

Employer
of Choice

Go the
Extra Mile

Carer
Retention

Recruitment
Processes

Client
Satisfaction

Training

Employee
Engagement



BEST EMPLOYERS
IN CARE
AWARDS 2017

Tel. **0845 862 0454**
www.bestcareemployers.co.uk

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smith+henderson

The Best Employers in Care Awards 2017



The number one challenge facing care providers is recruiting and retaining carers. The Best Employers in Care Awards are designed to:

- ♥ Recognise the best care companies to work for in the UK
- ♥ Position these as an employer of choice in the competitive recruitment market
- ♥ Help all care providers improve carer retention, by providing expert insight about how to engage carers and become a better place to work

What makes these awards unique is they are based on feedback from thousands of carers, gathered through our confidential carer engagement survey.



Why Enter?

1 Become an Employer of Choice

These awards are based on feedback from thousands of carers – being shortlisted or winning will help differentiate your company as a great place to work.

2 Improve Carer Retention

Benchmark the quality of your training, onboarding process and overall carer experience against industry standards. View our [case study](#) about how Home Instead Senior Care have used their feedback to improve carer retention.

3 Peace of Mind

Your results are confidential and will never be published without your consent.

4 Engagement Experts

The Best Employers in Care Awards are brought to you by Smith + Henderson – a leading research agency. Our clients include brands like McDonald's and O2.

How the Awards Work

- 1 Complete the [entry form online](#).
- 2 We will be in touch to discuss the next steps and answer any questions you have.
- 3 We will then provide a link to your Carer Engagement Survey, which you can forward on to your carers. The survey takes 10 minutes to complete and we will provide a best practice guide to help you get the best response rate.
- 4 Based on how your carer feedback compares with our industry benchmarks, you may be awarded either 3, 4 or 5 Star status.

To be eligible for the awards, you need a minimum of 25 carers.



Independent Recognition

Once we have analysed your carer feedback, we will compare this with our industry benchmarks. You will be awarded:



**if your feedback is in the top
10% of the industry**



**if your feedback is in the top
25% of the industry**



**if your feedback is better than
the industry average**



Different solutions to meet your needs...

	STANDARD	ENTERPRISE
Cost	From £349+VAT**	From £999+VAT**
Who's It For	Small independent operators	Care groups with multiple locations/ offices
Survey Reports	Detailed report, providing question-by-question breakdown of your feedback, benchmarking analysis and comments	Reports for every location, expert analysis and advice
Survey Branding	Fixed	Full branding control
Support	Email and phone	Dedicated Project Manager

** Dependent on the number of carers, location and your requirements.



What Leading Care Providers Are Saying

“

We have been able to identify areas of strength and areas to focus improving. Staff were able to give honest feedback ... it has been an eye opening process that we are hoping to repeat as part of our quality assurance for the company.

DR EMILY BLADON-WING
Community Therapeutic Services Ltd



“

This has been a really positive experience... the results of the survey will help us to improve so that we can achieve our aspiration of being the best employers in care.

WENDY PEARS
Absolute Care



“

I found the feedback to be extremely interesting and useful in providing information we would not normally be party to. We also have visual analysis and statistics that we will use in tenders, CQC responses and marketing

KERRY SWAN,
Care Forum (MK) Ltd



What Next?

Register online, or call Smith + Henderson on **0845 862 0454** to discuss the next steps.



Frequently Asked Questions



What types of questions are asked in the standard Carer Engagement Survey?



The survey questions can be viewed by [Clicking Here](#). The first question will give the option to select if your role is a Home/Domiciliary Carer, Residential Carer or a Support/Office Worker. Questions will vary depending on option is selected.



How will carers complete the survey?



The survey will be conducted online – we will send you a link to your survey. You can either email this to your carers or invite them to complete this in your office. Our clients that do this regularly achieve response rates much higher than if they simply emailed the survey link out. We will provide a best practice guide to help you get the best possible participation rate.



Can I request paper surveys so my carers can complete the survey this way?



Yes. There is a £125 set up fee for us to create your paper survey, plus a £1.80 data entry fee for every survey you print and post back to us.



How long does it take?



The survey normally takes 10-15 minutes to complete.



What if the results aren't very positive?



The information that we collect through the survey process will be kept completely confidential. No company specific information is ever published without your consent.



What are the next steps?



Contact Smith + Henderson on **0845 862 0454** or submit your details online. Smith + Henderson will then be in touch to discuss the next steps and answer any questions you may have.

