

Sales Team Report: Key Insights from the Data

1. Patient Census Highlights

- The highest recorded MDScensus is **743**, observed at *The Plaza Rehab and Nursing Centre*.
- On average, facilities have **83.4 residents**, but NY State stands out with the highest average of **163.4 residents per facility**, while PR has the lowest at **20.5 residents**.
- The top five providers with the highest average MDScensus are all located in NY State.

2. Correlation Between Census and Nurse Hours

- There is a positive correlation between patient census and nurse hours. The higher the number of residents, the more hours nurse work.
- However, this trend does not apply to Directors of Nursing, Nurse Aides in Training, or Med Aides/Technicians, whose hours remain unaffected by census changes.

3. Peak Activity Periods

- March 2024 saw the highest overall census with **37,903,405 residents** and the highest nurse hours recorded. This period could present opportunities for targeted sales campaigns to address peak demand.

4. Employee vs. Contract Nurses

- Employees contribute significantly more hours on average (**27,116 hours**) compared to contract nurses, who average just **2,282 hours**.
- Notably, *Highland Park Care centre* in Texas relies heavily on contract workers, with an average of **17.9 hours per day** from contractors.

5. Provider Trends

- The top providers with the highest hours logged by Registered Nurses (RNs) and Directors of Nursing (DONs) demonstrate that staffing focus is heavily skewed toward these roles.
- RNs, Licensed Practical Nurses (LPNs), and Certified Nursing Assistants (CNAs) are the primary contributors to nurse hours at facilities with the highest census.
- Nurse Aides in Training and Med Aides/Technicians contribute little to no hours, even at major providers.

6. Patient Ratios and Provider Distribution

- LPN-to-patient ratios are higher than RN-to-patient ratios, suggesting a heavier reliance on LPNs for direct care.
- There are **112 providers** with no residents recorded daily, while **11,469 providers** have more than 50 residents daily.

7. State-Level Variations:

- New York State had the highest average number of residents per facility, with an average of 163.4.
- Puerto Rico had the lowest, with an average of 20.5 residents per facility.

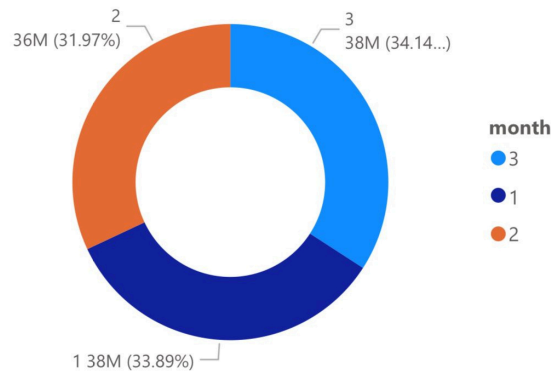
Recommendations for the Sales Team

- **Focus on High-Census States:** With NY leading in census and top-performing providers, prioritize sales efforts there. Tailor campaigns to address the unique needs of these high-demand facilities.

STATE	AVG of MDScensus
NY	163.44
DC	119.20
NJ	117.47
FL	106.19
MD	104.47
PA	100.85
CT	100.32
VA	97.83
MA	96.03
AL	95.43
RI	95.08
IL	90.12
NV	89.29
LA	89.19
DE	88.66
SC	87.97
GA	86.91
CA	86.11

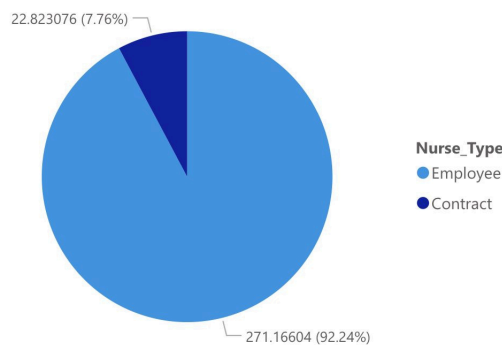
- **Capitalize on Peak Demand Periods:** March 2024 trends show heightened activity. Align sales campaigns to support facilities during these periods with staffing solutions or additional resources.

Total Residence by month



- **Employee vs. Contractor Dynamics:** Employee nurses are more reliable for consistent staffing, while contractors may be better for filling temporary gaps. Sales efforts can focus on demonstrating how facilities can optimize both groups to improve operational efficiency and patient care.

Employees Vs Contract Hours



- **Target Providers with Low Hours or No Residents:** Engage the 112 providers with zero census or those under utilizing resources. Address potential barriers to better staffing and patient care. This is a snapshot of Providers and their states

PROVNAME	STATE
ASPIRE OF LAKE PARK	IA
GOLDEN HILL POST ACUTE	CA
HERITAGE HEALTHCARE & REHABILITATION CENTER	FL
KIOWA HILLS HEALTH AND REHABILITATION CENTER	CO
LEGACY POINTE AT UCF	FL
MCALLEN NURSING CENTER	TX
PINE VIEW NURSING AND REHABILITATION CENTER	WV
PRAIRIE VIEW SKILLED NURSING	MO
RANDOLPH NURSING HOME	IN
ST ANN HEALTH AND REHABILITATION CENTER	WI
VILLAGE PLACE HEALTHCARE AND REHABILITATION CENTER	FL
WHITESBORO HEALTH AND REHABILITATION CENTER	TX
WILLOWBROOKE COURT AT COKESBURY VILLAGE	DE
WILLOWBROOKE COURT SKD CARE CENTER AT LIMA ESTATES	PA
WYTHE CNTY COMMUNITY HOSP ECU	VA

- **Highlight Dependence on CNAs, LPNs and RNs:** Many facilities rely heavily on CNAs, LPNs & RNs particularly in direct care. Offer products or services that align with their operational needs.

