

Case Study

Organisation: Hywel Dda University Health Board

Location: Carmarthenshire, Ceredigion and Pembrokeshire

Number of employees: 9,500

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 four general hospitals and eight community hospitals, plus multiple health centres, GPs, dentists, pharmacists and optometrists.

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.

“ 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 service and the insurance are very straightforward. ”

Participating Hywel Dda University Health Board employee

“ 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. ”

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



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 Let’s Connect at no cost to the Health Board and our whole process minimises administrative burden on the Hywel Dda HR department.

The scheme continues to be a popular benefit over the last ten years, with over 5% of the workforce taking it up annually. This has generated over **£1.2 million** savings for the Health Board from employer pension contributions*.

| Years | No. of Schemes | Staff Orders | Salary Reductions | Employer Savings* |
|-----------|----------------|--------------|-------------------|-------------------|
| 2011-2020 | 13 | 7,094 | £8,570,672.46 | £1,226,499.88 |

*Employer pension contribution savings detailed are an estimation based on prevailing rates and typical staff profiles.

