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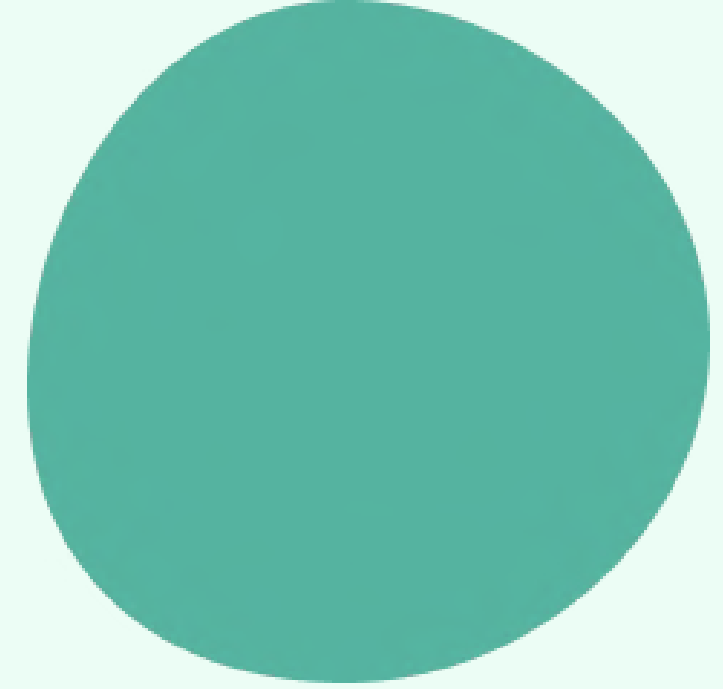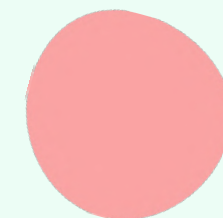
Rethinking Retention

How technology can help providers reduce churn
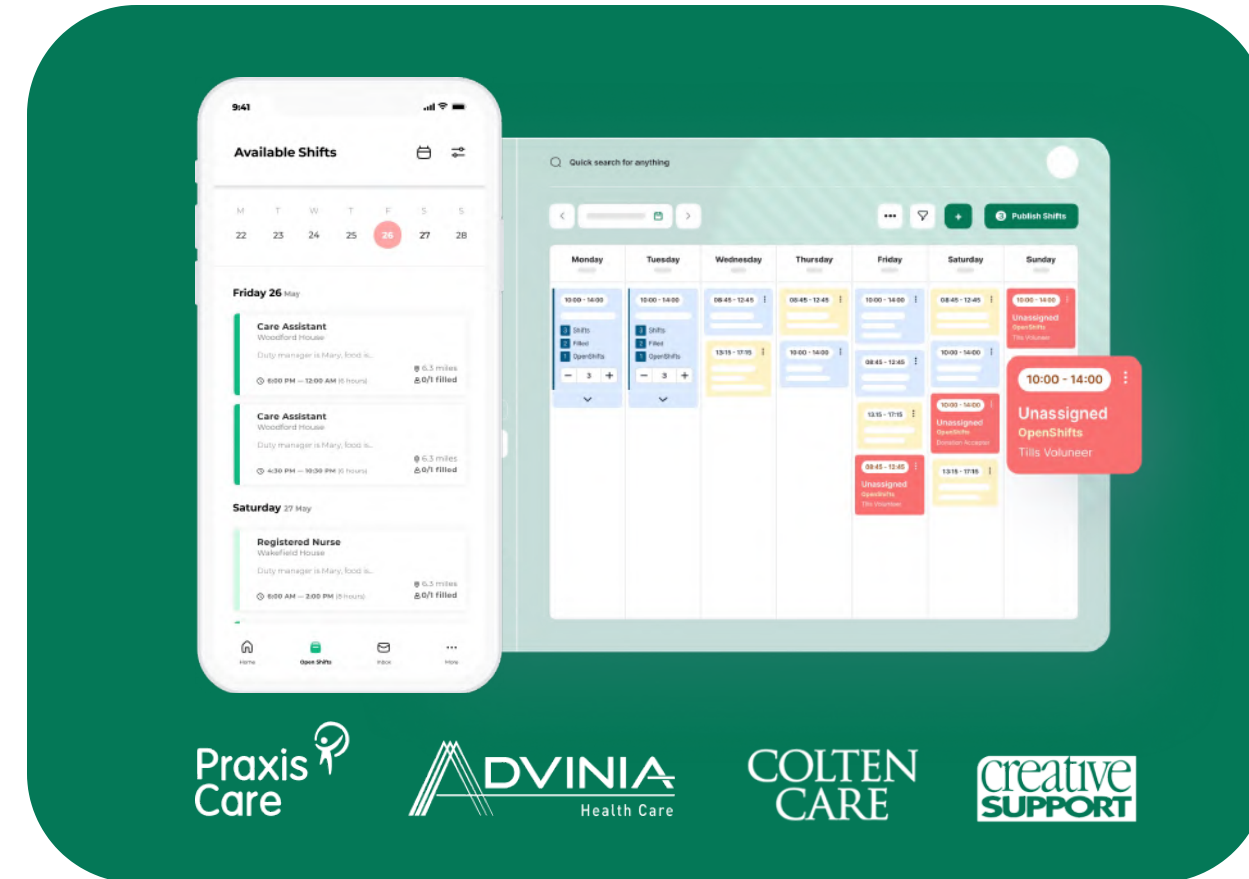
- 10+ years working in care
- Oversaw business systems & applications for Colten Care
- 200% product team growth since joining!

- 'People operating system' for care
- Tools to simplify people operations, scheduling and communication
- Best in class employee app

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# Keeping more of your people is a must

The staffing challenge in care is getting worse, not better.

The job vacancy rate in care almost doubled to 12% between April and December 2021.

According to our independently conducted survey of 750 UK care staff:

- 44% of respondents are considering leaving their current role this year
- Almost a third of those are thinking about leaving the sector entirely
- That equates to more than one in ten employees - 200,000+ roles in England alone!

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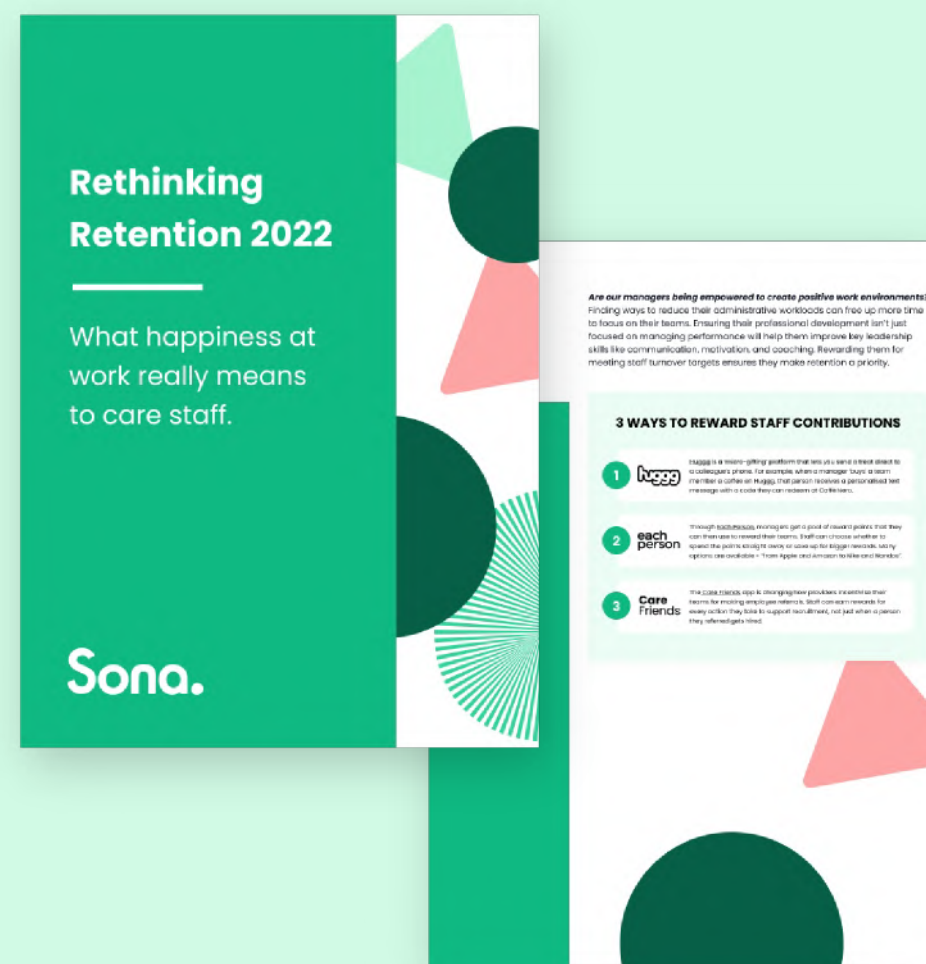
It's not just about pay*

How important are the following factors to you in any decision to change employer?	Very important
1. Relationships with residents/patients	63%
2. More flexible schedules/hours	62%
3. Salary	62%
4. Relationships with your colleagues	59%
5. Work location	58%
6. Opportunities for career progression	55%
7. Relationships with management	52%
8. Employer's reputation	52%
9. Availability of hours/overtime	48%
10. Benefits	41%

*It's still important, though

The factors that matter most to staff happiness are in your control

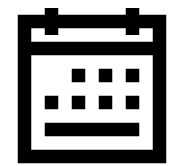| Would the following factors have a positive impact on how you feel about working for your current employer?	Agree
1. More recognition from management	92%
2. Better internal communication	91%
3. Having more freedom to choose your working patterns	90%
4. Better mental health support for employees	90%
5. Greater visibility of my upcoming schedule/hours/holiday	90%

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Rethinking Retention 2022

What happiness at work really means to care staff.

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Scheduling for flexibility

The rationale

- For the majority of carers it's not "just a job". They want to do what they love, but on acceptable terms
- Societal and demographic changes are making long shifts less viable in the long term

The problem

- Enabling care staff to work more flexibly adds even more complexity to resource planning and scheduling

The solution

- Moving towards 'self-scheduling"

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Structure team communication

The rationale

- Being recognised for their contributions is the most influential factor on staff morale - and it's completely free!
- Staff want to be heard and feel like their views matter

The problem

- Infrequent, long form communication is not the most effective way to relay key information to hourly workers
- Without reliable systems in place, it's hard for communication and recognition to be fully inclusive

The solution

- Moving away from 'unstructured' forms of communication

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Streamline people processes and data

The rationale

- The most likely things a burnt out employee will do are either go on sick leave or quit

- Better mental health support is the most important benefit you can provide

The problem

- Organisations are still too reactive when it comes to workplace mental wellbeing and burnout

- That's often because they lack a single source of truth for the data that can alert them to potential issues early on

The solution

- Making reliable, current data easy to access and act on - across the organisation

- Most providers do this for patients /residents already!

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Getting started

1

Engage

- Start by securing strong buy-in.
- Collect as much feedback as possible
- Surveys, open meetings, down the pub - anything goes!
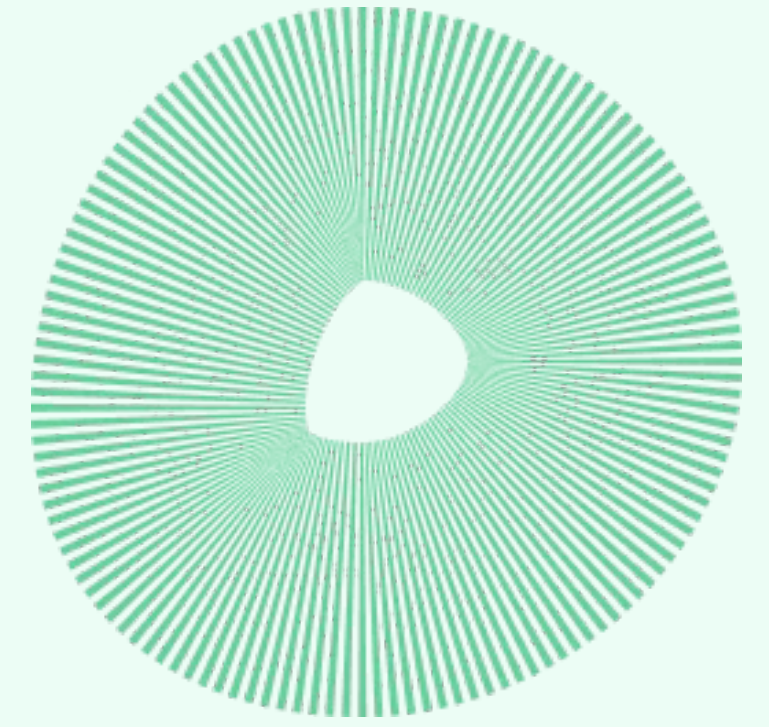- Get a clear picture of the problems you want to solve

2

Evaluate

- Triage potential solutions - which are no brainers? Are there any quick wins?
- Agree the metrics for measuring impact
- Benchmark against your peers.

3

Experiment

- De-risk with smaller pilots/trials
- Identify early adopters to champion these projects

Thank you

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