CASE STUDY

Springfield healthcare

PegasusHealth





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Springfield Healthcare

Springfield healthcare started as a family-owned care home in Garforth, West Yorkshire over 50 years ago and have been growing pretty much ever since. They now have over 1200 staff caring and supporting in the community as well as in their luxury care homes across the North of England. They're still family owned though, and kindness is at the heart of everything they do.

Springfield Healthcare approached Pegasus Benefits in the spring of 2021 to review the employee benefit market and help to design and launch a company funded health plan for all employees that had passed their probation period.

SPRINGFIELD HEALTHCARE



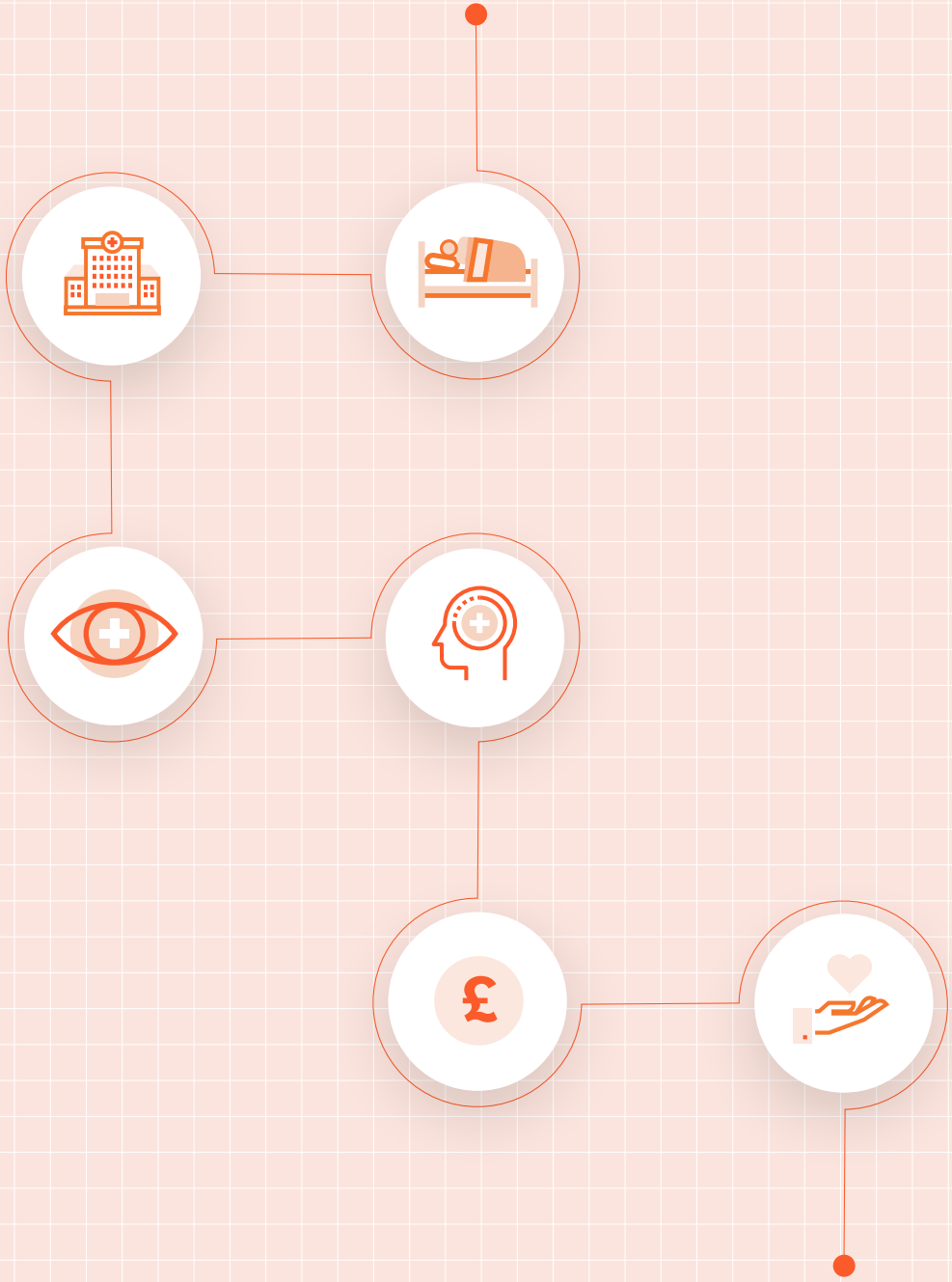
SITUATION

As Head of HR I conducted a review of all employee measurements across our home care business. During the review - recruitment costs, absenteeism levels, retention rates, and existing duty of care costs were captured. I recognised that there was a business case for helping employees access routine health and wellbeing treatments and got in touch with Vicky at Pegasus Benefits.

Healthier staff made good business sense and as employees had been supporting clients through the pandemic there was a need to provide a tangible benefit that would help to reward and support employees. We have found that it can be challenging to attract and retain staff post pandemic. Competing social care providers and businesses in our local areas were offering similar rates of pay which meant that there was a real need to showcase Springfield healthcare as an employer of choice. Caring can place a real strain on individuals – emotionally, physically, and financially, it was important to the business that alongside reviewing the business performance statistics that we ask our employees what type of benefits they would like before making we made any decisions.

Following an employee survey, employees indicated that there was an appetite for optical, dental, MSK and mental wellbeing support.

Joanna Putson
Head of HR



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Designing the new health benefit.

We approached Pegasus benefits to help us review available benefits when we recognised that there were lots of different options. Having consulted with Pegasus Benefits we identified through a thorough fact find some key areas of cover that were important to the employees and the business. Vicky then reviewed all available products on the market to provide a full market review. This included negotiated premiums and her recommendation which was based on one of our most important challenges, engaging our workforce remotely.

Launching Our New Benefit

The benefit we chose was an app-based company funded health plan. We decided that for our home care workforce this would be key to helping us promote the new benefit and provide the most accessible way to empower our staff to utilise the cash back across the many treatments and services offered digitally. This included a Virtual GP service, talking therapies and a virtual physiotherapy service. We provided new mobile phone devices that coincided with the launch which we distributed with the health plan app already downloaded so that every employee had access to their new health plan.



Management Training

Vicky provided remote training for all Managers at launch so that they could then help promote the new benefit within their local teams, during weekly meetings, one to one's, performance development meetings. Managers were left confident in navigating their own benefit but also understood how to signpost colleagues to various areas of the health plan, including reporting of absence, return to work interviews, and each Manager was provided access to an FAQ that would help Managers understand how they could benefit from the mental health support and also help employees into the mental health treatment pathway.



Schedule of Promotions

Post launch there were several touch point areas we identified that would be perfect to promote the new health plan. We included the health plan messaging and branding within pay slip software so each time our employees open their pay slip they are reminded of their health plan. We also included various promotions within our new company wide app which meant that regular promotions of MSK treatments, optical and dental cash back and the mental health support were all viewable when an employee logged into the app

We created an area in the app for employee health and wellbeing where information on the new health plan could be found and downloaded. We have linked a short video explaining the health plan which includes the company brand. We also encourage employees to share their experiences of using the benefit, where they are comfortable to do so.

PAY SLIP SOFTWARE

- Included health care messaging and branding

COMPANY WIDE APP

- Regular promotions of MSK treatments
- Optical & Dental cash back
- Mental Health support
- Dedicated Benefits area

EXPLAINER VIDEO

- Company branded video explaining the health plan

EMPLOYEE FEEDBACK

- Employees sharing their experiences using the benefit

The Outcome

We reviewed the health plan's usage at its 12-month anniversary and were delighted to see very high usage rates across the business. Employees regularly make use of the retail and gym discounts, and the optical and dental / Muscular skeletal / Mental health support are high claiming areas, which is a delight to see, as we feel confident our colleagues are benefiting from better health and wellbeing.

Anecdotal feedback has also captured the impact the plan had had on staff wellbeing and absenteeism rates since the launch. Managers feel confident when discussing sickness and absence that they have the services and treatments that they can signpost employees to, without the need of a GP referral.

We have now decided to launch the health plan across Springfield Care Villages, which means that employees within our 6 residential care homes and head office support staff now also have access to this amazing employee benefit. Vicky has done an amazing job helping us to organise this, creating a similar promotion schedule for launch. Together we are celebrating our colleagues and are proud to have an inclusive and supportive company culture.

I would recommend speaking to Pegasus Benefits if you are reviewing your employee health and wellbeing, they continue to be an extremely valuable resource to us, we now also have access to the Pegasus Benefits free Employment Law Helpline. I have been delighted with the service they have provided and the unique way in which we have collectively been able to truly engage all of our colleagues to look after their health and general wellbeing.

Thank you for reading

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