

urtle

Mav Kopczewski

1. Alternative methods for recruitment and retention
2. Latest development in recruitment
3. Exploring how challenges can be overcome
4. Why you are using agencies
5. Increase retention rates
6. Evolution of recruitment and how to improve ROI

1. Alternative methods for recruitment and retention

How health care
providers recruit and
retain staff

67% of people feel frustrated and irritated with external recruitment agencies within the health and social care sector

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Your opportunity to use **Urtle** as an alternative solution to your recruitment needs and requirements

Value
Maintain
Praise

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3. Exploring how challenges can be overcome

- The sector needs to fill an extra **one million jobs** by **2025** if it is to cope with the increasing demand for services brought on by, among other causes, a growing and ageing population.

- Addressing poor rates of retention – currently an average staff turnover rate of **19%**
- Joint strategies for recruiting more staff and encouraging them to stay in social care for longer are therefore needed.

3. Exploring how challenges can be overcome

On any given day there are around **60,000 open vacancies** in adult social care in England.

Employers find it is difficult to recruit people with the **right values** to fill those vacancies.

When they do, the task is to keep those people when they have been inducted into an organisation.

Raising the profile of career opportunities in adult social care

Encouraging better recruitment practices

Addressing the issue of above average staff turnover rates

On top of all of that

3. Exploring how challenges can be overcome

Additional challenges Care Providers face on a day to day basis:

1. Recruitment of Staff
2. Time
3. Delegation
4. Being Methodical
5. Pre-empting challenges

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- Almost **60,000** registered nurses and care assistants, approaching **one in 10**, work in the social care sector.
- A home providing nursing care typically **needs up to three nurses** during the day and one at night, per patient, although about **60%** of hands-on care is delivered by care assistants.
- Recent figures have found that nurse vacancy rates in social care are running at **9%**, compared to **7%** in the NHS.
- Over the past two years, the largest nursing home groups report an average increase of **55%** in use of agency workers to fill the gaps.

- Staff costs at nursing homes have risen in two years from **59%** turnover to **61%** a massive increase impacting directly on operating margins.
- The recruitment problem in care homes is exacerbated by the fact that their nurses/Carers are older than the average, whereas **13%** of NHS nurses in England are 55 or over, the proportion in care homes is **30%**.

- **“Too bad”** say critics. If the independent care sector put its hand in its pocket to train its own nurses/carers, rather than leach off the NHS, it wouldn't be in such straits.
- In the past, that has undoubtedly been fair comment.

- But more innovative care home groups are now taking steps to “grow their own” – if not yet their own nurses/carers.
- For instance, an **initial 150 senior care workers** are being trained for a new “care practitioner” role which, subject to regulatory approval, could mean them taking on some nursing tasks and substituting for **one of the three day-shift nurses** in a typical home.

The ultimate solution to staff shortages lies in
creating a proper career pathway

4. Why you are using Agencies

Major issues providers face within the sector include

1. Not recruiting the staff (with correct skills set)
2. Low interest in wanting to work in sector
3. Foreign Nationals working within the Sector
4. Quick fix for use at short notice
5. Scared of change (using new concepts instead of Recruitment Agencies)
6. Hold up of new starters once confirmed as successful following interview

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5. Increase Retention Rates

WANTED

Person-centred care

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Person-centred care

To provide care that **honours** and **respects** the **choices** and preferences of people while providing **high quality and safe care**.

Consistent care can only come when Care Workers have the **time** to get to know the person they care for every day.

With the **high turnover** in Health care, particularly long-term care, that is not always possible, so we need to **retain** these workers.

1. Value
2. Reward
3. Advertising roles highlighting the benefits that are offered to new starters
4. Inclusion not exclusion
5. Pressure Carers face on a day to day basis
6. Praise
7. Opportunities within

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6. Evolution of Recruitment and how to improve ROI

The answer is simple
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