

PARTNERING TO SOLVE HEALTHCARE WORKFORCE CHALLENGES

The caregiver experience inside a long-term care facility, powered by CareTeams.

Told from the perspective of Marcus — a CNA at a 120-bed Kentucky skilled nursing facility — and the platform respecting his work.

THE PERSONA

Marcus Brown, CNA

36 · CNA · Bardstown, Kentucky · 14 months at Springwood

THE FACILITY

Springwood Health & Rehabilitation · 120 beds · 4-Star CMS rating

A 12-hour day shift, told moment by moment, with the platform working alongside him.

THE SET-UP

A 12-hour shift. 18 residents. And one platform respecting the people doing the work.

In long-term care, the clinical workforce crisis is not a math problem. It's a human one. The CNA who stays five years instead of five months is not staying for an extra fifty cents an hour. She's staying because the work feels chosen, the recognition feels real, and the technology she carries in her pocket respects her time as much as her residents' lives depend on her care.

This document tells the story of one CNA's 12-hour day at Springwood Health & Rehabilitation — a 4-Star CMS-rated, 120-bed skilled nursing facility in Bardstown, Kentucky. **You will see the platform almost never. You will see Marcus almost always.** That is the design.

82%

average annual CNA turnover
in skilled nursing facilities

\$2,200

average cost to recruit
and train a single CNA

40%

reduction in agency spend
when tiering is intentional

WHY THIS NARRATIVE MATTERS

Most LTC technology is sold to administrators. CareTeams is built for the people doing the bedside care — and the operators who know that those people *are* the operation. When a CNA stays, the building's Five-Star Rating stabilizes, the agency line item shrinks, the family complaints decline, and the residents experience the continuity their care plans assume but rarely receive.

The narrative on the following pages follows Marcus from the moment he opens his Mobilize™ app at 5:42 AM through his clock-out at 6:24 PM. **At every step, the platform is doing invisible work to make his day better — and through his day, the residents' lives better.**

THE TIMELINE — PRE-SHIFT

5:42 AM. Before the drive to Springwood.

Marcus is a 36-year-old CNA. Single father of two. He's lived in Bardstown his whole life and has worked at Springwood for 14 months. *He is the kind of CNA who could have left three times by now. He's chosen not to.* Here's why his day starts the way it does.

PRE-SHIFT

5:42 AM

At home

A briefing before the drive in.

Coffee in hand, Marcus opens Mobilize™ on his phone — no password, authenticated by device and text. **His shift roster shows 18 residents on the East wing today. CARI has a brief note for him:** *"Mrs. Patterson's daughter is flying in this morning from Cincinnati — first visit since the move to hospice. Mrs. P had a quiet night. Her favorite hymn is Be Thou My Vision. Family arrival window: 10–11 AM."* Marcus reads it twice and finishes his coffee.

BEHIND THE SCENES

CARI assembled the brief from the night-shift handoff notes, Mrs. Patterson's care plan, family communication logs from the social worker, and the chaplain's pastoral notes. **Marcus walks into Springwood already knowing what kind of morning the East wing needs.** No clipboard. No catch-up time at the nursing station. The handoff happened on his couch.

- Mobilize™
- CARI™ Briefing
- Resident Context

SHIFT START

6:48 AM

Springwood

On the floor, verified, ready.

Marcus walks through the East wing service entrance. **A selfie verifies his identity in under two seconds — facial geometry, liveness, and the facility geofence confirming he's on-site.** His shift is logged. His resident assignments populate his phone. He waves at Janet, the night-shift CNA, who is already at the desk waiting for him with a quick verbal handoff to add color to what CARI told him at home. The day begins on time, on schedule, on team.

- Verify™
- Geofenced Clock-In
- Mobilize™

THE TIMELINE — MORNING ROUNDS

7:15 AM through 9:30 AM. ADLs, med pass, breakfast, dignity.

Morning rounds in long-term care is where everything that matters gets quietly decided. **Did the resident get bathed gently or quickly?** Did the morning medications go in with eye contact and reassurance, or with a hurried tap on the cup? Marcus's 18 residents will tell their families about today — in words, in mood, in how they sit at lunch. The platform's job during these hours is to stay out of his way and surface only what he needs to know.

ROUNDS

7:32 AM

Room 214

A small alert. A meaningful adjustment.

Marcus is helping Mr. Henderson sit up for breakfast when his Mobilize™ buzzes gently. **VitalTasks™ flag:** *"Mrs. Patterson refused breakfast 3 days running. Daughter arriving 10–11 AM. Suggest: invite her to take Communion with Pastor Webb at 10 if she's up for it."* Marcus pauses. He knows this family. He knows this story. *Show compassion. Be patient.* He taps Accept and adds a note for the chaplain: *"Will check with Mrs. P at 8:15. She's usually most awake then. Will text you."*

BEHIND THE SCENES

CARI cross-referenced three signals: Mrs. Patterson's declining breakfast intake (logged daily by the previous shift), the family arrival on the visitor schedule, and her pastoral preference history. **The Pastor's phone now has a heads-up. Marcus has a plan. The family will arrive to find their mother prepared for them, not startled by them.**

VitalTasks™ Mobilize™ Pastoral Coordination

ROUNDS

9:14 AM

East wing

A coworker, recognized.

Mid-rounds, Marcus catches Alicia — a travel CNA who's been at Springwood for four weeks through Springwood's managed services partnership — patiently walking Mr. Carmichael back to his room after he wandered toward the dining hall too early. **Marcus taps Mobilize™ and sends Alicia a recognition note:** *"Saw how you handled Mr. C. He really likes you. Thanks for being on this team."* 25 points credit to her account. *Embrace teamwork.* Alicia reads it and smiles before her next room.

BEHIND THE SCENES

Alicia is a 13-week traveler placed at Springwood through the facility's GigPool™ Tier 4 partnership with AMN Healthcare. On the platform, she's indistinguishable from Marcus — same app, same residents, same care protocols, same recognition system. **The platform makes the team feel like one team, regardless of employment tier.** The resident's family will never know Alicia is a traveler. *That is the point.*

Mobilize™ Peer Recognition GigPool™ Tier 4

THE TIMELINE — A FAMILY ARRIVES

10:38 AM. Mrs. Patterson's daughter walks through the door.

This is the moment in long-term care that operators rarely talk about and families never forget. The first visit after a parent's decline begins. The tears in the lobby. The questions the daughter has carried on the flight from Cincinnati. The look on her face when she sees her mother's room. **Marcus's job in this hour is not technical. It is human.** The platform's job is to make sure he has what he needs to do it well.

KEY MOMENT

10:38 AM

East lobby

Marcus is ready because the platform prepared him.

The daughter — Karen — arrives carrying a small bouquet and a worn photo album. Marcus has been watching for her since 10. **He greets her by name. He tells her her mother is awake, that they sat together for Communion at 10:15, and that Mrs. P sang along with Pastor Webb on the second verse of Be Thou My Vision.** Karen begins to cry — the right kind of tears. Marcus walks her to Room 207. He doesn't look at his phone once during the walk. *Have integrity. Show compassion. Be heroic — quietly.*

BEHIND THE SCENES

*By the time Karen crossed the parking lot, every person on Marcus's team had the context they needed: the chaplain, the social worker, the nursing supervisor, the dietary aide who would bring her a coffee. **None of it required Marcus to coordinate. CARI did the coordination. Marcus did the caring.** A handoff note is automatically logged for the afternoon shift: "Karen present. Mrs. P responsive and warm. Recommend continued companionship cadence through evening."*

CARI™ Context

Mobilize™

Pastoral Workflow

A DIFFERENT VIEW

11:14 AM. The DON sees what Marcus cannot.

Three offices away from the East wing, Springwood's Director of Nursing — Linda Reeves, 22 years in skilled nursing — pulls up her CareTeams dashboard between meetings. **What Marcus is experiencing as a series of moments, Linda sees as a building-wide system in real time.** This page is what she sees on a Tuesday in late April.

38 / 42

CNA shifts filled today —
all four tiers in use

11%

Tier 4 (managed agency)
share of today's coverage

0 of 12

open compliance items
ahead of next survey

WHAT LINDA SEES THAT MARCUS DOES NOT

Tier 1 — Springwood employed CNAs. 24 of today's 42 shifts. Marcus, Janet, and the rest of the core team. Lowest cost, highest continuity, the backbone of the building.

Tier 2 — Internal float pool. 8 shifts. Cross-credentialed Springwood nurses who can flex across wings. Linda's strategic capacity layer — the one she's spent 18 months building.

Tier 3 — Bardstown PRN and per-diem. 5 shifts. Pre-credentialed local CNAs, several of them Springwood alumni who left for other reasons and came back as PRN through Mobilize™ outreach.

Tier 4 — AMN-managed travelers. 5 shifts. Alicia and four others. *Deployed intentionally.* Vetted, integrated, governed. Linda watches this tier carefully — and she's proud that her facility has cut Tier 4 reliance from 23% last year to 11% today. **Agency is not the enemy. Agency-as-default is. Springwood has chosen intentionality.**

THE TIMELINE — A MID-SHIFT ADJUSTMENT

1:47 PM. The platform suggests a small change.

Long-term care isn't a static plan. Residents have rough afternoons. Care plans need quiet adjustments. The platform's job is not to manage these changes for Marcus — it's to surface the right ones at the right moments and let him decide.

MID-SHIFT

1:47 PM

Room 219

A gentle prompt from VitalTasks™.

Marcus is finishing lunch service when his phone vibrates. **VitalTasks™ suggestion:** "Mr. Reeves' fall-risk score increased overnight. Last hip pain note from PT was 11:03 AM. Suggest: PT follow-up before he ambulates to the dining hall for the 4 PM activity. Want me to flag for the PT team?" Marcus thinks for a second. He saw Mr. Reeves earlier — a little stiff, but cheerful. He taps Yes. **Within thirty seconds**, the PT team has the request. CARI's response: "Got it. PT confirmed for 3:15 PM. I'll let dietary know to hold his seat at the late table if needed."

BEHIND THE SCENES

CARI evaluated the fall-risk score change against PT note timing, medication interactions, and the upcoming activity schedule. **What used to be three phone calls and two pages on a clipboard happened in two taps and a confirmation.** Marcus stayed with his residents. The right people got the right information. The fall that didn't happen is the one nobody will ever notice.

VitalTasks™

CARI™ Routing

PT Coordination

THE TIMELINE — RECOGNITION AND REWARD

5:24 PM and 6:24 PM. Two moments at the end of the day.

Most long-term care platforms end the shift the way they began it — with a transaction. CareTeams ends it with a closing of the loop: recognition that Marcus actually feels, and compensation he can actually use before the week is out.

LATE SHIFT

5:24 PM

Hallway

Karen finds Marcus before she leaves.

Karen catches Marcus in the East hallway as she's preparing to head back to her hotel. She thanks him for the morning, for Pastor Webb, for the way he told her about her mother's singing. **She tells him she will write to the administrator about him.** She does — that night, from her hotel room. Linda logs it into Mobilize™ as a recognition event with 500 points credited to Marcus's account. The note that pops up on his phone reads: *"From Karen Patterson, Mrs. P's daughter: 'Marcus is the reason I will sleep tonight. Please tell him.'"*

BEHIND THE SCENES

*The Momentum Loop™ — CareTeams' proprietary behavioral feedback engine — captures specific behaviors that predict long-tenure staff retention. **Family-praised resident interactions are one of the highest-signal patterns in the data.** Marcus's reliability score quietly nudges upward. CARI captures the data point. Months from now, when Linda is making decisions about leadership development, Marcus's name will surface for the right reasons.*

Mobilize™

Family Recognition

Momentum Loop™

CLOCK-OUT

6:24 PM

Service entrance

Verified. Paid. Going home.

Marcus clocks out with a final selfie. His shift hours, exceptions, and attestation are logged. **AnyTime Pay™ — powered by One10 and blockchain — deposits today's earnings into his account before he reaches his car.** He needs to pay his daughter's soccer registration tonight. He doesn't need to wait two weeks for it. *Be heroic. Encourage positivity. Have integrity.* The platform respects his life as much as it respects his work. That is why he stays.

Verify™

AnyTime Pay™

One10 Powered

Engage™

WHAT THIS MEANS

A platform that makes intentionality the default — for caregivers, for operators, and for the residents whose lives depend on both.

Marcus's day is not exceptional. It is the standard CareTeams enables for every CNA at Springwood, and every CNA at every facility that runs on the platform. **What changes is the operational, financial, and clinical outcome of the building itself.**

<p>40% reduction in Tier 4 (agency) spend through tiered governance</p>	<p>< 30% CNA turnover for facilities running Mobilize™ + Momentum Loop™</p>	<p>Five-Star survey readiness — credentials, PBJ, and ratios always defensible</p>
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THE CARETEAMS CAPABILITIES THAT MAKE THIS POSSIBLE

<p>CARI™ Agentic AI that orchestrates briefings, alerts, recognition, and behavioral signals</p>	<p>Mobilize™ Single mobile hub for every caregiver — no app store, no password, no friction</p>	<p>Verify™ Biometric identity, geofence, liveness — every clock-in, every shift</p>
<p>Compliance Shield™ Continuous credential, ratio, and PBJ readiness — survey-ready every day</p>	<p>GigPool™ Four-tier workforce governance — Core, Float, PRN, and managed agency, intentional</p>	<p>AnyTime Pay™ Instant shift-end pay — powered by One10 — turning compensation into respect</p>

THE FUTURE OF LTC WORKFORCE STRATEGY

The future of long-term care workforce strategy is not a single vendor. **It is the deliberate integration of operator excellence, workforce technology, and managed external workforce — each playing its role with intention.** The operator builds the culture that retains the Marcuses of the world. The technology orchestrates the flow of people, credentials, recognition, and pay. The managed services partner — like AMN Healthcare — fulfills the last tier with discipline and quality.

This is what the integrated future looks like. Springwood is not a real facility, but every operator in long-term care knows the building it represents — and what becomes possible when the right tools meet the right intentions.

A FINAL WORD

"We didn't set out to build a workforce platform.

We set out to build the one that finally respects the people inside it."

Marcus's story is real in form, even though his name is not. We have built CareTeams to make his day — and the days of every CNA, LPN, RN, and caregiver who shows up before dawn for residents who depend on them — better than they have been historically. We believe long-term care workforce orchestration is one of the most consequential, under-served categories in healthcare today. **And we believe the operators who get this right — partnered with the right technology and the right managed services — will define the next decade of long-term care.**

LET'S TALK

Whether you're an LTC operator looking for the workforce technology to match your ambitions, a managed services partner exploring how CareTeams complements your model, or anyone curious about what operator-built clinical workforce software looks like in skilled nursing — we would welcome a conversation. We can walk you through Marcus's narrative live, in product, on a real customer environment.

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Engage. Predict. Orchestrate. · Powered by CARI™ AI