

Health Care Executive Compensation Insights



Health care organizations continue to experience a very dynamic environment. This is impacting executive compensation levels, performance priorities, and talent strategies.

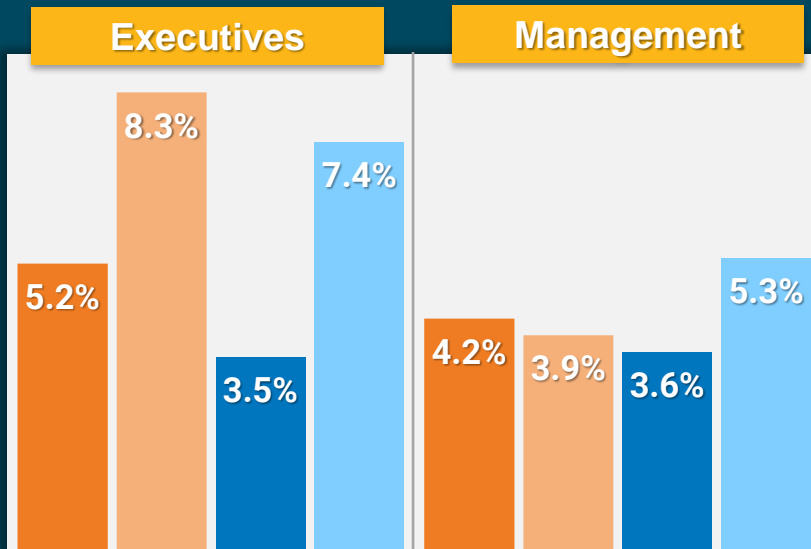
SullivanCotter's **2024 Health Care Management and Executive Compensation Survey** includes data from nearly **3,300 organizations** on more than **45,000 incumbents**. This longstanding resource provides organizations with critical compensation market data, information on key executive workforce practices, and insight into emerging industry trends.

Base Salary and Total Cash Compensation

The improved operating environment has impacted annual incentives – resulting in TCC increases outpacing growth in base salaries.



Median Annual Increases (2024 vs 2023)



- System-Level Base Salary
- System Level TCC
- Subsidiary Hospital Base Salary
- Subsidiary Hospital TCC



How can organizations plan for 2025 and beyond?

- **Prepare for a competitive talent market** with more robust compensation offers for external recruits and adjustments for current leaders
- **Ensure the proper tools are in place** to recruit, retain, and motivate talent given changing performance priorities and skill needs
- **Examine incentive plan measures and goals** to increase alignment with strategic operating priorities
- **Prioritize the talent strategy** by defining clear processes to assess talent needs and risks
- **Optimize the leadership structure** by evaluating the organization design and cost and providing clarity on career architecture, title definitions, and leveling criteria

High-Demand Roles/New and Emerging Jobs

Many critical jobs at both the system and subsidiary hospital level saw higher increases in salary over the past year. There are also a number of emerging roles to take note of as the market evolves.



- Top Leadership: CEO, COO, CFO, CHRO
- Facilities
- Information Services and Technology
- Ambulatory Operations
- Service Lines

System-Level



- Finance and Controllers
- Nursing
- Foundation/Fund Development
- Professional Services

Subsidiary Hospital



- Market/Division/Region Leaders
- Health Equity
- Analytics
- Digital Strategy

Emerging Roles

Annual Incentive Plan Provisions

While financial goals are given the heaviest weight in incentives, organizations also are balancing those with quality, experience, people, safety and growth priorities.



Overall Measure Categories Utilized at the System-Level

	2024	
	Prevalence	Weight
Financial	93%	32%
Quality	85%	22%
Patient Experience and Access	75%	20%
People	73%	18%
Patient Safety	61%	17%
Growth	41%	19%

Source: SullivanCotter's 2024 Health Care Management and Executive Compensation Survey