

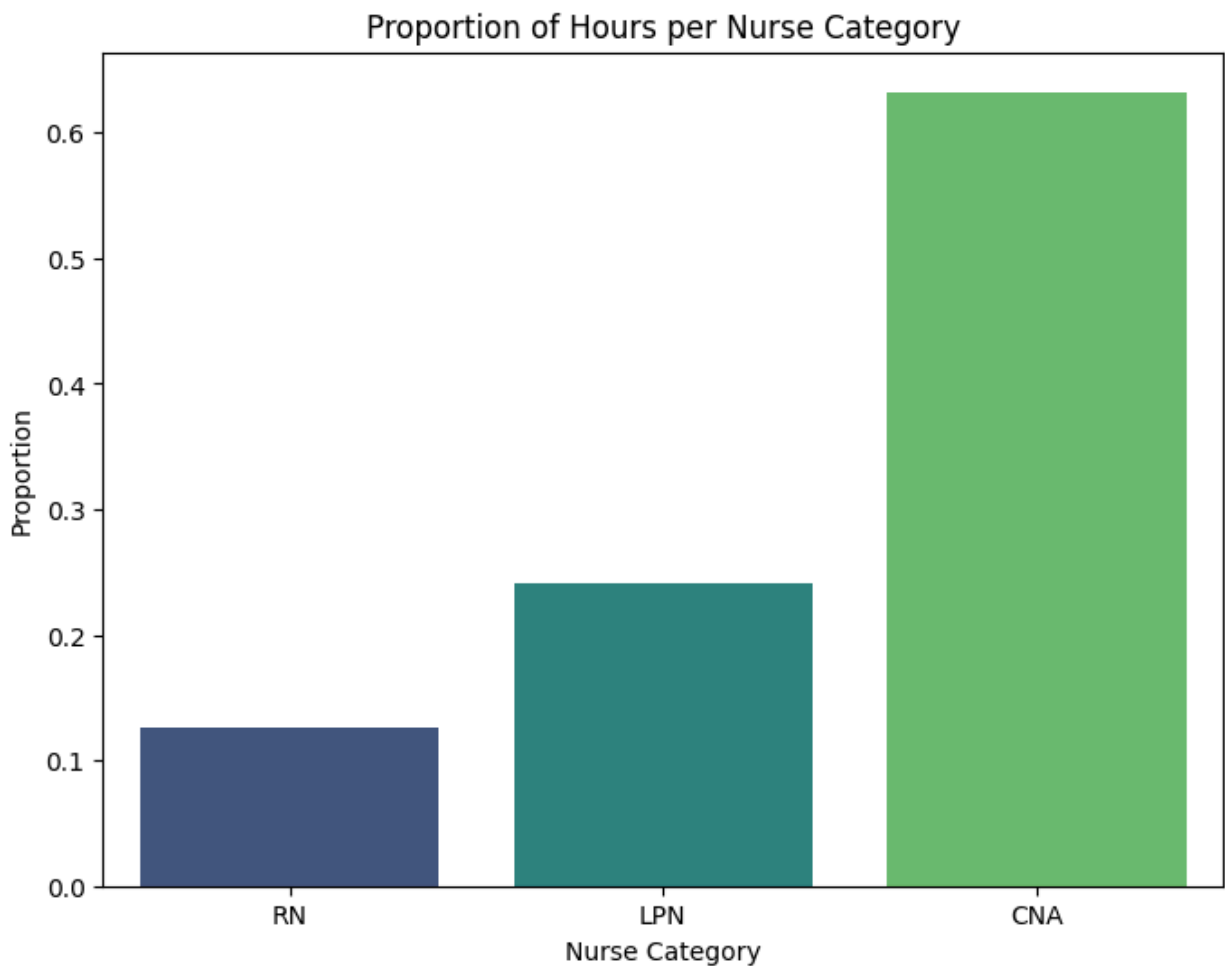
Data-Driven insights and 3 recommendations for the leading Health job board Sales Team Leaderships
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Introduction:

By analyzing the CMS Payroll-Based Journal (PBJ) Daily Nurse Staffing data for Q2 2024 and CMS datasets, the goal is to uncover business insights to guide the leading Health job board's sales team. Specifically, the analysis explores contractor reliance, staffing shortages, and penalties to identify facilities and regions that would benefit most from the leading Health job board's service and in return guide the sales team.

Data Exploration:

Proportion of Different Type of Nurses



(Chart 1)

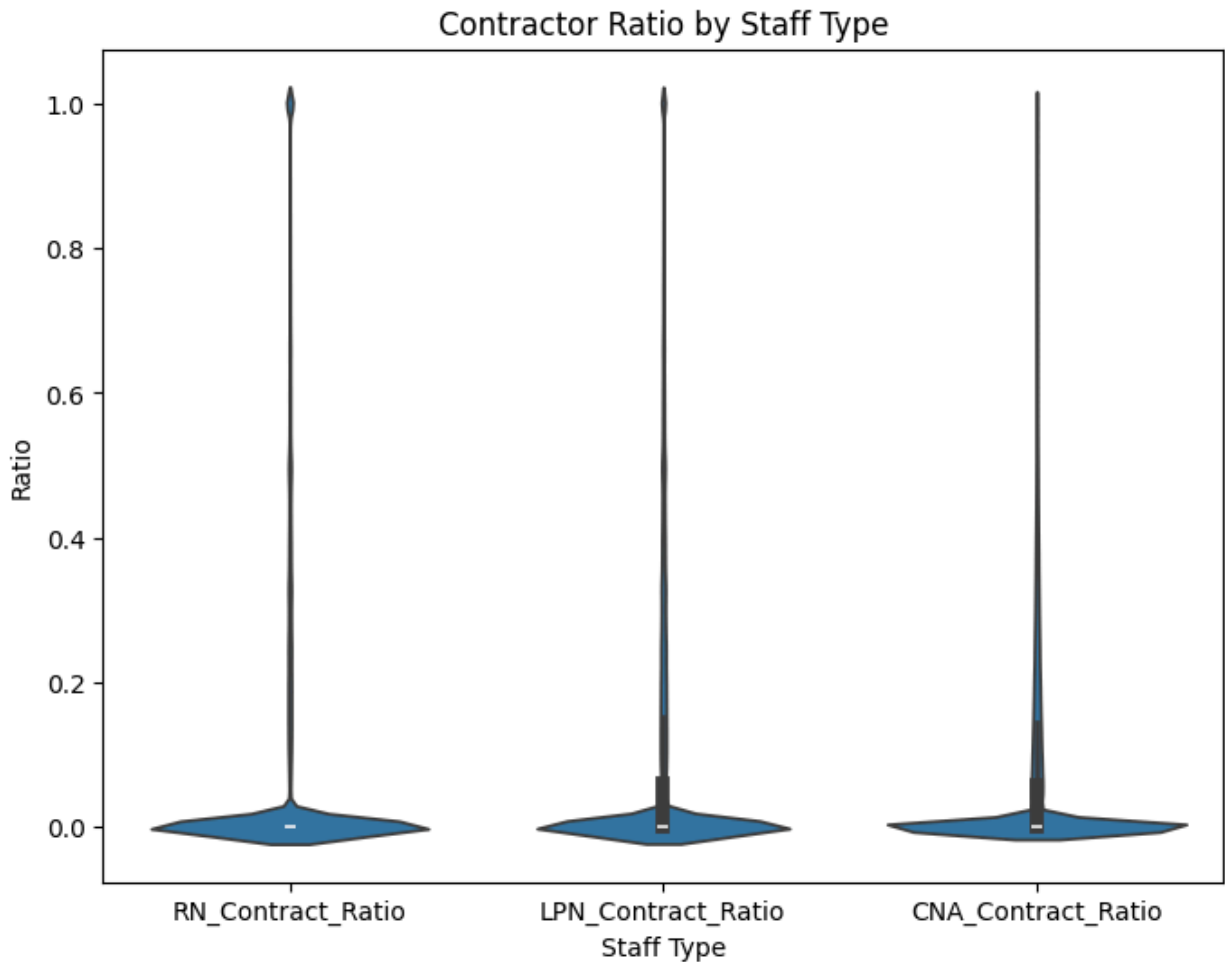
The chart 1 shows the proportion of total nursing hours contributed by each nurse category (Registered Nurses (RNs), Licensed Practical Nurses (LPNs), and Certified Nursing Assistants (CNAs)) across all facilities. It highlights that CNAs contribute a significantly larger share of the total nursing hours compared to RNs and LPNs. This suggests that CNAs play a critical role in direct patient care and make up the majority of nursing staff hours.

For the leading Health job board, which focuses on contractor staffing, this insight is valuable. It indicates that prioritizing the recruitment of CNA contractors could meet the higher demand from facilities, as they rely heavily on CNAs for day-to-day operations. By targeting CNA contractors, the leading Health job board can align its efforts with the staffing needs of long-term care facilities, potentially increasing placement opportunities and client satisfaction.

Hypothesis and Assumption:

the leading Health job board is an online marketplace that connects healthcare professionals with open shifts at various healthcare facilities across the United States. And All workers from the leading Health job board (and our competitors) are classified as contractors. Therefore, the focus of this project is on contractors.

My first assumption is that facilities with a higher number of contractor shifts are more likely to use the leading Health job board's platform to find candidates. This assumption is based on the idea that contract-based healthcare professionals tend to transition between facilities more frequently compared to full-time employees. As a result, facilities that rely heavily on contractors experience higher turnover and a continuous need for staffing solutions.



(Chart 2)

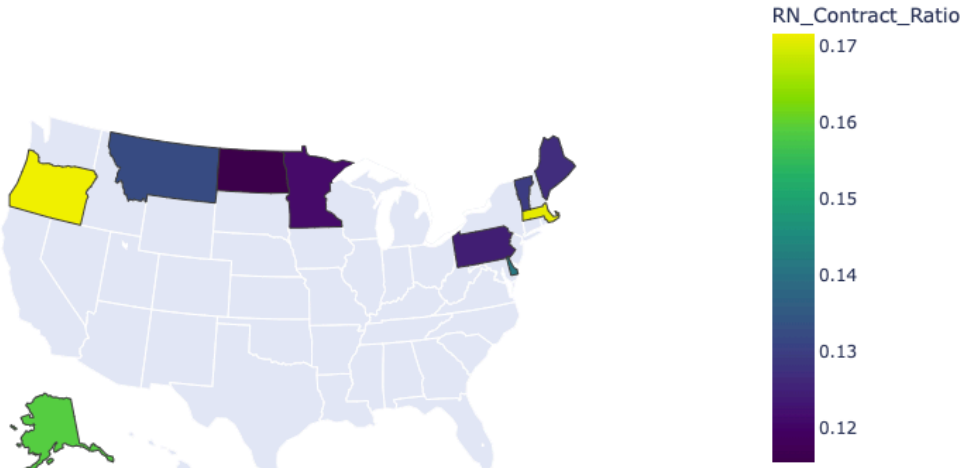
This chart 2 shows distribution of contractor ratios (the proportion of contractor hours out of total hours) for three staff types: Registered Nurses (RNs), Licensed Practical Nurses (LPNs), and Certified Nursing Assistants (CNAs). Furthermore, this chart indicates that most Facilities have low contractor reliance and are similar for all three types of nurses. However, there are some outliers, which mean facilities with higher contractor ratios.

For Clipboard, these facilities with higher contractor ratios are likely to have a greater need for contractor staffing solutions. These facilities could be key targets for the leading Health job board's services.

Based on assumptions, these are the recommendations for the leadership of the sales team:

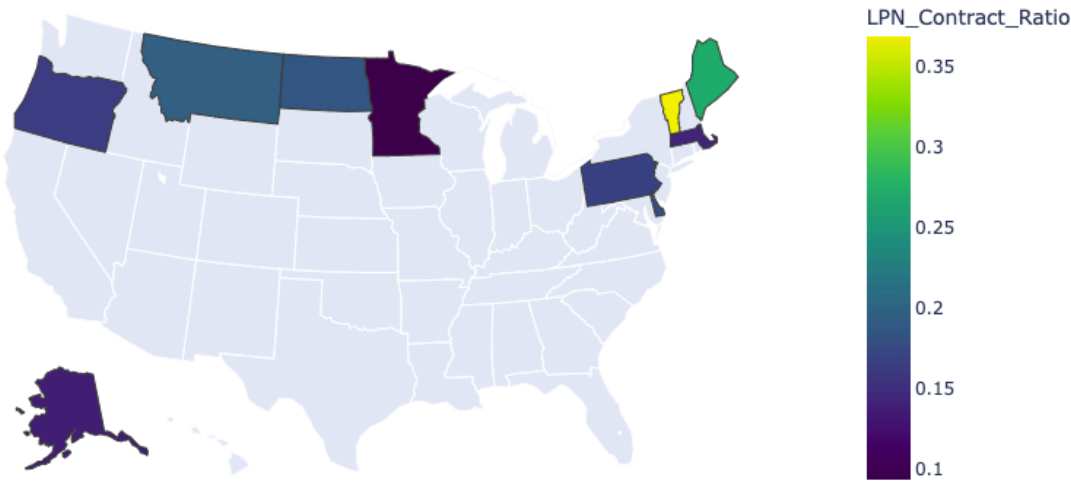
Recommendation 1: Focus Sales Efforts on States and Counties with High Contractor Reliance

RN Contract Ratio by State (Top 10)



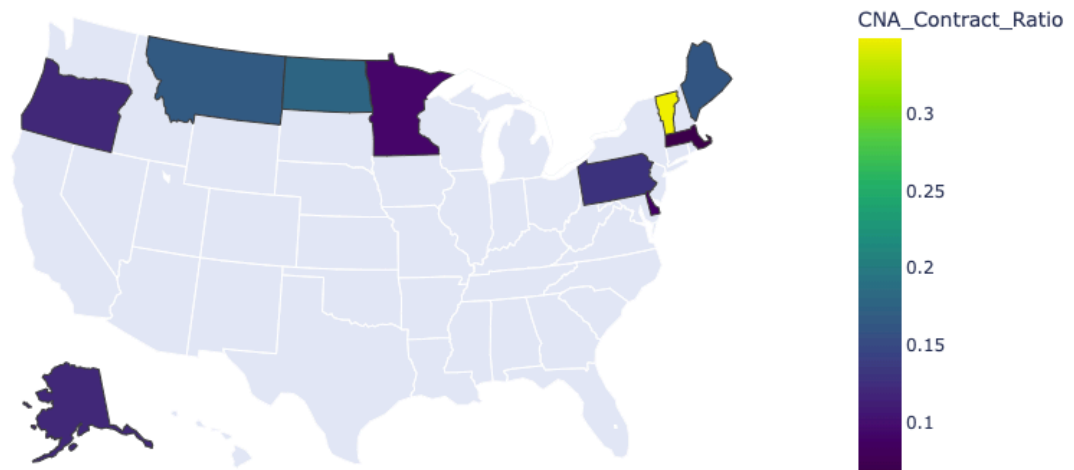
(Chart 3)

LPN Contract Ratio by State (Top 10)



(Chart 4)

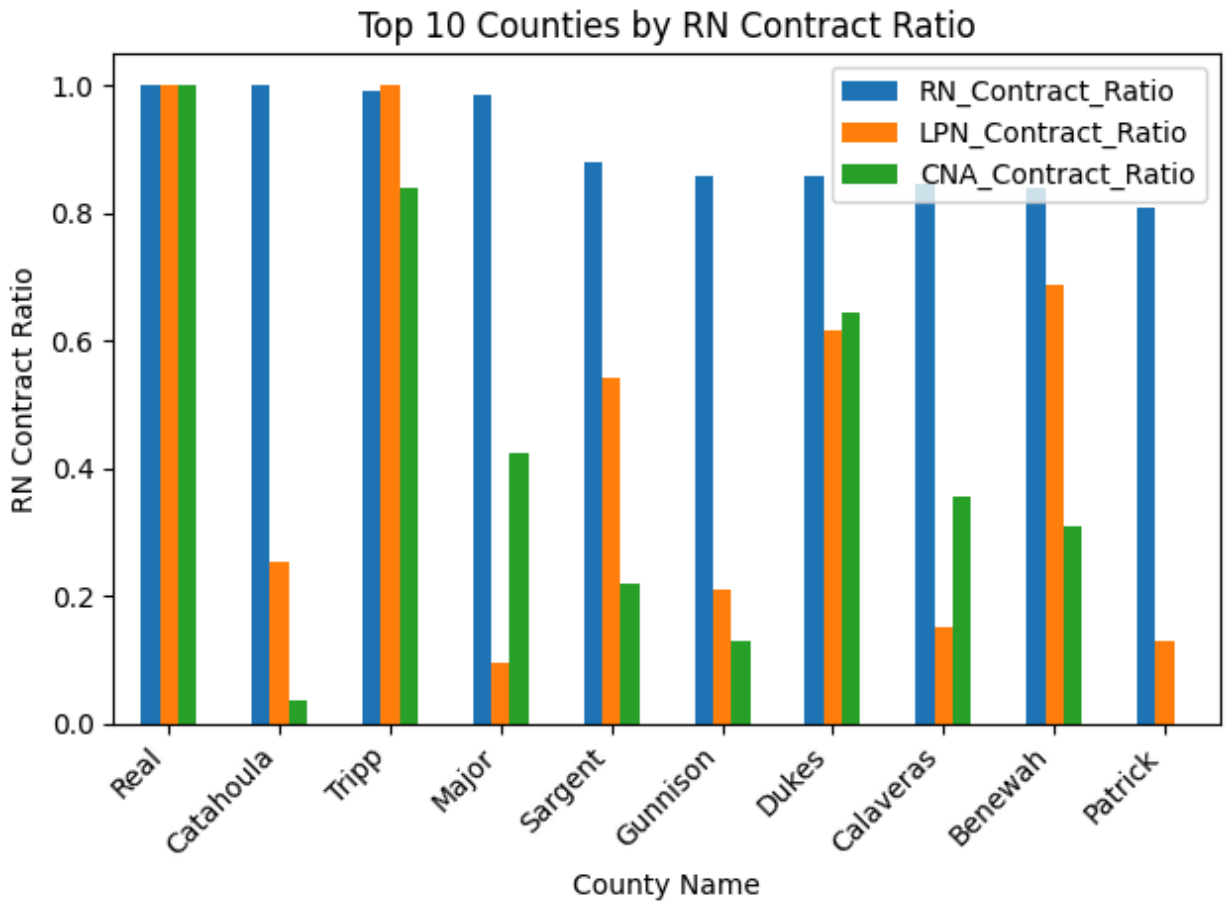
CNA Contract Ratio by State (Top 10)



(Chart 5)

Analysis:

The chart 3 to 5 shows the top 10 states with facilities with highest contractor ratios. States like Oregon (OR), Massachusetts (MA), and Vermont (VT) have high contractor ratios for Registered Nurses (RNs), Licensed Practical Nurses (LPNs), and Certified Nursing Assistants (CNAs). Specifically, Vermont has the highest contractor ratios for both LPN and CNA V could be a key focus area due to its high reliance on LPN and CNA contractors.



(Chart 6)

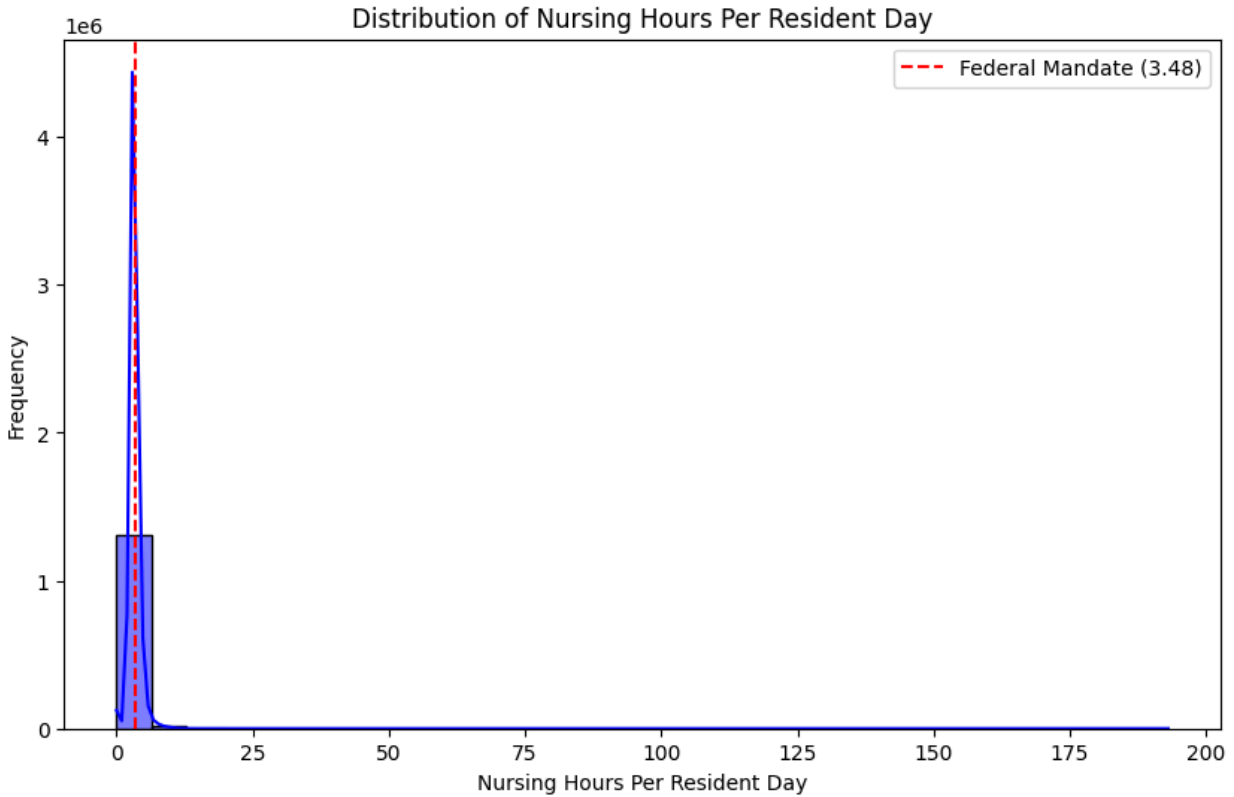
This chart 6 shows the counties with the highest contractor ratios. Counties such as Real County, TX, and Tripp County, SD, exhibit extremely high contractor reliance ratios, often exceeding 80%. Facilities in these regions are more likely to depend on staffing agencies like the leading Health job board to meet their workforce needs.

Recommendation:

Prioritize sales outreach to nursing homes in states and counties with high contractor reliance. Highlight the leading Health job board's ability to provide reliable contractor staffing solutions tailored to their needs.

Develop targeted digital and traditional marketing campaigns emphasizing the benefits of the leading Health job board's platform, such as flexibility, quality assurance to these areas.

Recommendation 2: Target Facilities with Low Staffing Hours Per Resident



(Chart 7)

Analysis:

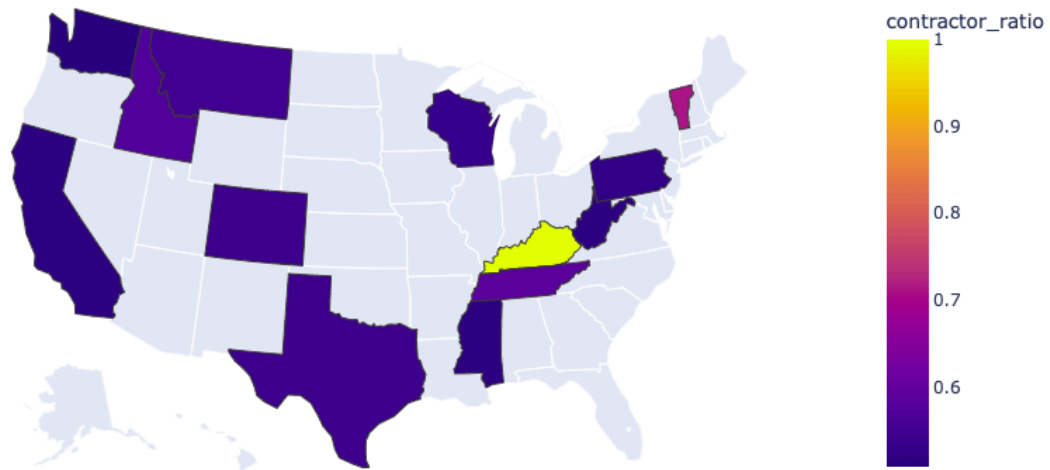
The chart 7 shows how nursing hours are distributed across facilities, and a focus on compliance with the federal mandate of 3.48 hours per resident day. These facilities on the left of the red line struggle to meet federal staffing benchmarks of 3.48 hours per resident. These facilities may face penalties or quality-of-care issues, making them prime candidates for the leading Health job board to solve their understaffing issues.

Recommendation:

Identify nursing homes with the lowest HPRD from the dataset and approach them with tailored solutions to help meet federal requirements. Highlight how the leading Health job board's platform can provide reliable, temporary staff during peak demand periods, to improve these facilities with their staffing levels and avoid penalties.

Recommendation 3: Leverage Penalty Data to Address Staffing Gaps in High-Risk Facilities

Target Facilities by State



(Chart 8)

Analysis:

The chart 8 shows facilities that received most penalties in Q2 2024 that also have more than 50% of contractor dependency. These facilities are under pressure to improve their performance and may be more open to staffing solutions from clipboard. I selected facilities with over 50% contractor dependency because this represents a significant reliance on contract staff. These facilities are more likely to benefit from the leading Health job board's services, as they already depend heavily on contractors for staffing.

Recommendation:

Position the leading Health job board as a partner that can help them tackle compliance issues by improving staffing levels.

Offer tailored plans that focus on providing these facilities with consistent staff availability.

Conclusion:

The analysis highlights key opportunities for the leading Health job board to expand its impact and address staffing needs for highlighted regions and facilities:

Target High Contractor Reliance Areas: States like Vermont, Oregon, and Massachusetts, as well as counties such as Real County, TX, shows high contractor ratios. These regions are prime candidates for outreach campaigns emphasizing the leading Health job board's ability to provide reliable contractor staffing solutions.

Support Facilities with Low Staffing Hours: Many facilities fall below the federal mandate of 3.48 nursing hours per resident day, making them potential clients for the leading Health job board's services. The leading Health job board can help these facilities improve compliance and care quality.

Assist High-Penalty Facilities with Staffing Gaps: Facilities with significant penalties and over 50% contractor dependency face pressure to improve their performance. The leading Health job board can position itself as a strategic partner by providing consistent staffing solutions to help these facilities meet regulatory requirements.

By focusing on these areas, the leading Health job board can strengthen its market leader position.