



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 largest RN program in the county

\$ \$5.1B TOTAL GRP
towards North County's Economy (2022)



WORKFORCE PIPELINE

in degrees & certificates
conferred in Medical
Sciences and Health
Services in North
County (2017-2021)

47%
INCREASE

Healthcare Industry

North County
San Diego

51,622 JOBS
in this industry in North County (2022)

Key Companies



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	↑ 238%	\$ 29,723
Registered Nurses	↑ 39%	\$ 110,906
Medical Secretaries	↑ 115%	\$ 40,290
Medical Assistants	↑ 24%	\$38,022
Therapists	↑ 434%	\$ 49,254

• REGISTERED NURSE PROGRAM COMPLETIONS:

CSU San Marcos — 321
National University — 423
Palomar College — 76
MiraCosta College — 50

• EMT/EMT PARAMEDIC PROGRAM COMPLETIONS:

Palomar College — 245
National University — 492

SDNEDC

MARKET | RETAIN | CONNECT



↑ 11%

Increase in healthcare service
jobs in North County since 2016.
Healthcare jobs have increased
by 11% in the rest of California
and 5% nationally.

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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