



Hospital & Healthcare Compensation Service

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Press Release

Director of Nursing (DON) Salaries Increase 3.75% in 2024

Oakland, NJ, August 2024 – Director of Nursing (DON) salaries saw a 3.75% increase in 2024, according to the **2024-2025 Nursing Home Salary & Benefits Report**. The national study is supported by **AHCA** and published by **Hospital & Healthcare Compensation Service (HCS)** in cooperation with **LeadingAge**. The percent increase is based on trend data from participants that submitted data for both the current and previous year's studies.

In a comparison of data by profit type, the national salary for DONs in not-for-profit facilities was \$109,829; DONs in for-profit facilities received \$120,000; the national salary across all reporting facilities was \$115,003. *(Data reported reflects the national 50th percentile base salary.)* In a comparison of CCRC vs. Nursing Home DON rates, the national CCRC salary was \$116,799, compared to \$115,003 for nursing homes.

Nursing Home/CCRC DON Salaries by Profit Type

	Nursing Home	CCRC
For-profit	120,000	125,000
Not-for-profit	109,829	116,000
National	115,003	116,799

National 50th percentile data from the 2024-2025 Nursing Home/CCRC Salary & Benefits Reports.

Nursing homes continue to utilize sign-on bonuses to attract new talent, with 65.44% of participants reporting they currently offer sign-on bonuses (up slightly from 65.05% last year). The average sign-on bonus reported for DONs was \$8,488 in 2024, up from \$7,296 in 2023. For a comparison of data trends the past few years, the table below shows actual percent increases for nursing staff from 2021 – 2024.

2021-2024 Trend Data Increases

	2021	2022	2023	2024
Director of Nursing (DON)	3.09%	5.38%	4.67%	3.75%
RN	4.08%	11.08%	7.04%	4.59%
LPN	4.82%	9.38%	8.89%	5.03%
CNA	7.13%	11.15%	9.66%	5.12%

*The trend rate represents the percent increase from those that participated in both the current/previous year's study.

National data: 2021-2024 Nursing Home Salary & Benefits Reports.

This year marks the 47th annual year of publication. 914 nursing homes participated in the study and provided compensation data on 100,600+ employees, covering 47 management and 55 nonmanagement positions. 48.69% of study participants were not-for-profit facilities, while 51.31% were for-profit facilities. The results are reported according to revenue size, profit type, bed-size, region, state, and CBSA. The **Report** includes 19 fringe benefits, as well as shift differentials, and actual and projected salary increases by department for 2024 to 2025, turnover/vacancy rates, and sign-on bonuses. Data in the study are effective as of March 2024.

The **Nursing Home Report** is available for \$400; the discounted rate for **AHCA** members is \$325. 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.