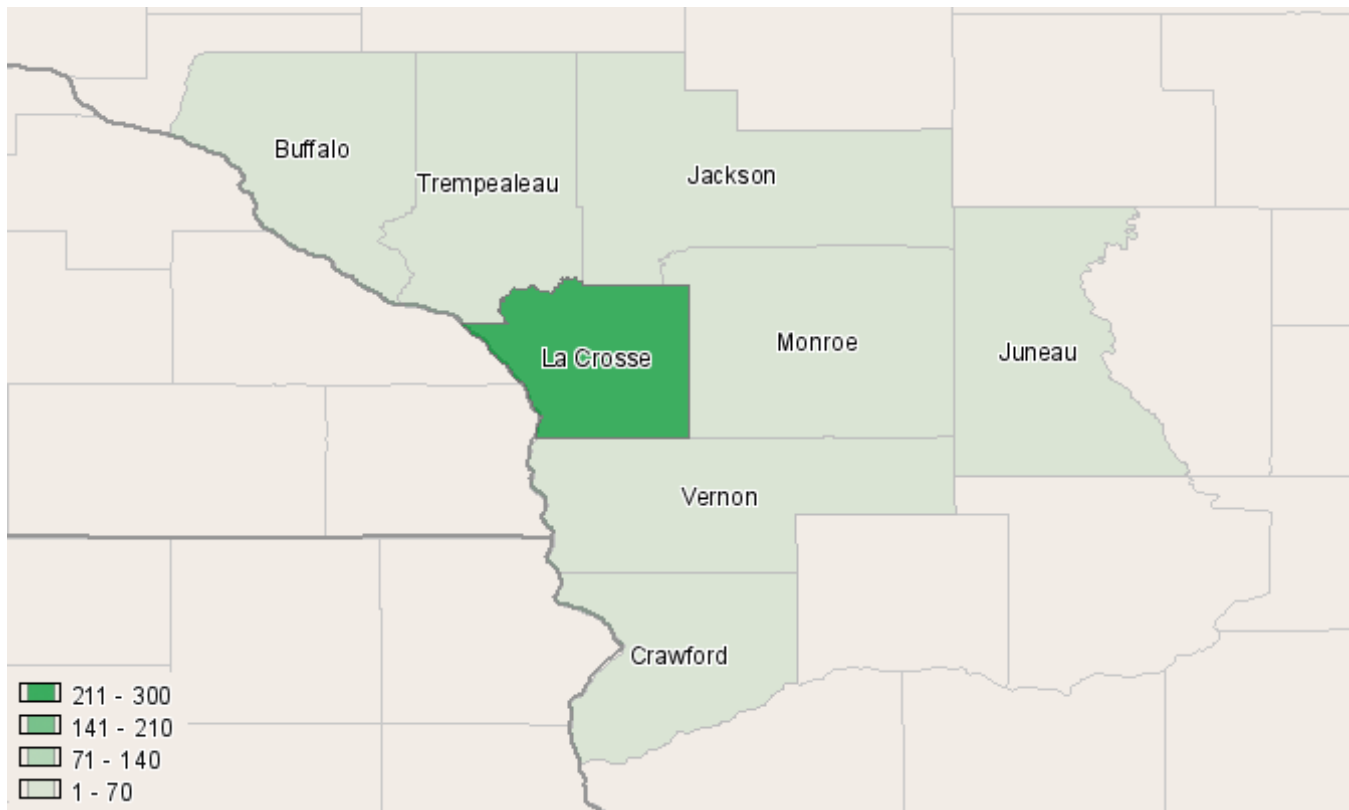
Top Industries for Selected Occupation



NAICS Code	Name	2011 Jobs	2015 Jobs	Change	% Change
621111	Offices of Physicians (except Mental Health Specialists)	178	165	-13	-7%
622110	General Medical and Surgical Hospitals	135	165	30	22%
621310	Offices of Chiropractors	55	64	9	16%
930000	Local government	11	12	1	9%
920000	State government	<10	<10	--	--
621320	Offices of Optometrists	<10	<10	--	--
623110	Nursing Care Facilities	<10	<10	--	--

Source: EMSI Complete Employment - 2011.3

Occupation Distribution



County	2011 Jobs
La Crosse, WI (55063)	261
Monroe, WI (55081)	44
Vernon, WI (55123)	32
Trempealeau, WI (55121)	29
Jackson, WI (55053)	22
Juneau, WI (55057)	22
Crawford, WI (55023)	22
Buffalo, WI (55011)	<10

Source: EMSI Complete Employment - 2011.3

Three Year Graduate Employers

Medical Assistant

2007-2008

Graduates	38
Graduates Responding	24
Employed in Related Occupations	13
Employed in Non-Related Occupations	5
Seeking Employment	5
Not in Labor Market	1

Medical Assistant	Gundersen Lutheran, Onalaska, WI (4)
Medical Assistant	Franciscan Skemp Healthcare, La Crosse, WI (3)
Medical Assistant	New Lisbon Community Clinic, New Lisbon, WI
Medical Assistant	Allergy Associates, La Crosse, WI
Phlebotomist	Franciscan Skemp Healthcare, La Crosse, WI
Medical Assistant	Franciscan Skemp Healthcare, Sparta, WI
Medical Assistant	Gundersen Lutheran, La Crosse, WI (2)

2008-2009

Graduates	38
Graduates Responding	31
Employed in Related Occupations	25
Employed in Non-Related Occupations	4
Seeking Employment	2
Not in Labor Market	2

Certified Medical Assistant	UW-Madison, Madison, WI
CNA	Norseland Nursing Home, Westby, WI
Health Education Assistant	Vernon Memorial Healthcare, Viroqua, WI
Lab Assistant	Winona Health, Winona, MN (2)
MA	Gundersen Lutheran, Onalaska, WI
Medical Assistant	A Touch of Home Inc., Tomah, WI
Medical Assistant	Advanced Cardiac Specialists
Medical Assistant	Boscobel Area Healthcare, WI
Medical Assistant	Franciscan Skemp Healthcare, La Crosse, WI (2)
Medical Assistant	Gundersen Lutheran, La Crosse, WI (3)
Medical Assistant	Gundersen Lutheran, Viroqua, WI
Medical Assistant	Gundersen Lutheran, Whitehall, WI
Medical Assistant	Ho-Chunk Nation, Black River Falls, WI
Medical Assistant	Krohn Medical Center, Black River Falls, WI
Medical Assistant	Scenic Bluffs, Cashton, WI
Medical Assistant	UW Health Clinic, Sun Prairie, WI
Medical Assistant	UW-La Crosse, La Crosse, WI
Medical Provider Trainer	Logistics Health, Inc., La Crosse, WI
Medical Service Coordinator	Logistics Health, Inc., La Crosse, WI
	4

Record Review Specialist
Support Staff Technician

Logistics Health, Inc., La Crosse, WI
Gundersen Lutheran, La Crosse, WI

2009-2010

Graduates	31
Graduates Responding	22
Employed in Related Occupations	17
Employed in Non-Related Occupations	2
Seeking Employment	2
Not in Labor Market	0
Continuing Education	1

Certified Medical Assistant	Dean Health System, Madison, WI
Certified Medical Assistant	Ho Chunk Nation, Black River Falls, WI
Certified Medical Assistant	Integrative Health Care, Winona, MN
CNA	Mile Bluff Clinic, Mauston, WI
CNA	Norseland Nursing Home, Westby, WI
Medical Assistant	Allergy Associates of La Crosse, Onalaska, WI
Medical Assistant	Franciscan Skemp Hospital, La Crosse, WI (2)
Medical Assistant	Gundersen Lutheran, La Crosse, WI (5)
Medical Assistant	Gundersen Lutheran, Onalaska, WI
Medical Assistant	Gundersen Lutheran, Sparta, WI
Medical Assistant	Gundersen Lutheran, Whitehall, WI
Medical Assistant	Touch of Home, Tomah, WI

Region Information

Region: Western Technical College District

Description: Western District Counties

County Areas: Buffalo, Wisconsin (55011), Crawford, Wisconsin (55023), Jackson, Wisconsin (55053), Juneau, Wisconsin (55057), La Crosse, Wisconsin (55063), Monroe, Wisconsin (55081), Trempealeau, Wisconsin (55121), Vernon, Wisconsin (55123)

Data Sources and Calculations

Industry Data

In order to capture a complete picture of industry employment, EMSI basically combines covered employment data from Quarterly Census of Employment and Wages (QCEW) produced by the Department of Labor with total employment data in Regional Economic Information System (REIS) published by the Bureau of Economic Analysis (BEA), augmented with County Business Patterns (CBP) and Non-employer Statistics (NES) published by the U.S. Census Bureau. Projections are based on the latest available EMSI industry data, 15-year past local trends in each industry, growth rates in statewide and (where available) sub-state area industry projections published by individual state agencies, and (in part) growth rates in national projections from the Bureau of Labor Statistics.

Occupational Data

Organizing regional employment information by occupation provides a workforce-oriented view of the regional economy. EMSI's occupation data are based on EMSI's industry data and regional staffing patterns taken from the Occupational Employment Statistics program (U.S. Bureau of Labor Statistics). Wage information is partially derived from the American Community Survey. The occupation-to-program (SOC-to-CIP) crosswalk is based on one from the U.S. Department of Education, with customizations by EMSI.

State Data Sources

This report uses state data from the following agencies:

- Wisconsin Department of Workforce Development
- Bureau of Workforce Information