**Overview of contract nursing staffing efficiency across states, counties, providers**

This case study analyzes Payroll Based Journal (PBJ) data from the Centers for Medicaid and Medicare Services (CMS) to evaluate staffing patterns in U.S. nursing homes. The goal is to provide data-driven recommendations to XYZ’s sales leadership team, focusing on optimizing contract nursing fulfilment across key facilities.

**Tools used:** MySQL, Excel, Tableau

[**Link to Tableau interactive dashboard**](https://public.tableau.com/shared/XDZJMNG6R?:display_count=n&:origin=viz_share_link)

1. **Nursing staffing efficiency across states:**

Two of the XYZ’s core values (Efficiency and Growth) guide the exploration of the alignment between total nursing hours required by nursing home facilities and the percentage of contract hours fulfilled by XYZ across states.

* **Target high-demand, low-fulfilment states:** New York, Florida, and California have high demand for nursing hours but low contract fulfilment (12.72%, 2.96%, 3.54%). The sales team should explore these gaps and strategize to increase staffing in these markets.
* **Focus on below-average contract fulfilment:** With an average contract fulfilment of 8%, states below this threshold may have systemic barriers. Addressing these could help improve market efficiency.
* **Pitch testimonials from high-fulfilment states**: Maine, New Hampshire, and Pennsylvania have higher contract fulfilment. Use these states as case studies to showcase efficient staffing in sales pitches for new or underperforming regions.

This approach not only aligns with efficiency by improving operational coverage but also supports Growth by expanding service reach and strengthening XYZ’s market position.

* A graph of a number of hours

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1. **County-level analysis of contract fulfilment in high demand states**

**Prioritize counties with high demand but low fulfilment:** Los Angeles (CA) and Miami-Dade (FL) have high total hours required but low contract fulfilment percentages (2.82% and 2.69%). The sales team should target these counties to increase staffing, as there is a large gap between demand and fulfilled hours.

**Capitalize on high fulfilment counties:** Allegheny (PA) and York (PA) show high fulfilment rates (24.99% and 24.86%). These counties can serve as examples of how effective staffing meets large-scale demand, supporting sales efforts in other regions.

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1. **Addressing below-average contract hours across states**

**Prioritize states with potential:** States such as Nebraska (24.5),Colorado (23.36), Rhode Island (21.13) show potential for improvement. Minor adjustments could move these states closer to or above the average contract hours.

**Improve support in underperforming states:** States like Puerto Rico (1.36), Alabama (5.5), and Oklahoma (6.69) are significantly below average. These states need deeper investigation into potential staffing challenges, such as shortages or inefficient processes, to improve contract hours.

A map with many dots

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1. **A Facility-Level Analysis of nursing home contract fulfilment**

**High-fulfilment facilities as case studies**: **Coral Reef Subacute Care Center (Miami-Dade, FL)** stands out with full contract fulfilment. This facility can be used as a case study to demonstrate XYZ’s effective staffing solutions.

**Appreciation and rewards for loyalty:** The sales team can think of providing packages deals as a reward in these nursing homes to show appreciation and gratitude.

A table with a list of jobs

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1. **Evaluating Staffing Efficiency in High-Penalty Nursing Facilities**

**Prioritize high-fine facilities:** Facilities like sterling manor (18.96%) and lake mariam health and rehabilitation center (12.20%) have the highest fine percentages. These should be targeted for outreach efforts to offer tailored staffing solutions.

**Implement training and support programs:** Offer compliance-focused training to facilities with high files to enhance performance and reduce errors.

**Monitor and track performance:** Regularly follow up with clients to assess the impact of staffing solutions on fine reduction and overall performance.

A screenshot of a medical chart

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