



let's connect

Benefits on a Budget – NHS Case Study

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How the NHS uses Let's Connect to provide benefits on a budget

Lack of funding means the NHS is limited by budget when it comes to benefits.

In 2016, a staggering 96% of NHS Trusts and Health Boards experienced a shortage of nurses. These Trusts faced the ongoing challenge of recruiting and retaining staff. In addition to this, they needed to tackle escalating spend on temporary staffing and reduce employee sickness rates.

Traditionally, a lack of benefits has been a factor in attracting staff to work within the NHS and lead current staff to feel unhappy and unmotivated, all of which had an effect on the above. When people are happy, they are more productive. When people feel like they make a difference, they do.

Offering rewarding benefits doesn't have to come at a price though – we offer an exciting and engaging benefit which is cost neutral to organisations, with Let's Connect currently providing access to Technology Benefits for over 150,000 employees across the NHS.



Just some of the benefits our schemes provide

- Employee savings of up to 12% (16.5% for NHS employees)
- Employer Pension Contribution savings of 14.38% (increasing to 20.6%) on the amount sacrificed for NHS Trusts or Boards in England and Wales
- No set-up or ongoing charges
- Fully managed service and all marketing included free of charge
- Minimal administration.

Reasons to choose Let's Connect's Technology Benefit

- 65% of managers stated non-financial recognition was a popular motivator (Research in The Management Agenda by McCartney and Holbeche)
- 86.6% of employees said they would participate in a technology salary sacrifice scheme again (Let's Connect Employee Survey 2019)
- 87.3% of employees stated the main reason for participating in the scheme was because payments are taken directly from their pay (Let's Connect Employee Survey 2019).



Case Study 1

Organisation: Hywel Dda University Health Board

Location: Carmarthenshire, Ceredigion and Pembrokeshire

Number of employees: 9,000

Employees using Let's Connect: 6,010

Summary

Hywel Dda University Health Board provides healthcare services to a total population of around 372,320 people. It provides acute, primary, community, mental health and learning disabilities services via 4 general hospitals and 8 community hospitals plus multiple health centres, GPs, dentists, pharmacists and optometrists.

“What can I say about Let's Connect?! It's affordable, great value, the website is straightforward, the staff are very keen to help, the return service and the insurance are very straight-forward, and have next day pick up from work.”

Participating Hywel Dda employee

The Challenge

Hywel Dda University Health Board were looking for a solution which puts minimal burden on staff and provides the necessary information employees will need to make informed decisions about joining the scheme.

The technology benefits scheme needed to form part of a range of benefits for Hywel Dda employees and was required to link in with the corporate health standard and engagement strategies.

With Hywel Dda and across the healthcare sector, recruitment and retention can be a challenge due to NHS funding shortages which means a limited budget for employee benefits.

The Solution

Working with Hywel Dda, we implemented our technology scheme as part of a range of benefits, which are designed to make the Health Board an attractive place to work and encourage staff retention.

Our technology scheme has provided Hywel Dda employees with access to the latest consumer technology by spreading the cost through their salary through a salary sacrifice arrangement.

Liaising with Hywel Dda throughout the duration of a scheme we ensure it is marketed and communicated effectively. This includes making electronic staff announcements via intranet, emails and a dedicated staff website, as well as providing printed flyers and posters.

All electronic and printed materials are provided by us at no cost to the NHS and our whole process minimises administrative burden on the Hywel Dda HR department.

2011
Year benefit
implemented

6,010
Employees
participated
to date

£1m+
Employer
savings value
to date



“Staff benefits and in particular salary sacrifice are seen as part of the total reward package enhancing the terms and conditions offered by the Health Board. The scheme has been particularly welcomed by staff.”

The Health Board has found that this scheme is an attractive benefit in terms of encouraging applicants for vacant posts and in ensuring good retention of staff.”

Andrea Thomas, Senior Terms, Conditions and Benefits Manager – Hywel Dda University Health Board

Case Study 2



Sandwell and West Birmingham

NHS Trust

Organisation: Sandwell and West Birmingham NHS Trust

Location: West Midlands

Number of employees: 7,200

Employees using Let's Connect: 396



Summary

Sandwell and West Birmingham NHS Trust is an integrated care organisation, with 7,200 staff serving a population of 530,000. The Trust includes the Birmingham and Midland Eye Centre, as well as the Pan-Birmingham Gynae-Cancer Centre, the Sickle Cell and Thalassaemia Centre, and the regional base for the National Poisons Information Service – all based at City Hospital on Birmingham's Dudley Road.

The Challenge

Sandwell and West Birmingham NHS Trust have historically offered various health and wellbeing benefits. However, due to these becoming fragmented and having no dedicated management or communication resource, they saw little staff engagement.

The key challenge with the Trust was finding an effective way to engage and communicate with 7,200 employees spread across a large organisation.

The Solution

Forming part of SWBH Benefits, our Let's Connect technology scheme was launched with a huge staff event at Sandwell Hospital, which featured a variety of stalls showcasing the range of benefits available and saw more than 1,000 employees in attendance.

“ Without SWBH Benefits I would never have been able to buy my laptop. Now I couldn't imagine being without it – I use it to help with my children's homework as well as write up reports and answer emails. It has helped to make my work life more efficient. I wouldn't have been able to afford it outright without the scheme. ”

Participating SWB employee

In addition to effectively communicating the range of benefits available, the launch event also helped with the Trust's annual flu vaccination campaign. Anyone who received a flu jab was entered into a draw to win prizes including tablets, TVs, laptops and games consoles. This resulted in an additional 300 staff being vaccinated – the most they have ever completed on a single day.

Solving the challenge of engaging and communicating with employees, our benefits scheme is supported by a

“ The response to the SWBH Benefits programme has been fantastic. We've been able to offer a wide array of benefits through Hapi, and place it in the palm of our employees' hands. We've seen fantastic take up, which in turn has enhanced morale, reduced sickness and ensured we continue to retain and recruit the very best nurses – we couldn't ask for more! ”

Amir Ali, Head of Engagement, Retention and Nurse Recruitment – Sandwell and West Birmingham NHS Trust

dedicated service team who ensure employees receive all of the relevant information required.

The entire benefits offering is integrated into a mobile phone app which delivers push notifications, making it accessible for staff on the go – vital when three quarters of the Trust's workforce spend 80% of their time away from their desk.

We also supported this communication by undertaking a comprehensive programme of on-site face-to-face presentations, speaking to almost 600 employees during a four-week programme at all Sandwell and West Birmingham NHS Trust sites. As most employees are not sat in front of a computer screen all day, this interaction had a major impact on employee engagement and saw app downloads increase by 333%, account activations by 1,237% and logins by 187% when compared to the month prior to launch.



* SWB sickness absence reduced by 12.3% from 4.9% to 4.5% and NHS staff turnover for nurses reduced by 14.7% for period Apr-2016 vs. Jan-17, where benefits including technology were introduced.



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Technology Employee Benefits

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