



Homecare agencies: Securing business during challenging commissioning

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It's getting tougher out there...



- Constrained public spending
 - Dilnot Commission: £2bn shortfall
 - Rationing of access to care by councils
 - Changes in contracting arrangements
 - Implementation of personalisation
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How commissioning is changing (UKHCA Commissioning Survey)



The main trends



- 82% of councils reducing hours of care
 - 76% of councils reducing the number of visits
 - 58% of councils appeared to have cut prices
 - Range of care activities curtailed or withdrawn
 - Increase in 15 minute (or shorter) visits
 - Travel time causing recruitment problems
 - Wages increasingly threatened by low fees
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Services particularly at risk



- Maintaining social activity and contact
- Checks on safety
- Prompts and reminders to self-care
- Washing, bathing and showering
- Assistance with healthcare needs
- Shopping and help with laundry
- Managing finances and paying bills

Consider opportunities to offer these services to users on a self-funding basis

Who's been listening?



You and Yours
BBC Radio 4
5th September



Emily Thornberry MP
Westminster Hall
6th September

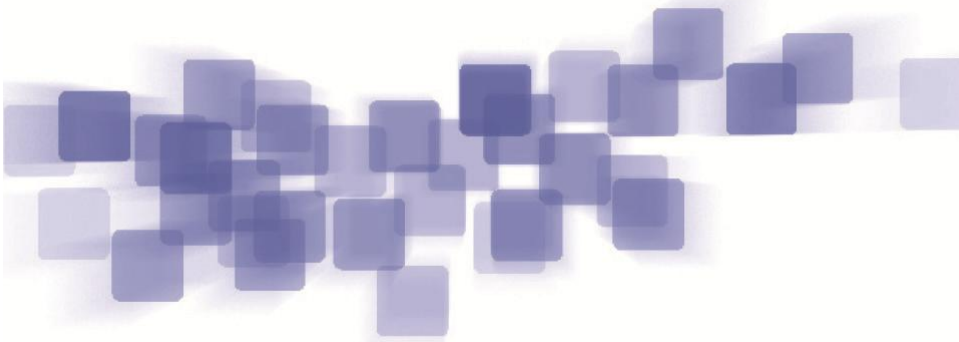


Community Care
8th September

Evidence submitted to:



Ideas for weathering the storm



Your business...

- Review your business model
 - ◆ Don't hold out for high-volume contracts
 - ◆ Are you over-dependent on local authority business?
 - ◆ What scope is there for private purchase?
 - ◆ Is the PA market an opportunity or a threat?
 - Manage costs
 - ◆ Credit control essential – especially with direct payments
 - ◆ Can you share back-office costs with other local providers?
 - ◆ Will you need to tender jointly with other providers?
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Keep track of what's happening in the sector



- Join the council's provider group:
 - ◆ Important for local intelligence (even if you don't trade with them)
 - ◆ Understand how well the council is implementing direct payments
 - Join a professional representative association
 - ◆ We explain the sector to Government and the media
 - ◆ We work with councils through "TLAP"
 - ◆ Regular information, resources and representation
 - ◆ Workshops, helpline, membership services
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Keep on the right side of the law



- Review your compliance with National Minimum Wage and travel time
 - ◆ Expect media reports and inspections by HMRC
 - ◆ New UKHCA guidance being developed
 - Watch out for TUPE transfers
 - ◆ Understand obligations and risks
 - ◆ Price tenders correctly
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Don't forget regulation



- New Quality Risk Profiles from CQC
 - ◆ Take them seriously and take action about concerns
 - New inspection methodology being piloted
 - ◆ Much greater emphasis on user experience
 - ◆ Achieving the right outcomes more important than ever
 - Excellence Award has been ditched
 - ◆ CQC's website will provide users with more information
 - ◆ UKHCA will be pressing for a workable award
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Gear-up for personalisation and private purchase



- Review your marketing materials
 - Consider where you advertise carefully
 - ◆ Look out for SCIE's new on-line directory
 - Get on to local "approved providers" list
 - ◆ And if the list is closed, agitate to get on
 - Identify local on-line market places
 - ◆ Increasing reports of councils setting these up
 - Review your Terms of Business with self-funders
 - Train office staff to deal with private purchase
 - ◆ They need a "can do" attitude to phone enquiries
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Turn PAs into an opportunity...



- Offer employment agency services to help users recruit PAs
 - ◆ UKHCA Specimen Terms of Business for employment agencies under development
 - Could you replace PAs during holiday & sickness?
 - Can you open-up your training to PAs?
 - Can you offer a payroll service to PA users?
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... but don't forget to sell the benefits of regulated care



- Agencies make using homecare easy:
 - ◆ Assessing needs and producing a care plan
 - ◆ Providing insurance cover
 - They remove the stress of recruitment:
 - ◆ Advertising, interviewing and screening workers
 - ◆ Training and supervision
 - And managing employment relationships:
 - ◆ Sickness, absence and disciplinary matters
 - ◆ Payroll and WTR compliance
 - ◆ Managing health and safety
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Tools to help from UKHCA

Personalisation Toolkit

Local Action Pack

Specimen Terms and Conditions

Credit references, late payment and factoring

Dealing With Fee Reductions

Challenging unfair tender processes



Available from: www.ukhca.co.uk/downloads.aspx

What's coming up?



- **Equality & Human Rights Commission**
 - ◆ Inquiry into homecare for older people
 - ◆ Reports 23rd November 2011 – expect media interest
- **Low Pay Commission Annual Report**
 - ◆ UKHCA urged LPC to reiterate that Government needs to scrutinise impact of commissioning on workers' wages
- **“A Fair Deal for Staff Pensions” may be revoked**
 - ◆ Could lead to large-scale TUPE transfers of in-house teams – Providers tendering should be **very careful!**
- **Government response to Dilnot Commission**
 - ◆ Will recommendations be kicked into the long grass?

How to contact me



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