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Press Release

Executive Pay Rises as Turnover and Sign-On Bonuses Decline in 2026

Oakland, NJ, August 2026 – Turnover rates and sign-on bonus usage continued to decline in 2026, while executive leadership and key department heads saw the largest compensation increases, according to the **2026-2027 Nursing Home Salary & Benefits Report**. The national study is published by **Hospital & Healthcare Compensation Service (HCS)**, in cooperation with **LeadingAge** and supported by **AHCA.**

Based on trend data from participants who submitted data in both the current and prior year's studies, compensation growth concentrated heavily in core administrative and operational leadership. The positions receiving the highest percent increases included Nursing Home Administrators, CFOs, HR Directors, Directors of Staff Development, Life Enrichment Directors, Directors of Social Services, and Directors of Facility/Plant Operations. This targeted wage growth underscores a deliberate effort by facility leadership to stabilize key department heads who directly influence financial strategy, employee retention, and resident quality of life, highlighting that frontline retention depends heavily on leadership quality.

2025-2026 Trend Data Increases

	2026	2025
Nursing Home Administrator	3.71%	3.32%
Director of Facilities/Plant Operations	3.82%	3.61%
Director of Social Services	3.66%	1.44%

*The trend rate represents the percent increase from those that participated in both the current/previous year's study.
National data: 2025-2026 Nursing Home Salary & Benefits Reports.

Turnover rates continued their downward trajectory after peaking in 2022, signaling a broader recovery in workforce stability across nursing facilities. This labor market normalization is further evidenced by a steady shift in recruitment tactics; while sign-on bonuses remain an active tool for talent acquisition, their usage has steadily cooled. In 2026, 54.38% of respondents reported utilizing sign-on bonuses, down from 55.61% in 2025 and 65.44% in 2024. While RNs, LPNs, and CNAs remain the primary recipients of these bonuses, significantly fewer facilities reported offering incentives for Medication Techs, Resident Assistants, or Dining and Kitchen staff in 2026.

This year marks the 49th annual year of publication. 947 nursing homes participated in the study and provided compensation data on 126,050+ employees, covering 47 management and 55 nonmanagement positions. 58.50% of study participants were not-for-profit facilities, while 41.50% were for-profit facilities. The results are reported according to revenue size, profit type, bed-size, region, state, and CBSA. The **Report** includes 18 fringe benefits, as well as shift differentials, actual/projected salary increases by department for 2026 to 2027, turnover/vacancy rates, and sign-on bonuses. Data in the study are effective as of March 2026.

The **Nursing Home Report** is available for $400. To order online, visit the **HCS** website at www.hhcsinc.com or call (201) 405-0075. **HCS** released a separate **CCRC Salary & Benefits Report** last month, as well as its **Assisted Living Salary & Benefits Report** earlier this year.

HCS, founded in 1971, is recognized as the leader in national healthcare salary and benefits research. **HCS** conducts national and custom marketplace studies, publishing more than ten specialized **Reports** each year.

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