Story 1: Weekend Coverage Crisis & "Exclusive Contract Day" Reality

* Narrative Arc:
* Characters: Nursing Home Administrators, Directors of Nursing, Weekend Staff, Residents, Families.
* Setting: Any Nursing Home, every weekend (Q2 2024). Focus on the typical weekend day.
* Plot/Conflict: The recurring challenge of weekend staffing shortages. Permanent staff want weekdays; weekends are harder to fill. This leads to reliance on temporary staff, sometimes escalating to crisis levels.
* Big Reveal/Resolution: Data shows how significant the weekend problem is, manifesting in "exclusive contract RN days," where facilities are almost entirely staffed by temporary RNs.
* "Aha Moment"/Recommendations: Clipboard Health is the "Weekend Coverage Hero," providing reliable, on-demand staff to prevent these weekend crises and ensure consistent care. Emphasize "Avoid Staffing Panic," "Ensure Weekend Care Continuity."

Narrative Arc:

* Characters: Administrators of Large Nursing Home Chains, Staffing Coordinators, CNAs, Therapists, Admin Staff in large facilities.
* Setting: Large Nursing Homes (>120 beds), Q2 2024, focusing on the operational complexity of large facilities.
* Plot/Conflict: Large facilities face immense staffing demands due to size and resident volume. While RNs are crucial, CNAs are the backbone of daily care, and support staff are essential for operations. Traditional staffing models struggle to scale and adapt in large facilities.
* Big Reveal/Resolution: Data shows that larger facilities do rely more on contract RNs on average, but also that the need extends to CNAs and especially to support staff (non-nursing roles have much higher contract ratios overall).
* "Aha Moment"/Recommendations: Clipboard Health provides scalable, comprehensive staffing solutions for large facilities, going beyond just RNs to cover CNAs and support staff, ensuring efficient operations across the board. Emphasize "Scale Your Staffing Flexibly," "Complete Care Teams," "Address All Staffing Needs."

Story 3: Tailoring to Individually Owned Small Facilities: Simplicity & Value

* Narrative Arc:
* Characters: Individual Nursing Home Owners/Operators, their limited administrative staff, their long-term permanent staff, residents in smaller, community-focused facilities.
* Setting: Individually Owned Small Nursing Homes (<= 120 beds), often in smaller communities, Q2 2024. Focus on their unique constraints and priorities.
* Plot/Conflict: Individually owned small facilities operate on tighter budgets and often with simpler administrative structures. They value long-term permanent staff relationships and may be wary of complex or expensive solutions.
* Big Reveal/Resolution: Data shows that while individually owned small facilities use less contract RNs on average, they still experience "exclusive contract days" and weekend staffing needs. They do need flexible solutions, but they need them to be simple, affordable, and value-driven.
* "Aha Moment"/Recommendations: Clipboard Health offers the perfect fit for individually owned small facilities: cost-effective, easy-to-use, and provides personalized support. Emphasize "Cost-Effective Staffing for Smaller Budgets," "Flexible Solutions for Independent Owners," "Easy-to-Use Platform," "Personalized Support."