

Power to the frontline

Leading change in established public services is no small thing. Nottinghamshire Council has saved their Children's Services workers 90 minutes on each assessment so they can carry out an extra 158 visits per month.

Total Workforce Mobility from Vodafone

Vodafone Power to you

Nottinghamshire County Council

How mobility can improve frontline efficiency and deliver better care in the community

Power to the frontline

Why read this?
This report will help you evaluate ways to improve frontline care worker efficiency through mobile technology. We also explore the impact on your organisation's working culture.

Vodafone Power to you

Other examples from around the public sector demonstrate wider business benefits that can be easily transferred to healthcare.

For Councils, for example, the effect of such technology is being applied to its social housing repairs and giving the ability to send teams directly to their homes. The service is efficient and more efficient services for residents, but there are also other strategic benefits. For instance, the data gathered by mobile devices to identify equipment that is most frequently used. This information guides planning decisions and streamlines substantial cost savings – benefits that all of our clients in healthcare organisations can realise.

In another example, Hampshire Constabulary has pioneered the UK's first Electronic Witness Statement application to help officers spend more time on the beat and less time in the office. Just as importantly, Hampshire is now also making the most of its efficient greater mobility and planning the future more strategically. The constabulary is looking at how it can reallocate its property estate and is also exploring opportunities to share services, information and materials with other public services.

For anyone working in healthcare, these and many other examples from across the public sector show that business cases for mobility are clear, compelling, relevant and based on business models with proven operational and strategic benefits. More than this, they demonstrate that we are moving towards a culture in UK public services where mobility will soon become the accepted norm for both staff and service users alike.

➔ **Involving staff members highlights the need for greater efficiency**

With community-based staff members declaring the need to extract more productivity from frontline care workers is becoming greater than ever. Official figures show that the number of front workers in the NHS in England have dropped steadily from 1,242,000 in 2005 to 858,000 just 4 years ago. Staff shortages will worsen in the next few years as many reach retirement. Currently around 10% of district nurses are over 50.

Mobile research reducing costs is also a top priority for healthcare

New research from Kable confirms that reducing costs while also improving frontline efficiency is a top priority for healthcare. The research found that 67% of respondents are looking for ways to reduce costs through mobile working. 67% of respondents are looking for ways to reduce costs through mobile working. 67% of respondents are looking for ways to reduce costs through mobile working.

How mobility can improve frontline efficiency and deliver better care in the community

1. Reducing costs 2. Improving efficiency 3. Improving patient care 4. Improving staff experience 5. Improving service quality

Workforce mobility: how to put more care in the community

Hello <name>

Looking to improve frontline efficiency? Total Workforce Mobility from Vodafone is designed to help you meet all the challenges of modern community-based healthcare in one easy to implement solution. Find out how our advanced and intuitive technology can help find more time to care for patients, reduce costs, cut paperwork and enable quicker decision making at the point of care.

How Total Workforce Mobility can help you deliver better care in the community and become a Ready Organisation

Total Workforce Mobility is built around a highly robust toolkit of technologies, including digital writing, job scheduling and automatic record syncing. Learn how we can help you deliver a more efficient frontline care service that gives patients a better experience.

Download our guide >

Find out how efficient your frontline is right now

Answer five quick questions to rate the efficiency of your care workers and get a free evaluation on how mobile technology could help you.

Start now >

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Want to find out more?
Visit the website
Request a call back to discuss your options
Email us: xxxxxxxxxxxx
Call us on: 0845 241 9557 (standard call charges apply)

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A raging battle between bureaucracy and quality of service

Vodafone Power to you

In association with Circle Research

Foreword

Tony Bailey
Acting Head of Public Sector, Vodafone UK

Working with social care organisations, we've witnessed at first hand just how difficult the task is that they're facing. The demands of increased service provision coupled with extraordinary volumes of paperwork and crippling budget cuts have led to some very tough choices. In many cases, the range and depth of services social care organisations want to be able to provide simply isn't feasible any more.

In response, social care organisations are on an efficiency drive, striving to become leaner, more productive and ultimately more sustainable. In our regular conversations with leaders at these organisations, we always find that key to this process is empowering their frontline staff liberating them from the seemingly insurmountable pile of paperwork and instead allowing them to spend maximum time in the community helping their clients. Furthermore, by increasing flexible working, we simultaneously see a rise in staff engagement and job-satisfaction levels. The result is a happier, more productive workforce.

Building upon Vodafone's strong heritage in delivering real-time, reliable, mobile solutions, we've worked together with social care organisations to develop new, innovative and cost-effective systems. From tablets with specially designed social care applications, to automatically synchronising mobile devices with backend processes, we've been delighted to witness how these technologies are transforming social care organisations up and down the country.

Going forwards, as part of our long-term commitment to social care, we want to help share learnings from across the sector. Working together with our independent research partner, Circle Research, we recently reached out to social care leaders across the UK to gather their thoughts on the challenges they face and the role that they see technology playing in the future of these organisations. Conducted online in September 2014, the research comprised a survey of 57 senior decision-makers, from Director to CEO.

The research raised a number of key themes from questions surrounding the reality of providing services to a growing number of beneficiaries with limited resources, to the role of mobile synchronicity and the need to fill skills gaps and adopt IT and strategic functions. The decisions taken by social care leaders in the coming months and years will be critical in the continued evolution of the sector. We hope you find these reports useful in considering the future direction of your organisation.

57 senior leaders within frontline community social care organisations interviewed

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A raging battle between bureaucracy and quality of service

The modern world of social care can be an unforgiving environment. Public scrutiny waits around every corner, the media constantly on alert, ready to jump on any hint of a scandal.

As a result, ensuring compliance with regulations and legislation is the most common high priority aim for social care leaders (79%), even more so than improving the quality of services (77%).

“There's so much paperwork! Social carers have to jump through hoops and tick boxes instead of doing the relevant stuff”

Base selection of answers given by community healthcare leaders

77% social care leaders view improving the quality of services as high priority

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Total Workforce Mobility for police forces

Power to the frontline

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Addressing longstanding frustrations in policing

We developed 'Total Workforce Mobility' because we understand the biggest frustration in policing – not enough time doing the community-based work that promotes prevention and action. This means overcoming a number of frontline worker efficiency challenges.

These include:

- Too much time spent on writing up manual reports, resulting in less time on the beat
- Visits back and forth to the office to look at records and check background information, adding further cost and decreasing visibility on the streets
- Lack of up to date records at the scene of incidents, leading to delayed decision making and impacting results

Why change is needed

Cuts to numbers of officers means maximisation of individuals' productivity is more important than ever.

- The police workforce will be reduced by over 34,000 people by March 2015 compared to 2010.
- According to Her Majesty's Inspectorate of Constabulary (HMIC) report of 2014: "Policing in Austerity: Meeting the Challenge", the proportion of remaining police officers in frontline roles is expected to increase from 89% to 92%, but HMIC has continued concerns about the erosion of neighbourhood policing as the remit of police officers in these roles expands

"Some officers are spending more time away from their neighbourhood beats because they have more crime investigation work to do. This means they may have less time for crime prevention work, which is crucial to the success of the police's principal purpose – protecting the public."

HMIC, 2014

34,000 less people will be in the Police workforce in March 2015 compared to 2010

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Their Brief

Vodafone wanted to reposition their role in Field Force Automation (FFA) as being more than just the mobile device provider. The requirement was to develop a differentiating proposition and launch this to the public sector audience – through a content-led programme of communications and traffic driving online advertising.

Our Solution

Our strategy went beyond FFA propositions offered by competitors and demonstrated the benefits of a total solutions approach: 'A complete approach to field force automation from Vodafone'. The first phase of the campaign concentrated on sales training and establishing a web presence. Phase two was about raising awareness. We targeted Healthcare, Social Care and the Police – all sectors known to have a need for improving the effectiveness of their mobile workforce by reducing paperwork and bureaucracy. The creative idea was inspired by 'heroing' those people working out in the field and the community: Power to the frontline. All the campaign assets – from advertising to content pieces – used case studies to bring the Total Workforce Mobility proposition to life.