Netli

Proposal for HSCPs and Scottish Government

The Continuous Provision of Consistent and Uninterrupted Care

Netli is seeking to engage with Health and Social Care Partnerships throughout Scotland to help with the continuous provision of consistent and uninterrupted care.

The SSSC predicts that the care workforce must grow by 2.2% per year to keep up with the ageing population[1]. However, with 14,000 vacancies and growth at just 1.2%, care provision has reached crisis point[2]. Scottish Government acknowledges that "recruitment and retention of staff working in the social services sector has long been seen as key to improving service provision, standards and outcomes"[3].

Even the highest performing HSCPs struggle to plan to meet Scotland's needs when the care sector is impacted by instability, inconsistency and interruption. In partnership with HSCPs, Netli proposes to address these problems by delivering in 4 key areas:

1. **Data:** Having continual access to workforce data

2. **Recruitment:** Attracting applicants to the care sector

3. **Retention:** Improving staff retention and building upon care as a career

4. **Risk:** Mitigating the risk of provider failure, lost revenue and unmet needs

We invite Government and HSCPs to open communications with us to discuss how we may address this challenge together.

Angus Hay

Angus Hay

Chief Commercial Officer

T: 0131 510 4003 | **E: angus@netli.co**

1: Source: SSSC **"The economic value of adult social care"**
2: Source: SSSC **"Report on 2018 workforce data"**
3: Source: Scottish Government **"The position on recruitment and retention" (2016)**

How many of these questions can you answer?

> What is the workforce growth rate in your local area?

> How many care workers are needed to fill unmet care needs?

> How many care vacancies are available within your local area?

> How many care workers will retain their right to work after Brexit?

> What is the average length of service of care workers?

> What are the staff turnover rates across your care providers?

> How does the local care workforce compare against other regions?

Netli's proposal enables you to get answers to these questions (and many more) within a matter of seconds.

Providing HSCPs with continual access to workforce data

Gathering workforce data across the local health and social care sector is a notoriously difficult challenge[1] for HSCPs.

Netli proposes a software system to be utilised by care providers which actively gathers workforce data for HSCPs on a local, regional and national level.

This data is available to HSCPs via a real-time dashboard and a detailed monthly report, helping with:

Current and future workforce planning

Identifying risks and threats within the industry

Comparing and benchmarking against regional and national data

Identifying the necessary supports for care providers

Our software has been developed in conjunction with advice and consultation from multiple industry organisations, such as the Care Inspectorate, Scottish Care, Disclosure Scotland, SSSC, COSLA and various local authorities throughout the UK.

1: Source: Unison Scotland **"National health and social care workforce planning"**

Our software has been split across 3 integrated solutions to cover the entire lifecycle of the care workforce:
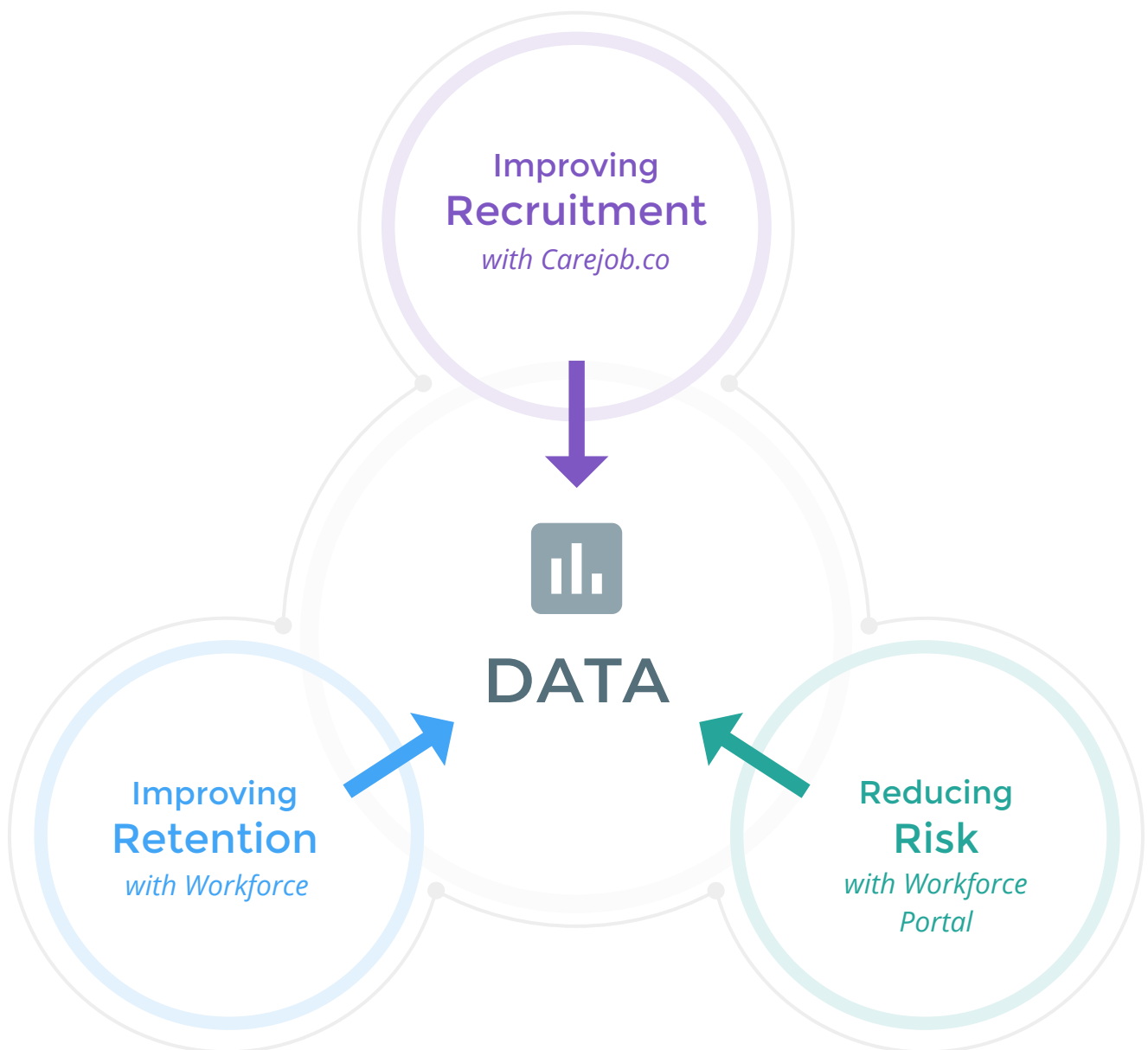
Carejob.co

A job board specific to vacancies in care, which works as a marketing tool to drive applicants into the sector.

Workforce

An end-to-end recruitment and HR system built specifically to improve staff recruitment and retention for care providers.

Workforce Portal

A database of available care workers, giving care providers 24/7 access to a permanent pool of staff to reduce the risk of staff shortage.


Improving
Recruitment
with Carejob.co

DATA

Improving
Retention
with Workforce

Reducing
Risk
with Workforce Portal

Example data sets

Bespoke sets of local, regional and national data can be made available to HSCPs and government through a real-time dashboard and a monthly detailed report. Examples of how this data can be reported are below:
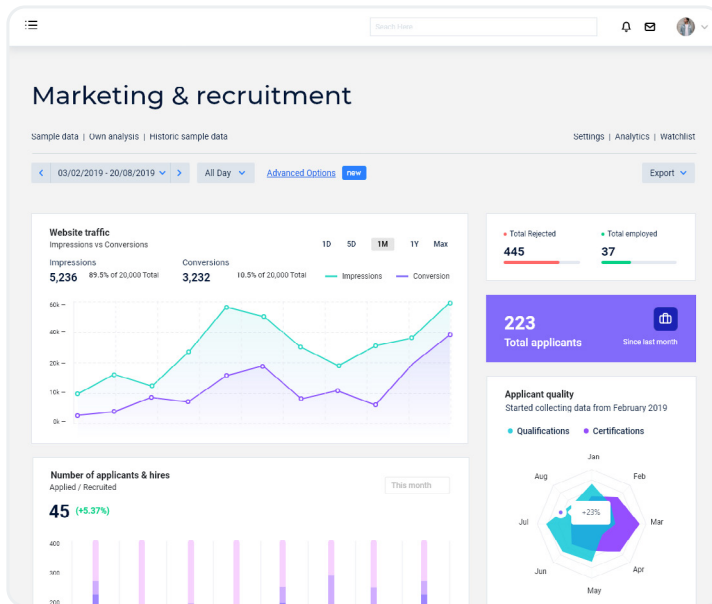
Marketing & recruitment

Audience size

Impressions

Search volumes

Website traffic

Number of applicants

Number of hires

Applicant quality

Average time to hire

Demographics

Rejection reasons
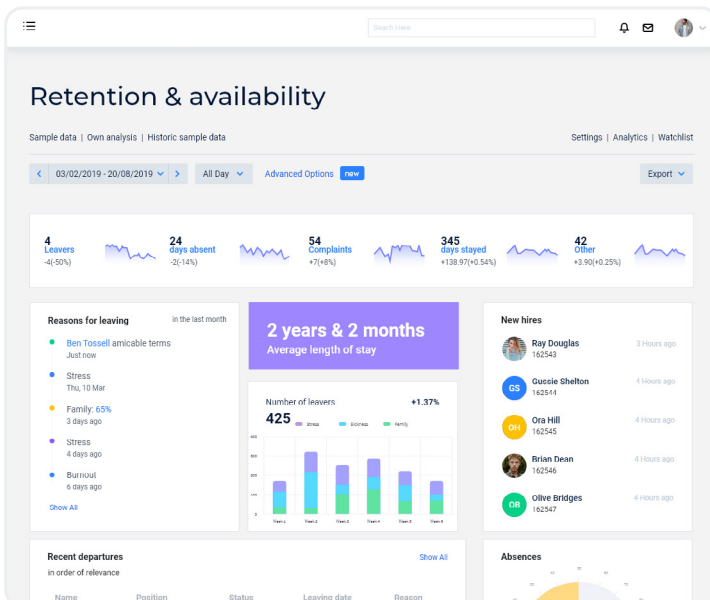
Retention & availability

Number of staff

Absences

Number of leavers

Reason for leaving

Average length of stay

Staff movement

Database size

Database quality

Average waiting time

Netli

office@netli.co
0131 510 4003

Attracting applicants to the care sector

Within Scotland, one of the most difficult challenges faced by care providers is with attracting new staff to maintain a healthy workforce[1]. This has a direct impact upon the quantity and quality of care provided with significant amounts of unmet needs being recorded.

Netli's **CareJob.co** is a job board specific to the care sector, creating the opportunity to promote careers in care to a local, regional or national audience and drive a steady flow of applicants directly to care providers. This allows HSCPs to easily maintain the recruitment activity within their local area and enables government to integrate **CareJob.co** with their existing campaigns.

CareJob.co sets itself apart from traditional job boards by promoting job vacancies based on the values and culture of an organisation rather than the hourly rate of pay, which ensures that care providers no longer need to compete for staff based on the highest pay and can instead focus on improving their working culture and environment.
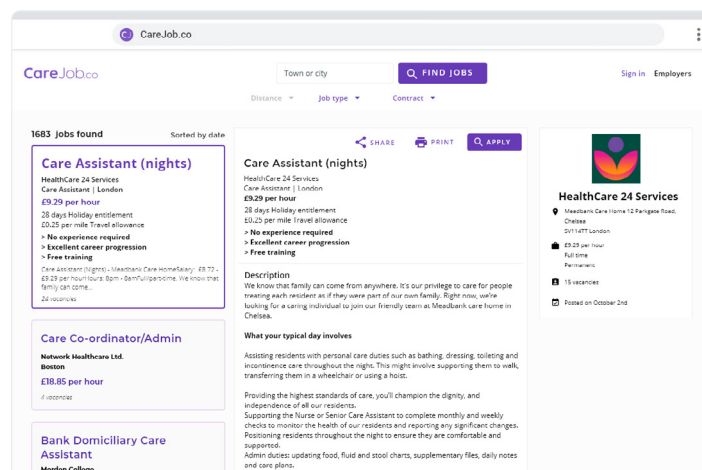
1: Source: SSSC **"Staff vacancies in care services"**

Improving staff retention for care providers

Beyond recruitment, care providers throughout the UK face notorious challenges with staff retention, with turnover rates as high as 44%[1] versus 15% in other sectors[2], resulting in significant backlogs to care provision.

Care UK estimates over 1.4 million people currently have unmet care needs, with delayed discharges due to the lack of social care costing the NHS more than £500 every minute[3]. NHS Employers recommends that employers should use data to inform and formulate their retention strategies and that a high standard of recruitment process can reduce the turnover of newly employed staff[4].

Netli's **Workforce** is an end-to-end recruitment and HR system built specifically for health and social care providers. The software helps care providers to recruit high quality staff, efficiently manage their workforce and gain access to crucial workforce analytics.

Workforce's built-in recruitment process ensures that retention is improved across newly employed staff, while data is captured across every stage of the employee's lifecycle with the company, allowing care providers to quickly and easily see where retention issues may occur before they happen. This data can also help to inform HSCPs on areas for improvement and support across their care providers.
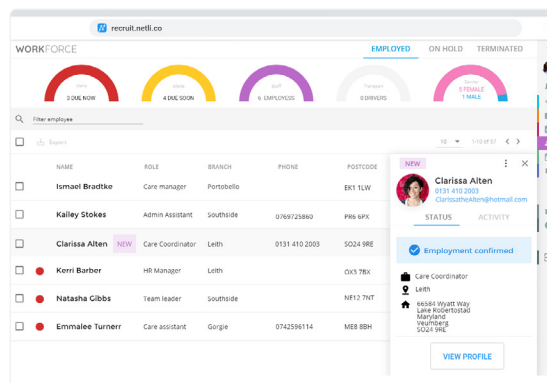
1: Source: Skills for Care **"Workforce Intelligence Summary" (2018/19)**
2: Source: Monster **"Employee turnover rates"**
3: Source: Age UK **"Fill up the social care piggy bank now"**
4: Source: NHS Employers **"Improving staff retention"**

Reducing the risk of staff shortages

Care providers face the on-going risk of staff shortages which can place enormous pressures on the sector, with Scottish Government stating that "providers apparently indicated that the pressures in relation to recruitment were starting to have an impact on service delivery"[1].

Netli's **Workforce Portal** is a searchable database of applicants which is accessible 24/7 to care providers allowing for quick searching of candidates who are available to work. The database consists of applicant profiles that have been created through **CareJob.co** and which have not yet found work.

Having a pool of readily available staff can help to reduce the risks of care providers being under-resourced and unable to deliver care, enabling HSCPs to maintain consistency in care provision all year round.

1: Source: Scottish Government **"The position on recruitment and retention" (2016)**

SUMMARY

Netli's software provides a solution for the workforce challenges faced by care providers and the challenges of obtaining accurate, real-time workforce data faced by HSCPs.

Attracting applicants to the sector

↓

Building a database of available staff

↓

Helping care providers to recruit

↓

Supporting staff retention

↓

Keeping care staff within the care sector

DATA
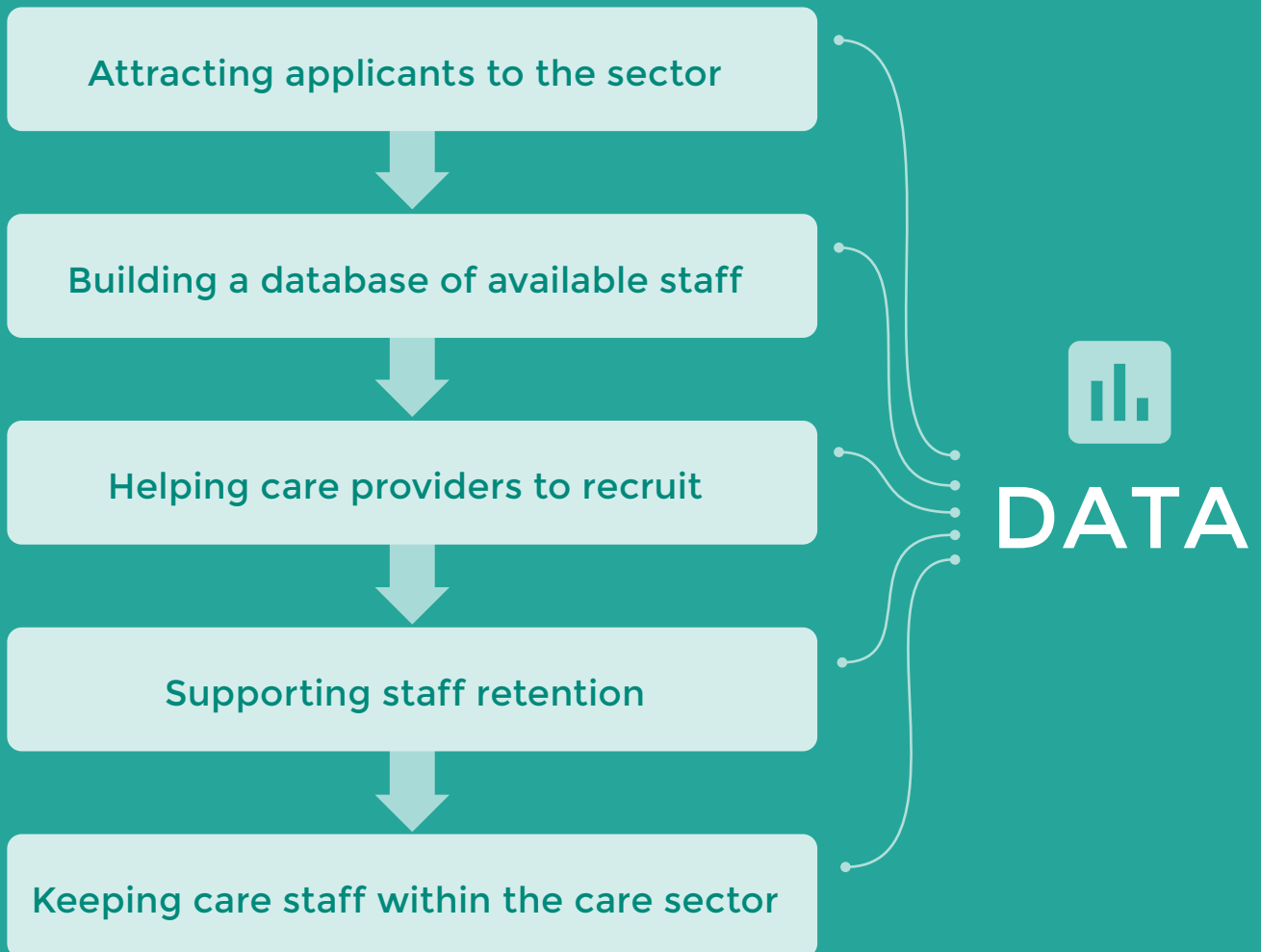
Our complete solution covers the entire workforce lifecycle within the health and social care sector, helping HSCPs and government to deliver the continuous provision of consistent and uninterrupted care.

About Netli

Netli was founded by care industry experts with the aim of tackling some of the largest issues within health and social care. Ranging from consulting to software development, our solutions are tailor-made specifically for the needs of the care sector. Our diverse and growing team come from a wide range of professional backgrounds; ranging from health and care right through to commercial and technical.

Our management team

Stephen Wilson *CEO*

Stephen brings a rich range of experience having worked in the care sector for over 30 years. Stephen started by managing care homes before transitioning to become a Care Inspectorate manager and finally owning a home care business. Stephen now keeps an eye on developments across the sector while formulating structure and advice on how we are best placed to ensure clients remain on the best foot forward.

Angus Hay *CCO*

With 15 years of experience in consulting on growth, strategy and development for start-ups and SMEs, Angus began to specialise in providing services and solutions to the care sector in 2013. Since this time, he has been closely involved with numerous industry projects and the development of multiple individual companies in the sector.

Simeon Grigorovic *CTO*

Simeon has 10+ years in high-end development and project management. After working with Universal Studios, M&S, Costa Coffee, Broadbean, John Lewis, Heinz and Manchester United, Simeon joined Netli to lead the way for the development team.

Netli

0131 510 4003

office@netli.co

39 Hanover Street
Edinburgh, EH2 2PJ