



# HomeCareDirect.ie

Transforming The Way We Care

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EFSI Conference January 2019

MICHAEL HARTY

# Agency Background



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# Carer Shortage

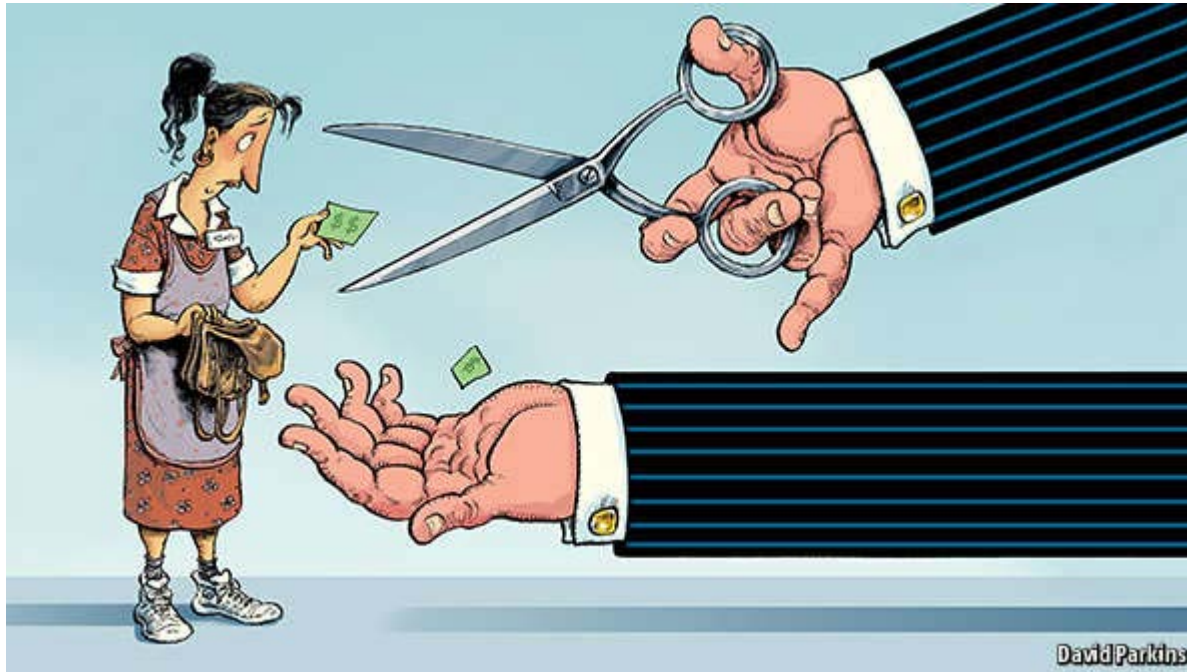


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# Other Issues



# Caring Not Attractive Career



~~GUARANTEE~~

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# Honest Review

- Client Side
  - Not All Clients Need Full Agency Service
- Carer Side



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## 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







**HOME CARE DIRECT**

SEARCH

BECOME A CARER

ABOUT ▾

JOIN

BLOG

LOGIN ▾

## Find Trusted Local Carers



Dublin ▾



Dublin 6 ▾



Search



# 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



RATING	
<input checked="" type="checkbox"/>	<b>Exceptional</b>
<input type="checkbox"/>	Exceeds requirements
<input type="checkbox"/>	Meets requirements
<input type="checkbox"/>	Needs improvement
<input type="checkbox"/>	Poor



# 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




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## THANK YOU!

### Contact us:

 23 Priory Office Park, Stillorgan,  
Co. Dublin

 Michael: 01-484-2221

 [info@HomeCareDirect.ie](mailto:info@HomeCareDirect.ie)

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