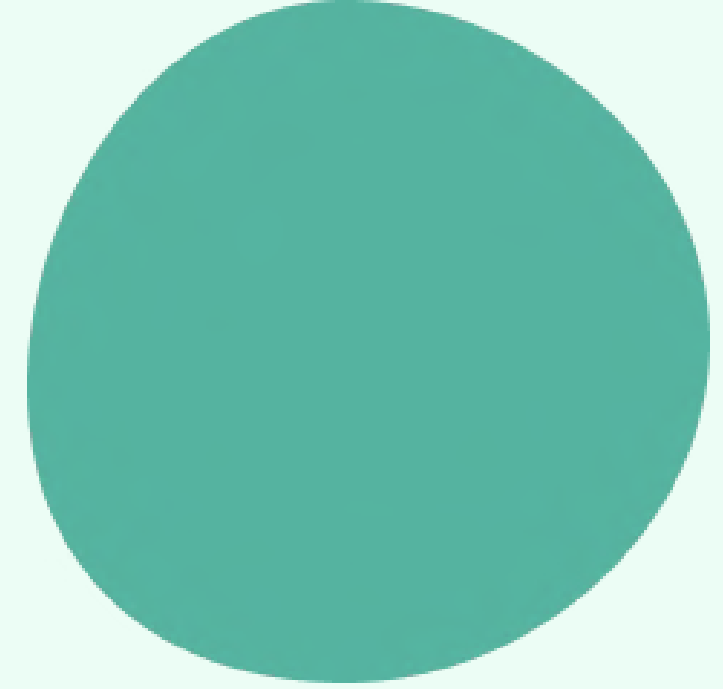
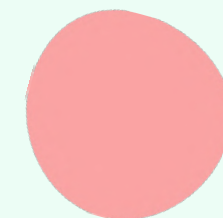


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Rethinking Retention

How technology can help providers reduce churn

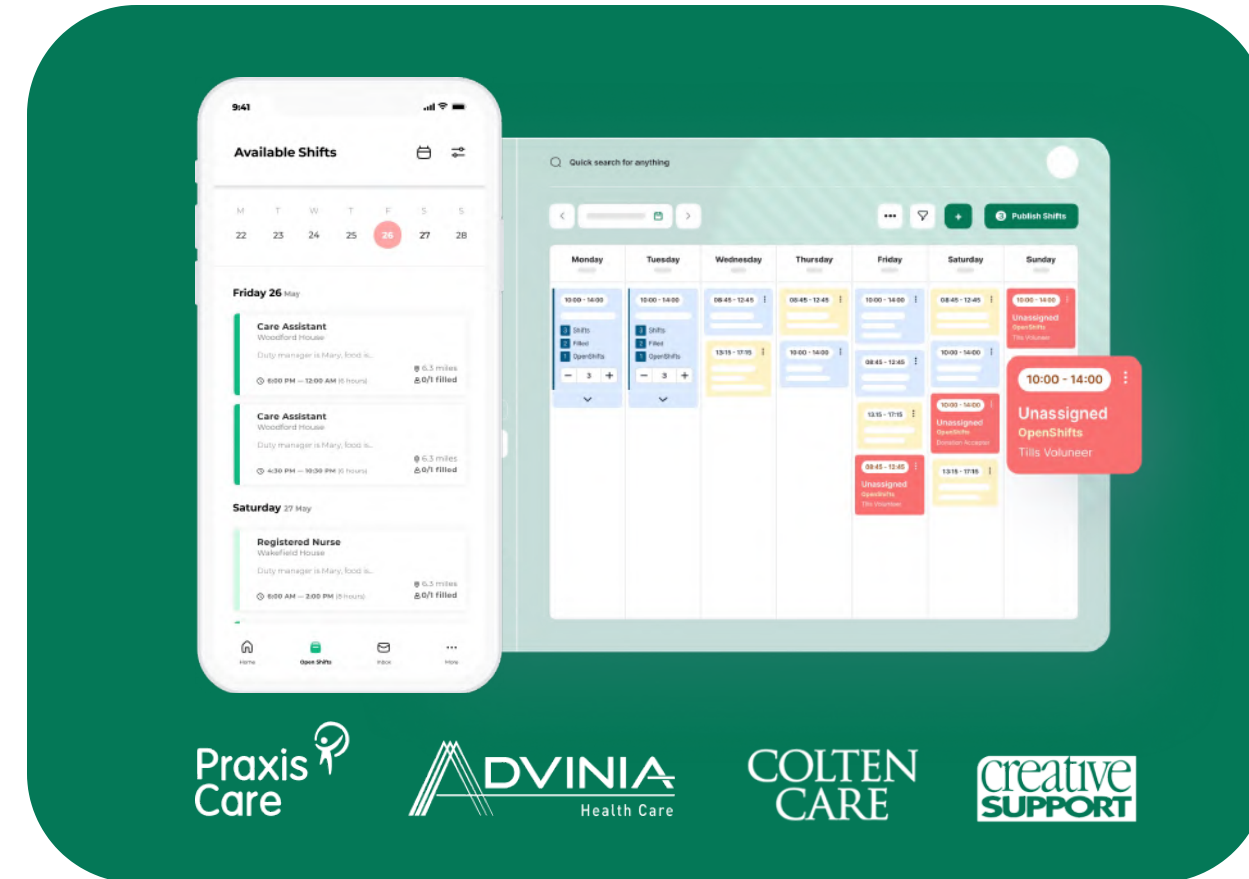


INTRODUCTIONS



- 10+ years working in care
- Oversaw business systems & applications for Colten Care
- 200% product team growth since joining!

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

RETHINKING RETENTION

Keeping more of your people is a must

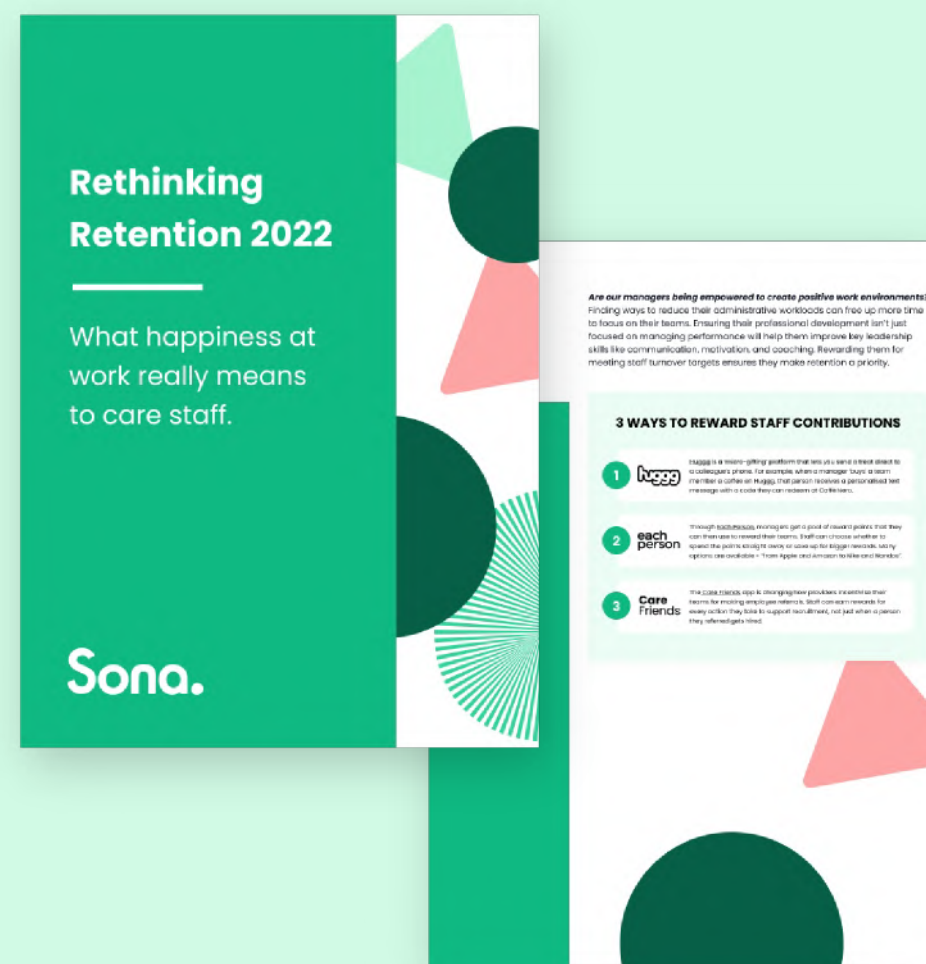
The staffing challenge in care is getting worse, not better.

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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RETHINKING RETENTION

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

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Rethinking Retention 2022

What happiness at work really means to care staff.

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Are our managers being empowered to create positive work environments? Finding ways to reduce their administrative workloads can free up more time to focus on their teams. Ensuring their professional development isn't just focused on managing performance will help them improve key leadership skills like communication, motivation and coaching. Rewarding them for meeting staff turnover targets ensures they make retention a priority.

3 WAYS TO REWARD STAFF CONTRIBUTIONS

- 1. huggo**
Huggo is a mobile gifting platform that lets us send a thank you to colleagues privately. For example, when a manager says 'well done' to a staff member, they can send a gift or message that is personalised and meaningful to the recipient.
- 2. each person**
Through 'each person', managers get a pool of reward points that they can then use to reward their teams. Staff can choose whether to spend the points on a gift or on a reward. We're looking to expand this to other areas of the business.
- 3. Care Friends**
The Care Friends app is designed to help managers reward their teams for making a difference. Staff can earn rewards for meeting their targets, for going above and beyond, and for other reasons. They're referred to as 'Care Friends'.

RETHINKING RETENTION

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

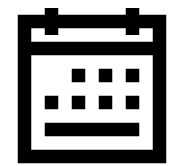
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3 WAYS TO REWARD STAFF CONTRIBUTIONS

- 1. huggo**
Huggo is a reward gifting platform that lets us send a reward direct to a colleague's phone. For example, when a manager says "well done" to a staff member, a coffee or mug is sent to their phone. A personalised text message with a code they can redeem at the cafe.
- 2. each person**
Through 1:1s, managers get a list of issues raised by staff that they can then go to reward their team. Staff can choose whether to spend the points on a reward or on a gift. Rewards are sent to the staff member's phone. From 1:1s and managers can see the list.
- 3. Care Friends**
The Care Friends app is designed to provide a network of support for staff. It allows staff to connect with colleagues who can offer support and advice. It also allows staff to connect with colleagues who can offer support and advice.



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'

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

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

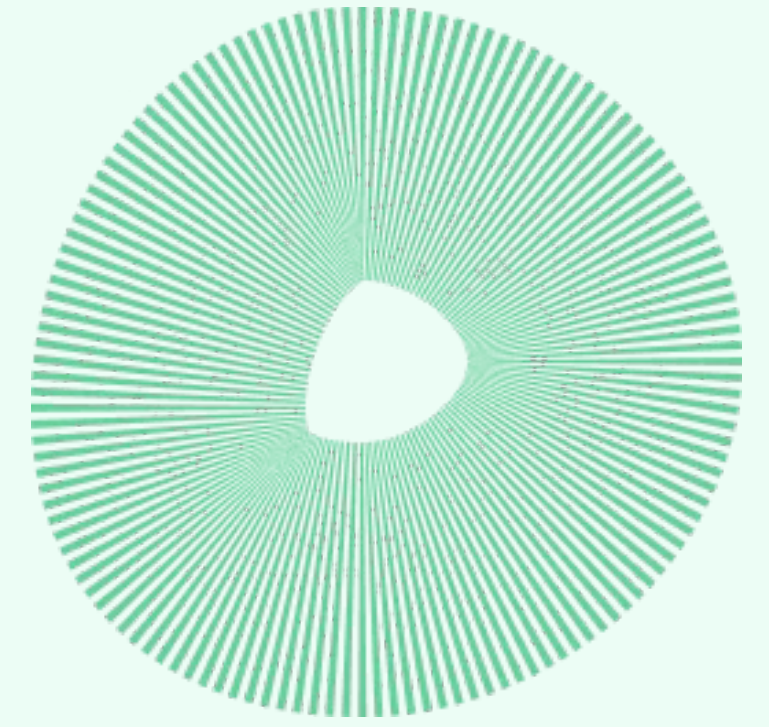
Evaluate

- 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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