

CMS PBJ Data 2024Q1: Sales Recommendations

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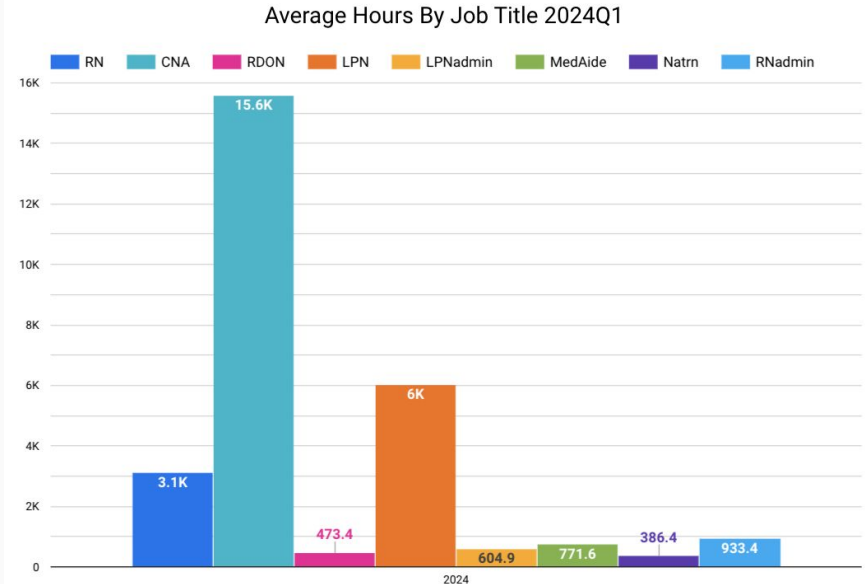


Executive Summary

- Data analysis focusing on CMS PBJ Daily Nursing Staff to provide recommendations for the sales team.
- Determining nurse staffing across the nation:
 - Top job titles that have the highest average hours.
 - Providers and states that have the highest total average hours.
 - Providers have the highest average hours
 - Providers have the highest average contracted hours.
- CNA's produced the most hours.
- Vermont had the highest average contracted CNA hours.
- CNA's produce around 50% of total hours in the top 20 providers with the highest total staff hours.

Average Hours By Job Title

- Averaged the total hours for each job title.
- CNA's produced 15,600 hours for 2024Q1.
- CNA's produced more than double the second job title LPN.



Top 20 Providers with Highest Total Average Hours

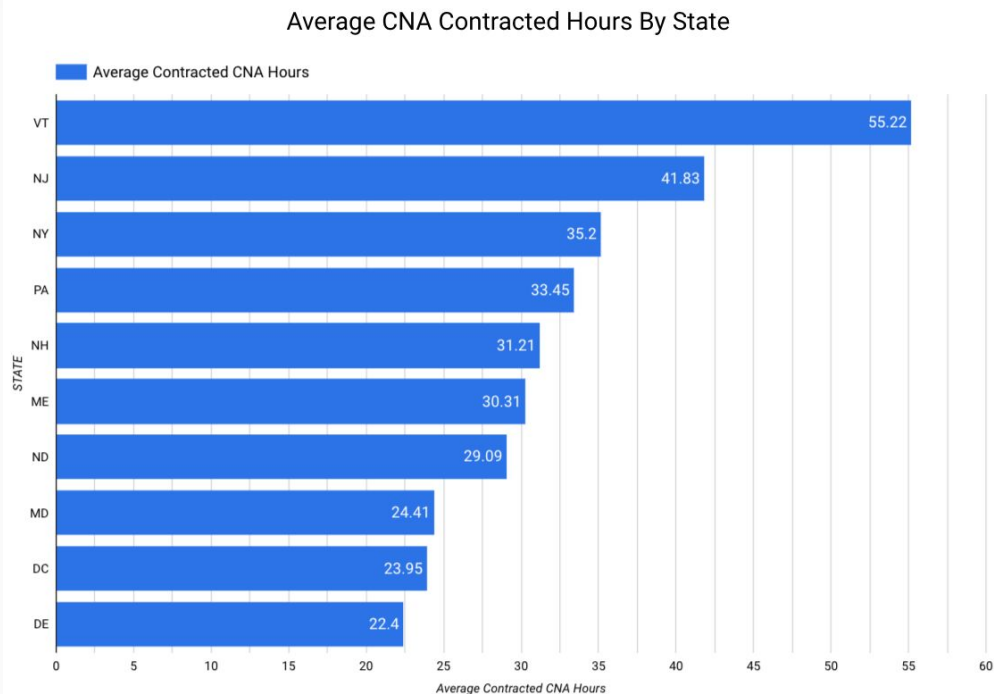
Top 20 Providers with Highest Total Average Hours

| Provider Name | Total Average Hour... | CNA | LPN | LPNadmin | MedAide | NATrn | RDON | RN | RNadmin |
|--|-----------------------|----------|--------|----------|---------|-------|------|--------|---------|
| 1. ISABELLA GERIATRIC CENTER INC | 2,221.98 | 1,508.94 | 305.09 | 0 | 0 | 0 | 5.43 | 355.87 | 46.64 |
| 2. COLER REHABILITATION AND NURSING CARE CENTER | 2,212.42 | 1,338.51 | 242.79 | 0.7 | 0 | 13.32 | 4.77 | 488.41 | 123.92 |
| 3. KINGS HARBOR MULTICARE CENTER | 2,140.51 | 1,424.95 | 435.88 | 0 | 0 | 0 | 4.7 | 259.55 | 15.43 |
| 4. LORETTO HEALTH AND REHABILITATION CENTER | 2,079.47 | 1,181.93 | 503.64 | 37.85 | 0 | 31.15 | 5.54 | 159.51 | 159.86 |
| 5. RUTLAND NURSING HOME, INC | 2,028.1 | 1,121.93 | 349.42 | 0 | 0 | 0 | 4.08 | 452.01 | 100.67 |
| 6. THE PLAZA REHAB AND NURSING CENTER | 2,017.71 | 1,274.6 | 325.31 | 0 | 0 | 0 | 4.85 | 343.09 | 69.86 |
| 7. COLD SPRING HILLS CENTER FOR NURSING AND REHAB | 1,954.3 | 1,352.2 | 320.26 | 0 | 0 | 0 | 0 | 253.79 | 28.04 |
| 8. CEDARBROOK SENIOR CARE AND REHABILITATION | 1,952.48 | 1,152.55 | 453.3 | 0 | 0 | 0 | 4.7 | 188.21 | 153.71 |
| 9. MIAMI JEWISH HEALTH SYSTEMS, INC | 1,908.55 | 1,212.18 | 399.67 | 38.73 | 0 | 0 | 5.01 | 157.75 | 95.21 |
| 10. BORO PARK CENTER FOR REHABILITATION AND HEALTHCARE | 1,866.74 | 1,166.51 | 351.02 | 0 | 0 | 60.71 | 4.23 | 247.7 | 36.57 |
| 11. TERENCE CARDINAL COOKE HEALTH CARE CENTER | 1,833.52 | 1,185.06 | 335.49 | 3.16 | 0 | 0 | 4.15 | 252.95 | 52.7 |
| 12. PARKER JEWISH INSTITUTE FOR HEALTH CARE & REHAB | 1,772.47 | 1,072.59 | 104 | 0 | 0 | 0 | 3.71 | 471.07 | 121.1 |
| 13. ELIZABETH SETON CHILDREN'S CENTER | 1,764.04 | 757.92 | 70.27 | 0 | 0 | 0 | 5.77 | 802.01 | 128.07 |
| 14. BETH ABRAHAM CENTER FOR REHABILITATION AND NURSING | 1,719.9 | 1,057.37 | 448.03 | 0 | 0 | 73.15 | 4.75 | 97.75 | 38.86 |
| 15. JEWISH HOME & REHAB CENTER D/P SNF | 1,713.62 | 1,037.84 | 270.93 | 10.1 | 0 | 0 | 1.14 | 259.09 | 134.51 |
| 16. TERRACE VIEW LONG TERM CARE FACILITY | 1,695.51 | 962.52 | 414.43 | 0 | 0 | 0 | 4.95 | 249.88 | 63.72 |
| 17. MONROE COMMUNITY HOSPITAL | 1,692.88 | 900.3 | 534.88 | 14.32 | 0 | 37.41 | 5.75 | 58.84 | 141.38 |
| 18. FAIR ACRES GERIATRIC CENTER | 1,685.43 | 979.68 | 428.93 | 0 | 0 | 0 | 5.11 | 253.18 | 18.52 |
| 19. NORTHAMPTON COUNTY-GRACE DALE | 1,666.1 | 900 | 507.48 | 5.41 | 0 | 0 | 5.54 | 87.16 | 160.52 |
| 20. WORKMENS CIRCLE MULTICARE CENTER | 1,655.83 | 1,044.78 | 95.6 | 0 | 0 | 41.99 | 4.46 | 405.14 | 63.85 |

- Listing the top 20 providers with the highest total average hours.
- CNA's make up around 50% of total hours in the top 20 providers.

Average CNA Contracted Hours By State

- Focusing on contracted CNA's average hours.
- Vermont produces the most contracted CNA hours.



Top 20 Providers With Highest Contracted CNA Hours

Top 20 Providers With Highest Contracted CNA Hours

| | Provider Name | Average Contracted CNA Hours ▾ |
|-----|--|--------------------------------|
| 1. | MICHIGAN VETERAN HOMES AT GRAND RAPIDS | 586.16 |
| 2. | QUEENS BOULEVARD EXTENDED CARE FACILITY | 556.37 |
| 3. | ISABELLA GERIATRIC CENTER INC | 548.43 |
| 4. | NORTHAMPTON COUNTY-GRACEDALE | 487.67 |
| 5. | PLEASANT ACRES REHABILITATION AND NURSING CENTER | 461.75 |
| 6. | BRIGHTON REHABILITATION AND WELLNESS CENTER | 445.29 |
| 7. | MERRIMACK COUNTY NURSING HOME | 421.94 |
| 8. | MENORAH HOME & HOSPITAL FOR AGED & INFIRM | 386.96 |
| 9. | CORAL REEF SUBACUTE CARE CENTER LLC | 379.83 |
| 10. | WILLOW POINT REHABILITATION AND NURSING CENTER | 376.63 |
| 11. | INDIANA VETERANS HOME | 342.35 |
| 12. | CRYSTAL LAKE HEALTHCARE AND REHABILITATION | 341.3 |
| 13. | ALARIS HEALTH AT THE FOUNTAINS | 330.92 |
| 14. | EMBASSY MANOR AT EDISON NURSING AND REHABILITATION | 326.61 |
| 15. | PLEASANT RIDGE MANOR EAST/WEST | 313.73 |
| 16. | GOLDEN SONORA CARE CENTER | 311.62 |
| 17. | ST PATRICKS HOME | 307.39 |
| 18. | MORRIS VIEW HEALTHCARE CENTER | 301.58 |
| 19. | ROSEMONT AT STONE MOUNTAIN | 298.02 |
| 20. | LINDEN CENTER FOR NURSING AND REHABILITATION | 287.24 |

- Listed the top 20 Providers with the highest contracted CNA hours in Q1
- Michigan Veteran Homes, Queens Boulevard, and Isabella Geriatric Center average over 500 hours for contracted CNA's in Q1.

Recommendation

Capitalize on Contracted CNA Trend:

- Identify and engage the top 20 providers with the highest contracted CNA hours
- Offer competitive packages to capture market share from existing staffing agencies

Recommendation

Prioritize Vermont Market:

- Leverage Vermont's high utilization of contracted CNAs to expand market share
- Analyze successful strategies in Vermont for potential application in other states

Recommendation

Target High-Volume Providers:

- Focus sales efforts on the top 20 providers with the highest total CNA hours
- Develop tailored solutions to address their specific staffing challenges

Additional Information

After analyzing the data set from the Centers for Medicare & Medicaid Services (CMS) on daily nurse staffing, it's clear that Certified Nursing Assistants (CNAs) produce the highest total hours for several reasons:

- Scope of responsibilities: CNAs perform a wide range of essential tasks in long-term care facilities, including assisting residents with activities of daily living (ADLs) such as bathing, dressing, and eating. These tasks are time-consuming and require constant attention throughout the day.
- Staffing ratios: Long-term care facilities typically employ more CNAs than other types of nursing staff. This is because CNAs provide the bulk of direct patient care and are needed in greater numbers to meet resident needs.
- Round-the-clock care: Many long-term care facilities operate 24/7, requiring CNAs to work across all shifts. This continuous coverage contributes to the high total hours for CNAs.
- Regulatory requirements: CMS and state regulations often mandate minimum staffing levels for CNAs in nursing homes, which can result in higher total hours compared to other nursing roles.
- Cost-effectiveness: CNAs generally have lower hourly wages compared to licensed nurses (RNs and LPNs). Facilities may allocate more hours to CNAs as a cost-effective way to provide necessary care while managing labor expenses.
- Resident acuity: As the complexity of care needs increases in long-term care settings, more hands-on assistance is required, leading to increased reliance on CNA support.
- Dataset link: [CMS PBJ Daily Nursing Staff 2024Q1](#)