

A Growing Jobs Sector: Health Informatics

As the economy slowly emerges from the Great Recession, bright spots in the labor market have been few and far between. However, there is one **job category that has seen significant growth, yet has gone largely unnoticed in national job reports: health care informatics**. This emerging sector of the economy has often been overlooked due to a lack of occupational data about this evolving field – until now.

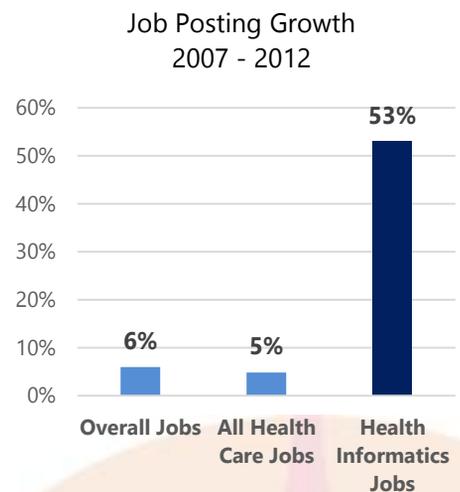
Using data mined from online job postings, Burning Glass, a technology leader in labor market analytics, in partnership with the Education Advisory Board, a membership-based research company serving senior academic and business leaders at more than 450 colleges and universities, has undertaken the first-ever examination of emerging jobs in health informatics and the factors propelling the field’s rapid job growth. This examination reveals a host of new opportunities for education providers to meet the rising demand for qualified candidates in health informatics – and for individuals looking to advance their careers in a labor market still struggling to recover from the deepest recession in recent history.

Health care informatics comprise a range of positions involved with the collection, handling, and processing of clinical information for a variety of purposes, from billing to medical quality assurance. It is a category that has become increasingly integrated into the management of clinical care, and significantly differentiated in terms of skills, responsibilities, and educational requirements – important changes for educators and job seekers that are not captured by official employment statistics. These trends are likely to continue, making health care informatics a job category to watch in the larger health care field.

As measured by online job postings, hiring demand in 2012 experienced a modest recovery, with total job listings up 6% and health care postings overall up 5% compared to 2007. **In contrast, postings for health care informatics jobs took off, jumping 53% in that five-year period.** Health care informatics jobs now constitute the 9th largest share of health care occupation postings, and that share is likely to continue to grow, given the trends and pressures shaping the health care industry today.

HEALTH INFORMATICS SECTOR AT-A-GLANCE

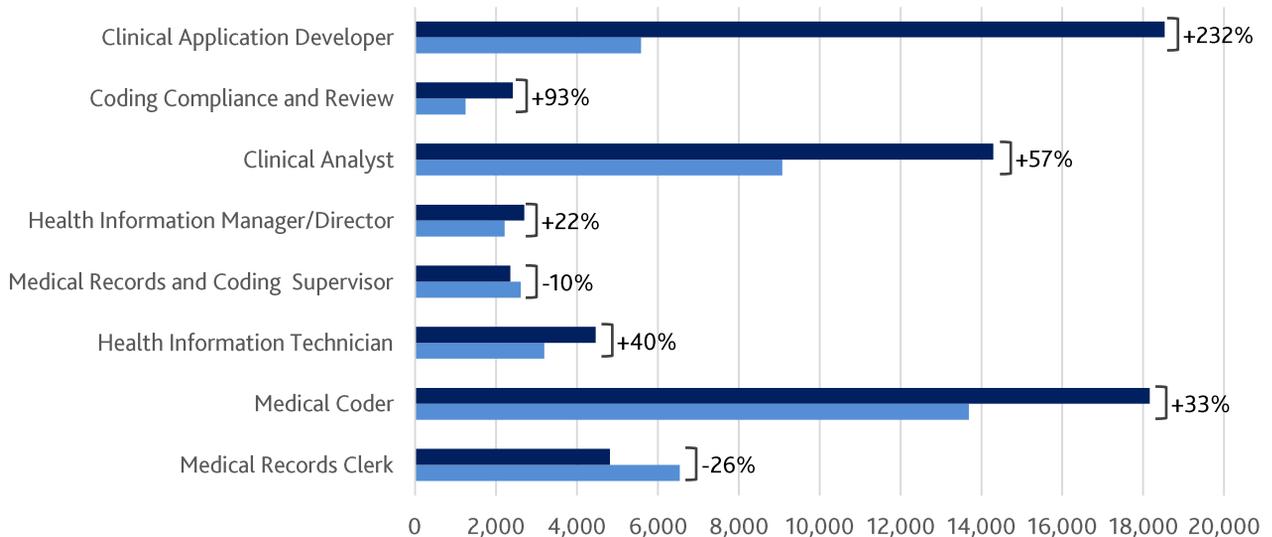
- > Since 2007, postings for **health informatics jobs have increased 10x faster than health care jobs overall.**



- > Health informatics jobs constitute the 9th largest share of health care occupation postings.
- > As with many other parts of the economy, **entry-level jobs have been upgraded** to higher skill - and in this case certificated - positions.
- > The health informatics sector offers substantial **opportunities for educators and training providers** who can offer IT training to health care professionals and clinical training to IT professionals.

THE CHANGING PROFILE OF HEALTH INFORMATICS JOBS

The profile of health informatics jobs is rapidly changing. As in many other parts of the economy, the entry level positions have been upgraded and the high-growth jobs require increasing levels of specialized expertise.



- > Medical records clerks, the lowest skilled health informatics jobs, have declined while more specialized medical coder roles, which typically require a certification and specialized clinical knowledge, have increased.
- > Clinical expertise has become a requirement for higher-level health information management jobs. Nearly a third of clinical analyst postings specifically request a RN or background in nursing.
- > The big data revolution driving changes in so many fields has arrived in health care, evidenced in the explosive growth of clinical applications. This emerging field requires a workforce that has deep expertise both in IT and clinical care.

For more information or to request a copy of Burning Glass's full report on the emerging health informatics sector and to learn more about demand for certifications, career ladders, and opportunities for universities and training programs, please visit www.burning-glass.com or contact us at info@burning-glass.com or +1 (617) 227-4800.

Burning Glass's industry-leading solutions have analyzed millions of resumes and job openings in order to match people and jobs and map individual and workforce skills and skill gaps. By performing in-depth analyses of individual qualifications and the real-time jobs market, our unique platform delivers highly personalized job referrals, career path mapping, and actionable LMI. Burning Glass solutions have been selected by more than a dozen states as well as by numerous WIBs, educational institutions, global recruitment agencies, major employers, and job boards.