# Preliminary Recommendations Based on Q2 2024 Staffing Analysis

## 1. Weekend-Focused Solutions

\*\*Data Finding:\*\*

- Clear spikes in contract staffing during weekends

- CNA ratio peaks at ~0.075 on weekends vs. 0.057 midweek

\*\*Recommendations:\*\*

1. Develop specialized weekend staffing packages

- Offer competitive weekend rates that beat traditional agency costs while maintaining profitability

- Create a "Weekend Warriors" program to incentivize healthcare professionals who prefer weekend shifts

- Help facilities transition from reactive weekend staffing to proactive scheduling

## 2. Target Small Facilities (<120 residents)

\*\*Data Finding:\*\*

- Data shows these facilities often struggle with staffing stability

\*\*Recommendations:\*\*

1. Create a specialized small facility program

- Offer flexible staffing packages that scale with daily census fluctuations

- Provide analytics tools to help predict staffing needs based on census patterns

- Bundle RN and CNA staffing solutions since data shows correlated staffing patterns

## 3. Focus on "Hybrid Model" Facilities

\*\*Data Finding:\*\*

- Most facilities show either 0% or near 100% contract usage for RNs

\*\*Recommendations:\*\*

1. Target facilities with 0% contract usage

- Pitch Clipboard as a "stability partner" rather than traditional agency

- Show how selective use of contract staff can reduce overtime costs and staff burnout

- Use data to demonstrate how other facilities successfully use a hybrid model

## 4. Census-Based Staffing Solutions

\*\*Data Finding:\*\*

- Negative correlation between census and contract usage (r ≈ -0.40 for CNAs)

\*\*Recommendations:\*\*

1. Develop dynamic staffing solutions

- Create an "on-demand" scaling program that adjusts staffing levels with census

- Provide predictive analytics for census patterns

- Help facilities maintain consistent staff-to-resident ratios without overstaffing

## 5. Role-Based Package Deals

\*\*Data Finding:\*\*

- Strong correlations between RN and CNA staffing patterns (0.59 correlation)

\*\*Recommendations:\*\*

1. Create multi-role staffing packages

- Offer discounted rates when facilities book multiple roles

- Develop consistent teams that work together across roles

- Provide integrated scheduling across nursing roles

## 6. State-Level Strategy

\*\*Data Finding:\*\*

- Data shows significant state-level variations in contract staffing patterns

\*\*Recommendations:\*\*

1. Customize approach by state

- Focus expansion on states with higher contract usage

- Adjust pricing and packages based on local market conditions

- Consider state-specific regulatory requirements in staffing solutions

## 7. "Predictable Coverage" Program

\*\*Data Finding:\*\*

- Time series analysis shows stable aggregate patterns

\*\*Recommendations:\*\*

1. Develop long-term staffing partnerships

- Offer better rates for facilities that commit to regular booking patterns

- Create a "predictable staffing" program that guarantees coverage

- Help facilities move from reactive to proactive staffing models

## 8. Cost Optimization Strategy

\*\*Data Finding:\*\*

- Outlier analysis shows ~1% of cases have extremely high contract usage

\*\*Recommendations:\*\*

1. Target high-usage facilities

- Show potential savings based on our planned 10% reduction analysis

- Create transition plans from high contract usage to more balanced staffing

- Offer analytics tools to track and optimize staffing costs

## 9. Quality-Focused Marketing

\*\*Data Finding:\*\*

- Facility data suggests correlation between staffing patterns and care quality

\*\*Recommendations:\*\*

1. Position Clipboard as quality partner

- Emphasize consistency of staff through preferred booking features

- Track and share quality metrics for Clipboard-staffed shifts

- Create quality guarantee programs

## 10. Technology Integration

\*\*Data Finding:\*\*

- Data shows predictable patterns in staffing needs

\*\*Recommendations:\*\*

1. Leverage technology advantage

- Develop real-time census integration features

- Create predictive scheduling tools based on historical patterns

- Offer facilities data analytics dashboards for staffing optimization

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This document represents preliminary recommendations based on our Q2 2024 staffing data analysis. Each recommendation is supported by specific data findings and includes actionable implementation steps. Further analysis and refinement of these recommendations will continue as we integrate additional datasets and gather more facility-specific insights.