



2024 Hospital Executive Level Priorities – CEO/COO

The **H**ospital **E**xecutive **L**evel **P**riorities surveys take the pulse of Hospital and Healthcare Executives across the country to understand what is important to them. The results of the 2024 H.E.L.P. surveys were based upon 1,785 respondents.

This H.E.L.P. survey covers fifteen (15) broad industry leading topics. The following table scores each priority on a scale of 1 through 100, with one hundred being the most important. The “Change” column reflects the difference from 2023. **The top five (5) CEO/COO priorities are Maintaining Competitive Salaries, Wages, & Benefits, Quality of Care & Patient Safety, Retaining Talent or Employee Turnover, Registered Nurse/Professional Recruitment, and Cost Containment.**

CEO HELP	2022	2023	2024	CHANGE
Maintaining Competitive Salaries, Wages, & Benefits	-	78.1	85.5	+7.4
Quality of Care & Patient Safety	81.4	85.5	84.0	-1.5
Retaining Talent or Employee Turnover	70.9	79.4	82.6	+3.2
Registered Nurse/Professional Recruitment	68.3	90.1	80.6	-9.5
Cost Containment	71.8	65.4	62.1	-3.3
Controlling Contract Labor Utilization	-	63.7	61.0	-2.7
Financial Reimbursement/Penalties	76.3	60.2	60.6	+0.4
Hospital-Physician Relations/Integration	73.6	55.9	58.1	+2.2
Capital Equipment/Technology Acquisition	54.1	54.0	58.1	+4.1
Staffing ROI	-	-	56.1	-
Competing for Patient Volume	61.7	52.4	54.6	+2.2
Bed Capacity	-	51.8	51.5	-0.3
Population Health/Healthcare Uncertainty	51.0	49.0	46.1	-2.9
Regulatory Mandates/Healthcare Reform Changes	60.6	47.8	50.2	+2.4
Mergers & Acquisitions	36.4	31.7	32.1	+0.4