



# 2024 Training Industry Skills Outlook – Healthcare

**Workforce Skills Division**

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# Managing Skills Shortage and Technological Advancements in Healthcare

## 2024 Training Industry Skills Outlook – Healthcare

[The World Economic Forum](#) predicts a significant shortage of healthcare workers, potentially reaching 10 million by 2030, primarily in low- and middle-income countries. [Many nations struggle](#) to meet the WHO's international minimum target of 44.5 health workers per 10,000 people.

Additionally, the medical industry is experiencing a skills gap. A global study revealed [that 71% of doctors and 68% of nurses](#) believe their jobs have changed considerably in the past decade. The lack of skilled healthcare workers and the widening skills gap due to technological advancements could hinder the improvement of global health.

This report delves into the future of healthcare and explores how training providers and associations can play a crucial role in preparing the medical workforce for these challenges.



# Managing Skills Shortage and Technological Advancements in Healthcare

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**Prior to the COVID-19 pandemic, healthcare systems all over the world were already struggling with the challenge of meeting the demand for frontline healthcare professionals due to a lack of supply. [The pandemic has further exacerbated this issue](#), revealing underlying structural problems such as inadequate long-term workforce planning, low retention rates, the international mobility of healthcare professionals, and aging workforce.**

**In November 2021, the Bureau of Labor Statistics reported that the [healthcare industry experienced the second-highest quit rate](#), with many professionals leaving their jobs.**

Furthermore, [technological advancements](#), such as artificial intelligence (AI), are reshaping how healthcare is delivered, requiring existing healthcare professionals to [upskill and reskill](#) to keep up with these changes continually.

Even in high-income countries like the UK, there is a [chronic underinvestment in educating and training healthcare workers](#), which has worsened the shortage of healthcare professionals. It is crucial to ensure that current healthcare professionals possess the most up-to-date skills to meet the industry's evolving demands. Especially when research has shown how [upskilling can effectively improve talent retention and career advancement](#) within the healthcare sector.

Training providers and associations play a crucial role in retaining and upskilling healthcare professionals. This report will look at some key learning trends in 2024 and reveal the **top ten most in-demand skills in healthcare roles**. The findings, supported by exclusive data from Faethm by Pearson, offer credible insights for training providers and associations to tailor their offerings effectively.

Our research extends to examining the emerging, popular, and trending skills in pink-collar jobs. This distinction sheds light on the dynamic nature of skills required in the contemporary workforce and emphasizes the critical need for certifications in many highly regulated occupations, including healthcare. Additionally, we provide top tips to showcase the crucial role of digital credentials in skills validation in pink-collar industries.

# Shaping the Future of Training

Explore the latest trends in learning and development that are shaping the healthcare landscape in 2024.

*"The ability for our nursing students to practice standardized, realistic clinical scenarios whenever they need is game-changing."*

Executive Director of Simulation  
NYU Rory Meyers College of Nursing

## Soft Skills Training

Pearson's Skills Outlook shows that [human skills](#) are the most in-demand power skills, and [88% of business leaders](#) agreed with the statement that soft skills are directly related to business growth. Yet, [3 in 4 employers said they have a hard time finding graduates with the soft skills their companies need](#).

## AI Learning

Artificial intelligence is rapidly gaining importance in the healthcare industry. It is being used to improve the efficiency of various processes, ranging from back-office tasks to patient care. For instance, [Harvard's School of Public Health](#) has found that using AI for diagnoses can significantly reduce treatment costs by up to 50% and improve health outcomes by 40%. To deliver better care, healthcare professionals must continue exploring and learning how to use these AI tools effectively.

## Personalized and Inclusive Learning

Various examples have demonstrated that personalized learning [improves student outcomes](#) and [boosts learners' engagement](#) in various industries. Leveraging technologies such as AI enables tailored content delivery based on individual interests, strengths, and weaknesses, creating unique learning experiences efficiently and cost-effectively.

## Immersive learning

Research predicts a [22.5% compound annual growth](#) for the augmented and virtual reality (AR and VR) market in healthcare from 2023 to 2027. This comes as no surprise as experiential and immersive learning fosters authentic learning experiences, placing learners in the context of real-world challenges. For example, [500 nursing students at Northumbria University](#) experienced VR simulation-based education across various conditions. In fact, [research](#) suggests that team-based VR training, such as [OMS Interprofessional](#), could reduce patient mortality by up to 15%.



# In-Demand Skills in Healthcare

# Balancing Digital Proficiency and Soft Skills for Success

The healthcare sector is rapidly evolving due to technological advancements, with the health-tech industry projected to reach [USD 809.2 billion by 2030](#). From digitalizing patient records to AI-enabled medical devices and telemedicine, these innovations are reshaping medical practices and patient care.

**70%** of adverse events in healthcare settings are caused by communication errors.

Effective communication is a very important soft skill for office staff and clinicians to support patient safety and satisfaction during intake, treatment, and discharge.

[2021 editorial in the Journal of Patient Safety](#)

However, effectively utilizing these digital solutions requires not only understanding but also the ability to instruct patients in their use.

The [market value of AI in healthcare](#) is expected to reach nearly 188 billion U.S. dollars by 2030, indicating a significant increase in AI usage over the next decade. Generative AI (Gen AI), in particular, is widely used in healthcare for routine tasks such as [information gathering, diagnosis, and treatment](#). Healthcare professionals must learn how to [deploy generative AI responsibly](#) to harness its benefits while avoiding negative outcomes.

[Fundamental digital skills](#) remain crucial for medical professionals. For example, physicians and pharmacists need data analysis and computer literacy skills, while non-clinical and administrative staff should have information security and clinical software skills.

While technical skills are crucial, [soft skills](#), such as communication, problem-solving, and ethics are equally important to navigate stressful situations and meeting the evolving needs of empowered patients.

So, what skills should training providers and associations focus on offering to help address these skills gaps effectively?

# Our Findings: Top 10 Most Demanded Skills in Healthcare Roles

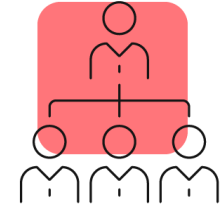
According to the [2023 Future of Jobs report by World Economic Forum](#), medical and healthcare training programs prioritize socio-emotional skills.

Among the crucial skills identified are analytical thinking, motivation, self-awareness, empathy, active listening, curiosity, and lifelong learning.

Our findings align with this emphasis on soft skills, as three of the top five skills identified are communication, supervision, and verbal communication.



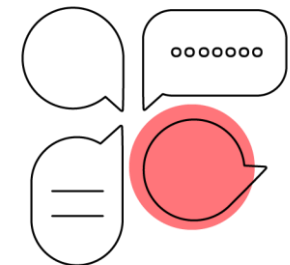
**Communication**



**Supervision**



**Heavy  
Lifting**



**Verbal  
Communication**

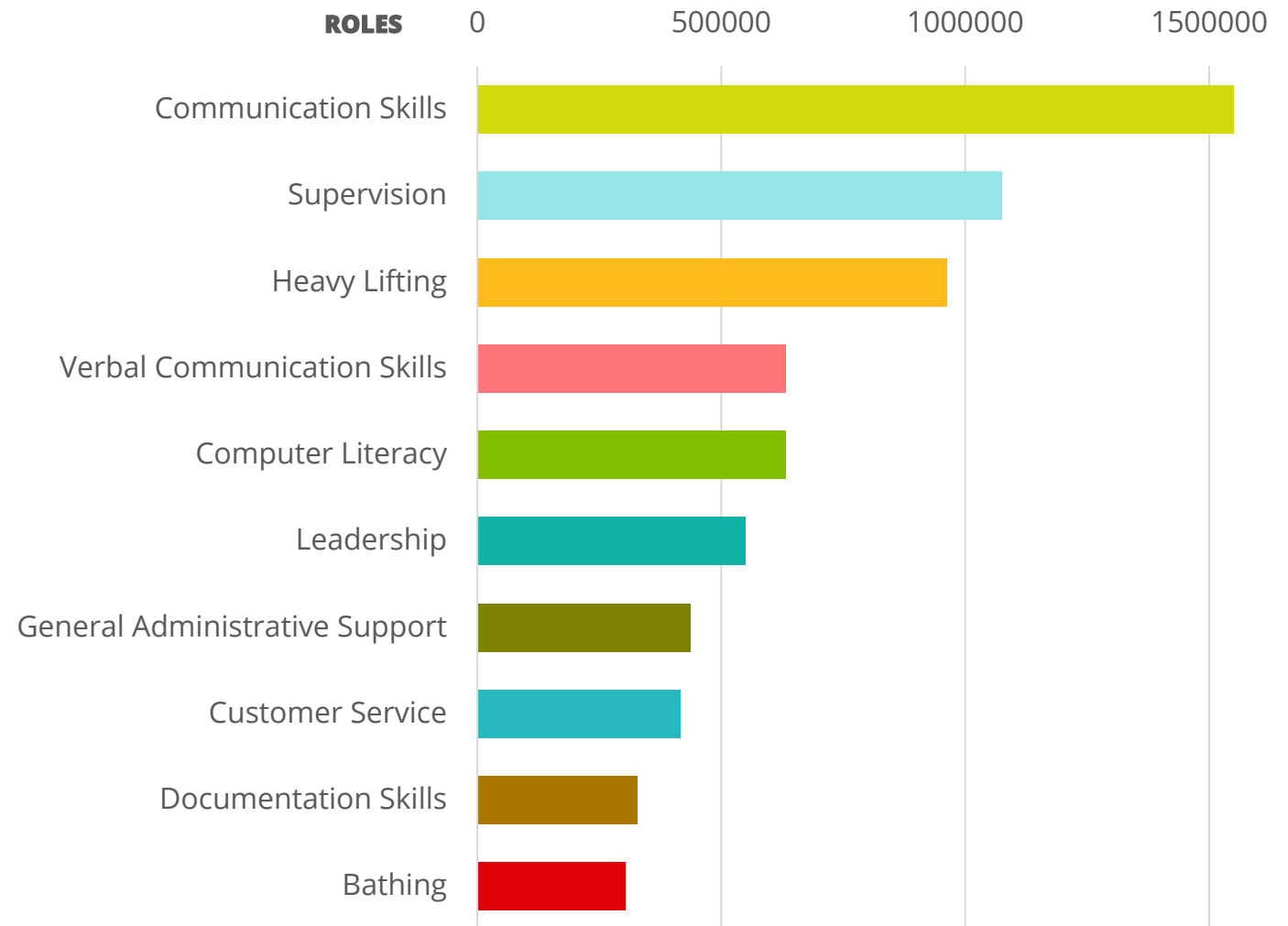
# Our Findings: Top 10 Most Demanded Skills in Healthcare Roles

Our findings highlight the diverse skill sets essential for medical roles. While hard skills like heavy lifting and bathing are vital for job performance, the emphasis on soft skills, leadership, and administrative abilities underscores a holistic approach to healthcare.

The importance of socio-emotional skills aligns with a patient-centered approach, highlighting empathy and effective communication for delivering high-quality healthcare services.

Furthermore, the inclusion of computer literacy among the top five skills underscores the significance of fundamental digital skills, as discussed.

**The Top 10 Skills for Healthcare Roles are...**







# Navigating Skill Trends:

A Closer Look at Emerging Skills vs. Popular Skills vs. Trending Skills





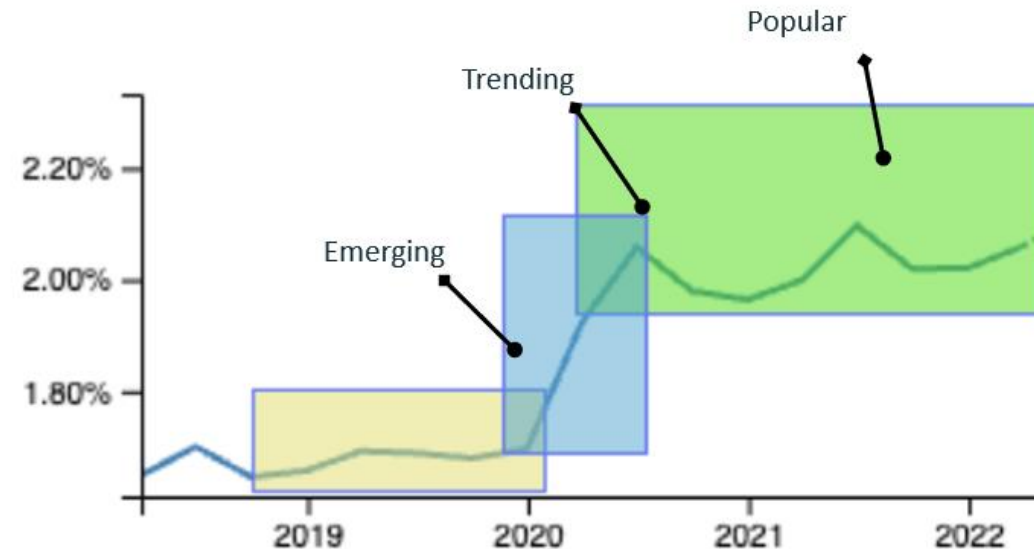
# Methodology

For this study, we categorize healthcare as a pink-collar workforce.

Identifying skills in pink-collar jobs that are transferable or adaptable to the healthcare industry can provide you with a competitive edge to enhance the versatility of training programs.

This part of the report examines job market data collected in the US, UK, and Australia since 2019. We extracted and analyzed the skills listed in job ads over time, categorizing them into three groups:

- **Emerging skills:** Skills that were previously in low demand but are now beginning to show signs of increased interest in the job market.
- **Trending skills:** Skills that have seen a significant rise in demand over the past six months and are among the top 5% of sought-after skills.
- **Popular skills:** Skills that are most often mentioned in job ads.



In this report, we will focus on analyzing emerging skills, as this forward-looking perspective helps individuals and organizations prepare for upcoming industry shifts.

Additionally, trending skills provide valuable insights into immediate market demands, while popular skills enable training programs to be aligned with current employer expectations. However, it's essential to acknowledge the potential discrepancy between skills in demand and those mentioned in job ads, underscoring the need for agility in skill development to navigate the dynamic landscape effectively.

# Pink-collar jobs

**Pink-collar work refers to jobs historically held by women and characterized by their service-oriented nature. These jobs require a high level of interpersonal skills and are often lower-paying than pink-collar jobs.**

Pink-collar jobs are typically service-oriented roles that require interpersonal skills and involve caring for others, such as nursing, teaching and secretarial positions.

## What we found:

There is a noticeable increase in the demand for soft skills within pink-collar jobs, encompassing collaboration, time management, and conflict resolution.

We can also see that basic numerical skills are getting more attention in the sector. However, in an era where [digital skills are integral to most occupations](#), the pace of demand growth for technical and digital skills in pink-collar jobs appears to be comparatively slower. It underscores the distinct and continuous emphasis on interpersonal and foundational skills within the pink-collar sector.

## Analysis of Emerging Skills – Pink-Collar Roles



# Analysis of Trending vs. Popular Skills

Trending skills offer insight into current market demands, while popular skills, often featured in job ads, ensure alignment with current employer expectations. In our research, we found:

- **Nine out of the top ten trending skills for pink-collar roles are soft skills.** This aligns with the nature of these positions, which often involve service-oriented tasks and require frequent interpersonal interactions and caregiving responsibilities.
- **The focus on attributes such as passion, enthusiasm, friendliness and thoroughness in pink-collar roles underscores the significance of emotional intelligence (EI) and interpersonal skills.** The McKinsey Group identifies the need for [social and emotional skills to outpace cognitive skills](#). This importance is particularly emphasized in emotionally demanding fields like healthcare or emergency response.
- **Although demand for soft skills has risen over the last six months, there is an even distribution of technical/ practice skills and soft skills,** such as maintaining cleanliness, heavy lifting, and safety. This indicates that employers continue to seek candidates who can effectively carry out the duties of pink-collar jobs.



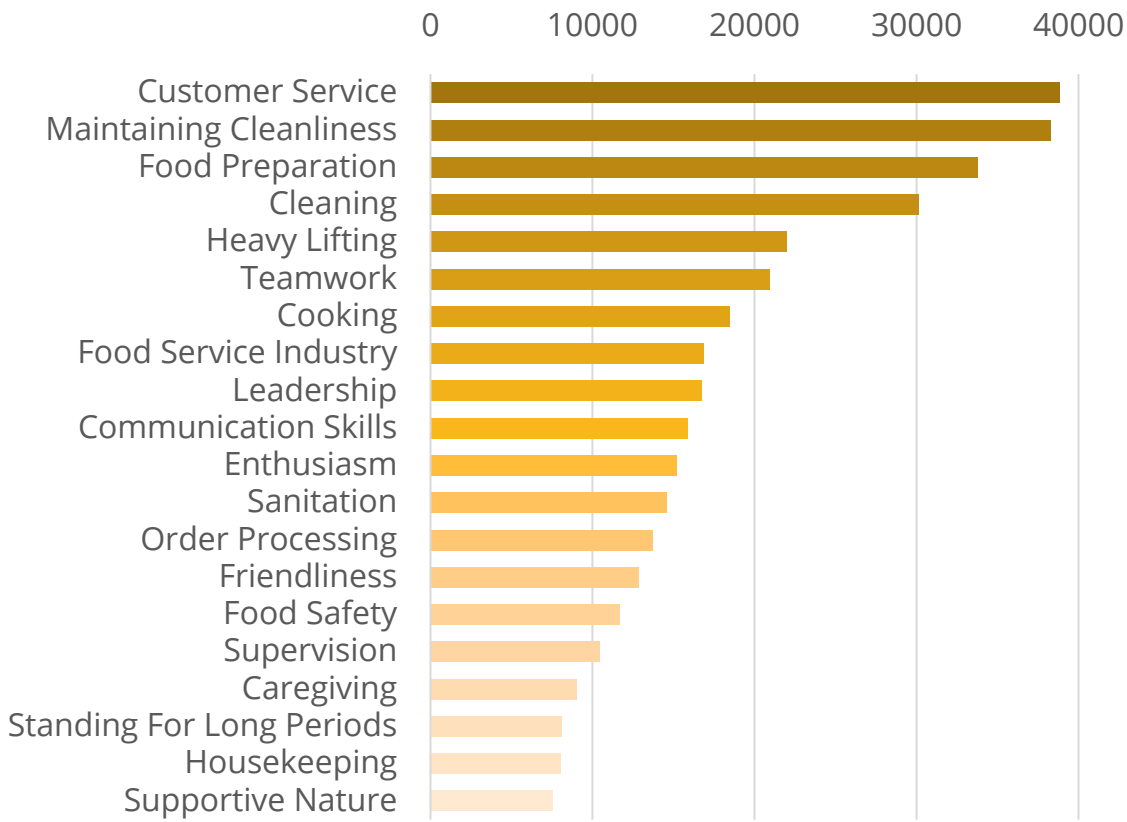


# Analysis of Trending vs. Popular Skills

**Top Trending Skills for Pink-Collar Roles Across the US, UK and Australia**



**Most Sought After Skills in Pink-Collar Roles Across the US, UK and Australia**



# Seizing Opportunities in 2024: How Digital Credentials Can Help

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Now that you possess this valuable data to shape the groundwork of your training and membership program, it is equally crucial to explore the use of digital credentials to authenticate these skills for your learners. This will enable you to provide a well-rounded and competitive offering.

A digital badge is a tangible representation of an individual's competencies and skills. They are designed to be easily shareable and verifiable, typically containing verifiable data such as the badge earner's name, the issuing organization, and the criteria met to earn the badge.

Here are some key benefits of including digital credentials by Credly in your program.

- 1. Standardization and Consistency:** Digital credentials provide a standardized format for presenting certifications, ensuring consistency and clarity across industries. This helps avoid misinterpretation of skills and achievements.
- 2. Add Value to Your Training & Membership Programs:** The [metadata](#) offers detailed insights into skills and accomplishments, facilitating easy verification and boosting learners' employability. For corporate clients, this information streamlines verification, enhances clarity and provides valuable insights into their workforce's skills and competencies.
- 3. Drive Demand for Your Programs:** Every time an earner shares their profile or digital credential, there's a measurable, organic impression of your brand, programs, and certifications. This digital credential sharing represents free marketing that engages new and existing customers and attracts individuals who want to upskill.
- 4. Rich Data Analytics:** The [rich analytics](#) within the digital badges provide details and trends on course engagement, program performance, and which badges are most accepted and shared. This helps you identify areas for improvement and make data-driven decisions to enhance your training program and membership.



## NEXT STEPS

We trust this exclusive data guides you in creating tailored training for today's workforce. Digital credentials offer wide-reaching benefits, showcasing your alignment with sought-after skills and commitment to learner needs. Speak to our sales team now to learn more.

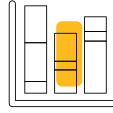
**Talk to Sales**



# Data Sources



# Data Sources



## Pearson Labor Market Data

This report leverages Pearson Labor Market Data. Utilizing Natural Language Processing (NLP), Faethm by Pearson gathers data from millions of job advertisements across the UK, US and Australia monthly. This process helps in identifying the skills demanded in the market. The collected data is then scrutinized to uncover trends and patterns.