

WHO WE ARE...

Liaison Workforce delivers NHS workforce transformation to realise the great potential of the NHS workforce. We partner with the NHS to build and bring together workforce tools and solutions in an interoperable platform that helps to solve people challenges and increase efficiency.

We also help the NHS to grip and control its bank and agency spend, finding savings which can be channelled to where they are needed the most - whether that be recruiting more frontline staff, improving retention of existing staff, funding additional equipment, or helping to free up more beds.

WHY LIAISON?

- We partner with **57** Trusts and Health Boards across the UK.
- In the last 3 years, we have saved the NHS over **£100m** from our Workforce solutions.
- We save £120,000 – £290,000 per £1m agency spend, delivering a recurrent cost reduction of **12-28%** by improving organisational grip and control of temporary staffing budgets.
- Our solutions are part of an **interoperable, feature-rich, app-enabled platform** which is supported by experts and advanced technology - delivering exceptional experiences, unique actionable insights, and NHS workforce transformation.
- All our services can be **direct awarded** from an NHS framework.
- **There's no risk** – most of our solutions are implemented using a shared benefits model.

MAKING AN IMPACT...

Enabling your marketing and communication teams to fully optimise your recruitment and retention strategies with a bespoke service designed for the NHS.

The challenges

- NHS organisations with candidate attraction and recruitment challenges
- Recruitment managers looking to increase and optimise their pipelines
- Busy NHS communications teams who want to free up capacity

The solution

Our fully-managed service provides a unique combination of digital outputs and high-level expertise which results in a positive return on investment. The service helps NHS organisations facilitate direct digital marketing outputs and sources candidates.

The service is bespoke to each organisation and is flexible - whether you need one-off campaign support, e.g. a website build, or a larger programme, such as a six month contract to manage all digital outputs, we can help.

The results

- £53,547 ROI via numerous individuals working almost full-time hours at one trust
- Over 600 registration enquiries over three weeks of activity delivered for the Bank
- Filled bank shifts increased by 197% for one partner in a six month period

“We are so pleased with the results delivered, and the support it has given to growing our Collaborative Bank. With Liaison Group’s support, we’ve been able to leverage online marketing more than ever, and present the bank opportunity to medical staff throughout the South West. This has led to more medics, across all grades, join the Collaborative Bank. We are excited to be extending this opportunity to AHP staff as well.”

- Julie Turnbull, People Business Partner, Torbay and South Devon NHS