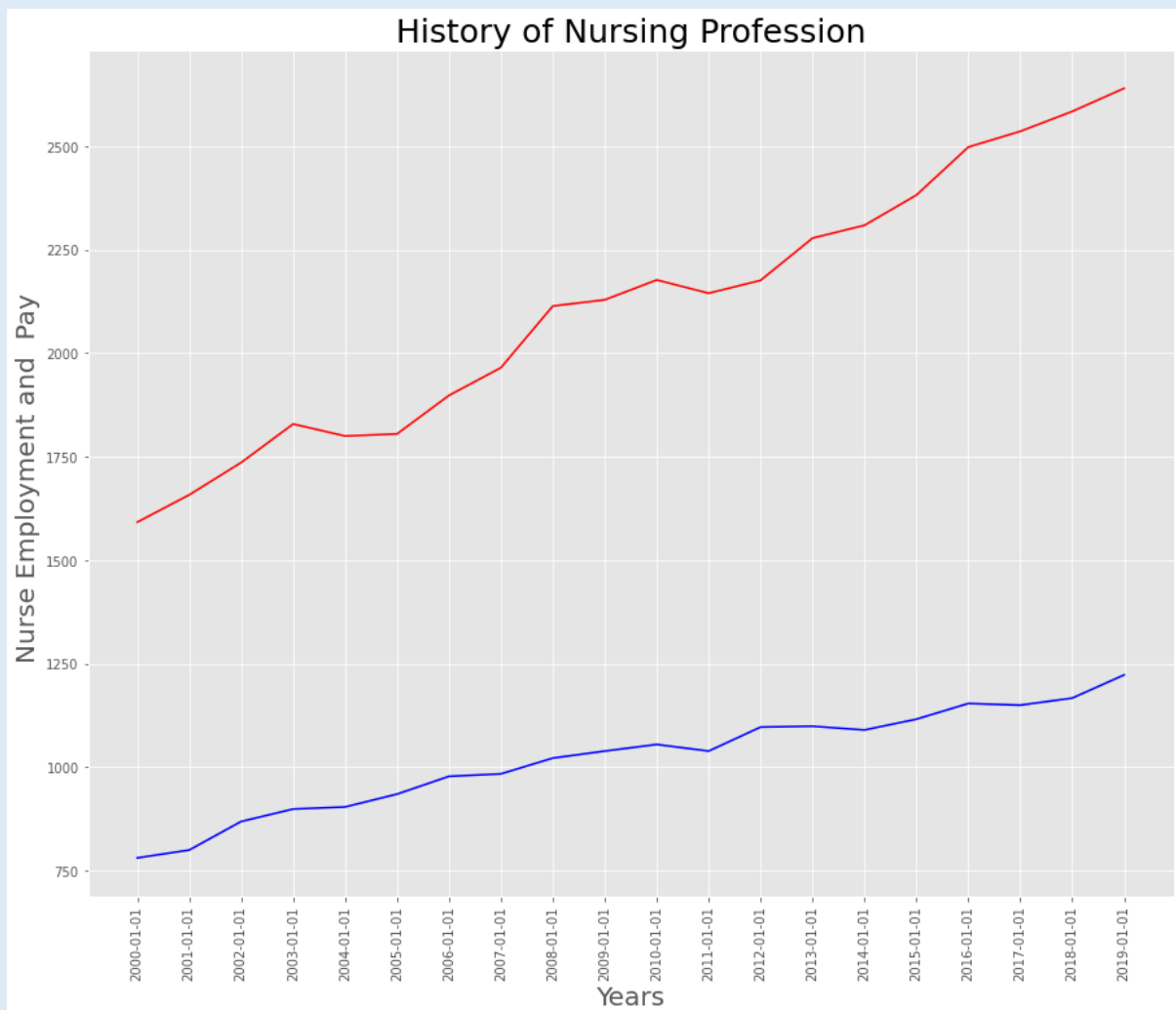


Clipboard Health

About Nursing

- Health care is about more than fighting disease and performing surgery.
- With an aging population, and with an over-burdened health care system,
- The power of nursing is needed more than ever.
- It's time for the nation to recognize the dedication of 4 million invaluable registered nurses and the lives they touch
- The Below graph shows the History of Nursing Employment and Pay scale over a period of two decades
- The main insight we can derive out be “ *Nursing is a Promising Career*”



Note: The above data was taken from FRED data source as a part of research

Clipboard Health

About Clipboard Health:

Clipboard health is a platform that simplifies medical facility staffing. It provides faster hiring, which replace the need for a hospital to do the process manually. Simple, transparent, and easy staffing tool for medical facilities

Clipboard health provides flexible working hours and work-life balance for medical professionals

Objective:

I would like to start with the statement *understanding the health of Clipboard Health*.

Above statement was split under two buckets which propel the Business of *Clipboard Health*

Clipboard Health exists to serve on the motive of

- Give nurses more flexible schedules
 - Registered Staff Nurses will have appointments[shifts] with the healthcare industry which are flexible and nearby their living where and whenever
 - This results in Productivity of work
- Give healthcare facilities reliable flexible staff.
 - facilitate talented and Quality Nurses for the healthcare industry which should determine our Trust and Transparency to achieve personalized care

As per the current KPI's which are tracking by *Clipboard Health*

- *top line revenue*
- *fill rate*
- *monthly supply-side headcount churn*

Top line Revenue:

A Picture of how a business performed over a certain period of time. A business owner wants to know how her business is performing in two important categories:

- Total money earned during the period
- what was left after covering expenses

Fill Rate:

The extent to which rotation hours are being filled by registered nurses and midwives and unregistered care staff and to monitor for acute trusts the care hours per patient day. Its key purpose is to gain re-assurance that wards are being safely staffed

Monthly Supply-Side Headcount Churn:

Nurse turnover has been plaguing the medical industry for decades, and as years pass, the concern remains costly and harmful to hospitals and patients alike

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This supply side churn could be caused by

- With churn , jobs remain unfilled & RNs feel overworked, stressed out and dissatisfied
- RNs suffer from a lack of role clarity and low sense of control over job performance.
- Nurses suffer from poor communication with management around critical issues
- RNs do not receive adequate recognition or rewards for accomplishments
- Nurses feel minimal opportunities for growth
- Nurses inadequate trust and collaboration between co-workers
- Nurses get stuck picking up the slack for other nurses

Let's see what are the other factors or KPI's that would enlighten us to understand better about the marketplace for **Clipboard Health**

Problem Statement:

Clipboard Health vertical right now is partnering with the Skilled Nursing Facilities What are the metrics that are critical for better understanding the health of **Clipboard Health** marketplace?

1. Closed shifts
2. Types of Nurses in Demand
3. Identify the Market Place for the Nurses
4. Pay to Nurses
5. Key focus in delivering the Nursing services
6. Patient Satisfaction
7. Nurse Performance & Engagement Metrics, like DAU, WAU, MAU, DAU/MAU Ratio
8. Network of Nurses
9. AI-based match tech to pair healthcare professionals with personalized job openings
10. Perks and Benefits

1. Closed Shifts:

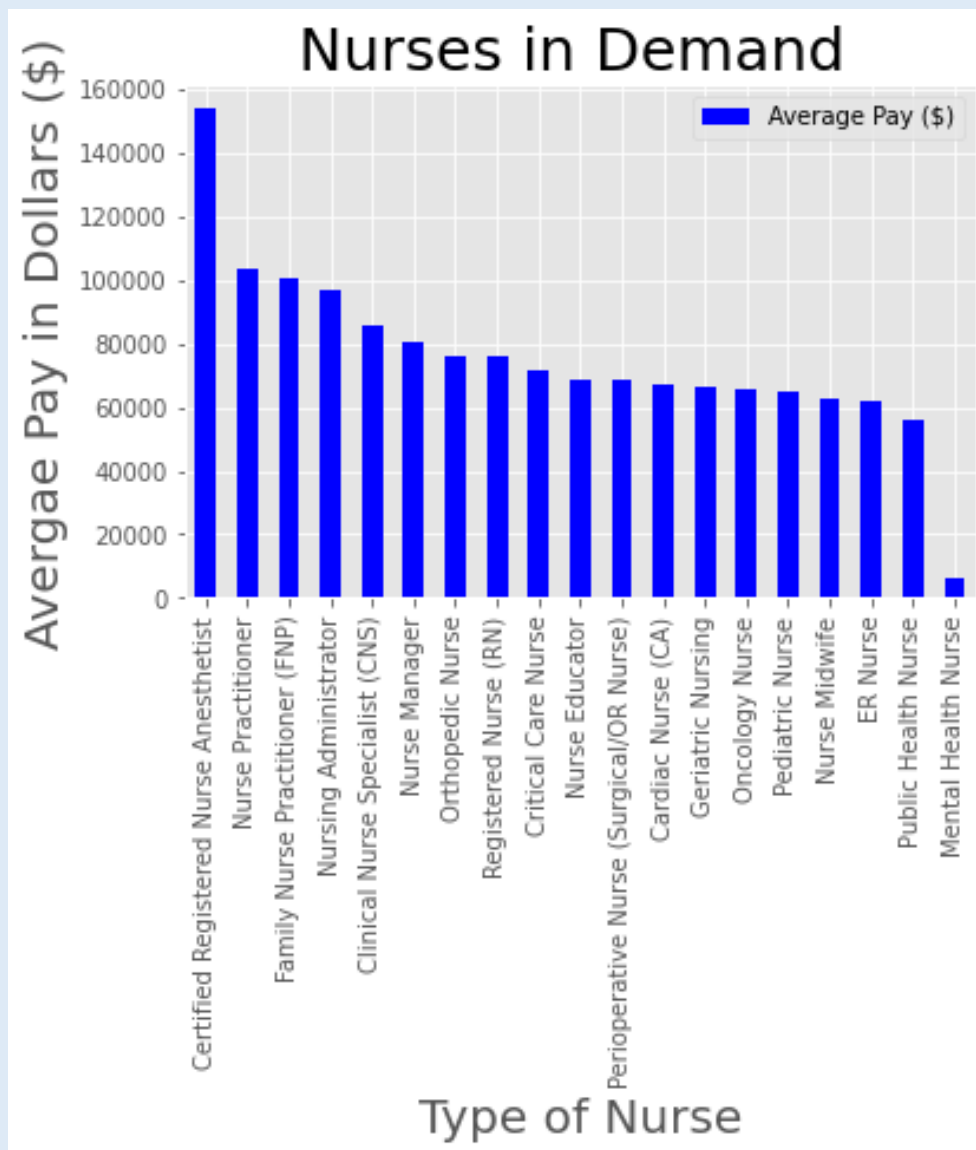
- This will show us how many hours of medical staff is booked through Clipboard Health platform, uncovering the potential growth areas
- It shows us the specific locations where we see the hours are always booked
- The more shift users closed indicates that there are more medical facilities that ask for medical hours which shows B2B relationships
- It gives the overview of where the shifts were booked, by what type of profession.
- These types of ideas allow us to focus on platform growth in the market direction
- This metric will show us whether the platform works towards the vision
- Some of the characteristics for the closed shifts which are clustered for Nurses
 1. Mean age, years
 2. Baccalaureate or higher
 3. Gender
 4. Race/ethnicity
 5. Type of unit, last shift

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2. Types of Nurses in Demand

Nursing generally falls into three categories:

1. Non-degree
 - 1.Certified Nurse's Aides (CNAs)
 - 2.Licensed Practical Nurses (LPNs)
2. Degree
 - 1.Registered Nurses (RNs)
3. Advanced Degree
 - 1.Advance Practice Nurses (APNs)
 - 2.Clinical Nurse Leaders (CNLs)
 - 3.Clinical Nurse Specialists (CNSs)
 - 4.Certified Nurse Midwives (CNMs)
 - 5.Certified Registered Nurse Anaesthetists (CRNAs)
 - 6.Doctors of Nursing Practice (DNPs)
 - 7.Nursing PhDs



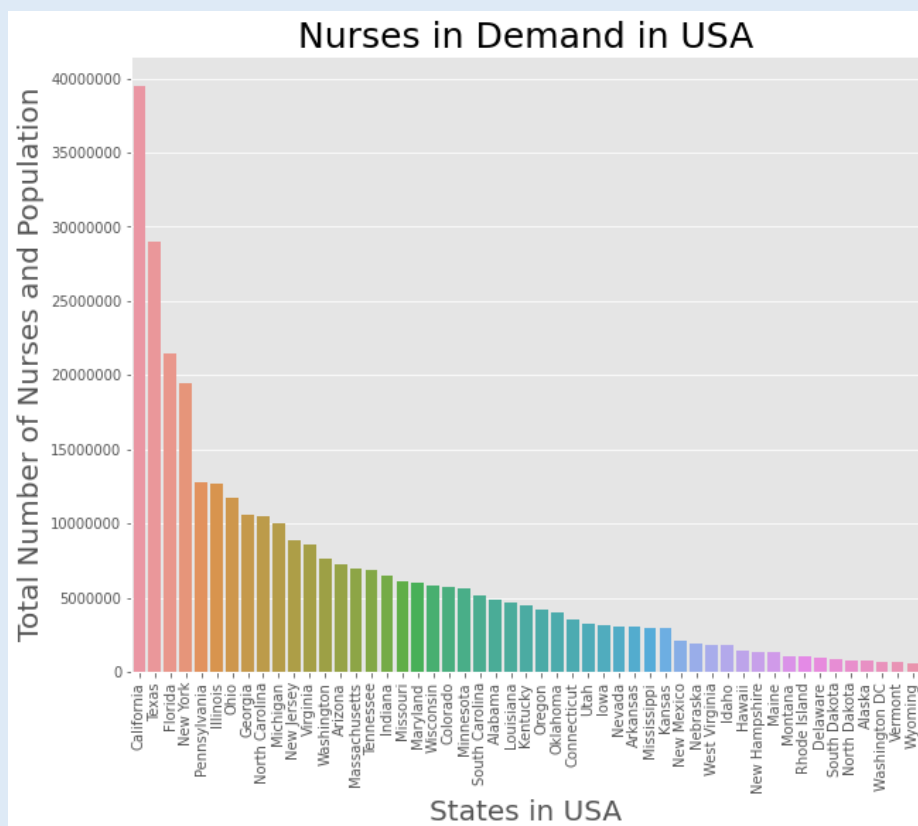
Note: The above data was taken from affiliated Nursing College from Pennsylvania University

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- Demand: When the Quantity of Demand increases the prices of the associated good will increase
- Here I am calculating the Demand for the type of Nurses using the concept Supply & Demand
- From the above exhibit we can relate that Hospitals are more interested in Certified Registered Nurse Anaesthetist which was in first place and then Nurse Practitioner and so on so forth
- So I conclude that this metric would play key role in generating net sales and revenue

3. Identify the Market place for Nurses

- Another metric to understand the market place is the location of demand for the skilled Nurses
- This metric will gives us the instant overview of the percentage of Nurses that are available in USA as per the recent survey conducted by Nurse Journal in 2019
- This survey shows that in USA there are on an average there are 12 nurses for every 1000 population
- There would be more demand for the Nurses in high population areas, clipboard health should avail their services in those regions
- From once again from the Economic theory when the quantity of Demand for nurses is high the Quantity of supply of nurses should meet the demand



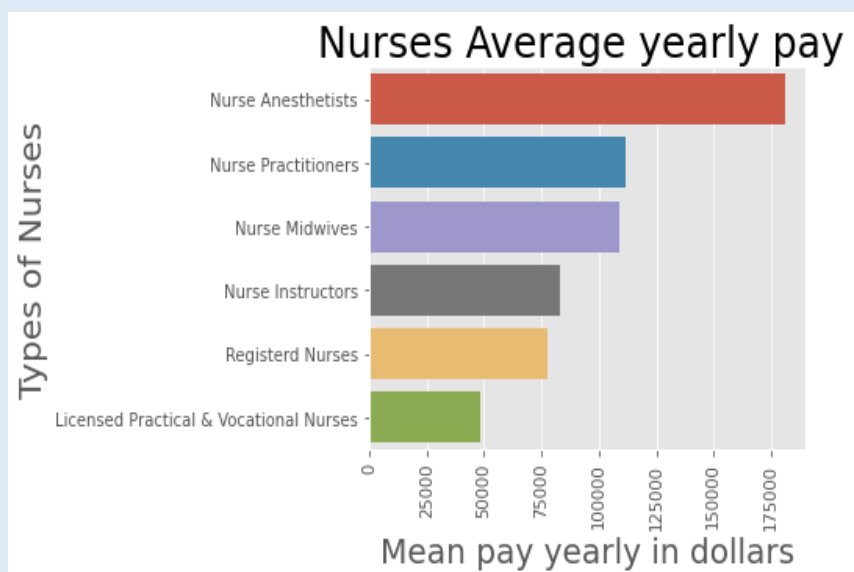
Note: The above data was taken from Nursing Journal as a part of research

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- The above data was taken as a part of statistical research from Nursing Journal survey 2019
- As per the recent survey there is more demand for nursing facilities requirement in the states which are shown below and the top 10 states are
 1. California
 2. Texas
 3. Florida
 4. New York
 5. Pennsylvania
 6. Illinois
 7. Ohio
 8. Georgia
 9. North Carolina
 10. Michigan

4. Pay to Nurses

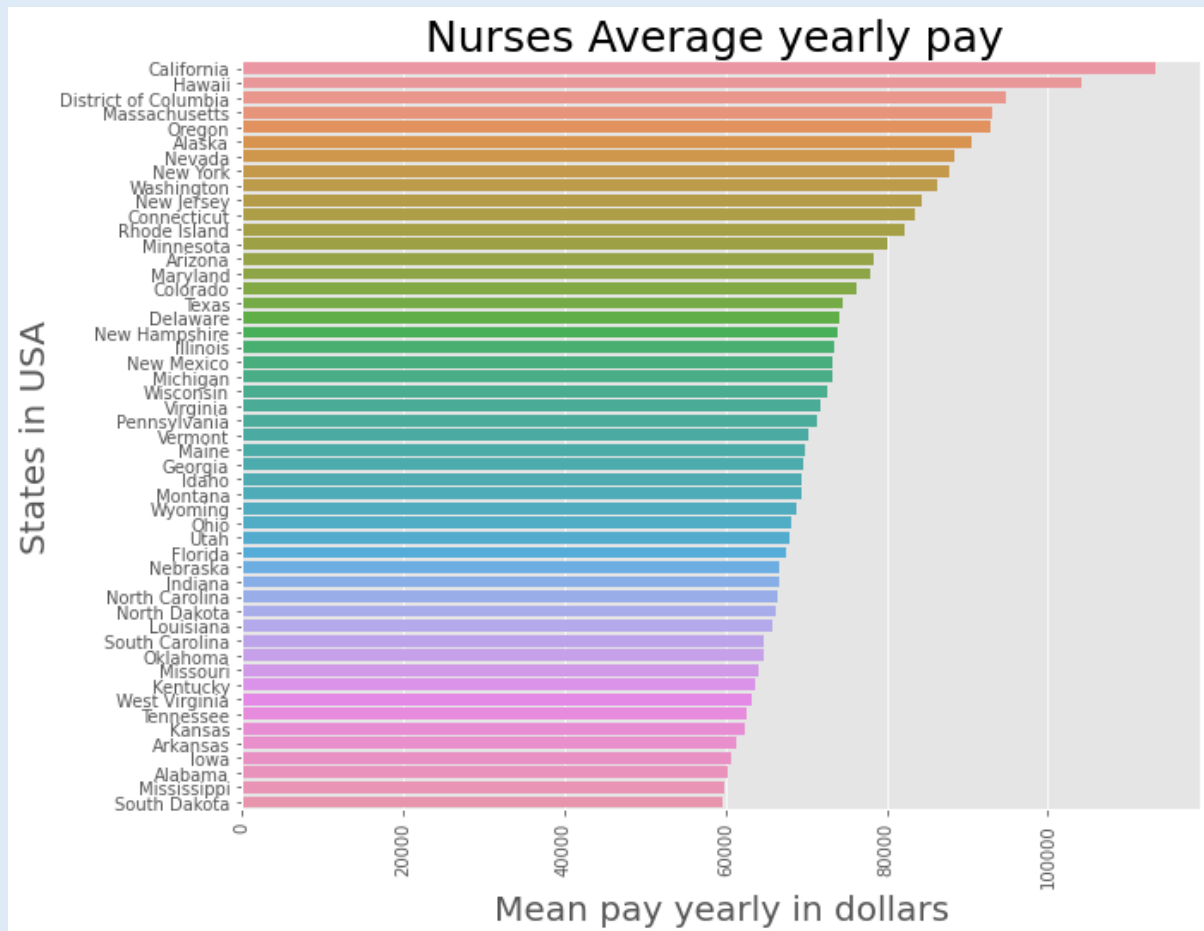
- The national average salary of a registered nurse as of 2020 is at **\$77,460 per year**, representing an hourly wage of **\$37.24** by BLS
- The data is according to the estimates released by the United States Bureau of Labour Statistics (BLS) Occupational Outlook Handbook in March 2020.
- Identify the trend in data and adjust the pay to nurses every while
- There are different types of nurses in Health care staffing and their pay is different
- General types of Nurses
 1. Nurse Instructors
 2. Registered Nurses
 3. Nurse Anaesthetists
 4. Nurse Midwives
 5. Nurse Practitioners
 6. Licensed Practical and Licensed Vocational Nurses
- For the above types of nurses their pay for the year 2019 was shown in below graph these are highly Paid Nurse jobs in USA across states



Note: The above data was taken from Nurse Labs as a part of research

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- Now for detail overview of pay I am taking a specific type of Nurse category and extracted data and derived insights and exhibited in the below graph
- Let's now see the pay for Registered Nurses across USA



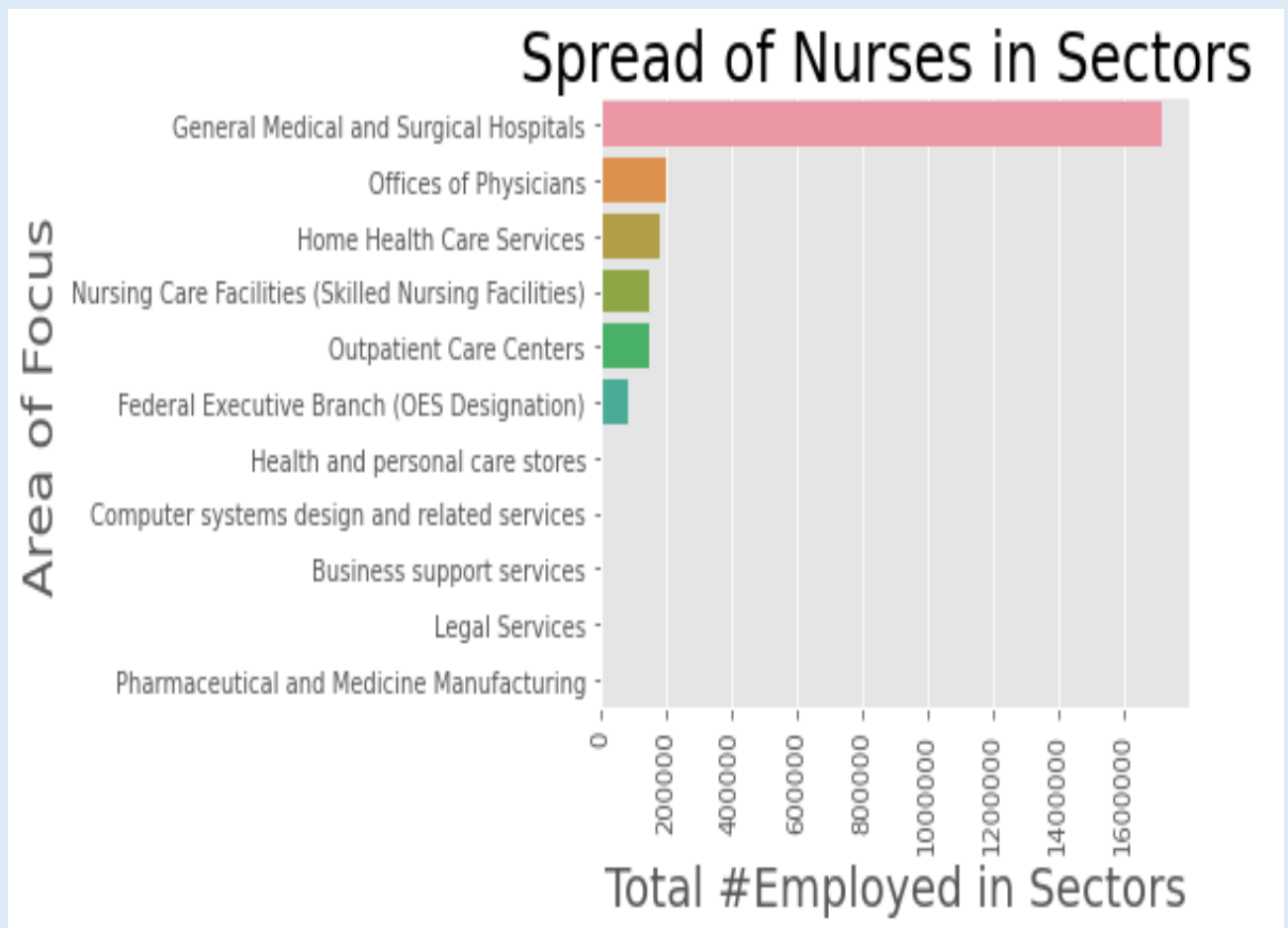
Note: The above data was taken from Nurse Labs as a part of research

- From the data we can conclude that there is more demand for the nurses who are willing to pay high for skilled nurses for availing the facilities
- The top 5 places that are paying high pay are
 1. California
 2. Hawaii
 3. District of Columbia
 4. Massachusetts
 5. Oregon
- Using this metric Pay based on geography we can identify the hotspots for nurses and able to staff them for hospitals to avail service

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5. Focus on Key Area of Domains

- Certain industries pay considerably more than the average.
- Registered nurses who work for the federal government, as opposed to state or local governments, earn an average nurse salary of \$90,340 by BLS
- Those working in business support services are very well paid at an average of \$92,200.
- Most of the nurses are in the sector of General Medical and Surgical Hospitals
- On boarding the Nurses working on this sector will boost the net sales
- As per the inferences from the data there is a huge demand for the nurses who are working in Hospitals rather than other industry
- This gives us decision driven insights that helps to develop the community in nurses working in Hospitals

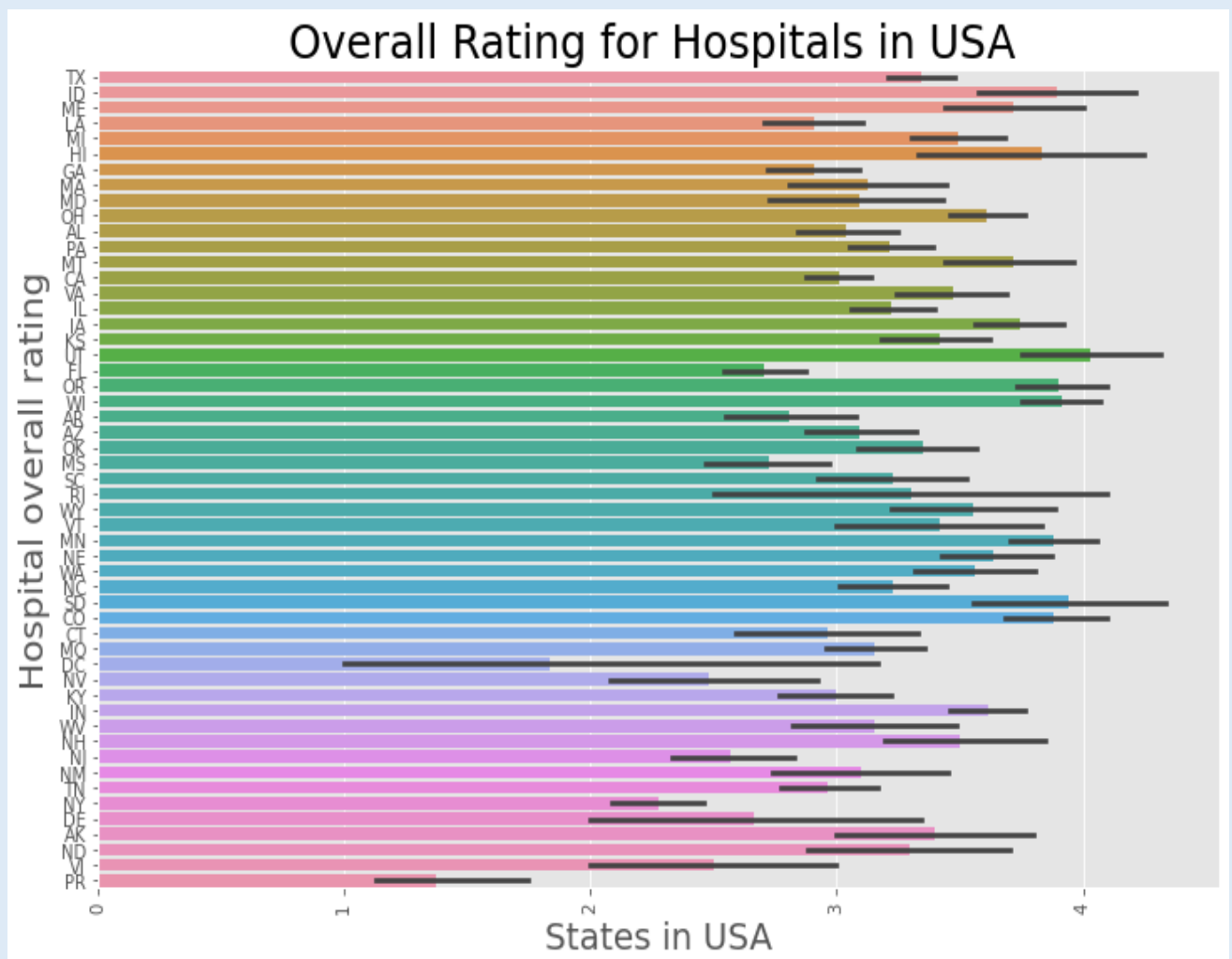


Note: The above data was taken from Nurse Labs as a part of research

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6. Patient Satisfaction

- This metric measures the satisfaction level of a patient's hospital stay and care provided.
- Patient satisfaction may specifically dive into questions regarding quality of
 1. physician care
 2. quality of nursing care
 3. cleanliness of hospital
 4. quality of hospital food
- Here I would like to introduce the parameter rating of the hospital which is an underlying parameter and it is directly proportional to Patient satisfaction
- The more the patient got satisfied by the Hospital service which also includes Nurse Care the more the hospital got overall good rating
- The below graph shows the overall rating given by the patients admitted in the hospitals in a scale of 5



Note: The above data was taken from Centres for Medicare & Medicaid Services as a part of research

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- From the above exhibit the hospitals with good rating are the below Top10
 1. Texas
 2. Idaho
 3. Maine
 4. Los Angeles
 5. Michigan
 6. Hawaii
 7. Georgia
 8. Massachusetts
 9. Maryland
 10. Ohio
- Using this metric we can understand the marketplace for healthcare very effectively and research on this area gives more scope for leveraging the marketplace

7. Performance and Engagement Metrics:

- The concept of nurse engagement is often used to describe nurses' commitment to and satisfaction with their jobs
- In reality, these are just two facets of engagement. Additional considerations include nurses' level of commitment to the organization that employs them, and their commitment to the nursing profession itself.
- Because nurse engagement correlates directly with critical safety, quality, and patient experience outcomes, understanding the current state of nurse engagement and
- Key drivers must be a strategic imperative
 1. Nurses should believe organization provides high-quality care and service.
 2. Nurses should organization treats employees with respect.
 3. Nurse's moto be ***I like the work I do.***
 4. The environment at my workplace makes employees in my work unit want to go above and beyond what's expected of them.
 5. My pay is fair compared to other healthcare employers in this area.
 6. My job makes good use of my skills and abilities.
 7. I get the tools and resources I need to provide the best care/service for our clients/patients.
 8. The workplace provides career development opportunities.
 9. This organization conducts business in an ethical manner.
 10. Safety is a priority in the organization.
- Impact of Tenure and Level of Care
 1. Track the engagement of the nurse over a period in gaps of 6 months and mark ratings
 2. As it was done through online we should evaluate Nurse performance regularly say
 1. Daily Active users(DAU)
 2. Weekly Active users(WAU)
 3. Monthly Active users(MAU)
 4. DAU/MAU Ratio
- Using the above parameters we can better understand the market place for Staffing

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8. Network of Nursing:

- The interaction between patients and nurse is important in improving the quality of nursing care
- Making a trusting and respectful link with a young adult requires a highly sensitive approach, careful assessment, and cooperation
- “Bridging” was defined as a core strategy for nurses
- Which helps to bridge and connect with young patients whenever they feel loneliness and reduce the burden of treatment.
- Create a network of Nurses can be done by
 1. Social Media Networks
 2. Mouth-to-mouth network connection by nurses
 3. Attend conferences

9. Pair Healthcare Professionals with Personalised Job experience

- Today’s candidates are seeking a more gratifying career experience
- Healthcare providers must connect with recruits on the cultural and lifestyle aspects of a job offer, not just the technical skill requirements.
- Candidates expect personalization in the process and use it to gauge the culture of the hiring provider
- Data intelligence gathered from current employees can help recruiters to customize their recruiting strategies.
- Technology can improve the application process while simplifying data collection and the hiring process.
- A responsive career portal that renders well to mobile devices will capture millennial recruits and chat bots establish rapport quickly and easily with these candidates.
- Quality candidates are keeping their options open and interviewing with many employers.
- Implementing technology to create an engaging, responsive candidate experience to attract these job seekers is important.
- Using technology create an easy UX to attract the target people and on board easily
- **Technology helps recruiters to optimize the hiring funnel**

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10. Perks and Benefits

- Job Security
 1. Job security is one main concern for any worker and to get develop any organisation that runs on labour workforce ,The organisation should be well aware of their employees in long run
 2. As per U.S. Bureau of Labour Statistics (BLS) the Employment change was 221,900 by 2019-2029
 3. Which shows promising job security for Nurses
- Variety of Work Locations
 1. The responsibilities and duties required of RNs lend to a variety of job prospects and work environments
 1. Academic fields
 2. Ambulatory care centres
 3. Clinics
 4. Community centres
 5. Hospitals
 6. Mental health facilities
 7. Outpatient health facilities
 8. Patients' homes
 9. Private practices
 10. Rehabilitation centres
 11. Schools.
 2. Taking into consideration of above facts those would help the nurses to develop their career professionally
- Flexible Work Schedules
 1. One of the foremost benefits of this profession is that the RNs are generally able to organize their work schedules as needed.
 2. In most cases, Nurses also get
 1. Paid Holidays (or overtime if you work)
 2. Sick Leave
 3. Maternity Leave,
 4. Paid-time-off (PTO).
 3. Since there are a lot of areas where RNs are able to work, you can generally look for one that fits your flexibility needs.
 4. Some examples of the most common nursing shifts are as follows:
 1. Three 12-hour shifts
 2. Four 10-hour shifts
 3. Five 8-hour shifts
 5. Generally, healthcare workers will work some of their hour's on-call this can add to job flexibility
 6. It can also require reciprocal flexibility of the nurse. The exact parameters of on-call hour requirements will vary from employer to employer.

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- Career Mobility
 1. A career as an RN offers endless opportunities. This is both due to the career ladder possibilities, as well as the multitude of options for work environments and specialties.
 2. Although some choose to become an RN as their career end-goal, many choose to pursue additional certifications since they are often paid (either fully, or in a partial amount) by employers.
 3. Nurses don't even have to remain in clinical patient care specializations like nursing informatics or other administrative and even educational positions mean experienced nurses have even greater career flexibility and advancement potential.
- Traveling Options
 1. Most Health care organisations require you to stick to one place, but a career in nursing might allow you to travel to different places.
 2. License reciprocity agreements vary from state to state, so you may already be eligible to obtain your RN license in another state with minimal hassle.
 3. Nurses may choose to work as a traveling nurse and spend your career traveling both inside and outside the U.S.
 4. Some of the options for travel nurse agencies include
 1. Advanced Travel Nursing
 2. American Traveller
 3. IPI Travel
 4. Nationwide Nurses.
 5. There are also volunteer programs that are designed to foster experiential learning while traveling some of the most common options include:
 1. AmeriCorps
 2. Doctors Without Borders
 3. Peace Corps.
- Insurance Coverage
 1. Most healthcare employers will offer some sort of coverage entirely, or some sort of percentage covered.
 2. Traditionally, Nurse will be required to wait 90 days after employment to be eligible for employee-paid benefits.
 3. It is important to understand what insurance will be provided for Nurses by the employer prior to accepting a job, and which insurance you will need working as an RN such as malpractice insurance.
 4. Nurses will want to also be sure who the insurance coverage extends to, and how much Nurse will need to pay out of pocket each month
- Tuition Reimbursement
 1. Various organizations are willing to offer some form of tuition reimbursement as a part of your benefits packages.
 2. This will vary from employer to employer, but most generally offer \$5,250 a year for education benefits
 3. In some cases, this is used as a hiring tactic in other cases, it is used as a strategy to encourage employees to continue their medical education after they are hired

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- Training Benefits
 1. With recent advancements in nursing sciences and the implementation of artificial intelligence (AI) in healthcare, a successful nursing career requires you to stay adaptable, always be learning, and to accept open challenges.
 2. By attending conferences, reading journals, attending graduate schools, and joining specialty organizations, nurses can stay up-to-date with the latest and greatest trends and training techniques in the field.
 3. RNs are generally fully paid for the trips and training they attend for the betterment of their craft. In some cases, employers may just cover travel and lodging expenses
- By understanding the above parameters and we can able to apply it in practice with precise and it results with a likelihood of growth in marketplace

Conclusion

In conclusion, Nursing is an ethical job that is needed throughout the world. It exists in the modern age as a way to care for and to help people, and to maximize the way we treat people. Nursing is also very ethical, each patient is taken care differently and have different choices according to their ethics. Nursing is very controversial, both for the patient and the nurse. In this ever-changing society, Nursing is both a profession and a requirement, and it has fit to society and technology by far. In the needs of the world today, nursing is needed more than ever and its responsibility to care is missing from parts of the world. Many are dying, yet they still push through to advance and help others live through technological advances and the help of others.

From the above discussions and exhibits these Metrics will deliver considerate insights for understanding the marketplace

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