

Clipboard Health: Staffing Insights Report

Q2 2024 PBJ Nurse Staffing Data
Analysis

Executive Summary

- • Vermont leads all states with a 29.5% contractor staffing rate.
- • New York facilities dominate in census size and contractor usage.
- • Target facilities identified based on large census and >30% contractor use.

Strategic Recommendations

- 1. Prioritize Sales Outreach in Vermont and the Northeast.
- 2. Target Large, Contractor-Reliant NY Facilities.
- 3. Develop Regional Playbooks for High-Risk Facilities.

Top Target Facilities

- • WORKMENS CIRCLE MULTICARE CENTER, NY
– 510 patients, 40.8% contractors
- • ISABELLA GERIATRIC CENTER INC, NY – 683
patients, 36.6% contractors
- • THE PLAZA REHAB AND NURSING CENTER,
NY – 732 patients, 31.7% contractors

Top States by Contractor Utilization (%)

- 1. Vermont – 29.5%
- 2. Maine – 15.8%
- 3. Montana – 15.6%
- 4. North Dakota – 15.0%
- 5. New Jersey – 13.2%
- 6. Pennsylvania – 12.8%
- 7. New Hampshire – 12.5%
- 8. Alaska – 11.9%
- 9. Oregon – 11.7%

Next Steps for Sales & Strategy

- • Align account executives to contractor-heavy regions.
- • Engage NY facilities with tailored messaging.
- • Use this data quarterly to track demand and staffing trends.