

Competitive market data analytics lead to better hiring.

When was the last time you made a less than stellar decision due to faulty analytics driven by incomplete or obsolete data? Or, worse yet, no data at all?

Maybe you didn't even know it was a bad decision until weeks or months later when you lost a great LPN to a competing community with a better offer.*

You're not alone. Most communities lack the skills or time to create the depth of information required to have a high level of confidence answering questions like these:

- **Are our salaries calibrated to acquire the best talent?**
- **How does our location impact salaries?**
- **Are we competitive with other communities?**

Are there analytics available that can answer those questions?

Yes, but to be accurate the data must be gathered from thousands of sources and organized in a way that you can use it to contrast and compare your senior living community with your competitors and the industry as a whole.

How is it possible to get this level of detail, let alone keep it updated in real time?

Fortunately, we have technology that can identify organic data sources, retrieve the data, and organize it in a way that produces actionable analytics, on demand. That technology involves a sophisticated set of algorithms automated to **scour all relevant corporate career sites in real time.**

**On page 4, see examples of data that could have prevented that LPN loss.*

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What could you do with data that lets you see behind your competitors' doors?

We can answer that, because that's what LivingPath WagePulse does. You get:

- **Comprehensive geographic coverage.** We have a presence across the country in markets large and small.
- **Direct access to the source URL.** You see the exact information or listing the data has been pulled from.
- **Custom analysis.** Our custom delivery format includes interactive dashboards or, if preferred, raw data via an API.

The right data can sharpen your competitive hiring edge.

Many HR departments, preparing to post jobs, spend days culling through employment websites like Indeed, ZipRecruiter, and CareerBuilder — along with doing undercover work — to find out what their competitors are offering.

Hours and hours of work in an attempt to arrive at a number they hope will attract the best and brightest talent, without hammering their margins.

- **What is too little? What is too much?**
- **What impact does geographic location have on salaries?**
- **What are my competitors in my area offering?**

WagePulse has those answers and much more.

WagePulse is a cutting-edge labor market analytics tool that does all the heavy lifting for you.

- Automates salary data collection through a sophisticated algorithm.
- Collects a rich set of data ...
 - from over 185,000 corporate career sites.
 - across industries, job titles, geography, and more.
- Accounts for:
 - cost of living.
 - workers' experience levels.
 - benefits competitors offer.
- Provides real-time salary data, which is updated twice each day.

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What Are Your Competitors Offering?

See local, up-to-date job openings — all in one place.

	Job Title (raw)	Employer Name (raw)	Salary - Value Low (hourly)	Salary - Value High (hourly)	Age of Job (days)	Source URL
1	Caregiver	Arbor Terrace Naperville	\$18.25	\$20.00	2	Job Source
2	Caregiver	Life Care Services	\$17.00	\$19.50	3	Job Source
3	Memory Care Caregiver	Atria Park - Park of Glen Ellyn	\$18.00	\$20.70	3	Job Source
4	Home Care Aide	Brookdale at Home	\$15.50	\$18.12	2	Job Source
5	Caregiver	Atria Senior Living	\$18.00	\$20.70	1	Job Source
6	Caregiver	Sunrise Senior Living	\$16.00	\$18.40	3	Job Source
7	Caregiver	Atria Park - Park of Glen Ellyn	\$18.00	\$20.70	3	Job Source
8	Memory Care Caregiver	Atria Senior Living	\$18.00	\$20.70	1	Job Source
9	Home Care Aide	Brookdale at Home	\$15.50	\$18.94	3	Job Source
10	Resident Assistant - AL	Spectrum Retirement Communities, LLC	\$16.00	\$16.00	7	Job Source
11	Caregiver	Sunrise Senior Living	\$16.00	\$18.40	7	Job Source
12	Caregiver - Starting at \$17.00 an hour	CommonSail Investment Group	\$17.00	\$17.00	6	Job Source
13	Caregiver	Sunrise Senior Living	\$16.00	\$18.40	7	Job Source
14	Caregiver	Sunrise Senior Living	\$16.00	\$18.40	9	Job Source
15	Care Partner	Sunrise Senior Living	\$16.00	\$18.40	8	Job Source

This enables HR departments to:

- Compare job postings in real time.
- Compare salaries in various markets, by country, state, metropolitan area, city, or postal code.
- View both salary offerings and actual salaries paid.
- View salary trends by quarter or month.
- Set informed wages based on comprehensive data.
- Offer a competitive salary for new job postings.

“ LivingPath’s ability to provide detailed market intelligence in a timely fashion has allowed [our] platform to make educated investment decisions in real-time. Great resource for any firm. ”

The best way to check out LivingPath is to take advantage of their **free scheduler trial**. You can access it by [scheduling a demo here](#).

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Data Examples

Median LPN Salaries in Los Angeles Area Cities

Compare salaries for LPNs across various regions to ensure your offerings are competitive. This insight helps you attract top talent by aligning your salary packages with market standards.



Median LPN Salaries at Five Los Angeles Senior Living Employers

Compare salaries for LPNs across various employers to ensure your offerings are competitive. This insight helps you attract top talent by aligning your salary packages with market standards.



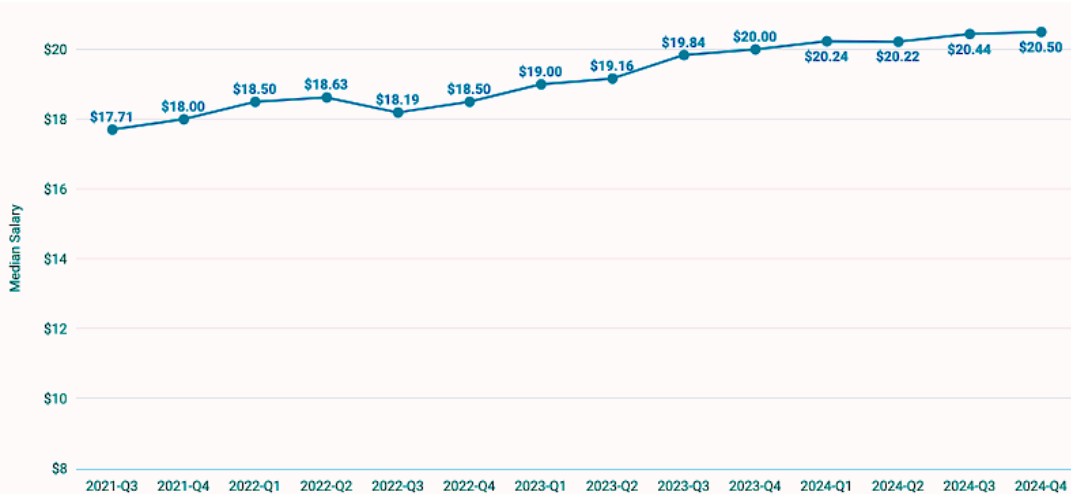
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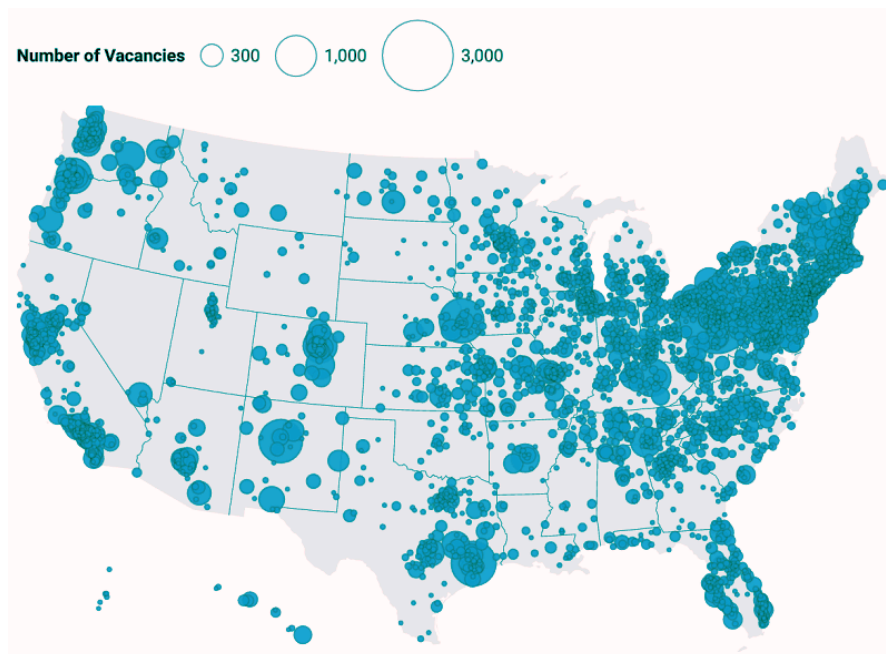
CNA Median Salary Trend — All U.S.

Monitor real-time salary trends to stay ahead of the competition. This graph shows how salaries for CNA positions have evolved, enabling you to make informed decisions on salary adjustments and new job postings



Job Openings From Only Senior Living Employers

Our extensive geographic coverage spans across most cities and regions, ensuring you have access to relevant salary data no matter where you're located. This breadth of data allows you to make precise and informed salary decisions tailored to specific local markets, enhancing your competitive edge in attracting top talent.



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