



Case Study

Strategic partner to ULHT for
A&E Workforce Solutions



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1339% ROI for the Trust achieved since April 2019.



Implemented a fit for purpose, relocation and pastoral care programme.



100% fill rate achieved, with a 84% retention rate to date since April 2019.



An estimated £3.8m saved in agency locum spend to date.



Successfully placed over 37 Doctors into post to date (with 60 more in the pipeline).

Background

Context

Advanta Healthcare have been working as the Trust's exclusive strategic partner for International recruitment since 2019.

Initially, staffing the two main A&E departments, eventually covering all service lines across the Trust's three sites.

The Challenge

As part of a package of measures put into place, the Trust was tasked to reduce Locum reliance and bring down vacancy rates. A&E was the biggest pain point for the Trust.

The Solution

Advanta Healthcare worked closely with ULHT to design and implement an International recruitment programme to complement the Trust's revised operating model and objectives in recruiting for their A&E.

Being the Trust's exclusive strategic partner, Advanta established and maintain a discreet, continuous pipeline of suitable A&E clinical talent, exclusively for the Trust.

By offering an end to end solution, Advanta and the Trust controls the entire process, to deliver a superb candidate experience, with an industry leading relocation and pastoral package.





“ULHT’s ED workforce has been strengthened significantly thanks to the recruitment programme undertaken with **Advanta**. Their methodology and delivery is second to none!”

Dr. Dan Boden,
NHSI/NHSE Emergency Medicine Regional Advisor
for the South East.

The Approach

Advanta Healthcare worked with the Trust's Urgent & Emergency Care directorate, HR and resourcing teams to map out current and upcoming vacancies, by utilising rota data to understand the workforce gaps across establishment.

Implementing rapid mobilisation around the fragile service, to recruit substantively against. Streamlining Trust process by introducing robust SLAs which joined up stakeholders in A&E.

Advanta also introduced the Trust to technology to provide real time data around recruitment efforts and glean insights from activity to further streamline and improve agreed KPIs and SLAs.

SELR was the key attraction strategy used to obtain the right Doctors for ULHT's A&E.

Best-in-class attraction strategy for top talent – SELR requested by 9 in every 10 International A&E Doctors.

An estimated 6 weeks saved in Time to Hire per Doctor compared to traditional English Language means for GMC registration.



“Cultivating a healthy work culture is paramount in any Trust, and it all starts from the recruitment experience our international colleagues undergo. Advanta’s hard work and intuitive support systems make recruitment a breeze and a delightful experience for all stakeholders involved.”

Jennifer Makwana,
Associate Workforce Transformation Lead,
Health Education England



Results

Numbers to date:

The Trust has received over 35 A&E Doctors, at middle and consultant level. A discreet proactive pipeline, has been established for the Trust to recruit a further 60 A&E Doctors into post, over the coming months.

Key outcomes:

100% fill rate, with a 91% Yr 1 retention rate. 89% retention rate post Yr 1.

An estimated life time value of £3.8m in efficiency savings to date, based on the reduction of agency and bank locum spend for A&E pan-Trust.

Suitable talent sourced from 10 countries.

On average 6.3 candidates presented per vacancy.

A customised relocation and pastoral programme established, saving over 60 man hours per candidate.

Placed a Doctor into post, who commenced with the Trust within 112 working days. Reduced and stabilised Time to Hire to 138 working days (pre Covid), where legacy Time to Hire was in excess of 250 days.

An average of up to £12K saved per candidate when a vacancy was filled by Advanta instead of using NHS Jobs, with a time to fill time horizon of 24 months.

Interviews to offers at 85%.

Offer acceptance per hire of 1.34.





Commercial in Confidence

Contact us

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