

The Nurse's Voice

Finding Staffing Solutions in ShiftMed's Annual State of Nursing Survey

Presented by David Posner

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Objectives

01

Better understand nurse perspectives on long-term care nursing.

02

Gain actionable strategies to address staffing challenges.

03

Learn how technology can help alleviate the pain points associated with staffing shortages.





About David Posner

- ✂ MBA from George Mason University
- ✂ 20 years of Healthcare Experience
- ✂ 10 years in Senior Care
- ✂ 6 years in staffing, first set of employees at ShiftMed
 - > Over 350K nurses on our platform
 - > 158 Markets
 - > Provided over 4 Million hours of care

Staffing Challenges

A look at the current healthcare landscape and outlook.

There's never been a better time to be hiring.

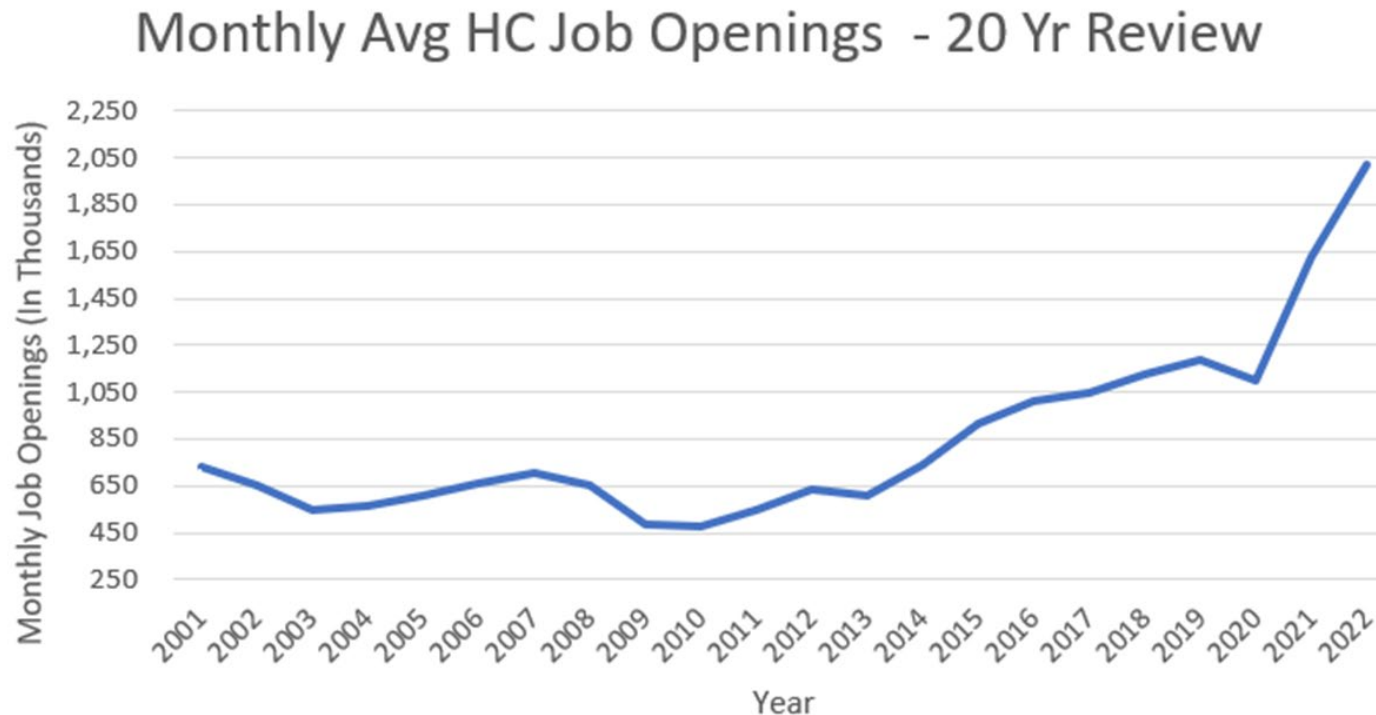


Quitting, and not just “quiet quitting,” is up.



Healthcare Job Demand Outpacing Net Hiring

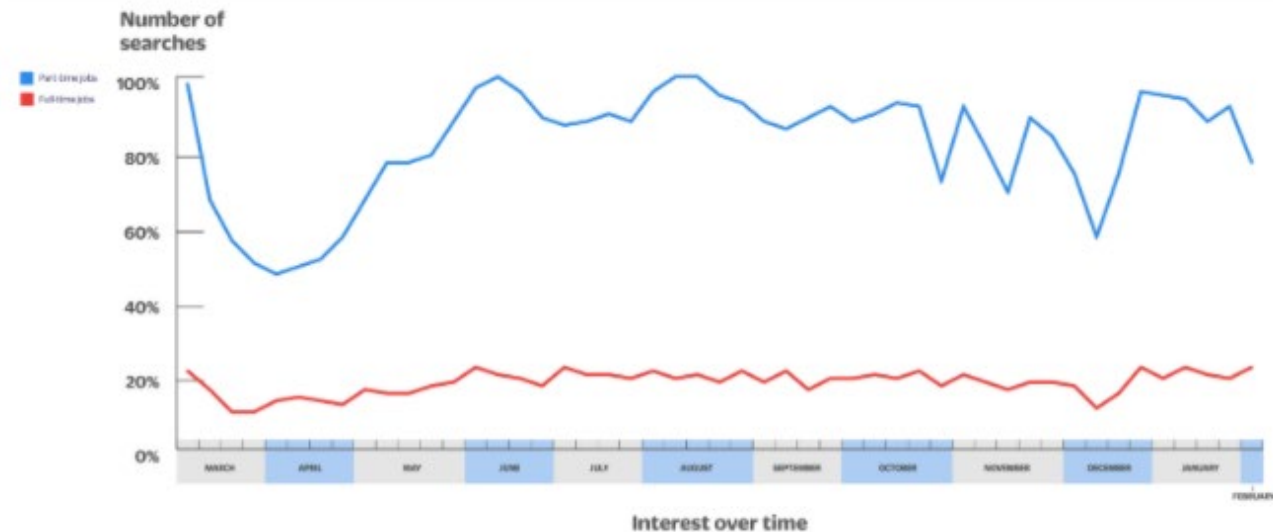
Forecasted to continue to accelerate to 3.2MM by 2026 with first baby boomers turning 80 in 2025....



Nurses and CNAs Want Flexibility

- Societal Changes
- Searches for FT Jobs are 30-40% Off Pre-Pandemic Levels
- PT Searches Have Recovered

Google Search Interest in Full-Time and Part-Time Work



Part-Time Searches are 5 to 1 and have recovered significantly



Healthcare Workforce Increasingly Heading to Ambulatory Groups and Home Health

Industry	Seasonally adjusted			
	July 2021	July 2022(P)	Change from: June2022 - July2022(P)	YoY Growth
Health care and social assistance	20,101	20,664	562	2.80%
Health care(3)	16,032	16,412	380	2.37%
Ambulatory health care services	7,886	8,205	319	4.05%
Offices of physicians	2,743	2,837	94	3.42%
Offices of dentists	998	1,043	45	4.46%
Offices of other health practitioners	1,012	1,096	84	8.32%
Outpatient care centers	999	1,027	28	2.82%
Home health care services	1,513	1,571	59	3.88%
Hospitals	5,126	5,193	67	1.31%
Nursing and residential care facilities	3,021	3,015	(6)	-0.20%
Nursing care facilities	1,374	1,361	(13)	-0.92%
Residential mental health facilities	602	605	3	0.45%
Community care facilities for the elderly	893	892	(0)	-0.03%
Other residential care facilities	152	156	4	2.63%
Social assistance	4,069	4,252	182	4.48%
Individual and family services	2,717	2,812	94	3.47%
Emergency and other relief services	191	202	10	5.39%
Vocational rehabilitation services	273	273	(1)	-0.29%
Child day care services	888	966	78	8.83%



Engaging Our Nurse Workforce

Results of ShiftMed's Annual State of Nursing Survey.

ShiftMed's Annual State of Nursing Survey

Conducted in partnership with Wakefield Research among 500 US nurses, including 400 RNs, 50 LPNs, and 50 CNAs, between August 4th and August 15th, 2022.

Nurses are Feeling the Staffing Shortage



of nurses reported a staffing shortage at work



40%

of nurses believe the shortage has negatively impacted their mental health



of nurses believe the shortage has negatively impacted them



49%

of nurses are concerned that patients aren't getting adequate care

Staffing Shortages Exacerbate Attrition



of nurses indicate they're likely to leave the profession within the next 2 years (up 18% from last year)

[Nurses simply want control.]



61%
want higher pay



41%
of nurses want lower
nurse-to-patient ratios



41%
want more
paid time off

93%
want control over
their schedules



1 in 4
nurses want to choose
their own shifts

What Can We Do?

Actionable strategies you can take home today.

Blueprint for Workforce Independence and Stability

Phase 1



Focus on
Recruitment and
Retention

Phase 2



Create Your Own Float
Pool that Integrates Your
Staff with an On-Demand
Marketplace

Phase 3



Move Beyond
Wages to an
Incentive
Hierarchy

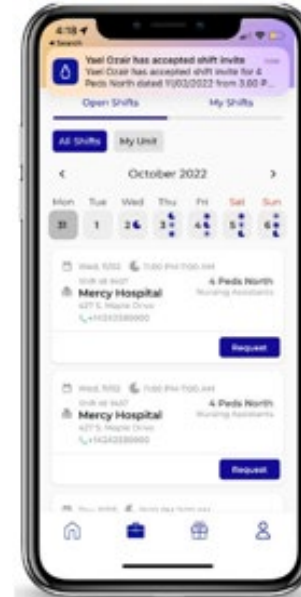
Phase 1

Focus on Retention & Recruitment by Digitizing Your Scheduling Platform for the Future

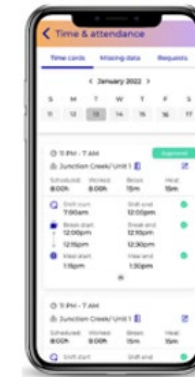


Give your staff more flexibility and a mobile, more engaging experience by moving onto an innovative workforce management platform that:

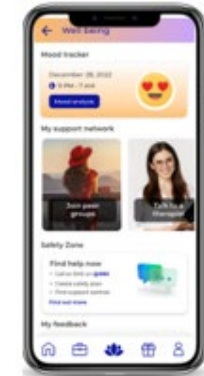
- Optimizes for cost and quality of care
- Provides transparent tracking
- Offers on-platform rewards
- Facilitates communication



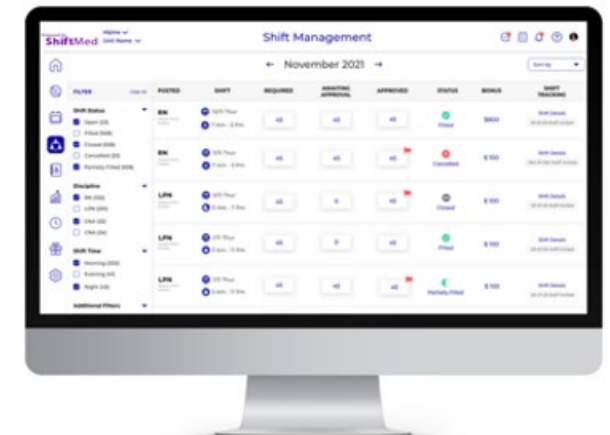
Shift View



Time & Attendance



Support System



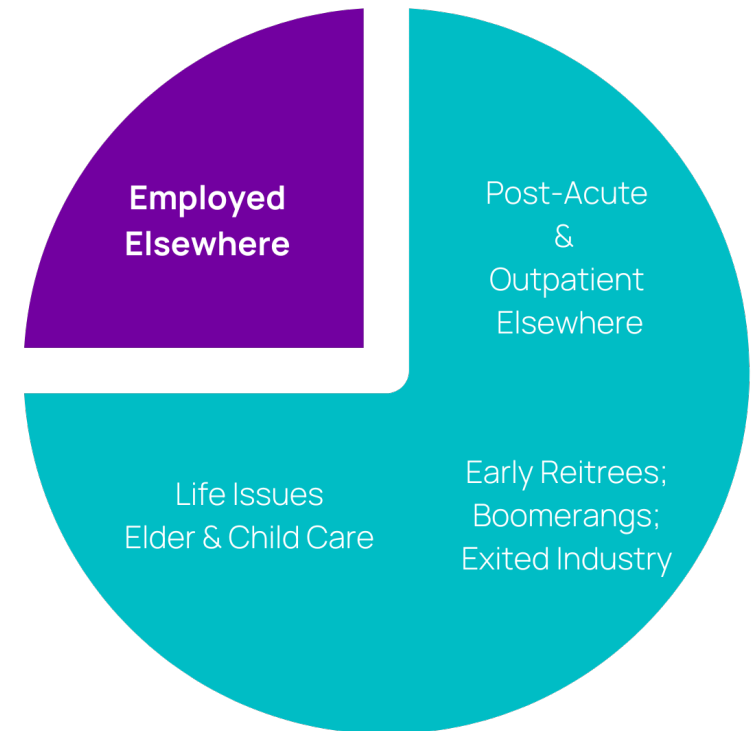
Gap Shift Management

Phase 2

Create Your Own Float Pool that Integrates Your Staff with an On-Demand Marketplace



- Create your own internal agency, without an agency
- Flex your workforce as-needed by tapping into a local W-2 workforce marketplace.
- Deliver seamless automation across all flexible and full-time labor pools
- Reduce recruitment costs by working with a partner that has no buyout fees



12% Convert to Full Time Year 1

Phase 3

Move Beyond Wages to an Incentive Hierarchy



Education Ladders

EdTech Tools:

- Nurse and CNA upskilling
- Tuition in lieu of increased wages
- Education modules for cross training, EMR, etc
- Learning modules for "getting to know" the unit pre starting



Child & Elder Care

Understanding HCP's needs:

- Over 80% of healthcare workers are women who also happen to be the primary caregivers in their households
- Connect workers to preferred benefit coverage to encourage work
- Build work around people's care schedule to avoid burnout and missed shifts

Uber
Health

Transportation

ShiftMed/Uber Health Partnership:

- 46% of healthcare professionals report experiencing transportation issues as the #1 reason for missed shifts
- When needed, ride to and from work with Uber. Payment is coordinated through earned wages

Questions?

Thank You

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Please reach out via email with questions or access more information about this session.