

Case Study

Organisation: Sandwell and West Birmingham NHS Trust

Location: West Midlands

Number of employees: 7,200

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.

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 had ever completed on a single day.

Solving the challenge of engaging and communicating with employees, our benefits scheme is supported by a dedicated service team who ensure employees receive all of the relevant information required.

“ 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 ”

Participating SWB NHS Trust employee

“ 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



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 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.

The Trust normally runs two order windows per year and sees engaging take up numbers by employees every time and to date, these schemes have generated over **£186,000** in employer pension contribution savings*.

Years	No. of Schemes	Staff Orders	Salary Reductions	Employer Savings*
2018-2020	7	1,122	£1,303,153.80	£186,961.73

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