



**New Study Shows 3.52% Salary Increase for LTC Corporate Execs in 2024**

February 2025--The **2024-2025 Multi-Facility Corporate Compensation Report**, just published by **Hospital & Healthcare Compensation Service (HCS)**, reported a salary increase of 3.52% in 2024 for long-term care (LTC) corporate executives. This represents a small decrease from the 3.69% salary increase reported the year before. The study covers corporate compensation of top executives with oversight over multiple nursing homes, CCRCs, independent living, and assisted living/personal care communities, as well as larger revenue single site providers.

In a national comparison by revenue size, COO base salaries ranged from \$220,462 in organizations with revenue up to \$49.9 million; \$351,500 for those with revenue between \$50 million - \$199.9 million; and \$455,200 for those with revenue \$200+ million. Data reported reflect the national 50<sup>th</sup> percentile of salary.

COO total compensation ranged from \$244,455 for those with revenue up to \$49.9 million; \$379,000 for those with revenue between \$50 million - \$199.9 million; and \$480,520 for those with revenue \$200+ million. Data reported reflect the 50<sup>th</sup> percentile of national total compensation.

**COO  
Long-Term Care**  
National 50<sup>th</sup> Percentile by Revenue Size

Compensation Type	<\$50 MM	\$50 MM to \$199.9 MM	\$200 MM+
<b>Salary</b>	\$220,462	\$351,500	\$455,200
<b>Total Compensation</b>	\$244,455	\$379,000	\$480,520

*Source: 2024-2025 HCS Corporate Compensation Report National Data*

In response to incentive metrics/goals used in determining bonuses, operating margin and quality metrics ranked as the top two criteria used, followed by revenue growth and employee turnover.

The **2024-2025 Multi-Facility Corporate Compensation Report** contains data from 95 multi-facility companies. The results contain three studies in one Report and report salaries and total compensation separately for long-term care, hospital/health systems, and home health/hospice agencies. Data are reported nationally by individual healthcare type according to organization revenue size, as well as for all healthcare types combined for five national revenue categories. The Report also includes data on pay policies and corporate benefits.

The complete 95-page **Report** is available for \$675 from HCS. In addition to the PDF version, the results are available in Excel. To order go to [www.hhcsinc.com](http://www.hhcsinc.com) or call (201) 405-0075.

With over 50 years' experience in national healthcare salary and benefits research, **Hospital & Healthcare Compensation Service** is recognized for its comprehensive, responsible and reliable ten specialized **Reports**. **HCS** provides *the* source for establishing and maintaining an effective compensation program. A must for any human resource team!

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