



## North County's Competitive Advantage

- 9% forecasted growth in population (2020 to 2035) for residents 60 years and older
- North County currently underserved with 21% fewer healthcare jobs than would be expected given current population and size of the region
- CSUSM has the largest RN program in the county

**\$ \$4.8B TOTAL GRP**  
towards North County's Economy (2022)



## WORKFORCE PIPELINE

**2,074**

in degrees & certificates conferred in Medical Sciences and Health Services in North County (2022).

# HEALTHCARE INDUSTRY NORTH COUNTY SAN DIEGO

 **51,716 JOBS**  
in this industry in North County (2022)

### Key Companies



Tri-City Medical Center

**PALOMAR HEALTH**

health inside. welcome in.  
**truecare™**

 **Scripps**

 **KAISER PERMANENTE.**

### HEALTHCARE COMPLETIONS BY INSTITUTION (2022):

- **CSU San Marcos – 912** (10.1% increase YOY)
- **Palomar College – 535** (4.7% increase YOY)
- **MiraCosta College – 341** (4.6% increase YOY)
- **Pima Medical Institute, San Marcos – 286** (5.1% increase YOY)



**↑ 9%**

Increase in healthcare service jobs in North County since 2018. Healthcare jobs have increased by 11% in the rest of California and 5% nationally.

**SDNEDC**

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## KEY OCCUPATIONS

Average Annual Wage (2023) for five largest occupations in this sector

Job Title	% Employment Change (2012-23)	Average Annual Salary
Personal Care Aides	↑ 252%	\$ 31,200
Registered Nurses	↑ 60%	\$ 118,269
Medical Secretaries	↑ 104%	\$ 43,950
Medical Assistants	↑ 34%	\$ 43,888
M&F Therapists	↑ 596%	\$ 51,106

For more information on North County's healthcare services industry or how we can help your business expand in our region, please contact:

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