

ClarityPulse SNF

Workforce stability intelligence for skilled nursing.

Staff turnover is draining your budget, burning your managers, and showing up in your public ratings —

and until now, there was no practical way to stop it.



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THE PROBLEM

\$500,000

What turnover can cost a mid-size to large facility every year.

Replacement. Training. Overtime. Agency coverage. Combined.

Staff quit.
No warning.

New hires vanish
before day 45.

Overtime and agency
costs spike.

Care quality
drops.

Your rating
follows.

And the impact of turnover just got bigger.

Your turnover picture now follows you publicly — with a direct financial impact on your reimbursements, your ratings, and your referrals.

Five-Star Staffing Rating

CMS scores your total nurse turnover and RN turnover directly from your own payroll data. High turnover locks you out of a five-star rating. Only five stars can lift your overall rating.

SNF Value-Based Purchasing

CMS withholds 2% of your Medicare Part A payments and scores turnover as a performance measure. This is a payment formula tied to how stable your workforce is.

Care Compare & Referrals

Discharge planners and families see your staffing rating publicly. Facilities with lower turnover get more referrals. High turnover is now a visible market disadvantage.

Turnover used to just cost you money. Now it costs you money, damages your rating, reduces referrals, and cuts reimbursement.

The cost of doing nothing has never been higher.

THE COST

How much is turnover actually costing you?

Every exit triggers multiple costs simultaneously — replacement, training, overtime, and agency coverage.

~\$9,700

per CNA exit

~42% annual turnover

~\$15,900

per LPN exit

~35% annual turnover

~\$20,700

per RN exit

~44% annual turnover

50–60%

agency premium

vs direct-hire per hour

Estimated annual turnover cost · What would a 20% reduction mean for your building?

Small · Up to 75 beds

~\$250K

~\$50K saved at 20%

Medium · 76–150 beds

~\$400K

~\$80K saved at 20%

Large · 151–250 beds

~\$750K

~\$150K saved at 20%

What ClarityPulse SNF accomplishes

Fewer preventable quits

Staff who feel heard and see action taken stay longer. The system creates those conditions consistently, every week.

Lower agency and overtime spend

Every avoided exit is one fewer shift backfilled at agency rates. Stable teams mean predictable scheduling and lower costs.

Managers who lead instead of react

A clear weekly action list and real accountability transforms how managers operate — from crisis mode to signal mode.

Better care and better ratings

Stable teams deliver more consistent care — visible in resident outcomes, inspections, and CMS staffing ratings.

A culture people choose to stay in

Not from a campaign. From weekly follow-through that staff can see — and over time, trust.

WHY IT WORKS

Most staff don't speak up.

Not because they have nothing to say.

Because they don't feel safe saying it — and don't believe anything will change if they do.

Research in nursing homes shows two conditions must be met before staff will speak up:

They must feel safe.

No manager sees their individual response. Nothing is traceable. No result is shown for any unit, shift, or role group with fewer than 5 responses. So there is complete anonymity — every week, every time.

They must believe it will matter.

They need visible proof that raising something leads to something changing. Without that, any feedback system fails.

ClarityPulse SNF creates both — every week, automatically.

"One of the main contributors to high turnover is when staff do not feel their voices are heard." — SNF Metrics, 2025

Simple for staff. Structured for leadership. Trackable for ownership.

Staff answer a short anonymous question set on their phone.

Simple to access.
A text link, an email, or a QR code — whatever works for your staff.
Written for what their shift actually looks like.

Questions rotate across different topics every week.

Staffing. Communication. Supplies. Safety. Scheduling.
Over time this builds a complete picture — not a one-time snapshot.

The system identifies drift before it becomes a resignation.

By unit. By shift. By department. By role.
New hires get additional check-ins at 15, 30, 60, and 90 days.

Staff see that raising something leads to something changing.

When managers act and staff can see that follow-through — trust builds. That is what keeps people.

Three levels. Each gets exactly what they need to act.

Staff

Answer weekly

An anonymous question set each week. Accessible by text, email, or app, no complicated login, no manager watching. Staff tell you what they're seeing that leadership isn't. That is their only job in this system.

Managers & Administrators

Wednesday action report

Every Wednesday — top three signals identified, prioritized, and assigned with a named owner and a due date. A prioritized action report with full accountability tracking.

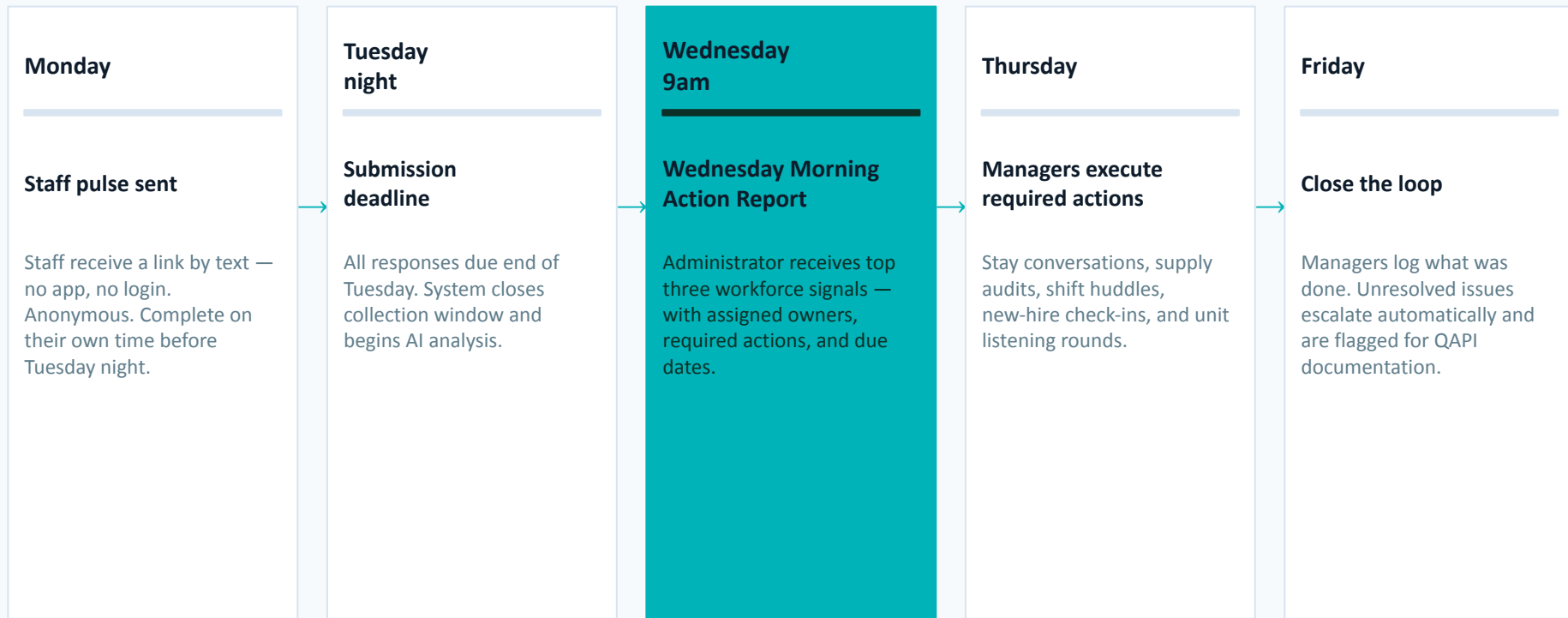
Ownership & Regional Operators

Cross-facility view

Which buildings are stable. Which are drifting. The data makes visible what was previously invisible, so ownership can act at the right level, including personnel decisions.

The weekly rhythm

This is how the system runs every week — automatically. Your team does not manage it. They work it.



Wednesday morning is the pivot point — three prioritized signals, assigned owners, and exactly what must happen before Friday.

One system. Four experiences. Each person sees exactly what they need.

Staff

Monday. Any role. Phone.
Anonymous. A link by text, email, or QR code. No app, no login.

A short set of questions written for their role and shift, under 90 seconds.

Nine role tracks cover every department: nursing, rehab, social work, activities, dietary, housekeeping, maintenance, and ops.

New hires get added check-ins at 15, 30, 60, and 90 days.

Managers

Wednesday morning.

A focused report scoped to their department: the top three signals, a specific action for each, a named owner, and a due date.

Just what needs to happen before Friday.

Administrators

The same view, consolidated across every department in the building.

Plus an AI-generated briefing covering facility status, cross-department priorities, and items that need sign-off or budget approval.

No digging. No analyzing.

Owners & Regional Operators

Portfolio view. Which buildings are stable. Which are drifting.

Trends across every facility they operate: participation rates, score trends, open actions, and manager engagement.

What was invisible becomes visible before it becomes a problem.

How AI turns anonymous responses into action.

Powerful enough to find the signal. Bounded enough to stay in its lane

- 1 Reads all open-text responses weekly
- 2 Groups comments into themes by topic
- 3 Detects which patterns are new versus repeated
- 4 Identifies whether signals are improving or worsening
- 5 Recommends top 3 manager actions with owners and due dates

What AI does NOT do

- Identify individual staff members
- Predict resignations by name
- Replace manager judgment
- Guarantee a rating or result
- Run the accountability loop — managers do

AI reads patterns and produces a short action list.
The manager decides what to do.
The system tracks whether they did it.

What reducing turnover saves you

Based on your facility size — what would a 10%, 15%, 20%, or 25% reduction in avoidable turnover cost mean for your building?

	Small · Up to 75 beds	Medium · 76–150 beds	Large · 151–250 beds
Annual turnover cost	~\$250K	~\$400K	~\$750K
10% reduction in avoidable turnover cost	\$25,000	\$40,000	\$75,000
15% reduction in avoidable turnover cost	\$38,000	\$60,000	\$113,000
20% reduction in avoidable turnover cost	\$50,000	\$80,000	\$150,000
25% reduction in avoidable turnover cost	\$63,000	\$100,000	\$188,000

WHAT IT COSTS

What it costs

Monthly subscription by facility size, plus a one-time onboarding fee.

Small

Up to 75 beds

Monthly

\$1,250

per month

Onboarding fee

\$2,500

one-time

Medium

76–150 beds

Monthly

\$1,750

per month

Onboarding fee

\$3,500

one-time

Large

151–250 beds

Monthly

\$2,500

per month

Onboarding fee

\$5,000

one-time

Stop managing by intuition.

Start managing with Clarity.

ClarityPulse SNF gives operators a weekly system for seeing what is slipping, assigning action, and proving follow-through — before turnover, agency spend, and rating risk make the problem visible to everyone else.

Next step: a 30-minute conversation to understand your buildings and whether ClarityPulse SNF is the right fit.

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