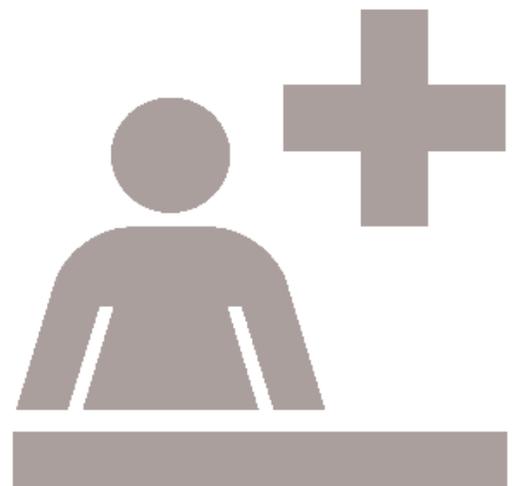


The most In-Demand jobs in the Healthcare Sector

Report 2014



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1. Introduction to the Sector

The main objective of the healthcare sector is to protect, promote and maintain society's health. Although it is an industry that is increasingly including more areas from where, both, collective and individual health, can be influenced, broadly speaking, four main areas can be highlighted:

- **Healthcare:** The field related to the direct contact with patients. It is divided into: primary care, health care partner and hospital care.
- **Research and development in biomedicine:** A subsector which is clearly growing and therefore it demands for highly skilled professionals.
- **Public healthcare and healthcare management:** It consists of activities promoted from the administration and the institutions in terms of health.
- **Support to research and healthcare:** Includes training and monitoring the application of the medicine's new technologies.

The industry trend is addressed to give a lot of more importance to primary care, which is called to lead the care continuity in order to improve effectiveness because immediacy in the detection and the treatment is essential in the care of new pathologies.

2. Current Environment

Global Trends: The field of healthcare has an important role in the EU and the professionals of this industry represent the 10% of all workers in the EU, being 75% of them, women. According to the report of the healthcare industry: "Panorama of health: Panorama 2012", health expenditure in Europe grew until 2009 faster than other sectors of the economy. This implied that healthcare industry was absorbing an increasing share of GDP. Today, the aim of reducing the health expenditure of countries in order to control large deficits is being heavily criticized by the public, the professionals and the users.

Spain: According to the latest data recently published, during the past four years, 20,000 nurses have lost their jobs. In Spain, the average number of nurses per 100,000 population is 527, while the EU average is higher, around 759 nurses per 100,000 population. For example, in Spain, some sources are pointing that 5,000 nurses have had to move to other countries to work. Although there are many industries affected by the current economic situation, a decrease in the number of professionals of this sector can have serious consequences on the health of citizens and, indeed, many experts foresee a collapse of the Spanish Public Healthcare in 5 years. Industry professionals are asking public administrations for a clear, realistic and transparent objective in order to have a stable policy and not to be exposed to a continuous review.

Catalonia: In Catalonia, the healthcare model is of mixed type and it integrates into a single network both public or private health resources. According to an article published in "El País" in March 2013, the Catalan debt with pharmacies and the healthcare industry exceeded the amount of 900 million euros. Given that the objective of the *Generalitat* for 2013 was to reduce the deficit from 1.96% to 0.7% of GDP, cuts in the economic industries have taken place, increasing discontent in the society. Even so, some positive signs are starting to be seen like the recent news published which discloses that the Catalan Healthcare Service (*CatSalut*) has reduced the pharmaceutical bill by 21.6% between 2011 and 2013. The strikes performed by professionals of the industry and user complaints, show a general discontent which needs to be redirected to ensure the maintenance of the welfare state and the healthcare quality.

Healthcare Indicators	Contribution of the industry to the Spanish GDP (1)	People employed in Spain * (2)	Number of companies in Spain (2)
	5,10% (2012)	950.075 (2013)	131.740 (2013)

*Includes General Health Activities and Self regime.

(1) INE, Ministerio de Empleo y Seguridad Social.

(2) INE, Ministerio de Empleo y Seguridad Social.

(3) INE, Ministerio de Empleo y Seguridad Social.

3. Key Sectorial Trends

Sectorial Trends

	<p>Medical technologies</p>	<p>More and more companies, technological centers, research groups, hospitals and health centers are becoming part of the new cluster Healthcare Technologies. With this new cluster, it is expected that synergies and more international opportunities can be boosted in Catalonia, which is already a point of reference in the development of medical technologies. According to recently published reports, this new cluster represents 2% of the current Catalan GDP and seems to have many opportunities for future growth. Medical technologies include, among other things: technologies related to the development of new equipment and products in the field of biomedical engineering, technologies applied to the rehabilitation of people with disabilities, etc.</p>
	<p>Mobile sanitary applications</p>	<p>The mobile sanitary applications are experiencing an exponential growth since a couple of years. There are many advantages offered by this market in terms of ease of use, speed, efficiency and lower cost because many of these apps are free or their price is very low. This trend not only has advantages for users, also for healthcare professionals and doctors, being a very profitable market, for example, for referring questions or contrasting information to diagnose patients or for searching medical information. This trend improves the efficiency in the professionals work and it is also beneficial for users as they get faster service and often a better treatment that can help to improve the image of the public healthcare services.</p>
	<p>Pharmaceutical marketing</p>	<p>Due to the constant changes that are taking place in the industry as a result of new innovative alternatives, it is necessary that professionals and companies of the healthcare industry are prepared to adapt quickly to new situations and challenges. The changing situation, that the healthcare industry is living, causes business units to invest in multi-channel strategies in order to increase the interaction between the people attending a conference, for example. There are many aspects that need to be taken into account in terms of pharmaceutical marketing, such as: The impact that internet has on the consumer and the increasing use of social networks. Such is the importance of this trend that new masters in pharmaceutical marketing are being established in response to the demand of professionals in this area.</p>
	<p>Containment of the sanitary public expenditure</p>	<p>Some time after the beginning of the current economic crisis, public administrations started talking about cuts in healthcare. Therefore, the containment of public sanitary expenditure is a clear trend of the industry because spending on health has considerably decreased and there have appeared other measures such as healthcare copayment, the euro prescription and waiting lists of hospitals are increasing significantly. In line with this trend, it is necessary for professionals to try to respond in the best way to these cuts, in order to maintain the standard of quality, trying to minimize the impact of these cuts on the assistance that users receive from healthcare public system.</p>

4. Employment in the Healthcare Sector

After years of medical specialization, the industry demands professionals with cross-cutting knowledge and with management skills. It is in this sense that the public administration is trying to adapt this trend to the current training offer.

Analysis of employment in the Healthcare Sector	Current situation	Forecast growth
	➡	➡

⬆ Recovery / Growth; ➡ Maintenance; ⬇ Decrease

4.1. The most required highly-qualified jobs

Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
1 Nursing Services Manager	Nurse team managers are nurses with care experience and managerial skills. Their main task is to plan, organize, manager and assess nurse care in the area for which they are responsible. They must manage sustained treatment and integrate care across their area, as well as managing the portfolio of nursing services assigned to them.	<ul style="list-style-type: none"> Education: It is necessary to have a university degree in nursing or in other health sciences. It is valued very positively to have a master in sanitary management. Experience: It is valued very positively to have previous experience of two years in a similar place. Skills: Empathy. 	<ul style="list-style-type: none"> There is a need for professionals with cross-cutting skills and, increasingly, with management skills. Candidates must have the following skills: Planning and organization, team work and cooperation y customer orientation. Moreover, professionals should be capable of managing projects and complex teams.
2 Specialist in e-health	She/he is the professional dedicated to developing applications related to the health and to detecting new needs of users. Also it takes charge of carrying out the communication plan and the advertising.	<ul style="list-style-type: none"> Education: It is necessary to have university education in communication or advertising and it is valued very positively to have a training degree in sciences of the health. In case of being in charge of developing applications, it is necessary to know the certain programs. Experience: It is necessary to have extensive knowledge of informatics tools and English. 	
3 Expert in medical technologies	The expert in medical technologies is the person in charge of developing new technologies of investigation and new systems to help the doctors for example, machines of diagnosis for the image.	<ul style="list-style-type: none"> Education: It is necessary to have a university degree in engineering. Experience: Previous experience in similar positions is valued very positively. Skills: Analytical and conceptual thought. 	

4.2. The most required less-qualified jobs

Job Position	Description	Requirements valued (Education, experience and skills)	Additional considerations
<p>1 Electro medicine Installer-Repairer</p>	<p>Professional responsible for installing, maintaining and repairing non-implementable active healthcare products - PSANI - in electro medicine systems and their associated installations in accordance with quality criteria, following safety conditions and complying with current regulations. In other words, the professional who installs, maintains and repairs the electronic equipment used in medical examinations and treatment.</p>	<ul style="list-style-type: none"> • Education: Intermediate or advance professional training in the field of electricity and electronics. • Experience: Previous experience in maintenance of beams X in hospitals or in the assembly and maintenance of electro medical equipment. • Skills: Concern for order and quality, learning and use of knowledge and flexibility and change management. 	

5. Conclusions and Future prospects

Redefinition and new opportunities



- The clearest trend in the healthcare industry is the redefinition and transformation of caring people, moving from traditional or telephone basically, to a type of service forms more digitalized and adapted to new lifestyles and habits of the population. The industry will find in this area many opportunities for, both, the companies and the professionals or employees.
- In line with other economic industries such as the biochemical industry, the increasing presence of generic drugs and the high demand of them is causing synergies between companies in order to provide more opportunities to enter in the international market.. Companies need to find new ways to differentiate themselves as a result of the increased competition, a fact that gives special importance to pharmaceutical marketing.

The professionals in the Healthcare Sector



- Due to the trend towards "e-health", the most demanded professionals in this sector are the ones related to a university training marketing, application development, etc. Obviously a supplement highly added value is to have training or expertise in medicine or other health sciences.
- Although the specialization is an essential feature of professionals, in fact it can be also problem when promoting interdisciplinary flexibility, a feature that implies having knowledge and concepts of various fields and, that it is increasingly demanded.

Alerts



- The healthcare industry is facing new challenges such as population aging, systemic diseases or self-medication. It is important that the industry, as it has been doing until now, continues training and developing professionals focused on improving people's quality of life. These professionals should have a clear service vocation and other characteristics such as empathy, etc. Professionals specialized in diseases related to medicaments abuse and care for the elderly such as doctors or nurses for residences, are going to be quite demanded.
- Cuts in the public expenditure in healthcare industry are resulting in certain outcomes such as decreases in wages or falls of level of employment. It needs to be taken into account that the harsh measures undertaken by the Spanish government will continue applying during this year with the aim of reducing the account deficit of national GDP. These cuts are causing that the Spanish healthcare system have longer waiting lists and in some areas such as hospitals, there is not enough infrastructure to provide citizens with assistance. So it is important that professionals have management skills and are enough empathetic with users of the public health system in order to maintain a standard of quality.

Strengths



- Multinational pharmaceutical companies, due to the advancement of generic, must focus its efforts on the development of medicaments with a higher demand than other kind of medicaments. In this case, new opportunities for professionals in terms of the creation and development of independent research groups that support these laboratories are being created.
- Policies of prevention and health promotion have been proven very efficient and more cost effective than palliative care. Therefore, it is expected that policies of prevention and health promotion should assume an increasingly important role in the future.

After years of specialization of doctors, the healthcare industry demands professionals with cross-industry knowledge and management skills. Also, professionals need to be versatile and have knowledge of several areas.

Sources: Recently published data: United Explanations, RTVE, Europa al Día, Cambra de Comerç de Barcelona, Servei Català de la Salut, INE, Ministeri de Sanitat, Serveis Socials i Igualtat, Periodista Digital, Fundación OPTI, Eva Velasco: Consultoria Marketing On/Offline en farma y Salud. Press: El Mundo, El País, El Economista

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6. Sectorial complementary Webography

- ✓ Agencia Europea para la Seguridad y la Salud en el Trabajo
<https://osha.europa.eu/es/sector/healthcare/>
- ✓ Organització Mundial de la Salut
<http://www.who.int/es/>
- ✓ Ministeri de Sanitat, Serveis Socials i Igualtat
<http://www.msssi.gob.es/>
- ✓ Institut Català de la Salut
<http://www.gencat.cat/ics/>
- ✓ Centro de Innovación y tecnología
<http://cit.upc.edu/es>

Barcelona Treball (The job seeking website of Barcelona)

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