



OAKLAND
COMMUNITY
COLLEGE

**Oakland Community College
Medical Assisting (MDA) Competitor Analysis
Final Report**

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January 2002

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Executive Summary

Overview

In order to enhance marketing efforts for Oakland Community College's medical assisting program, the program marketing team would like to gain a better understanding of the competitors to OCC's medical assisting program. This report evaluates each of the colleges and schools based upon the four P's of marketing:

- *Product:* Courses, services, and other key benefits offered to students
- *Place:* Where students attend courses, including online and satellite campuses
- *Price:* The cost of attending the program
- *Promotion:* How does the institution inform students of what it has to offer

Methods

The information in this report was gathered via the following:

- College/school brochures and catalogs
- College websites
- Visiting admissions officers and/or counselors on site. Two research analysts, posing as potential students, visited the schools to speak with counselors about the program. During their visit, they collected catalogs, brochures, and other materials pertaining to the medical assisting program. These visits took place between November 2001 and January 2002.
- A list of new radio and television commercials that aired during the past year (source: Video Monitoring Services).
- A survey was conducted among health professionals responsible for hiring medical assistants in hospitals, clinics, and private practices within Oakland County. The purpose of the survey was to gather information regarding the labor market for medical assistants, as well as determine their awareness and perceptions of various schools that offer medical assisting training. Select results from the study appear in this report; additional information appears in a separate report, the Labor Market Analysis.

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Key Findings

- OCC's top competitors may be the career schools rather than other community colleges. Specifically, Carnegie Institute and Ross Medical Education Center seem to be OCC's top competitors.
 - Twenty-two percent of employers surveyed ranked Carnegie among the highest quality medical assisting programs, followed by OCC (18%) and Ross Medical (10%).
 - Of those surveyed, 32% said that they employ graduates from Carnegie. Twenty-one percent hired medical assisting graduates from OCC and 18% hired from Ross.
- Among Oakland County employers, there was greater awareness of schools whose medical assisting programs are accredited by CAAHEP (Commission on Accreditation of Allied Health Education Programs) or ABHES (Accrediting Bureau of Health Education Schools). These schools were also more likely to be listed among the institutions that had the highest quality programs.
 - When visiting these schools as a prospective student, CAAHEP-accredited schools also tended to exhibit a greater level of professionalism.
- Surprisingly, 27% of employers interviewed were not aware of (or were indifferent to) which institutions offer medical assistant courses. More than half (55%) of employers did not know or were indifferent to which institutions had the highest quality programs. And 42% of employers did not know from which programs their students graduated.
- Many of the issues facing the medical assisting field could be impacted by the training provided by the institutions. Per the employers surveyed, the top issues related to medical assisting include interpersonal skills of the medical assistants (32.4%) and proper training (29.6%).
- Salary issues could adversely affect the marketing efforts for the medical assisting program. Ten percent of employers cited salary as an issue for the medical assisting field. Furthermore, a counseling session with an OCC counselor and OCC's "In-Focus" magazine both indicate that the starting salary for a medical assistant with an associate degree is \$20,748, while the starting salary for a graduate with an associate degree in nursing ranges from \$32,155 – \$50,926.

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Key Findings continued

- Oakland Community College and Macomb Community College are the only local schools that offer both a certificate program and associate degree program for medical assisting. Baker and Davenport only offer associate degree programs. Schoolcraft, Henry Ford, and the career schools only offer certificate programs.
- The private career schools tend to be more expensive than the community colleges. However, conversations with counselors and review of school materials reveal that career schools place much more emphasis on the fact that they offer financial aid than do community colleges and 4-year colleges. This may be effective in diverting students' attention from the cost of the program.
- In general, the career schools tend to be more assertive than the community colleges and 4-year institutions. A couple of the career schools tried to collect a great deal of information about potential students via forms given to walk-ins. They often tried to 'sell' the program, and were more likely to try to get students to enroll on the spot.
- Some of the institutions refer to their programs as medical assisting programs, while others call them medical assistant programs. However, the contents of these programs are basically the same.

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Competitor Organizations

A total of twelve competitors were identified. These schools offer medical assisting training programs within the same geographic region as OCC, primarily in Oakland County and other counties bordering Oakland County. These institutions include career schools, community colleges, and four-year institutions. It should be noted that although Baker College and Davenport are four-year colleges, their medical assistant programs are two-year programs.

Community Colleges

Henry Ford Community College
Macomb County Community College
Schoolcraft College

Four-year Institution

Baker College
Davenport University

Career Schools

Carnegie Institute
Detroit Business Institute
Dorsey Business School
Lawton School
Metro Technical Institute
National Institute of Technology
Ross Medical Education Center

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Employer Awareness and Perceptions of Medical Assisting Programs

A total of 111 employers from Oakland County hospitals, clinics, and private practices completed a telephone survey regarding the medical assisting field. The surveys were conducted among office managers and human resource staff members that were responsible for hiring medical assistants. During the course of the survey, employers were asked which colleges and institutions offer medical assisting courses. In addition, they were asked which schools had the highest quality medical assisting programs and why. They were also asked from which schools their medical assistants graduated and were asked about trends in the medical assisting field.

Top of Mind Awareness

Local colleges/institutions offering medical assisting courses	
Top of Mind Awareness (First Mention)	
(n=111 respondents)	
	<u>%</u>
Oakland Community College*	23.4%
Carnegie Institute*	19.8%
Ross Medical **	10.8%
Other	6.3%
National Institute of Technology*	3.6%
Baker College*	2.7%
Macomb Community College*	2.7%
Schoolcraft College*	1.8%
Detroit Business Institute	0.9%
Lawton School	0.9%
<u>Don't Know / Indifferent</u>	<u>27.0%</u>
Total	99.9%

*Accredited by CAAHEP (Commission on Accreditation of Allied Health Education Programs).

** Accredited by ABHES (Accrediting Bureau of Health Education Schools)

- When asked which local colleges and institutions offer medical assisting courses, 23.4% mentioned Oakland Community College first. Carnegie Institute was second, with a top-of-mind awareness of 19.8%.
- Twenty-seven percent of respondents did not know which institutions offer medical assisting programs.

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Total Unaided Awareness

Local colleges/institutions offering medical assisting courses	
Total Unaided Awareness (All Mentions)	
(n=111 respondents)	
	<u>%</u>
Oakland Community College*	36.9%
Ross Medical **	32.4%
Carnegie Institute*	31.5%
Other	18.0%
Macomb Community College*	11.7%
Baker College*	10.8%
National Institute of Technology*	9.0%
Dorsey Business Institute	4.5%
Schoolcraft College*	3.6%
Detroit Business Institute	1.8%
Lawton School	1.8%
Don't Know / Indifferent	27.0%

*Accredited by CAAHEP (Commission on Accreditation of Allied Health Education Programs).

** Accredited by ABHES (Accrediting Bureau of Health Education Schools)

- When asked which colleges and institutions offered medical assistant courses, roughly 37% of respondents mentioned Oakland Community College. Ross Medical and Carnegie Institute followed, each with roughly 32% of employers mentioning their programs.
- Total unaided awareness of OCC's medical assisting program was higher than the unaided awareness of Macomb Community College, Schoolcraft College, and Baker College combined.
- None of the employers mentioned Henry Ford Community College, Davenport University, or Metro Technical Institute among the institutions that offer medical assisting courses.
- Examination of awareness for 'other' institutions revealed that 3.6% of respondents were aware that Adult Community Education offers medical assisting programs.

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Highest Quality Programs

**Which local colleges/institutions have the highest quality
medical assisting programs?**

First Mention

(n=109 respondents)

	<u>%</u>
Carnegie Institute*	17.4%
Oakland Community College*	13.8%
Other	4.6%
Ross Medical**	2.8%
Baker College*	1.8%
Detroit Business Institute	0.9%
Dorsey Business Institute	0.9%
Lawton School	0.9%
Macomb Community College*	0.9%
National Institute of Technology*	0.9%
Don't know / Indifferent	55.0%

*Accredited by CAAHEP (Commission on Accreditation of Allied Health Education Programs).

** Accredited by ABHES (Accrediting Bureau of Health Education Schools)

- When asked which local colleges and institutions have the highest quality medical assistant programs, 17.4% mentioned Carnegie Institute first and 13.8% mentioned Oakland Community College first.
- More than half of the respondents asked did not know or were indifferent to which institutions offered the highest quality medical assisting programs.

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Highest Quality Programs continued

Which local colleges/institutions have the highest quality medical assisting programs?	
Total Mentions (n=109 respondents)	
	<u>%</u>
Carnegie Institute*	22.0%
Oakland Community College*	18.3%
Ross Medical**	10.1%
Other	5.5%
Macomb Community College*	3.7%
Baker College*	1.8%
Detroit Business Institute	0.9%
Dorsey Business Institute	0.9%
Lawton School	0.9%
National Institute of Technology*	0.9%
Don't know / Indifferent	55.0%

*Accredited by CAAHEP (Commission on Accreditation of Allied Health Education Programs).

** Accredited by ABHES (Accrediting Bureau of Health Education Schools)

- Twenty-two percent of respondents felt that Carnegie Institute was among the schools with the highest quality medical assistant program. OCC was second, with 18% citing it among the highest quality programs.
- Examination of the 'other' institutions listed reveals that 1.8% of respondents ranked Adult Community Education ranked among the top institutions in quality.

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Highest Quality Programs continued

Why do these schools have the highest quality education? (n=41 respondents)	
	<u>%</u>
good program	61.0%
hands-on training	12.2%
good reputation	9.8%
good instructors	9.8%
extensive clinical training	7.3%
using same school for years	4.9%
school specializes	4.9%
most who apply come from there	4.9%
good facility	4.9%
best MA come from (school)	4.9%
only program aware of	2.4%
is a community college	2.4%
accredited	2.4%

- When asked why these schools had the highest quality education, 61% of those responding said that the schools had a 'good program.' A total of 19.5% cited hands-on training or extensive clinical training as contributing to the quality of the programs.

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Highest Quality Programs continued

Why do these schools have the highest quality programs?			
	<u>OCC</u>	<u>Carnegie</u>	<u>Ross</u>
<i>Base: Number Citing School as having Highest Quality Program</i>	15	20	9
good program	53.3%	70.0%	55.6%
hands-on training	20.0%	10.0%	22.2%
good reputation	20.0%		
don't know	6.7%		22.2%
school specializes	6.7%		
accredited	6.7%		
only program aware of	6.7%		
good facility	6.7%		
extensive clinical training		10.0%	22.2%
using same school for years		10.0%	
good instructors		10.0%	
best MA's come from (school)		10.0%	
most who apply come from there		5.0%	

Please note that due to extremely low sample sizes, none of the differences are statistically significant.

- Most respondents who cited OCC as a high quality program merely said that it was a 'good program.' Perhaps a qualitative study could provide additional information as to what attributes make it a 'good program.'

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Schools From Which Their Medical Assistants Have Graduated

From which Colleges/Institutions have your Medical Assistants graduated?	
Total Mentions (n=110 respondents)	
	%
Carnegie Institute*	31.8%
Oakland Community College*	20.9%
Ross Medical**	18.2%
Other	16.4%
Macomb Community College*	7.3%
National Institute of Technology*	7.3%
Baker College*	6.4%
Dorsey Business Institute	3.6%
Detroit Business Institute	0.9%
Lawton School	0.9%
Schoolcraft*	0.0%
Don't know / Indifferent	41.8%

*Accredited by CAAHEP (Commission on Accreditation of Allied Health Education Programs).

** Accredited by ABHES (Accrediting Bureau of Health Education Schools)

- Of those surveyed, nearly 42% did not know from which programs their medical assistants graduated.
- Thirty-two percent of respondents employed medical assistants from the Carnegie Institute and 21% hired medical assistants from Oakland Community College.

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Current Trends and Issues Related to Medical Assisting Field

**What are some of the most important trends and issues related to
Medical Assisting?**

(n=71)

Interpersonal Skills	32.4%
Proper Training for Medical Assistants	29.6%
Salary Issues	12.7%
Growing Demand for Medical Assistants	12.7%
Technological Skills	9.9%
Changes in the Medical Assisting Field	9.9%
Other	7.0%
Mandatory Certification	5.6%
Keeping Abreast of New Procedures	2.8%
Diversity	1.4%
Education for Medical Assistants Improving	1.4%
Job Hopping (Turnover)	1.4%

- The top issues pertaining to the medical assisting field mentioned by employers can be influenced by the institutions from which students are graduating. Issues such as interpersonal skills, proper training, technological skills, and constant updates on new procedures can be addressed by training institutions.
- Nearly 13% of employers cited salary as an important issue relating to the medical assisting field.

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Product: Description of Competitive Medical Assisting Programs

Community Colleges and Four-Year Colleges

Oakland Community College

- Oakland Community College offers both a Certificate Program in Medical Assisting and an Associate in Applied Science Degree in Medical Assisting. The programs are accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP).
- The program prepares students for the national AAMA (American Association of Medical Assistants) certification exam, and it provides continuing education for employed medical assistants.
- Students may attend either on a part- or full-time basis. Classes are available during the day and in the evenings.
- Medical assisting courses are open to all students. However, new students are required to meet with the program coordinator before enrolling in medical assisting courses.
- There are 41 credit hours of required coursework to complete the certificate program. To obtain the extended degree, students must complete a minimum of 70 or more required credit hours.
- The program offers a 180-hour externship with a licensed health care practitioner. However, in order to be eligible for the extern site placement, students must complete the following:
 - 'C' grade or better in all currently required College and program courses
 - Current CPR card
 - Physical exam with appropriate immunizations

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Oakland Community College continued

- The major requirements for the medical assisting program are as follows:

MAJOR REQUIREMENTS			Credits
MDA	1050*	Medical Assisting - Administrative Procedures	3
MDA	1140*	Medical Assisting – Clinical Procedures I	3
MDA	1170*	Medical Assisting – Laboratory Procedures	3
MDA	1200*	Basic X-Ray and Spirometry	1
MDA	1250*	Phlebotomy	1
MDA	1350*	Medical Law and Ethics	3
MDA	1570*	Basic Electrocardiography	3
MDA	1461*	Medical Assisting Externship I	2
MDA	2010*	Medical Office Medications	3
MDA	2050*	Medical Office Assisting Adm. Procedures II	3
MDA	2380*	Medical Office Insurance Coding and Billing	4
MDA	2460*	Medical Assisting Externship II	4
MDA	2560	Medical Assisting Seminar	4
MED	1103*	Medical Terminology	3
REQUIRED SUPPORTIVE COURSES			Credits
ACC	1110	Fundamental Accounting	3
	<i>or</i>		
ACC	2510	Principles of Accounting I	4
BIO	1570	Microbiology of Health and Disease	3
BIO	1600	Human Structure and Function	3
	<i>or</i>		
BIO	1630	Human Anatomy and Physiology I	4
	<i>and</i>		
BIO	1640	Human Anatomy and Physiology II	4
ENG	1510	Composition I	3
BIS	2100*	Advanced Applications	1
BIS	2101*	Introduction to Word Processing	1
BIS	2102*	Word Processing Applications	1
BIS	2107*	Introduction to an Integrated Package	1
BIS	2108*	Integrated Package Applications	1
PSY	1510	Applied Psychology	3
	<i>or</i>		
PSY	2510	Introduction to Psychology	3
	<i>or</i>		
PSY	2630	Human Relations & Organizational Behavior	3
SPE	1290	Interpersonal Communication (or Speech Elective)	3
RECOMMENDED ELECTIVES			Credits
BIS	1010	Keyboard Skill Building	2
MDA	1580	Intermediate EKG and Arrhythmias	3
PER	2540	Medical First Responder/First Responder	4

* Courses required for a one-year certificate.

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Oakland Community College continued

In addition to the requirements listed above, students pursuing an Associate in Applied Science Degree must complete the General Education Distribution component. This includes coursework in Communication/English, Fine Arts/Humanities, Mathematics/Science, Social Science, Written Communication, and Physical Education as outlined in the course catalog.

- OCC has a Placement Services department to assist student in their search for part-time and full-time employment.
- Graduates from the program earn an average starting salary of \$20,748 per year.

Baker College

- Baker College offers an Associate of Applied Science in the Medical Assistant field. The program is accredited by the Commission on Allied Health Education Programs.
- Baker College has a 'right-to-try' admission policy. All students who have earned a high school diploma or GED certificate are admitted to the college. Students who have not earned a diploma or GED certificate may be admitted on the basis of results from the COMPASS Test to measure reading, writing, and numerical skills. Those not passing the test must take developmental courses.
- The undergraduate school year consists of four quarters. The fall, winter, and spring quarters are each ten weeks in length. The summer quarter consists of nine weeks. A total of 90 quarter hours are required to complete the program. The distribution of these quarter hours is as follows:

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Baker College continued

Course Number	Course Title	Quarter Hours
<i>MAJOR REQUIREMENTS – 57 HOURS</i>		
HSC161	Legal Concepts to Medical Practice	2
MED103	Medical Terminology	4
MED106	Asepsis	1
MED109	Physician's Office Coding	2
MED112	Medical Office Finances	2
MED116	Patient Assessment	2
MED185	Phlebotomy	2
MED186	EKG	2
MED203C	Physician's Office Billing	4
MED205D	Specialty Exams	4
MED207	Medical Office Procedures	4
MED208	Minor Office Surgery	2
MED218B	Administration of Medications	4
MED220C	Physician's Office Laboratory	4
MED241	Practice Management	4
MED291A	CMA Review	2
SCI100E	Basic Human Anatomy	4
SCI104	Introduction to Disease	4
WRK221	Medical Assistant Externship	4
<i>BUSINESS CONCENTRATION REQUIREMENTS – 8 HOURS</i>		
WPG122	Introduction to Document Processing	4
WRI115	Workplace Communication	4
<i>GENERAL EDUCATION REQUIREMENTS – 8 HOURS</i>		
ENG101	Composition I	4
ENG102	Composition II	4
INF112	Word Processing	2
INF113	Electronic Spreadsheets	2
MTH111	Introductory Algebra	4
PSY101	Human Relations	4
SPK201	Oral Communication	4
WRK291B	Professional Career Strategies	1

- On average there are about 20 students per class.
- The college meets with employers four times per year to determine how to modify their medical assistant program to best meet industry needs, and updates the program accordingly.

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Baker College continued

- Baker College offers placement assistance for their graduates. Between 1996 and 2000, the placement rate for all Baker graduates available for full-time employment has varied by campus, from 98% to 100%. Baker also offers lifetime employment services to their graduates seeking full-time positions.
- Baker offers Smart Degree Option for freshman students. This option enables students to take courses in their major fields of study early in the program and earn associate degrees. These students can then continue in the program and earn a bachelors degree in the last two years of the program. This program is designed to enable students to complete a significant portion of their bachelors' degrees, while finishing their associate degree. The program is also intended to provide "faster employment readiness." Students obtaining associate degrees in Baker's medical assistant program can continue their studies at Baker for two additional years to earn a Bachelor of Health Services Administration.
- Free tutors are available for students on all campuses. Both peer and professional tutoring are available.

Davenport University

- Davenport offers a Medical Assistant associate degree program that is accredited by Committee on Accreditation of Allied Health Education Programs (CAAHEP).
- The program prepares students to take the AAMA certification examination upon graduation to become a certified medical assistant.
- Davenport has consistently maintained a graduate employment rate of over 98%, according to the brochures about its medical assistant program.
- Davenport graduates are also eligible for two key benefits.
 - Lifetime Employment Assistance. Graduates can utilize this service at any of its 22 campuses located throughout Michigan and northern Indiana.
 - Lifetime Brush Up on Classes. With this program, graduates may return at no charge to any Davenport campus to brush up on any classes originally offered in their program. This benefit is offered based on space and class availability.

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Davenport University continued

- The requirements for medical assistant students are as follows:
 - High school diploma or GED
 - COMPASS test Reading Skills score of 81 or higher or completion of COM 107 with a grade of 'C' or better and/or a total score of 11.0 or higher on the Nelson Denny Reading test
 - COMPASS test Language Usage score of 78 or higher and a satisfactory writing sample or completion of COM 109 with a grade of 'C' or better.
 - COMPASS Numerical Skills sub test must be taken and MTH for Allied Health completed with a 'B-' or better
 - Complete a keyboarding test with a minimum score of 30 words per minute with 3 errors or less on a three-minute timed test and demonstrate the ability to produce a mailable letter OR completion of Keyboarding I with a 'C' or better grade.
 - Submit 2 letters of reference on the forms provided by Davenport University.
 - Physical Examination Form must be on file with the university before enrollment in any laboratory or clinical course.
 - A record of immunizations must be on file with the university before enrollment in any laboratory or clinical course.

- The medical assistant program is a 92.25 credit hour program, which may be completed in six terms as a full-time student.

- The courses must be taken in sequence during the terms indicated below. If a student has to modify the plan she/he must make an appointment with the program director. However there is limited flexibility on what courses can be taken at a particular time.

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Davenport University Continued

FIRST YEAR		Credits
	Fall	
ADS111	Editing Skills	2.25
COM120	Interpersonal Communication	4.50
COM121	College Writing I	4.50
ALH121	Medical Terminology	2.25
	Total	13.5
	Winter	
ALH111	Anatomy/Physiology Lecture	4.50
ALH112	Anatomy/Physiology Lab	2.25
ALH123	Medical Law and Ethics	2.25
ADS122	Keyboarding II	4.50
	Total	13.5
	Spring	
ALH115	Math for Allied Health	4.50
ALH145	Pathophysiology	4.50
MED201	Medical Office Procedures	4.50
	Total	13.5
	Summer*	
SOC210	General Psychology	4.50
COM122	College Writing II or	
COM124	Writing in the Workplace	4.50
ADS141	Word Processing I	2.25
	Total	11.25
SECOND YEAR		Credits
	Fall	
ALH209	Pharmacology	4.50
MED202	Clinical Procedures Theory/Lab I	4.50
MED219	Clinical Procedures Theory/Lab III	4.50
ADS271	Machine Transcription I	2.25
	Total	15.75
	Winter	
MED208	Insurance Claim Processing	4.50
MED210	Clinical Procedures Theory/Lab II	4.50
MED220	Clinical Procedures Theory/Lab IV	4.50
	Total	13.5
	Spring	
MED215	Computer Applications/Medical Office	2.25
MED268	Externship I	2.25
MED269	Externship II	2.25
ALH204	Emergency Care Medical Assistant	4.50
	Total	11.25
	TOTAL PROGRAM	92.25

* These classes do not have to be taken during the summer. They are offered every term and one can be added to any of the above schedules if the student is eligible to take a credit overload.

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Henry Ford Community College

- Henry Ford Community College offers a certificate upon completion of the medical assistant program. The program is certified by the Commission on Accreditation of Allied Health Education Programs (CAAHEP).
- As a full-time student, the program can be completed within one year. The program can also be structured to fit a part-time schedule. Both day and evening sections are available, but students with an evening schedule may need to work closely with the program director.
- Credits earned in the program may be applied towards an Associate in Science degree at HFCC.
- Prior to graduation, students will have earned American Red Cross certificates in first aid and CPR for infants, children, and adults.
- Regardless of admission to Henry Ford Community College, students must apply to the medical assistant program separately. Admission to HFCC does not constitute nor guarantee admittance to the medical assistant program. Final admission comes from the Health Careers Division and is based on meeting the following minimum requirements:
 - Minimum high school grade-point average of 2.5 or minimum average score of 55 on the GED test, or
 - Minimum college grade-point average of 2.0 for both transfer students and Henry Ford Community College students.
 - An ASSET/COMPASS score of 43/78 or successful completion of English 081.
 - An ASSET/COMPASS score of 40/39 for numerical skills or completion of MATH 101 or the equivalent with a grade of C.
 - Typing proficiency of at least 30 words per minute as a prerequisite for MOA 170.
 - Good physical and mental health as determined by a physician. Further, each student must have a physical examination and Hepatitis B protection record on file before admission to clinic classes.

Developmental work may be assigned to qualify applicants for placement if minimum requirements have not been met.

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Henry Ford Community College continued

- The program of study is as follows:

		Credit Hours
<i>First Semester</i>		
AH 100	Medical Terminology	4
BIO 134	Essentials of Anatomy and Physiology	5
MOA 100	Medical Office Procedures I	3
MOA 110	Processing Health Insurance Claims	2
MOA 120	Medical office Computer Applications	2
<i>Second Semester</i>		
MOA 150	Medical Office Procedures II*	5
MOA 160	Basic X-Ray Techniques	2
MOA 170	Medical Correspondence	3
PSY 131	Introduction to Psychology	3
<i>Third Semester</i>		
MOA 190	Medical Office Externship (8 weeks)**	4

* Winter semester only

**Spring semester only

Macomb Community College

- Macomb Community College's medical assistant program, accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP), offers both a certificate program and an associates degree program.
- The certificate takes one year to complete and the associate of applied science takes two years to complete. Students planning to complete the one-year certificate must begin in the fall semester. Most courses are offered during both day and evening hours.
- Everyone who applies to Macomb is accepted regardless of past school history or whether or not the student has earned a high school diploma. All new students must participate in a one-session assessment that provides an evaluation of their current skills in English, Reading and computation.
- A total of 62 semester hours are required to complete an associate degree in MCC's medical assisting program, and 37-38 semester hours are required to complete the certificate program.

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Macomb Community College continued

- Listed below are the courses required to complete the certificate program.

Course	Title	Semester Hours
*MOA 102	Medical Assistant Clinical I A	2
*MOA 103	Medical Assistant Clinical I B	2
*MOA 130	Medical Assistant Laboratory Techniques A	2
*MOA 131	Medical Assistant Laboratory Techniques B	2
*MOA 132	Medical Assistant EKG A	1
*MOA 133	Medical Assistant EKG B	1
*MOA 136	Medical Assistant Administration I	3
*BIS 170	Medical Terminology	3
*MOA 142	Computer Applications for Medical Assistants	3
*MOA 106	Medical Assistant Clinical II A	2
*MOA 107	Medical Assistant Clinical II B	2
*MOA 146	Growth & Development Strategies for Health Promotion	1
*MOA 135	Medical Assistant Phlebotomy	1
*MOA 137	Medical Assistant Administration II	3
OR		
*ACC 108	Principles of Accounting I	4
OR		
*ACC 105	Financial Record Keeping	4
OR		
*ACC 107	Survey of Accounting	3
AND		
*MOA 140	Medical Assistant Insurance Forms	3
*MOA 160	Medical Assisting Internship	3
*BIS 176	Medical Office Transcription and Keyboarding	3
OR		
*BIS 271	Medical Office Practice	3

- To obtain an associate degree, students must complete the requirements shown above, as well as the arts and sciences component (specified below) and eight additional credits of elective courses.

Arts and Sciences Group Concentration for Degree Requirements		
Group	Area/Courses Include	Minimum Degree Requirements 18 Semester Hours
I.	English 118 or English 121	1 Course
I.	Other English Composition, Reading, or Speech	*
II.	Astronomy, Biology, Chemistry, Environmental Science, Geology, Mathematics, Natural Science, Physical Science, Physics	1 Course
III.	Anthropology, Economics, Geography, History, Political Science, Psychology, Sociology, Social Science	1 Course
IV.	Art, Creative Writing, Foreign Language, Humanities, Literature, Music, Philosophy, Theater Arts	1 Course
V.	Any PED Wellness course 200 or above	1 Course

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Macomb Community College continued

- MCC has a learning center that offers group tutoring to students. The learning center also offers other programs designed to improve student study skills, as well as basic grammar, math, writing, and vocabulary skills.
- MCC's medical assisting program has articulation agreements with St. Clair Technical Center, Franklin University, and Davenport University.
- The Employment Services department provides assistance to students seeking jobs.

Schoolcraft College

- The medical assisting program at Schoolcraft College is a one-year certificate program that is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP).
- To enter the program, students must first be accepted to Schoolcraft College. Secondly, they must complete a separate application for the medical assisting program. To enter the program, students must have:
 - achieved required minimum English, Math, and Reading scores on the ASSET, ACT and/or placement tests. Otherwise, they must successfully complete the appropriate developmental courses.
 - completed at least one year of high school-level biology with a grade of C or better. If the student did not successfully complete biology in high school, a college equivalent must be completed instead.
 - achieved a minimum GPA of 2.0 for all courses attempted at Schoolcraft College.
- Students can complete the program in three semesters (Fall, Winter, and Spring/Summer) or on a part-time basis.
- Schoolcraft's program includes an office practicum (i.e., externship) offered in the spring. Academic and medical assisting courses must be completed by the end of the winter semester to be eligible for placement in the practicum.

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Schoolcraft College continued

- Required courses for Schoolcraft's medical assisting program are as follows:

		Credits
<i>Fall Semester</i>		
MA 134	Medical Insurance Coding	3
MA 110	Phlebotomy	4
MA 140	Medical Office Procedures	3
HIT 104	Medical Terminology	4
CIS 105	Computer Orientation	1
BIOL 105	Elementary Human Anatomy and Physiology	4
		19
<i>Winter Semester</i>		
HIT 271	Human Diseases	4
MA 174	Medical Lab Techniques	4
MA 180	Medical Office Clinical Procedures	4
MA 155	Medical Insurance Billing	3
MT 108	Physician Office Transcription	2
PSYCH 153	Human Relations	3
		20
<i>Spring/Summer Session</i>		
ENG 101	English Composition	3
MA 195	Office Practicum	3
		6

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Career Schools

Carnegie Institute

- Graduates from Carnegie Institute's medical assistant program are awarded a diploma. Established in 1947, Carnegie's medical assistant program is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP). The school is accredited by the Accrediting Commission of Career Schools and Colleges of Technology.
- Before an applicant can be considered for admission, the following requirements must be met.
 - High school graduate or its equivalent
 - Basic keyboarding skills
 - Personal interview with Admissions officer
 - Successful completion of entrance examinations
 - Personal references are required. Applicant should be in good health, of good character, and emotional maturity
 - A health form (supplied by the school) is to be completed by the applicant's personal physician and submitted to the school nurse
- The school has a goal of 100% graduate placement. There is a placement coordinator that continues to work with each graduate until they are successfully placed in a position. The Placement Office maintains a large database of placement requests from Michigan physicians and other health care employers.
- Educational advisory services are provided throughout the school year on an individual basis as needed. Also, small discussion/study groups are scheduled to assist students in achieving a better understanding of the material presented.
- In order to graduate, students must complete 960 hours of instruction, plus a 160-hour externship. Students have the option of taking a daytime program, which would allow them to complete the program in 12 months, or an evening program that takes 24 months to complete.
 - Daytime classes are offered Monday through Friday at two times: 8:00 AM – Noon and 12:30 - 4:30 PM. Students in the evening program meet Monday, Tuesday, and Thursday 6:00 PM – 9:30 PM.

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Carnegie Institute continued

- The quarterly schedule of instruction for daytime students is as follows:

Course	Contact Hours	Credit Hours
<i>Fall Quarter</i>		
Medical Law & Ethics	12	1.2
Medical Office Procedures	12	1.2
Business Communications, Keyboarding	36	2.4
Medical Insurance Billing & Coding	12	0.6
Anatomy & Physiology/Medical Terminology	36	3.6
Nursing Arts	36	2.4
Phlebotomy	12	0.6
Clinical Chemistry	72	6.0
Human Relations	12	1.2
<i>Totals</i>	240	19.2
<i>Winter Quarter</i>		
Medical Office Procedures	12	1.2
Business Communications, Keyboarding	36	2.4
Medical Insurance Billing & Coding	12	0.6
Anatomy & Physiology/Medical Terminology	36	3.6
Nursing Arts	30	2.1
Phlebotomy	12	0.6
Nutrition	12	1.2
Hematology	84	6.6
Geriatrics/Pediatrics	6	0.6
<i>Totals</i>	240	18.9
<i>Spring Quarter</i>		
Medical Office Procedures	12	1.2
Business Communications, Keyboarding	36	2.4
Medical Insurance Billing & Coding	12	0.6
Anatomy & Physiology/Medical Terminology	36	3.6
Nursing Arts	24	1.8
Phlebotomy	12	0.6
Pharmacology	36	3.6
First Aid/Basic Life Support	12	0.6
Microbiology	60	4.8
<i>Totals</i>	240	19.2

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
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Carnegie Institute continued

Summer Quarter		
Medical Office Procedures	12	1.2
Business Communications, Keyboarding	12	1.2
Computer Skills/Transcription	24	1.2
Record Keeping	12	0.6
Anatomy & Physiology/Medical Terminology	36	3.6
Nursing Arts	24	1.8
Urinalysis	54	4.5
EKG	54	4.5
Introduction to X-Ray	12	1.2
Professional Standards/Career Readiness		
<i>Totals</i>	<i>240</i>	<i>19.8</i>
Total Contact Hours/Credit Hours	960	77.1
Externship Hours	160	5.3
TOTAL HOURS OF INSTRUCTION	1120	82.4

Detroit Business Institute

- Detroit Business Institute offers a diploma for graduates completing the medical assistant program. The medical assistant program is *not* accredited by CAAHEP (Commission on Accreditation of Allied Health Education Programs). However, the institution itself is accredited by the Accrediting Council for Independent Colleges and Schools.
- The program is completed in a total of eight months. Seven months are spent in class and one month is spent in an externship.
- There is some job placement available. Often, students who perform well in their externships are hired into full-time positions with the same company upon graduation.
- Program graduates usually start with salaries of \$8-\$9 per hour or more.
- Students have a choice of two schedules. Daytime classes are offered Monday through Friday 9:00AM – 2:00 PM, and evening courses are offered Monday through Thursday 6:00PM – 10:00PM.
- New classes start every four weeks for students in daytime classes and every six weeks for students in evening classes.
- Specific course information was not provided by the institution.

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Dorsey Business School

- Dorsey's medical assistant program is *not* CAAHEP accredited. However, Dorsey Schools have been accredited by the Accrediting Council of Independent Colleges and Schools (ACICS).
- Dorsey's medical assisting programs can be completed within 12 months. Daytime students are considered to be in the Medical Assistant program. The evening program is called the Medical Assisting Specialist program. Students in both programs take the same courses. However, students in the daytime program complete an externship, while those in the evening program do not.
- Dorsey emphasizes 'hands on' training.
- Dorsey provides graduates with employment assistance in two ways. Dorsey Career Services assists graduates preparing to enter the job market after training. Dorsey Staffing provides employment opportunities to past graduates re-entering the workforce or seeking new advancement opportunities.
- Of graduates available for employment, Dorsey has a graduate employment rate of over 90%.
- The courses required for completion are as follows:

		Credits
KT101	Computer Keyboarding Lab	3
KT102	Computer Document Processing II Lab	3
E 101	English	3
Mg106	Interpersonal Skills	3
C110	Computer Medical Applications Lab	3
Me101	Medical Terminology	3
Me104	Medical Insurance Records	3
MA110	Anatomy and Physiology	3
MA111	Anatomy and Physiology	3
MA112	Medical Office Administration	3
MA106	Health History and Physical Measurements	3
MA107	Surgical Asepsis and Pharmacology	3
MA108	Urinalysis, Chemistry, and Hematology	3
MA109	EKG, Radiology, and Physical Therapy	3
MA114	Medical Assistant Externship	6
1020 Total Contact Hours – 48 Credit Hours		

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Lawton School

- The Lawton School awards diplomas to students who complete its medical assisting program. The medical assistant program is *not* accredited by CAAHEP (Commission on Accreditation of Allied Health Education Programs). However, the institution itself is accredited by the Accrediting Commission of Career Schools & Colleges of Technology.
- Applicants must be at least 17 years old and must be high school graduates, GED recipients, or pass the school's entrance examination. Additionally, each applicant must furnish a negative Tuberculosis test or Chest x-ray.
- There are two class schedules to choose from. Daytime classes are offered Monday through Thursday from 10:00 AM to 3:00 PM. Evening classes are offered Monday through Thursday 6:00 PM – 10:00 PM. It takes a total of 34 weeks to complete the daytime program and 42 weeks to complete the evening program.
- The maximum class size and laboratory size is 30 students.
- In total, the program consists of 600 clock hours of classroom time and 160 hours of externship. A total of 41 credits are required to obtain the diploma.
- The courses required for this program are as follows:

Module	Course Number	Subject	Academic Credit
MOD A	BMA 107	Basic Medical Assisting Skills	6 credits
MOD B	CAT 206	Clinical Assisting	6 credits
MOD C	CPT 107	Clinical Pharmacology	6 credits
MOD D	LPM 306	Laboratory Procedures in Medical Assisting	6 credits
MOD E	MOA 105	Medical Office Administration	6 credits
MOD F	AEM 102	Assisting with Examinations	6 credits
EXT 100		Externship	5 credits
		Total Credits	41 credits

- Lawton helps place students into full-time positions upon graduation.
- Per discussion with an administrator at the Lawton School, new graduates can be placed into positions where they earn \$30,000 - \$35,000 per year (which is equivalent to approximately \$14 - \$17 per hour).

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Metro Technical Institute

- Metro Technical Institute awards diplomas for completion of its medical assistant program. The medical assistant program is not accredited by CAAHEP (Commission on Accreditation of Allied Health Education Programs). However, the school is accredited by the Accrediting Commission of Career Schools & Colleges of Technology (ACC SCT).
- To be admitted to the program, students must be at least 17 years of age, with a high school diploma or GED certificate, and pass a tuberculosis screening.
- Metro Technical Institute provides active placement assistance to its graduates. The institution's placement rate is 91%. Many of its graduates are placed within 30 days of graduation.
- Recent graduates have been placed in jobs with wages ranging from \$9 to over \$18 per hour. The current average wage is \$9.44 per hour.
- A total of nine months or 960 clock hours are required to complete the program.
- The curriculum outline is as follows:

Course #	Subject	Clock Hours
WP100	Typing/Word Processing: Word	60
WP200	Typing/Word Processing: Word	60
WP300	Typing/Word Processing: Word	40
TE100	Medical Terminology	60
TE200	Medical Terminology	60
TE300	Medical Terminology	40
MT100	Medical Theory	60
MT200	Medical Theory	60
MT300	Medical Theory	40
ML100	Medical Lab	120
ML200	Medical Lab	120
ML300	Medical Lab	60
PCD100	Professional Career Development	20
EXT100	Externship Program	160
	Total Clock Hours	960

- Although materials from the institution indicate that both day and evening classes are available, the admissions director indicated that there is currently only one class schedule: Monday – Friday 9 AM – 2 PM.
- On average there are 25 – 26 students per class.

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

National Institute of Technology

- National Institute of Technology is part of Corinthian Schools, Inc., a network of schools throughout the nation. Accredited by the Commission on Accreditation of Allied Health Education Programs, NIT awards diplomas to its graduates upon completion of the Medical Assistant program.
- An evaluation of basic reading and math skills is required during the application process.
- The medical assistant program takes eight months to complete. The program is divided into eight modules, with each module taking just under one month to complete. Upon completion of the modules, the students participate in a 160-clock hour externship. The program outline is as follows:

Module	Module Title	Clock Hours	Credit Units
Module Z	Medical Assisting Foundation Skills	80	6
Module A	Patient Care and Communication	80	6
Module B	Clinical Assisting and Pharmacology	80	6
Module C	Medical Insurance, Bookkeeping, and Health Sciences	80	6
Module D	Cardiopulmonary and Electrocardiography	80	6
Module E	Laboratory Procedures	80	6
Module F	Endocrinology and Reproduction	80	6
Module X	Externship	160	5
Program Total		720	47

- On average, there are 20-25 students per class.
- A new starting class is usually available every month; therefore, prospective students do not have to wait very long before starting the program.
- According to a senior admissions representative at the school, the program has a 92% placement rate. Program graduates are often hired into permanent positions from their externships prior to graduation.
- Graduates have entry-level salaries ranging from \$12 to \$14 per hour.
- The program emphasizes 'hands-on' training. Prior to the externship, students learn procedures by using dummies in order to practice using the equipment early on.
- Students in the program attend classes five hours per day on Monday through Thursday. They have a choice of three time schedules: 8AM – 1PM, 10AM-3PM, and 6PM-10:50 PM.

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Ross Medical Education Center

- Ross Medical Center offers a certificate for graduates completing its medical assistant program. The school is accredited by the Accrediting Bureau of Health Education Schools (ABHES) and by the Accrediting Commission of Career Schools and Colleges of Technology (ACCSCT).
- The daytime program at Ross lasts 30 weeks, and the evening program lasts 36 weeks. The day program meets Monday through Friday from 8:30 AM until 1:00 PM. The evening program meets Monday through Thursday from 5:30 PM until 10:00 PM.
- The courses required to complete the program are as follows:

Module	Course	Clock Hours
Module 1 90 clock hours	Medical Office Procedures	45
	Medical/Surgical Asepsis & Infection Control	15
	Introduction to the Office Laboratory	15
	Medical Terminology/Anatomy and Physiology	15
Module 2 90 clock hours	Fundamentals of Assisting	30
	Urinalysis	15
	Keyboarding/Word Processing	30
	Medical Terminology/Anatomy and Physiology	15
Module 3 90 clock hours	Administration of Medicine	45
	Keyboarding/Word Processing	30
	Medical Terminology/Anatomy and Physiology	15
Module 4 90 clock hours	Electrocardiography	30
	Mathematical Applications of Medicine Practice	15
	Financial Recordkeeping	30
	Medical Terminology/Anatomy and Physiology	15
Module 5 90 clock hours	Medical Insurance Coding Procedures	15
	Medical Insurance Billing Procedures	15
	Medical Office Automation	30
	Specialty Examinations and Procedures	15
	Medical Terminology/Anatomy and Physiology	15
Module 6 90 clock hours	Hematology	40
	Basic Office First Aid	15
	Professional Growth and Communication Skills	20
	Medical Terminology/Anatomy and Physiology	15
Externship	Based on a 30 hour per week arrangement	180

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
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Place: Locations of Courses Offered by Competitive Programs

Community Colleges and Four-Year Colleges

Oakland Community College

- OCC's medical assisting courses are offered at the Highland Lakes campus. However, other required supportive courses (such as biology, psychology, etc.) are offered at the other campuses as well.

Highland Lakes Campus
7350 Cooley Lake Road
Waterford, Michigan 48327-4187
(248) 942-3100
(Oakland County)

Baker College

- In Oakland County and other bordering counties, students can attend Baker College's medical assistant courses at three locations.

Baker College of Auburn Hills
1500 University Drive
Auburn Hills, Michigan 48326
248-276-8237
(Oakland County)

Baker College of Flint
1050 West Bristol Road
Flint, Michigan 48507
810-766-4133
(Genesee County)

Baker College of Mount Clemens
34950 Little Mack Avenue
Clinton Township, MI 48035
810-791-6610
(Macomb County)

- Although Baker offers some online programs, the medical assistant program is not offered online.

Davenport University – Lansing Campus

220 East Kalamazoo Street
Lansing, Michigan 48933
517-484-2600 or 800-686-1600
(Ingham County)

**Oakland Community College
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Henry Ford Community College

5101 Evergreen
Dearborn, Michigan 48128
313-317-6570
(Wayne County)

Macomb Community College

- Macomb's medical assistant program is based at the Center Campus.

44575 Garfield Road
Clinton Township 48038
810-286-2194
(Macomb County)

Schoolcraft College

- Although the main campus of Schoolcraft College is in Livonia, most of the medical assisting courses are offered at the Garden City Campus.

1751 Radcliff Street
Garden City, Michigan 48135
734-462-4400
(Wayne County)

Career Schools**Carnegie Institute**

550 Stephenson Highway, Suite 100
Troy, Michigan 48083
248-589-1078
(Oakland County)

**Oakland Community College
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Detroit Business Institute

- The Detroit Business Institute has two campuses.

Detroit Business Institute
23077 Greenfield Rd, suite LL28
Southfield, Michigan 48075
248-552-6300
(Oakland County)

Detroit Business Institute – Downriver
19100 Fort Street
Riverview, Michigan 48192
734-479-0660
(Wayne County)

Dorsey Business School

- The Dorsey Business School offers medical assistant training in four locations in and surrounding Oakland County.

31542 Gratiot Ave
Roseville, Michigan 48066
810-296-3225
(Macomb County)

15755 Northline Road
Southgate, Michigan 48195
734-285-5400
(Wayne County)

30821 Barrington Street
Madison Heights, Michigan 48071
248-558-9660
(Oakland County)

34841 Veterans Plaza
Wayne, Michigan 48184
734-595-1540
(Wayne County)

Lawton School

20755 Greenfield Road
Southfield, Michigan 48075
248-569-7787
(Oakland County)

Metro Technical Institute

21700 Greenfield Road, Suite 114
Oak Park, Michigan 48237
248-968-2920
(Oakland County)

**Oakland Community College
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National Institute of Technology

- In addition to its Southfield location, the National Institute of Technology opened a Dearborn campus in January 2001.

26555 Evergreen Road, Suite 500
Southfield, Michigan 48076
248-799-9933
(Oakland County)

23400 Michigan Avenue, suite 200
Dearborn, Michigan 48124
888-741-4271 or 313-562-4228
(Wayne County)

Ross Medical Education Center

21720 Dequindre Road
Warren, Michigan 48092
810-574-0830
(Macomb County)

1036 Gilbert
Flint, Michigan 48532
810-230-1100
(Genesee County)

5757 Whitmore Lake Road, Suite 800
Brighton, Michigan 48116
810-227-0160
(Livingston County)

9327 Telegraph Road
Redford, Michigan 48239
313-794-6448
(Wayne County)

4703 Washtenaw
Ann Arbor, Michigan 48108
734-434-7320
(Washtenaw County)

913 W. Holmes Road, #260
Lansing, Michigan
(517) 887-0180
(Ingham County)

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
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Price: The Cost of Attendance

Community Colleges and Four-Year Colleges

Oakland Community College

- The cost to complete an Associate of Applied Science in Medical Assisting is as follows:

Registration Fee (\$25/term) – assuming 5 terms @ 14 credits/term	\$125
Technology Fee (\$10/term) – assuming 5 terms @ 14 credits/term	\$50
Tuition	
Resident (\$50.30/credit hour X 70 credit hours)	\$3,521
Non-Resident Michigan (\$85.20/credit hour X 70 credit hours)	\$5,964
Out of State/International (\$119.50/credit hour X 70 credits)	\$8,365
Course Fees	\$433
Total – Resident	\$4,129
Total – Non-Resident Michigan	\$6,572
Total – Out of State / International	\$8,973

These costs do not include books or supplies.

- The cost to complete the certificate program at OCC is as follows:

Registration Fee (\$25/term) – assuming 3 terms to complete	\$125
Technology Fee (\$10/term) – assuming 3 terms to complete	\$50
Tuition	
Resident (\$50.30/credit hour X 41 credit hours)	\$2,062.30
Non-Resident Michigan (\$85.20/credit hour X 41 credit hours)	\$3,493.20
Out of State/International (\$119.50/credit hour X 41 credits)	\$4,899.50
Course Fees	\$433
Total – Resident	\$2,670.30
Total – Non-Resident Michigan	\$4,101.20
Total – Out of State / International	\$5,507.50

These costs do not include books or supplies.

Baker College

To complete the Associate of Applied Science, the cost (less books, uniforms, supplies, room and board) is as follows:

Tuition (\$155 per credit hour X 90 hours required for graduation)	\$13,950
Undergraduate Application Fee	20
Undergraduate Graduation Fee	50
Total	\$14,020

Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
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Davenport University

The cost to complete a medical assistant associate degree at Davenport is as follows:

Tuition (\$204 per credit hour X 92.25 credits)	\$18,819
Information Technology Fee (\$25 per term X 7 terms)	175
Total	\$18,994

Additional expenses include immunizations, physical exams, clothing, and application fees for certification exams.

Henry Ford Community College

The cost to complete the certificate program at Henry Ford (not including books, uniforms, or supplies) is as follows:

Admissions Application Fee	\$ 30
Registration Fee	\$ 36
Tuition Per Credit Hour:	
<i>Dearborn School District Resident: \$57 X 33 credit hours</i>	<i>\$1,881</i>
<i>Out of District: \$98 X 33 credit hours</i>	<i>3,234</i>
<i>Out of State/International Students: \$106 X 33 credit hours</i>	<i>3,498</i>
Service Fee (\$7 per credit hour)	\$231
Technology Investment Fee (\$2 per Credit Hour)	\$ 66
Course Fees	\$155
Transcript Fee	\$ 3
Certificate Fee	\$ 10
Graduation Fee	\$ 25
Total Cost for Dearborn District Residents	\$2,437
Total Cost for Out of District Students	\$3,790
Total Cost for Out of State/International Students	\$4,054

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
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Macomb Community College

Excluding books, supplies, and uniforms, the cost for attaining an Associate of Applied Science degree from Macomb is as follows:

Registration Fee	\$ 15
Tuition	
Resident: \$56 per credit hour X 62 credits	\$3,472
Non Residents: \$84 per credit hour X 62 credits	\$5,208
Out of State/Foreign: \$99 per credit hour X 62 credits	\$6,138
Course Fees	\$ 149
Total for Macomb County Residents	\$3,636
Total for Non-Residents	\$5,372
Total for Out-of-State Residents	\$6,302

The cost for attaining the certificate is as follows:

Registration Fee	\$ 15
Tuition	
Resident: \$56 per credit hour X 38 credits	\$2,128
Non Residents: \$84 per credit hour X 38 credits	\$3,192
Out of State/Foreign: \$99 per credit hour X 38 credits	\$3,762
Course Fees	\$ 149
Total for Macomb County Residents	\$2,292
Total for Non-Residents	\$3,356
Total for Out-of-State Residents	\$3,926

Additional expenses to be met by the student during the clinical component are (1) a health history and physical examination including diagnostic testing and immunizations; (2) uniforms; and (3) hospitalization insurance as neither the hospital nor the college insures the student against accidents or illnesses.

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
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Schoolcraft College

To complete the certificate program, the cost (less books, supplies, and uniforms) is as follows:

Registration Fee	\$ 25
Instructional Equipment Fee (\$2 per credit hour X 45 credit hours)	\$ 90
Tuition	
Resident*: \$55 per credit hour X 45 credits	\$2,475
Non Residents*: \$82 per credit hour X 45 credits	\$3,690
Out of State: \$122 per credit hour X 45 credits	\$4,636
Course Fees	\$ 110
Total for Macomb County Residents	\$2,700
Total for Non-Residents	\$3,915
Total for Out-of-State Residents	\$4,861

* Resident rates apply for Clarenceville, Garden City, Livonia, Northville, and Plymouth-Canton school districts and part of the Novi Community Schools.

Career Schools

Carnegie Institute

- The cost for the program is \$7,675. The cost includes training aids, supplies, and lab fees.

Detroit Business Institute

- The cost for this program is \$6,400, per conversation with the admissions counselor.

Dorsey Business School

- The cost to attend Dorsey Business School ranges from \$8,000 to \$9,000. (The counselor would not give the exact cost until an interview was scheduled.)

Lawton School

- To attend the Lawton School, there is a \$100 registration fee and tuition is \$5,900 for a total cost of \$6000.

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
January 2002**

Metro Technical Institute

- The cost to attend Metro Technical Institute is as follows:

Tuition	\$5,800
Registration	100
Books/One Uniform/Supplies	600
Total Cost	\$6,500

National Institute of Technology

- The cost for the program at NIT is \$8,550. The tuition covers all classes, textbooks, workbooks, supplies, tools, projects, computer use, tutoring, externship, and job placement assistance.

Ross Medical Education Center

- The cost of the program is \$7,000. This includes the \$20 registration fee and tuition of \$6,980.

Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
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Promotion: How does the school inform its students of what it has to offer?

Community Colleges and Four-Year Colleges

Oakland Community College

- In the past year, Oakland Community College has aired a new radio commercial. However, it does not specifically advertise the medical assisting program.
- OCC has a website that provides detailed information about the school, including the college catalog and course schedules. There is also a page on the website that provides information about the field of medical assisting, and provides limited information about OCC's medical assisting program. The web address is www.occ.cc.mi.us.
- *First Impressions:* A research analyst, posed as a potential medical assistant student visited the Southfield campus in January 2002 to obtain information about the program. Because the visit occurred during late registration, there was a counseling station set up in the hallway. Overall, the counselor was very helpful in providing information about the medical assisting program, as well as providing other options for consideration. He explained that one could benefit more from the associate degree program rather than the certificate program, because the general education courses would provide additional information that can be used on the job. Additionally, he indicated that if a student in the associate degree program decides to switch to another program, such as nursing, there is more flexibility, as the general education courses apply to both fields. He indicated that OCC is better than the private programs because of the associate degree option. When asked about the pay range for graduates in the medical assisting field, he indicated that the pay for the medical assisting field is relatively low, and that if earning potential was a concern, then perhaps the nursing program should be considered. (He also provided a copy of OCC's Career Focus magazine so that the researcher could review salary and other information for both fields.) However, if a flexible class schedule is more of a concern, then perhaps the medical assisting program would be a better option, as the schedule of nursing courses tends to be more rigid.

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Baker College

- In the past year Baker College has advertised via radio and outdoor media (billboards). They also send direct mail to residents in their campus areas. While these advertisements do not promote a particular program, they do advertise the school as a whole.
- Baker College has a website (called the 'Internet Campus') that provides detailed information about the school as a whole, as well as information specific to the medical assistant program. This includes a description of the program, course descriptions, and campuses where courses are offered. The web address is www.baker.edu.
- *First Impressions:* A couple of Institutional Research analysts, posed as potential medical assistant students, visited the admissions department at the Auburn Hills campus. Immediately upon arrival, an admissions advisor met with them, and told them about the program and their campus' 100% job placement rate among graduates. She also explained that Baker meets with employers four times per year to discuss improvements to their medical assisting program, and the program is adjusted accordingly. The counselor was very helpful and provided a college catalog, an application, and a business card in the event that the analysts had additional questions.

Davenport University

- In the past year, Davenport University has aired at least four new radio commercials and two new television commercials. However, none seem to be specifically for the medical assistant program.
- Davenport has a website, www.Davenport.edu, which provides general college information. However, it is difficult to locate any information specific to the medical assistant program on the website.
- *First Impressions:* A visit was not made to the Lansing campus of Davenport University. However, information was obtained via an e-mail request from a researcher posing as a student. It took a few weeks to actually receive information about the medical assistant program in the mail. Furthermore, the packet did not contain tuition information, so costs had to be obtained from the website. However, a follow-up e-mail was eventually sent to the 'potential student' to inquire about the receipt of the information/admissions packet.

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Henry Ford Community College

- Henry Ford Community College has aired a radio commercial advertising the school during the past year. However, it was not specifically for the medical assistant program.
- HFCC specifically promotes its health career programs internally. Brochures promoting health careers are available on campus. The 'Career Education: Health & Nursing' brochure contained detailed information for each program, including the medical assistant program. It included an overview of the responsibilities of a medical assistant, a description of the industry (including salary ranges, future outlook, etc.), a brief description of the program curriculum and career information.
- Also, a double-sided flyer specifically describing the medical assistant program is available on campus. It provides information about the profession, HFCC's accreditation, program admission requirements, job outlook, and program of study. It also provides course descriptions for medical assisting courses.
- Further, a poster advertising their health career programs was posted near the door of the building that houses the admissions office. The specific programs advertised on the posters were as follows:

Emergency Medical Technician	Nursing
Firefighter/paramedic	Pharmacy Technician
Fire Science	Physical Therapy Assistant
Medical Assistant	Radiographer
Medical Information Technology	Respiratory Therapist
Medical Receptionist Biller	Surgical Technologist
Medical Transcription	

- Henry Ford Community College has a website that provides a great deal of information, including program-specific facts. The address is <http://www.henryford.cc.mi.us>.

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Henry Ford Community College continued

- *First Impressions:* The set-up was very 'user-friendly' for prospective students. The building that housed the admissions office had a large Welcome Center in the hallway. The staff member in the Welcome Center was available to answer questions, and even told the researcher (posed as a prospective student) specifically which person from the Health Careers department was on duty in the admissions office that day to answer questions, and directed her to the admissions office. Right next to the Welcome Center was a wall with several shelves of materials, including college catalogs, course schedules, materials pertaining to specific programs of study, and flyers advertising other campus resources. There was virtually no waiting time in order to speak with the appropriate admissions counselor. She answered questions about the medical assisting certificate program, but actually tried to encourage the 'potential student' to pursue an associate degree program instead. (HFCC does not offer an associate degree for medical assistants, but it does for other allied health fields.) Overall, the staff seemed helpful and a wealth of information was available to prospective students, even before speaking with an admissions counselor.

Macomb Community College

- Macomb Community College has aired a new radio commercial within the past year. However, it was not specifically for the medical assisting program.
- Macomb Community College has a website that provides extensive information about its programs (including the medical assisting program), course offerings, and other general information. Students may also complete an application online via this website. The web address is <http://www.macomb.cc.mi.us>.
- The website also offers a link to the Obik Explorer, which suggests careers and majors that are right for the students, based upon a one-hour survey completed by the student. The survey asks about values, interests, etc. (Out of curiosity I completed a survey. A couple of weeks later, I received an e-mail from the recruitment outreach specialist at MCC thanking me for taking the survey and instructing me to reply to the e-mail to receive a New Student Package in the mail. This information should be arriving in the OCC Institutional Research post office box shortly.)

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
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Macomb Community College continued

- *First Impressions:* The researcher who visited Macomb Community College had a good impression of the school overall, particularly the online capabilities. To obtain information, she had to speak with two counselors; however, there was not a long wait to speak with them. It was relatively easy to obtain information. The course information is all provided online. The counselor broadly explained the program and its requirements, then printed the list of required courses from the website. No course catalog was distributed, as all information was provided online. (It should be noted, however, it appeared that the counselor was not sure of the researcher's intentions and did not spend a great deal of time with her.) Secondly, the researcher spoke with a career counselor who directed her to the career library, where a library assistant (intern) helped her find general information about the medical assisting field (wages, career information, etc.) and showed her a few helpful websites. In general, the counselors seemed interested in providing her with information, but did not spend time trying to 'sell' the program.

Schoolcraft College

- Schoolcraft College has a website that provides a great deal of general information, applications, course descriptions, etc. The course catalog is also available online, which includes program descriptions for all of its programs. Its address is <http://www.schoolcraft.cc.mi.us>.
- Prospective students inquiring about the medical assisting program are given a course catalog, course schedule, and a double-sided flyer that provides general information about the field of medical assisting and the program.
- *First Impressions:* Although the staff members encountered during the visit were friendly and helpful, the set-up is not very 'user-friendly' for prospective students. Two researchers (posing as students) visited the admissions office and were given a course catalog and application. When they asked to speak to someone about the program, they were referred to the counseling office down the hall, where there was a twenty-minute wait. Schoolcraft did not have separate admissions counselors to service prospective students seeking information; prospective students, therefore, had to wait in the counseling office with current students to see a counselor. The counselor provided some general information about the medical assisting program, but referred the 'students' to the Career Planning and Placement Office to learn about placement rates and starting salaries of medical assistants graduating from Schoolcraft. When visiting the Placement Office, they were told to call the

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Schoolcraft College continued

person in charge of the medical assisting program at their Garden City location for that type of information. Thus, there was not a 'one-stop shop' where a prospective student could obtain answers to all of their questions.

Career Schools

Carnegie Institute

- The Carnegie Institute has a website that provides information about the school and its programs. The website is www.carnegie-institute.com.
- Prospective students who visit the school are given a packet that contains information about the medical assisting field, a complete description of the school and its programs, and a catalog supplement containing tuition, fees, and payment plans. Additionally, students are given financial aid information, an application for financial aid, and a brochure about how to fund education.
- *First Impressions:* The school seems to be steeped in tradition. When visiting the office, the researcher had to wait approximately 15-20 minutes to speak with a placement counselor. The researcher was asked to complete a detailed enrollment form (including social security number), but she declined to do so. The counselor explained the program in great detail and answered every question effectively with a definite sales attitude. She was very helpful and proud of the school. She explained how a potential student could further his/her career once he/she became a certified medical assistant by taking additional classes to become a cardio technician or other types of specialty technicians. She encouraged the researcher to check all of the medical assisting programs in the area before making a decision. The counselor also took the researcher on a detailed tour of their facility. The facility itself did not seem very modern, but the counselor emphasized the fact that students practice many of the clinical skills on other students (blood pressures, vitals, etc.). In total, the counselor spent about an hour with the researcher. She also suggested that the researcher call Beaumont and other area hospitals to ask from where do they hire their medical assistants and to ask who has the best program.

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Detroit Business Institute

- Prospective students visiting the school were given two small brochures advertising the school. However, no catalogs or other materials were given. Furthermore, there was no website for the school.
- *First Impressions:* The atmosphere of the college did not appear to be as professional as some of the other institutions. When speaking with the admissions counselor about the program, no materials were distributed containing a schedule of courses, course descriptions, costs, etc. Further, the counselor's response to some of the questions conveyed the same lack of professionalism. For example, when asked about placement rates, the counselor indicated that whether or not a student gets placed depends upon their performance on the externship – if they “spend all day talking on the phone,” they probably won't get hired. Such a comment indicates that the level of professionalism exhibited by DBI's students may not always be up to par. When asked about the cost of the program, he mentioned the cost, but emphasized the fact that students could get financial aid to cover the costs.

Dorsey Business School

- Dorsey Business School has a website that provides some information about the schools and its programs (www.dorseyschools.com). However, the website does not provide detailed information about the required courses and credits needed to complete the program.
- Brochures with information about the medical assisting program, the courses, costs and course schedules are given to students who visit the school.
- *First Impressions:* A researcher, posed as a potential student, visited the Madison Heights facility. The staff was not very helpful and referred the 'potential student' to one of their other offices. The staff remarked that they weren't sure that the other office would be able to help the student, and that the other office might even send her back to them. They seemed to be very rude and unprofessional.

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Lawton School

- A packet of information about the medical assisting field and about Lawton's program are given to prospective students who walk into their offices.
- *First Impressions:* Although the packet provided a great deal of information about the program, there was no opportunity at that time to speak with a counselor. The person at that desk instructed the undercover student to read the information in the packet. She gave her the telephone number of a contact person and told her to call if she was still interested after reviewing the packet.

Metro Technical Institute

- Metro Technical Institute provides materials about the program to prospective students when they visit the office. However, they do not have a website.
- *First Impressions:* The counselor at Metro Technical Institute provided the 'undercover student' with a great deal of information about the program. However, she seemed to sell the program, rather than act as a counselor. She provided a tour of the facilities, gave specific examples of success stories, and tried to encourage the student to enroll on the spot. She also provided information about financial aid. While the counselor was very eager and helpful, the appearance of the facility was only average.

National Institute of Technology

- National Institute of Technology has aired a few different television commercials for its medical assisting program within the past year.
- The web address for NIT is www.nitschools.com. This website provides general information about the school and about each of its programs. Because it is part of the Corinthian Colleges network, NIT's information also appears on the Corinthian College's website, www.cci.edu.

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National Institute of Technology continued

- *First Impressions:* When visiting NIT, the researcher was first given a detailed form to complete that included social security number, previous schools attendance, high school information, etc. The researcher declined to complete the form. However, she met with the senior admissions representative, who provided her with materials about the institution and practically interviewed her on the spot. The representative wanted to know why the potential student was interested in medical assisting, goals for the future, etc. He then proceeded to explain about the program, its placement rates, etc. He spoke about the national reputation of the institution and of how the student should ask Beaumont and Providence Hospitals about NIT's program. He also gave a tour of the facility, and introduced the 'student' to the head of admissions. While he mentioned the cost, he emphasized the fact that financial aid is available to help cover the cost of the courses.
- About a month after visiting NIT, a follow-up letter was sent to the 'potential student' to encourage her to schedule an interview and enroll in the program.

Ross Medical Education Center

- At some point in the past, Ross has advertised its program on television and possibly in other media. However, specific information on when they last advertised is not available at this point in time.
- Ross sends direct mail advertising for its medical assisting program to select households that are considered to be within its target market.
- Ross Medical does not currently have a web address.
- *First Impressions:* The Redford office appeared to lack organization. When the researcher initially visited the Redford campus of Ross Medical, the office was open, but no one was there. The researcher left and returned a couple of hours later. At that point, only one staff member was there, but she was in the middle of conducting an interview. She requested that the 'potential student' leave her name and telephone number so that the admissions counselor could contact her. The researcher left her telephone number, and has subsequently received four telephone messages from Ross' admissions counselor. (It should be noted that the Redford office of Ross had just recently moved from another location, which might explain the lack of organization.)

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Ross Medical Education Center continued

Written information was requested via telephone from the Warren Office of Ross Medical Education Center. Information about the program was mailed to OCC's Institutional Research post office box. A few weeks after the information was received, a follow-up flyer was also mailed to the PO box.

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**APPENDIX:
Comparison of Select Program Attributes**

**Oakland Community College
Medical Assistant (MDA) Program Competitor Analysis
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Locations of Competitive Medical Assisting Programs

School	Address	City	Zip	County	Telephone	Web:	Type of Institution
Baker College of Auburn Hills	1500 University Drive	Auburn Hills	48326	Oakland	248-276-8237	www.baker.edu	4-year college
Baker College of Flint	1050 West Bristol Rd	Flint	48507	Genesee	810-766-4133	www.baker.edu	4-year college
Baker College of Mount Clemens	34950 Little Mack Avenue	Clinton Township	48035	Macomb	810-791-6610	www.baker.edu	4-year college
Carnegie Institute	550 Stephenson Hwy, Suite 100	Troy	48083	Oakland	248-589-1078	www.carnegie-institute.com	Career School
Davenport University - Lansing Branch	220 East Kalamazoo Street	Lansing	48933	Ingham	517-484-2600	www.davenport.edu	4-year college
Detroit Business Institute	23077 Greenfield Rd, suite LL28	Southfield	48075	Oakland	248-552-6300		Career School
Detroit Business Institute - Downriver	19100 Fort Street	Riverview	48192	Wayne	734-479-0660		Career School
Dorsey Business School	31542 Gratiot Ave	Roseville	48066	Macomb	810-296-3225	www.dorseyschools.com	Career School
Dorsey Business School	30821 Barrington St.	Madison Heights	48071	Oakland	248-558-9660	www.dorseyschools.com	Career School
Dorsey Business School	15755 Northline Rd	Southgate	48195	Wayne	734-285-5400	www.dorseyschools.com	Career School
Dorsey Business School	34841 Veterans Plz	Wayne	48184	Wayne	734-595-1540	www.dorseyschools.com	Career School
Henry Ford Community College	5101 Evergreen	Dearborn	48128	Wayne	313-317-6570	www.henryford.cc.mi.us	Community College

Note: Only includes information for schools in the following counties: Genesee, Lapeer, Livingston, Macomb, Oakland, Washtenaw, and Wayne. Additionally, schools in Lansing were included.

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School	Address	City	Zip	County	Telephone	Web:	Type of Institution
Lawton School	20755 Greenfield Road	Southfield	48075	Oakland	248-569-7787		Career School
Macomb Community College	44575 Garfield Road	Clinton Township	48038	Macomb	810-286-2194	www.macomb.cc.mi.us	Community College
Metro Technical Institute	21700 Greenfield Rd, #114	Oak Park	48237	Oakland	248-968-2920		Career School
National Institute of Technology	26555 Evergreen Rd., suite 500	Southfield	48076	Oakland	248-799-9933	www.cci.edu	Career School
National Institute of Technology	23400 Michigan Ave, Suite 200	Dearborn	48124	Wayne	888-741-4271 313-562-4228		Career School
Oakland Community College	7350 Cooley Lake Road	Waterford	48327	Oakland	248-942-3068	www.occ.mi.us	Community College
Ross Medical Education Center	1036 Gilbert	Flint	48532	Genesee	810-230-1100		Career School
Ross Medical Education Center	5757 Whitmore Lake Road, Suite 800	Brighton	48116	Livingston	810-227-0160		Career School
Ross Medical Education Center	27120 Dequindre Rd	Warren	48092	Macomb	810-574-0830		Career School
Ross Medical Education Center	9327 Telegraph Road	Redford	48239	Wayne			Career School
Ross Medical Education Center	4703 Washtenaw	Ann Arbor	48108	Washtenaw	734-434-7320		Career School
Schoolcraft College	1751 Radcliff Street	Garden City	48135	Wayne	734-462-4400	www.schoolcraft.cc.mi.us	Community College

Note: Only includes information for schools in the following counties: Genesee, Lapeer, Livingston, Macomb, Oakland, Washtenaw, and Wayne. Additionally, schools in Lansing were included.

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Comparisons of Select Program Information for Competitive Medical Assisting Programs

School	Accreditation	Assoc. Degree or Certificate?	Approx. Length of Full-Time Program	In-District Cost of Program	Known Advertisements?*
Baker College	CAAHEP	Associate degree	2 years	\$14,020	Radio, Billboard, Direct Mail (not specific to med. assist.)
Carnegie Institute	ACCSCCT, CAAHEP	Certificate	1 year	\$7,675	
Davenport University - Lansing	CAAHEP	Associate degree	2 years	\$18,994	TV, Radio (not specific to med. assist.)
Detroit Business Institute	ACICS	Certificate	8 months	\$6,400	
Dorsey Business School	ACICS	Certificate	1 year	\$8,000 - \$9,000	
Henry Ford Community College	CAAHEP	Certificate	1 year	\$2,437	Radio (not specific to med. assist.)
Lawton School	ACCSCCT	Certificate	34 weeks	\$6,000	
Macomb Community College	CAAHEP	Both assoc. degree & certificate	assoc. deg: 2 years certificate: 1 year	assoc. deg: \$3,636 certificate: \$2,292	Radio (not specific to med. assist.)
Metro Technical Institute	ACCSCCT	Certificate	9 months	\$6,500	

Accrediting Organizations

ABHES: Accrediting Bureau of Health Educations Schools

ACCSCCT - Accrediting Commission of Career Schools & Colleges of Technology Programs

ACICS - Accrediting Council for Independent Colleges and Schools

CAAHEP - Commission on Accreditation of Allied Health Education

**** Note:** There may be advertising and other promotions activity of which we are not aware.

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School	Accreditation	Assoc. Degree or Certificate?	Approx. Length of Full-Time Program	In-District Cost of Program	Known Advertisements?*
National Institute of Technology	ACCSCT, CAAHEP	Certificate	8 months	\$8,550	Television, specifically for medical assisting program
Oakland Community College	CAAHEP	Both assoc. degree & certificate	assoc. deg: 2 years certificate: 1 year	assoc. deg: \$4,129 certificate: \$2,670	Radio (not specific to med. assist.)
Ross Medical Education Center	ABHES, ACCSCT	Certificate	30 weeks	\$7,000	Direct mail, possibly television (not confirmed)
Schoolcraft College	CAAHEP	Certificate	1 year	\$2,700	

Accrediting Organizations

ABHES: Accrediting Bureau of Health Educations Schools

ACCSCT - Accrediting Commission of Career Schools & Colleges of Technology Programs

ACICS - Accrediting Council for Independent Colleges and Schools

CAAHEP - Commission on Accreditation of Allied Health Education

**** Note:** There may be advertising and other promotions activity of which we are not aware.

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Comparisons of Select Survey Results for Competitive Medical Assisting Programs

<u>School</u>	<u>Top of Mind Awareness</u>	<u>Total Unaided Awareness</u>	<u>% Mentioning School as Having Highest Quality Program</u>	<u>% Employing Graduates from this Institution</u>
Baker College	2.7%	10.8%	1.8%	6.4%
Carnegie Institute	19.8%	31.5%	22.0%	31.8%
Davenport University - Lansing	-	-	-	-
Detroit Business Institute	0.9%	1.8%	0.9%	0.9%
Dorsey Business School	-	4.5%	0.9%	3.6%
Henry Ford Community College	-	-	-	-
Lawton School	0.9%	1.8%	0.9%	0.9%
Macomb Community College	2.7%	11.7%	3.7%	7.3%
Metro Technical Institute	-	-	-	-
National Institute of Technology	3.6%	9.0%	0.9%	7.3%
Oakland Community College	23.4%	36.9%	18.3%	20.9%
Ross Medical Education Center	10.8%	32.4%	10.1%	18.2%
Schoolcraft College	1.8%	3.6%	-	-

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