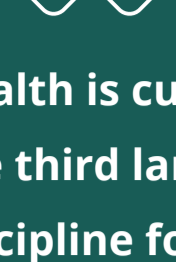


# Market Overview: Health

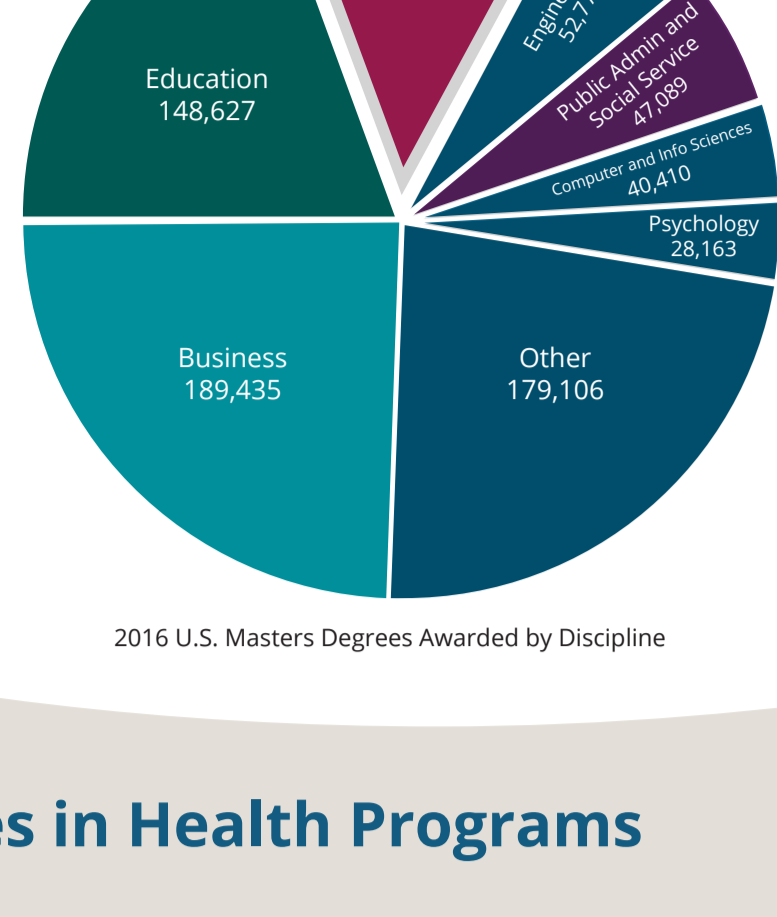


Key Trends • Takeaways • Programmatic Insights



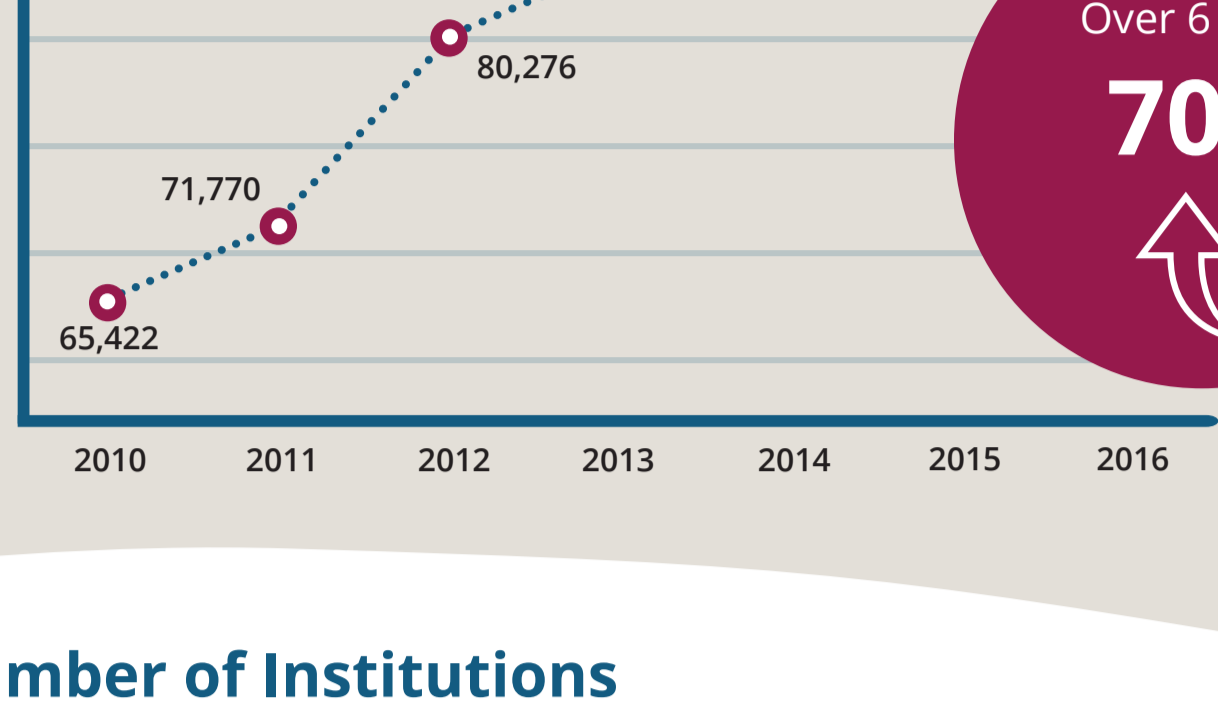
Health is currently the third largest discipline for graduate programs, and is on track to soon eclipse Education to become the second largest.

Healthcare spending accounted for almost 18 percent of the U.S. Gross Domestic Product in 2016.<sup>1</sup> Not surprisingly, graduate programs in the Health discipline are growing quickly in tandem with the expansion of the industry.



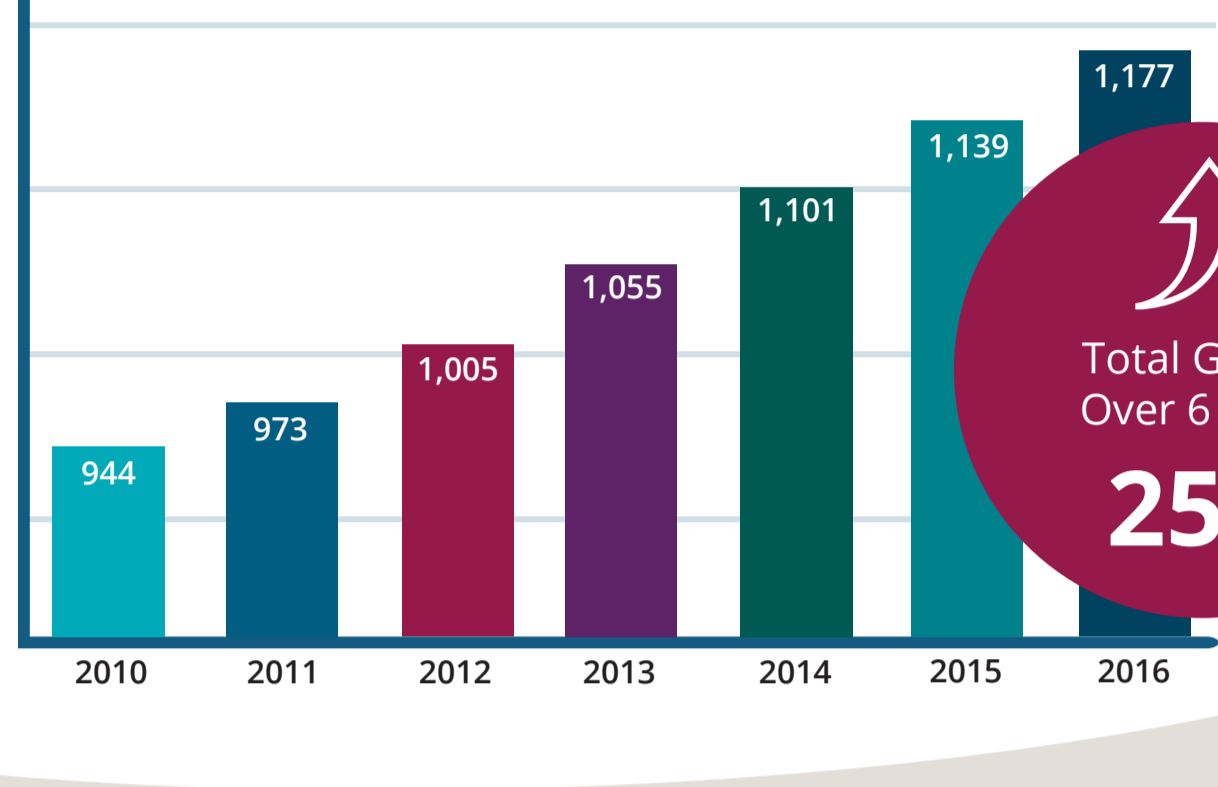
2016 U.S. Masters Degrees Awarded by Discipline

## Number of Graduates in Health Programs from 2010-2016



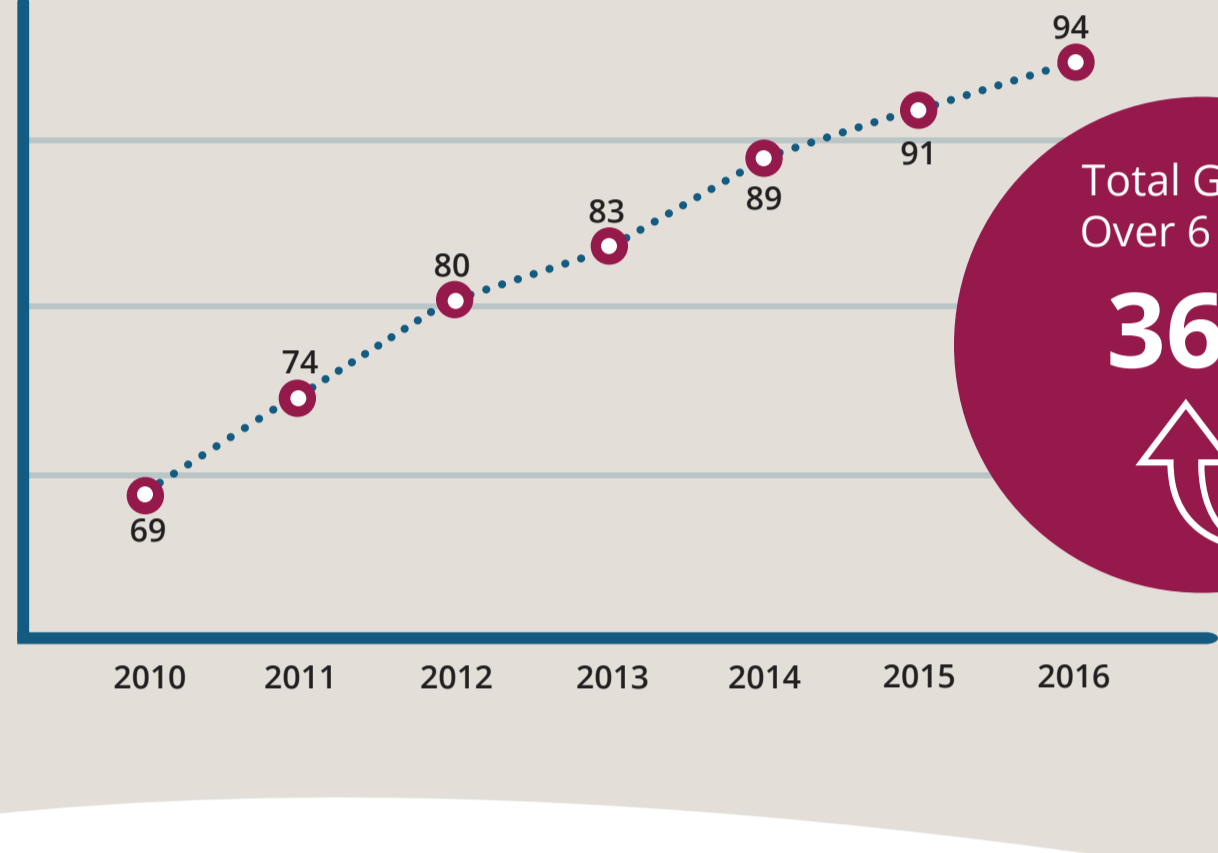
Total Growth Over 6 Years: **70%**

## Number of Institutions Reporting Graduates in Health Programs from 2010-2016



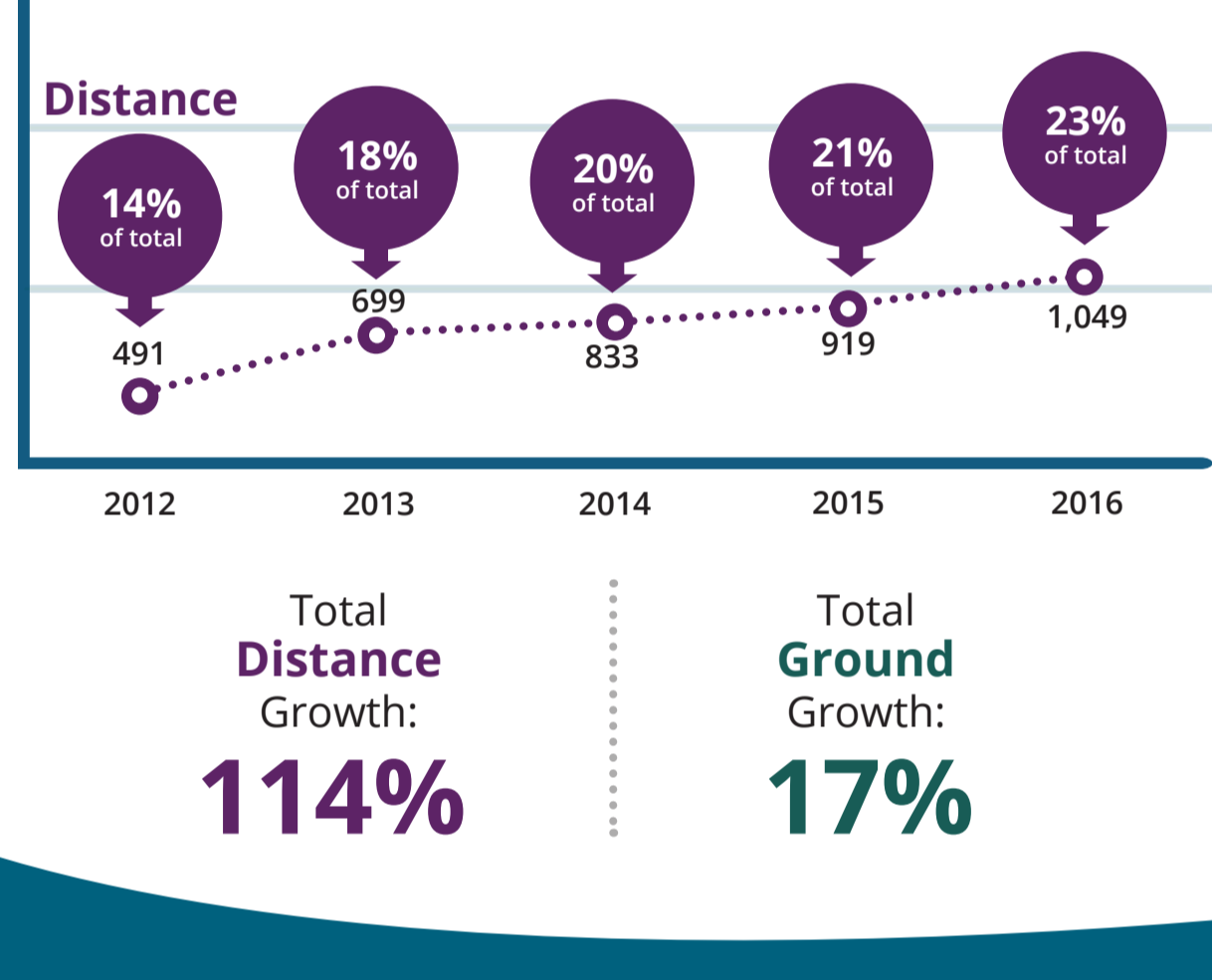
Total Growth Over 6 Years: **25%**

## Average Students Per Institution from 2010-2016



Total Growth Over 6 Years: **36%**

## Program Growth: Distance vs. Ground



Total Distance Growth: **114%**

Total Ground Growth: **17%**

## Key Takeaways

The discipline is growing at a dramatic rate: **9%** per year

Competition is also growing, at **4% per year**, but not as quickly as growth in programs

**23%** of health programs are online

## Program Area Insights

**Doctor of Nursing Practice programs** are still an emerging opportunity

**MSN-Nurse Practitioner (especially Family Nurse Practitioner)** are the most desirable programs, followed by specializations in Administration.

**Healthcare Management** is still a safe option, but the market is getting crowded.

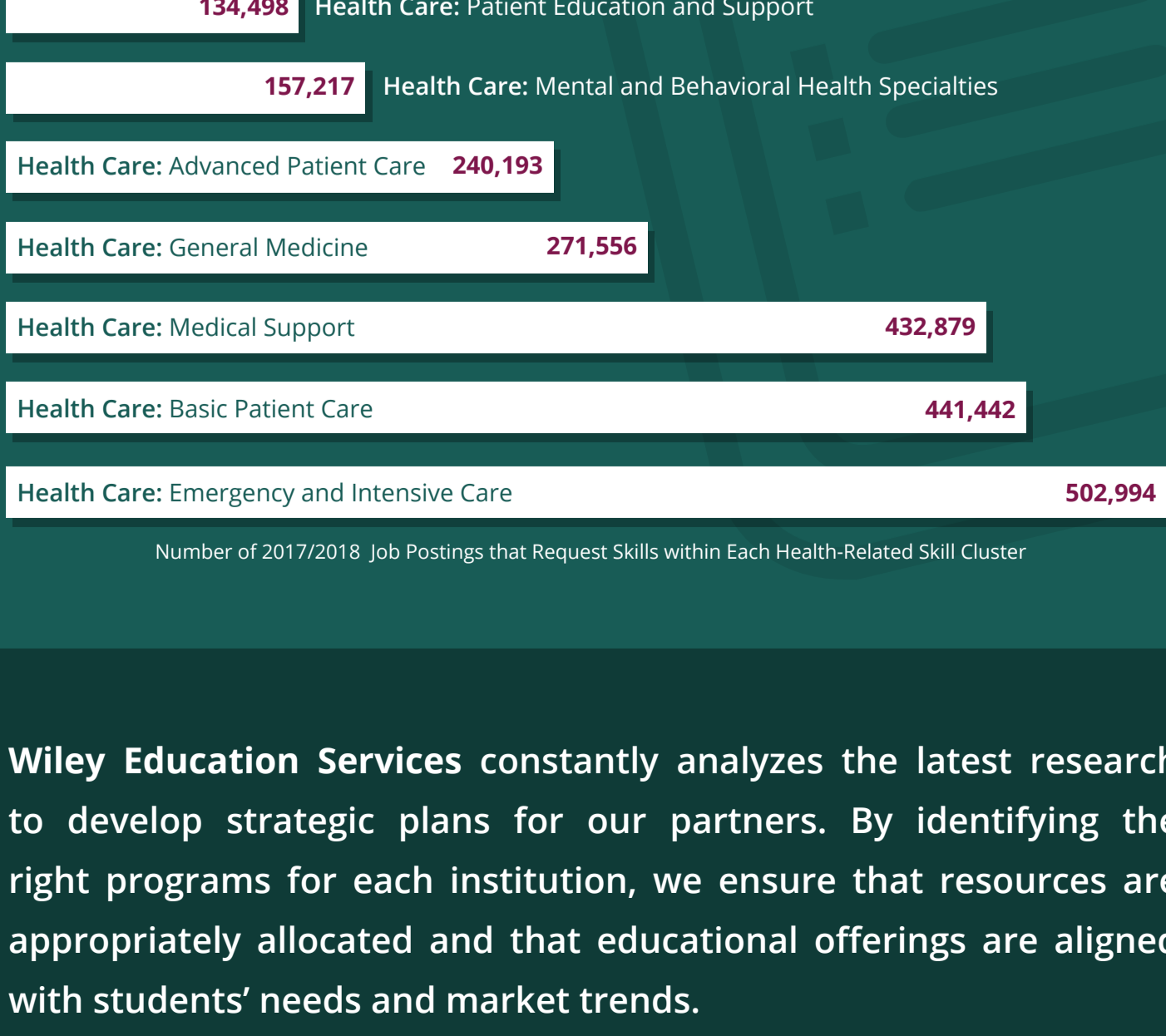
**RN-BSNs** are a challenging market. The most successful programs are fast and inexpensive.

**Public Health** offers solid opportunities, and there may be a market for programs that are not CEPH-accredited.

**Mental Health Counseling and Physician's Assistant** are emerging opportunities, but face some challenges.

## Top 10 Skills Employers Want in Job Candidates

Make sure the types of Health programs you are offering align with the top skills and abilities employers in the field are seeking today:<sup>2</sup>



Number of 2017/2018 Job Postings that Request Skills within Each Health-Related Skill Cluster

<sup>1</sup>The Integrated Postsecondary Education Data System (IPEDS)  
<sup>2</sup>May 2017 - April 2018. Labor Insight Jobs (Burning Glass Technologies)