



What the Health Care Informatics Revolution MEANS FOR YOUR CAREER



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INTRODUCTION

When the American Recovery and Reinvestment Act was passed in 2009 and the Affordable Care Act in 2010, the health care industry was turned upside down. With the transition to digital health records and issuance of Meaningful Use guidelines that incentivize hospitals and providers to prove that their electronic records systems benefit patients, the medical industry has been thrust into the digital age—practically overnight. As a result, there is an immediate need for data analysts capable of collecting, interpreting and using data to help their organizations make informed, intelligent business decisions. Put simply, there is a world of opportunity in the health care data analytics profession.

Are you an information technology professional who is interested in analytics and moving into the health care industry? If so, your timing is excellent. Here is why:

- The U.S. Department of Labor estimates 49 percent job growth in health information and health informatics.
- In 2013, health care informatics was named one of the top careers in U.S. News & World Report.
- Health informatics is the #1 emerging industry job opportunity on CareerBuilder.com
- According to RnR Market Research, the health care analytics market was estimated to grow from \$3.7 billion in 2012 to \$10.8 billion by 2017 (growing at a rate of 23.7 percent).

At American Sentinel University, we are committed to helping students successfully navigate their career journey—and we know that for many the journey to success involves continuous learning. Why should you consider a career in health care informatics? What is the job market like? And how can a health care informatics master's degree help you transition into this booming industry? This e-book addresses those questions and many others.

HEALTH CARE INFORMATICS SKILLS IN DEMAND

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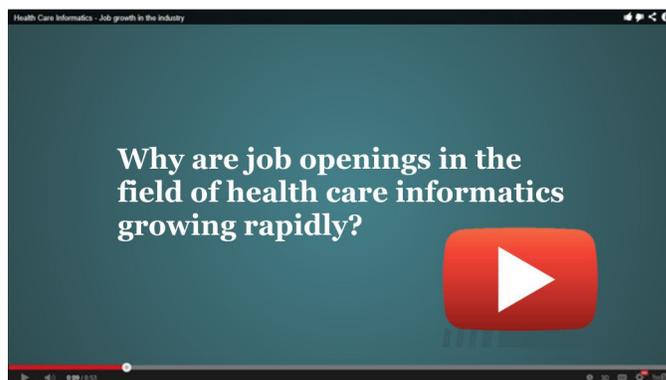
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Today, the role of the health informaticist is vital to the success of the health care organizations (hospitals, government agencies, payors and nonprofits). With hospitals and other health care organizations rapidly adopting technology into every facet of their practice in order to improve patient care and control costs—from streamlining the billing process to improving clinical care management and consumer education—career opportunities within this sector are plentiful.

The data coming out of the marketplace sends a consistent message as well: health care informatics is a growing field. Here are some recent findings:

- According to the 2013 report, “A Growing Sector: Health Informatics,” issued by Burning Glass and the Education Advisory Board, demand for health care informatics jobs jumped 36 percent between 2007 and 2011 (as compared to total jobs in the U.S. up 6 percent).
- That same report states that health care informatics jobs constitute the ninth largest share of health care occupation job postings—and the field is likely to continue growing.
- The University of California, San Diego’s 2011 special report, “Hot Careers for College Grads and Returning Students” named health information technology the number one job on the list.

Demand for health care informatics professionals is high, and those with informatics skills will be well positioned in the years to come. However, if you are coming to health care from another industry, it is essential for you to be able to understand the many facets of the health care environment—including the political landscape, operations and workflow processes. Those with whom you work will likely have knowledge of medical coding, medical billing and the operational aspects of a medical database, but your knowledge of databases and network security and your reasoning and logical skills will set you apart from your peers.



MOVING INTO HEALTH CARE: WHY SHOULD YOU CONSIDER FURTHER EDUCATION?

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Hospitals and physicians are currently scrambling to meet deadlines set by the Health Information Technology for Economic and Clinical Health Act. Those who adopt and use electronic health records sooner rather than later receive Medicaid incentive payments, and those who do not will be penalized beginning in 2015. Furthermore, accountable care organizations need major IT infrastructure changes, the International Classification of Diseases (ICD) now requires updated code sets, and many other health organizations are impacted by government IT compliance regulations.

What does all of this mean? Health care organizations have a lot of work on their hands—and they need professionals with up-to-date skills to help them meet new standards. They need informaticists who can analyze and use data to help their organizations improve the efficiency and quality of patient care.

While there is great opportunity in health care informatics, organizations will not compromise when it comes to the types of skills they seek when hiring health informaticists. You may have excellent data analytics skills and a strong technical background, but health care is a unique and complex industry. To capitalize on this sector's tremendous change and resultant growth, you must have the credentials to get your foot in the door.

What should you look for in a Master of Health Care Informatics program?

- A program rich in the study of health informatics.
- A sufficient base of health care course work.
- A curriculum that focuses on the design of computer information systems, the analysis of health information and applied research.
- An interdisciplinary educational approach that balances the knowledge and hands-on experience that students need in both IT and health care: Health care informatics = Health care + Technology + Geospatial Information Systems + Business Intelligence + Business Administration.
- Methodology that encourages interaction, learning and research across health care and IT.
- A philosophy that embraces real data and systems being integrated into work study.
- Simulation or immersive hands-on experiences through interaction and manipulation. Examples include web-based tools, ESRI ArcGIS software, data analytics tools/software (SAS, Tableau and other cloud-based programs) and 3D virtual world environments.

JOB POTENTIAL AND YOUR FUTURE

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Without a doubt, the future of the health care informatics field looks bright. Hospitals and university health systems across the country need a wide range of health care information technology professionals—and health care informaticists are at the top of the list. With the right background and education, here are the types of positions you might qualify for as you move through your career:

Entry Level

- Clinical Informatics Analyst
- Data Coordinator
- Business Analyst
- Informatics Systems Analyst
- Data Research Analyst

Management Level

- Clinical Informatics Specialist
- Senior Business Analyst
- Data Solutions Architect
- Clinical Informatics Manager
- Medical Informatics Project Manager
- Medical Informatics Project Designer

Leadership Level

- Chief Clinical Information Officer
- Chief Technology Officer
- Chief Information Officer

MASTER OF HEALTH CARE INFORMATICS COMPARISON WORKSHEET

We encourage you to use this worksheet as a tool to help your decision.
Please print this page to use as you continue your educational research.

	American Sentinel University	School 2	School 3
Innovative and timely curriculum addressing the big data needs of the dynamic health care industry.	✓		
Exposure to real-world tools and resources used to gather, aggregate, integrate and interpret data.	✓		
Flexibility and convenience of online learning. Designed for the working professional.	✓		
Engaged, expert faculty who are active in the health care field.	✓		
A dedicated student success advisor.	✓		
Complimentary student resources.	<ul style="list-style-type: none"> • New student orientation • Monthly archived webinars and workshops • Complimentary tutoring • Virtual library and writing coaches • Career center 		
A comprehensive curriculum covering a breadth of issues relevant to today's health care organizations.	✓		
Prior learning credit for professional certifications and work experience.	✓		
Classes start monthly.	✓		
Duration of class.	8-weeks		
Affordable cost per credit hour.	<p>\$490*</p> <p><small>*Lower rates for military. Learn more at www.americansentinel.edu/military</small></p>		
My dedicated admissions advisor's name.			
My dedicated admissions advisor's phone number.			
My dedicated admissions advisor's email.			
Next steps.	<ol style="list-style-type: none"> 1. 2. 		

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How Can We Help?

Health care informatics has moved to the forefront as one of the indispensable functions in the health care organization—and the demand for educated technology professionals has never been higher. As you weigh your educational options, we know you may have many questions about what to look for in a master's of health care informatics program.

We understand

The admissions team at American Sentinel University is here to help you evaluate your options and better understand the current health care landscape. While we are excited to welcome students to our own Master of Health Care Informatics program, it is more important to us that students find the school that fits their needs and goals best. Going back to school is a major life decision, after all. Our goal is to ease the process.

Learn more about American Sentinel University's Master of Health Care Informatics program at www.americansentinel.edu/information-technology. You also can learn more about our admissions process at www.americansentinel.edu/admissions.

About American Sentinel University

American Sentinel University is a leading online university accredited by the Accrediting Commission of the Distance Education and Training Council (DETC), a recognized member of the Council for Higher Education Accreditation. We offer accredited programs in high-demand fields: business, health care, information technology and geographic information systems (GIS).



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