Agency Background
Carer Shortage

Staff Wanted (Urgently)

We Need You!
Other Issues

Focus on Quality
Caring Not Attractive Career
Honest Review

- Client Side
  - Not All Clients Need Full Agency Service
- Carer Side
Different Way of Doing Things

• More affordable & better value for money

• Caring more attractive career

• Improve the quality of home care provision
How We Achieve our Goals
How **Solution Works**

- Remove the Agency where appropriate
  - Not suitable for all carers
  - Not suitable for all families
- Carers work for themselves
  - Set Own Price
  - Set Own Availability
How **Solution Works**

- Recruited onto Platform
  - Interview
  - Police Vetting
  - References
- No Cost
- Not either or situation
Carer Marketing Agency

• Proactive PR
  • Newspapers
  • Radio

• Significant Marketing Spend
  • Digital - Google
  • Radio – National & Regional
  • Press
  • Town hall meetings

• Customer service training
• Office Referrals
Carer Marketing Efforts

• Marketing Yourself
  • Friends and Neighbours
  • Local groups
  • Social media
  • Leaflets

• Marketing Material

• Business Cards

• Care Plan Templates
Administration Handled

• Contracts
• Payments
• Invoicing
• Tax returns
• Insurance
• Clock In / Out
• Digital Journal Notes
Advantages for Families

• Savings
• Incentivised Motivated Carers Who Feel Real Ownership of Their Work
Experience To Date

- Launched January 2018
- 230 Carers on Site
- Average Daytime Price Achieved €20/hr v €12/hr
- Very positive feedback
  - Carers incentivised
- Carers Finding Their Own Clients
  - Sales network
- Combining with agency work
- Families formalising cash situations
Competition with Traditional Agencies?

Another option – choice drives quality and value for money!

Synergy with traditional agency
- Aids recruitment – own carers
- Earlier capture – transition to agency care
- Price sensitive clients
- Live in Care / Overnights
- Fights black market care – tax relief
- Personal budgets
Future Plans

• Clinical provision

• Incorporate In-home technology

• Geographical expansion
THANK YOU!

23 Priory Office Park, Stillorgan, Co. Dublin
Michael: 01-484-2221
info@HomeCareDirect.ie

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