

oneAdvanced

CARE PROVIDERS  
TRENDS REPORT 2024  
**THE CHALLENGE OF  
CHANGE IN CARE**

**CARE TRENDS REPORT**

IN ASSOCIATION WITH

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CARE ENGLAND  
Representing independent care providers



The care sector is at a crossroads, and it is imperative that the right decisions are made now, to steer it along the path that leads to greater efficiency and higher productivity, for a quality, professional and human-centred service that is fit for purpose now and into the future.

We may look to the government for support, specifically to increase long-term funding for adult social care provision by local authorities, not-for-profits, and private sector providers. We also want to see more action focused on helping drive higher numbers of suitable candidates to the sector, elevating the public perception of a low-value, low skilled role and giving it the proper respect and remuneration it deserves. Caring requires a unique set of skills and has the potential to offer the right people with a rewarding, fulfilling, abiding career with opportunities for professional development, promotions and other career experiences.

The government has committed its support to care provider organisations to help develop necessary digital skills, driving digital transformation for the sector. Currently, this report highlights some alarming disparities between the technology that care provider organisations need for greater operational efficiency, and the digital systems they currently have in place. There is massive scope for digital technologies to automate processes, saving many hours of repetitive manual work, reducing errors, driving higher levels of compliance and quality of care. AI and other emerging technologies will push the limits of efficiency and service provision even higher, but it may be that organisations will have to drive this transition for themselves. It will take a commitment to a fundamental sea change in attitudes, in organisational culture, and in expectations from both workforce and leaders to ensure the full potential of digital solutions in delivering change. This change must happen now, before we find ourselves too far along the wrong path.

**Foreword by Professor Martin Green OBE,  
Chief Executive Officer, Care England**



# INTRODUCTION

Barely a day goes by without some discussion in the media about problems in the adult social care sector, which currently provides services to around 835,000 people. As a nation we are living longer and requiring more care with each passing year, and we need more people and resources than ever to provide this. The people who care for the elderly and vulnerable are under huge pressure to meet rising demand with a modern, efficient, professional service.

In this, OneAdvanced's second annual report into the state of the UK care sector, the findings highlight a sector in continuing crisis. Worryingly, not much has changed since last year's survey. The same issues - staffing, rostering, void management, lack of adequate digital tools, and reliance on manual processes, continue to impede the efforts of care provider organisations, ensuring they are not operating efficiently and making an already tough job even tougher.

It has never been more important to tighten up processes and practices. The tough economic climate does not leave much room for wastefulness and adherence to slow, manual processes. Budgets are getting tighter every year, and providers are continually under pressure to achieve more, with less.

Good people are hard to find and even harder to hold onto. Recent figures from Skills for Care describe vacancy rates within the sector at 9.9%, the second highest level since 2012-13. With pay rates below average median levels, staff are under pressure to work quickly and efficiently while maintaining quality of care delivered with compassion. They are understandably looking for ways to make their working days easier, with streamlined processes that allow them to focus on the important day-to-day delivery of care.

Efficiency is crucial for all functions within the care provider business, including and beyond daily point of care activities. Achieving optimum financial management is a prime example of this. Our survey shows that teams are wasting far too much time correcting errors in payroll and amending invoices when they should be focusing on strategic tasks, using data for more effective decision-making. Digital transformation is advanced within many private sector organisations and government policies for digitisation are driving the implementation of new technology across many public sector bodies too. This report reveals many small improvements from last year. These may be a result of government strategy and guidance, but there is still a very long way to go if UK care provider organisations are to fully transform their efficiencies and succeed in keeping up with demand.

***Ric Thompson, Senior Vice President,  
Health & Care, OneAdvanced***



# MANUAL VERSUS DIGITAL PROCESSES

Much of day-to-day care provision is a hands-on endeavour, with staff interacting with clients, helping them with personal tasks and medication, or helping prepare rooms and beds for new arrivals. Efficiency and productivity might be the drivers, but staff must always find time to listen and talk to clients and their families, achieving the precarious balance between making time for people and getting their work done promptly.

Caring requires a unique set of interpersonal 'soft' skills alongside many other practical skills depending on the type of care provision and services offered. These might include specific nursing skills, conflict management and interpersonal skills, qualified medical procedures, and safe manual lifting. It's a highly people-focused service and to do it well, staff need simple, streamlined management processes that are quick and intuitive to use, freeing their time to focus on clients, client families, and care colleagues.

Our survey reveals three-quarters (75%) of care provider organisations have developed their own manual processes such as spreadsheets to provide sufficient advanced visibility of the business. It seems illogical that providers are struggling to make do in this way, when appropriate effective technology exists that can transform these time consuming processes. The inevitable errors from keystroke mistakes or distractions

while entering data may well create even more headaches for managers in the longer term. Now is the time to adopt simple, time-saving digital solutions that improve the working experience for all.

More than one-third (34%) are recording staff mileage and expenses manually, using paper and/or spreadsheets that are prone to errors and can easily be mislaid. This leads to staff being given incorrect reimbursement, or to payment delays that can cause significant problems for employees already struggling on low wages. It also makes it impossible for leaders to know where their business is at, financially, at any given time. Real time apps that allow staff to update mileage and expense information can link automatically to reimbursement processes, with virtually no room for error.

Perhaps even more concerning, more than one in 10 (11%) of care provider organisations are still recording their safeguarding processes manually, by writing on paper or using spreadsheets. This increases the potential for actual risk to clients, as well as exposing the provider to potential compliance risk and penalties. Despite the government's focus on digitisation for the care sector, this figure indicates an increased reliance on manual processes this year, up from just 6% in 2023 who told us they record safeguarding processes this way.



**75%**

**of care providers have developed their own manual processes in lieu of digital solutions to provide visibility of their business**



**9.9%** vacancy rates within the care sector

# STAFF ATTRACTION AND RETENTION

Experienced, qualified, conscientious and committed staff are the lifeblood of the care provider sector. Whatever transformations digital technology and AI may deliver now and in future, caring requires good people. This year's survey shows that employee attraction and retention continue to be a huge problem, with 95% facing some challenges with staff recruitment or retention.

Pay is often cited as a major barrier for attracting and keeping good people within the sector, with payrates being around 65% of the national median salary for all employees. Respondents to our survey concur, as pay is the number one challenge faced by 40%. This increases to 48% of care provider organisations in both Domiciliary Care and Retirement Living settings. We saw similar figures in 2023, when 46% of respondents said staff were unhappy with pay. Last year those working in Residential Care were the most dissatisfied with pay, 54%, compared with the least, 37% of those working in Retirement Living.

Cracking the challenge of salary goes beyond simple pay rates. Across the board, care provider organisations are experiencing issues with payroll management, giving people the hours they want to work, calculating travel times and more. This all contributes to the staffing challenge as employees need to know they can count on their employer to pay them accurately and on time for their work.

During hiring, 58% say they are getting high numbers of unsuitable candidates, similar to 2023's 60%. The rate of unsuitable candidates is highest, 68% for those operating in Residential Care – which was also highest (67%) in 2023. This begs questions around candidate perceptions for this particular care provision settings, suggesting a mismatch between the skills and experience candidates think they need and the actual requirements of the role.

Recruitment can be a time-consuming and demoralising experience for both candidates and employers, necessitating modern, streamlined hiring processes that help align organisations with the most suitable applicants. In 2023, 48% said they were losing candidates who were going elsewhere during the hiring process. It may be that more care provider organisations have responded by improving and speeding up their hiring, as only 39% identified this problem in 2024.

There are variations in the drop-out rate during hiring, which may provide some clues for employers seeking to improve. In 2023, we saw the highest rate of those lost during the hiring process was 60% in Domiciliary Care, against the lowest 47% in retirement living. This year, the gap between settings has increased, with 59% of those applying to Domiciliary Care being lost during the hiring process, against just 29% in Residential Care. Might this be because jobs in Domiciliary are more desirable, hence worth a candidate holding on for, or does the Domiciliary setting hire faster?



95%

are experiencing staff recruitment and retention challenges

Overall, there is room for further improvement in hiring processes as the media continues to report on the high numbers quitting the sector for jobs in less stressful, more flexible industries where they feel they have more agency over their working environment. The sector needs to gain further insights into this trend and understand the reasons for this, whether they are losing good candidates to competitors in other settings, or to other industries entirely.

31% of care providers say they have a low number of applications, which is slightly more than the 27% who said this in 2023. Domiciliary Care has the least issue with low applicant numbers at 25%, down very slightly from 27% in 2023. It is quite possible that applicants are confused about the differences in working environment and culture between the different types of care provision settings, with some being put off from applying to one, and attracted more to another. As we look to the future and the increasing need for good quality employees, provider organisations may find themselves having to improve on their PR and market themselves more effectively as employers who can offer a long-term, rewarding career.

The staffing challenge is not limited to recruitment, as arguably holding onto the best employees is even more crucial. 95% of respondents told us they are experiencing staff retention challenges, a marginal improvement on 98% in 2023. Many of the issues covered in the next chapters of this report provide insights into this retention challenge, including issues around flexibility, rostering and allocation of hours, and regulatory and compliance requirements.

# MAKING SPACE

Almost half (47%) of providers tell us that visibility of property readiness for move-ins is difficult, and they are hampered by a lack of real time information. If managers don't have full and advanced visibility of availability, it isn't possible to reallocate space quickly. Resultant empty beds and/or rooms means no income, with potentially staff either working under capacity or not receiving the number of hours and shifts they rely upon to cover their own living expenses.

Inadequate visibility of accommodation should be an easy nut to crack. There are a number of required steps for getting rooms ready for new clients, which may include cleaning, redecorating, checking equipment, gas safety checks, updating staff rosters, and more. Each of these processes can be integrated into a real time digital tool ensuring that as soon as one thing is ticked off, the next begins seamlessly.


Uncertainty around moving dates impacts negatively on clients and their families. The psychological impact of expecting to leave one environment, whether that is their own home, another care setting, or hospital on a certain date and being let down, is considerable. It also has a major impact on the on-going problem of NHS bed blocking, where patients who are ready to leave cannot do so, delaying the admission of patients who urgently need hospital care.

Despite the availability of real time solutions, lack of accommodation visibility has barely improved since 2023, when 52% identified this challenge. Last year 52% also said visibility of move-in and move-outs was causing difficulty, which has dropped to 33% in 2024, perhaps giving cause for a little optimism. One puzzling finding in our survey was that 33% of those managing Domiciliary care settings say getting clients moved in quickly enough is their biggest problem, a small increase from 36% in 2023. Although this type of care setting involves caring for clients in their own homes, where arguably, they don't need to move in, but the response may indicate challenges with getting them back into their own homes after a period in hospital or a care home.



**struggle with visibility of property readiness for move-ins, barely improved from 52% last year**



 **Understaffing increased by 12% since 2023.**

Empty accommodation can also mean providers are failing in contractual obligations with funders and can attract financial penalties. Half (50%) tell us that the penalties they face for having empty property is a challenge – if the space was better managed it would not only drive income but avoid those penalties. This issue appears to have got worse in the past 12 months, as only 39% said these penalties were a challenge in 2023. The penalties are most challenging for those in Extra Care settings - 60%, and least of an issue for providers of Supported Living 36%, and Care Homes 38%.

The take home lesson is that implementing digital accommodation management solutions would help leaders get on top of void management, a crucial element for ensuring efficiency and optimum use of resources.

Another area of accommodation management is dealing with referrals and enquiries. Again, not much has changed since last year. Using predominantly manual processes that might be as simple as an employee recording a phone call on a post-it note, and 36% of respondents say they have difficulty in keeping the lines of communication open and chasing up referrals. Digital systems ensure that all calls are recorded properly, with the correct information sought from the start, and ensuring that follow-ups are guaranteed. The beginnings of person-centred care.

Whatever space is available, providers struggle to allocate it to clients if they don't have enough staff to care for them. Our survey reveals the number one challenge around dealing with referrals and enquiries for 47% of respondents is not having enough carers available to fulfil commissioned hours, similar to the 45% who had this problem in 2023.

Understaffing is an even bigger challenge for the Extra Care setting, 55%, which has increased from 43% in 2023. By contrast it is a lower issue for those managing Retirement Living, 35% this year which is down from 43% in 2023. It raises questions around why some settings find it more difficult to attract suitable staff than others. We can only speculate as to why the specialism of Extra Care provision find it more difficult to attract staff than others.





# ALLOCATING HOURS

The vast majority (92%) of care provider organisations tell us they are experiencing employee rostering challenges, and 39% of care co-ordinators say they are unhappy with the usability of the current rostering system. This is something that could be fixed with a more agile and appropriate digital system, with real time updates that enable flexibility and easy last-minute changes for sickness absence and other challenges.

38% of providers say that ensuring they have the required number of staff within a setting at any given time is challenging, indicating a small improvement from 42% last year, while 37% say maintaining the same staff visiting the same clients is difficult. Maintaining regular staff is really important for many clients, many of whom are vulnerable, and may also have issues with memory loss and Alzheimer's. Ensuring consistency of care with a familiar face requires consistent availability of staff, and unfortunately this may be becoming more difficult to achieve, as this was a problem for 34% of respondents last year. It's a small increase, but it will be important to reverse the trend wherever practicable.



**92%** of care provider organisations are experiencing employee rostering challenges.

One quarter (25%) tell us that calculating mileage and travel time is difficult using their current system. This does not just mean that organisations cannot accurately budget or forecast spending when they have inaccurate records, but can also spell trouble for retaining staff. If employees are not paid accurately or on time for these, they may decide to quit and work in another sector. Perhaps surprisingly, when we might think more organisations are migrating to new technologies, calculating mileage and travel time is now worse than last year, when 18% said this was difficult. If only for the sake of solving the staffing conundrum, care provider organisations can avoid these obvious headaches for staff and investigate modern, fit-for-purpose, digital solutions.

Time, or rather, lack of it, appears to be a continual bugbear for care providers and their managers. 24% of organisations say they cannot optimise the total travel/care time required for their care workers to effectively deal with residents and patients. There is just not enough time for staff to deliver the quality of care that is required. This issue is even higher for those delivering Domiciliary care, 31%. They don't want to have to go rushing into a client's home and chivvying them through personal and sometimes intimate processes. Demonstrating patience, taking things at the client's pace, and never appearing to be in a hurry to leave are crucial for making clients feel properly cared for and respected. Automating processes such as record keeping can save precious time allowing staff to focus on the person in front of them.



# MINIMISING RISK AND ENSURING COMPLIANCE

Safe, effective, and compassionate care is a given KPI for all care provider organisations and compliance with all regulations, legislation, and accepted best practice is always the aim. Concerningly, when considering the CQC and legislation, 43% of care providers say their current IT systems are not adequate, potentially putting clients at risk. They can identify a range of increased risks including lack of data around key events and missing records. This does indicate a 5% improvement from the situation in 2023, when 48% said their current systems were inadequate to ensure patient safety.

Drilling down into some of the specific challenges arising from inadequate systems, 34% of care provider organisations find it difficult to collate information of key events, such as accidents, incidents and safeguarding. This indicates an improvement from 42% in 2023.

34% of providers also told us they have difficulty collating information for regulatory bodies such as CQC and KLOE, and 32% have had previous occurrences of missing records, a marginal drop from 34% last year. Meanwhile, almost one-quarter (24%) admit to having challenges with the capturing of important information, such as injuries, updating body maps, repositioning, hydration, nutrition, and medication during point of care activities. It is easy to see how staff might struggle with updating paper records and keeping these secure during a busy shift involving many physical and hands-on processes with clients.

Overall, while it appears some record keeping and management processes are improving, the rate of change is too slow and arguably, efficient and responsible care providers should never find themselves in a situation where records are missing. The implications for client safety, impact on staff, and reputational damage to the organisation are too great. With implementation of the right digital solutions this issue can easily be fixed. As well as giving staff and clients the reassurance that all data is being managed securely, reporting to regulatory bodies can become a much more straightforward process with data held in platforms that enable easy analysis and reporting.



# 34%

of providers have difficulty collating crucial information for regulatory bodies such as CQC and KLOE.



**36% of employees experience difficulty with easily accessing their current time & attendance system**

## TIME AND MONEY

As previously discussed, payroll errors and badly managed payroll processes do not support high staff retention rates. Our survey shows that half (50%) of care provider organisations believe it would be advantageous to adopt digital solutions for payroll, as almost one-quarter (23%) say payroll errors are high. Accounting for time is a challenge as existing IT systems don't seem to make it easy for finance teams to properly calculate mileage and travel time. This may leave staff out of pocket or put them under undue pressure to deliver good care in a hurry, which is another factor that may drive good employees to quit. 36% of care provider organisations say their employees experience difficulty being able to easily access their current time & attendance system, and 34% can't easily see their own schedules, yet more reasons why staff may feel frustrated with their employer.

Currently, 25% outsource payroll to a third party which may result in fewer mistakes. For many though, this is a process they undertake in-house and these providers are striving to take better control of this avoidable situation. Amending errors and updating employee pay is adding a significant and unnecessary burden on in-house finance teams. Many lack the necessary visibility over real time data, struggling to balance information in outdated spreadsheets that make no account of last-minute changes and instances where staff have stepped up to cover other hours and shifts. This challenge may be even worse for multi-location organisations who struggle to pull all of their data together in real time.

45% of organisations tell us they struggle with managing complex shift patterns and/or payroll categories. This is most extreme for those managing Domiciliary Care settings, 53% and the figure is least, 40%, for finance teams in Care Homes. It may perhaps it is easier to keep oversight of shift patterns and payroll categories when all staff are working on the premises, while in Domiciliary Care, staff are mostly working away from their organisational base. More than one-quarter, 26% of care provider organisations find the complexities of a managing the combination of salaried, contracted or zero hours employee contracts difficult to manage too.

Finance teams are wasting too much time correcting payroll errors and amending invoices, when they need to be sending out accurate invoices to ensure better cash flow, and producing speedy, accurate reports to enable better financial management and planning. Our survey shows that almost half (49%) of care provider finance teams are spending between 4 and 6 hours each month amending incorrect invoices. If efficiency is to be improved, these teams need accurate, more automated, digital solutions that enable a high standard of financial management. Leaders appear to acknowledge this, with 37% of respondents in our survey saying their finance teams need better integration with other systems.

# LEADERSHIP UNDER FIRE

One of the key drivers for better staff retention is a good organisational culture with strong leadership. While there is a lot of focus in our report on frontline staff, it is also important to try to understand how leaders are coping with the myriad challenges they face every day.

Our survey shows that leaders are possibly a little less stressed now than in 2023, and more are actively seeking help with supporting their own mental health, which is positive. This year 39% of leaders told us they feel stressed and unable to cope some or all of the time, a significant drop from the 62% who told us this in 2023. It may be that more time has passed since the pandemic, which brought unprecedented challenges to the sector. This figure is highest, 53%, for those working in Extra Care settings, and least, 30%, for those leading Supported Living providers.

Still, overall only 9% of leaders say they do not feel stressed and are coping well this year. This may be a small improvement from just 4% in 2023, but it indicates that many leaders are under strain. For many, their reliance on manual and paper-based processes continues to be a challenge. 34% of leaders say mileage and expenses are recorded manually, and 28% find themselves manually changing invoices after initial creation. As in many areas, this reflects a small improvement on 2023 when 36% were recording mileage and expenses manually and 37% were having to manually change invoices after creation, but one might say there is still vast room for improvement.

Leaders also tell us that interacting with funders and their systems can be difficult, with 27% saying they have trouble providing timely invoices that meet funder requirements and 27% struggle to submit invoices to the local authority or other funder via a portal. Again, this shows a small improvement from last year, where the figures were 33% and 33% respectively, but surely digital solutions should be doing more of the heavy lifting?





36%

of leaders say they will need to take some time off sick to manage stress

Overall, it appears that leaders are more successful with their coping strategies, as 79% plan to get more help to help them manage their organisation, up from 54% in 2023, and 15% say they are actively seeking help with their mental health, up from just 3% last year. The number who say they need to take some time off sick in order to manage has stayed static last year and this, at over one-third - 36%. Perhaps even more worrying, last year 7% of leaders said they planned to quit their role, which has doubled to 14% now.

Managing surprise unspent leave appears to be a growing headache for leaders, up from 18% in 2023 to 23% in this year. Many organisations work on the basis of holiday accrual, with staff earning additional holiday that can easily build up. Staff shortages are also having an impact and may potentially discourage some employees from taking the time they are owed because they feel under pressure to ensure shifts are covered. While leaders would not advertently make it hard for staff to get the leave they want, additional pressure on certain times such as school holidays may mean some staff can't get the dates they want and end up with more unspent leave too. Ultimately, the challenge of unspent leave can put additional pressure on managers and leaders who may have to cover the time when too many staff are on leave at once.

It feels like leaders would put themselves in a stronger position to be able to succeed, give themselves more time to focus on the bigger picture and strategy, and achieve more of their KPIs if they used the available digital technology to greatest effect. At the moment, too many of the improvements in processes are incremental, not transformational. This year, 36% of leaders say there are delays between systems in passing the data 'real-time', slightly better than the 31% in 2023. Our survey shows this lack of real time data sharing is a particular issue for those working in Domiciliary Care settings, 47%, and is the least of a problem for those in Supported Living, 30%.

Almost one-third (32%) of leaders are struggling to manage a lot of information from different sources, with a heavy utilisation of spreadsheets. The reliance on clunky, unreliable spreadsheets is most of a problem for leaders of Care Home providers, 38%, and least for those in Retirement Living settings, 19%. However, of all the specific settings we included in the survey, Retirement Living is probably the most 'hands-off' and least medicalised of all care provider environments, so potentially there may be more time for repetitive manual admin.

The survey shows that 32% of leaders are also spending a lot of time collating information and this shows a definite increase from 10% in 2023. This is the sort of information that might be needed in order to analyse data, for better budgeting and planning, as well as for crucial reporting functions. When the issue can so easily be addressed by implementing appropriate, designed-for-purpose digital solutions, it is worrying that this problem is getting worse. We must consider what the barriers to digital transformation might be, particularly in light of the government's drive to digitalisation and on-going digital transformation in the NHS and local authorities around the UK.

# DIGITAL SOLUTIONS THAT REALLY SOLVE PROBLEMS

**The conclusion to our report last year was entitled 'Closing the Gap'. It does not appear that there has been much progress within the care provider sector as we might have hoped for.**

This year's findings may suggest that many providers believe they already have the digital tools they need to fully support their business. Almost half, 45% tell us they have sufficiently adopted modern technology to support the running of their organisation. However, this assertion is quite out of step with the responses to other questions in the survey, that have revealed many shortcomings in current systems and manual processes. Indeed, to a greater extent, respondents have highlighted many challenges and difficulties that could and should be transformed with more appropriate, agile, digital solutions.

So why the disparity? Perhaps care provider organisations do not have sufficient access to the necessary knowledge and understanding about how digital solutions apply to their sector, and how modern technology can transform productivity and drive greater efficiency. The disparity between declared satisfaction with existing technology and the shortcomings of that technology are clear. Without implementing proper digital solutions three-quarters (75%) of respondents have developed their own manual processes to try to cope. This reveals a worrying increase on 58% who said this in 2023 and begs the question, why aren't leaders turning to appropriate solutions that can make their lives easier?

More than one in five (21%) admit they have limited advanced visibility of their business, something they must have if they are to effectively budget, plan, and manage their organisation effectively. Although this shows a 10-point improvement from 31% in 2023, it still represents more than one-fifth of care provider organisations that are struggling.

In the current economic climate, it is no surprise that budget is a factor for many. 30% have told us they would consider adopting digital tools but have no budget. This represents a small decrease from 35% who had budget constraints for new technology in 2023. It may be possible that many organisations assume they can't afford to implement new digital tools and are yet to explore options and costs. The cost-savings and increased efficiency benefits may well pay for themselves in a short period. Others may already be in the process of making applications to the Government's Adult Social Care Technology Fund.

The need to digitally transform is becoming acute. A shocking 41% of respondents in our survey tell us they don't have sufficient technology to support their organisation. While this is down a little from 49% in 2023, representing a small step forwards, it reveals one of the pervasive reasons why this sector may be struggling to get on top of the staffing, rostering, accommodation management, and financial management challenges it faces every day.

Only just over one in 10 (11%) currently plan to invest in more modern IT, up by one single point from 2023, which highlights a surprisingly low recognition of the potential benefits modern digital technology can bring to their organisation.

In many cases it may feel like leaders and managers are too busy putting out small fires every day to find the necessary time for investigating, evaluating, and implementing new technology. There are of course digital software and services providers, including OneAdvanced, that can help with this. We recognise that making significant changes to systems and processes may feel like a risk when staff and managers are used to manual options. It could feel safer to stick with tried and tested methods, even though they are inefficient. Training opportunities may be challenging too, as staff may be entrenched in their own, traditional processes, honed over time to suit their own preferred ways of working. Luckily, many modern solutions are intuitive and easy to use, often accessed via everyday devices such as tablets and smartphones.

Other leaders may fear making the wrong decision and investing in a solution that will soon be overtaken, particularly in light of the disruptions already seen with emergent technologies like AI and machine learning. In fact, many of the existing solutions already have AI built-in and are designed to evolve and grow with users.

The care provider sector is currently at a crucial intersection and must make some big changes, and soon. Where currently just 10% of provider organisations say they have no issues with financial processes, 8% have no issues with rostering, 7% don't have issues with their management information, and just 5% have no problem with employee recruitment or retention, there are clearly red flags all over the place.

Each of these and other organisational challenges can be greatly alleviated with the use of specifically designed digital solutions for the care sector, helping with accommodation and void management, staffing and rostering, compliance, and client information management, aligned with broader technology solutions to revolutionise their day-to-day finance, payroll, HR, and performance management. Technology will not reduce the growing numbers of people that will need the services of the sector going forward, but they can help providers drive more productivity, greater efficiency and deployment of its people and resources to allow it to cope, and even flourish for years to come.

### **Methodology**

OneAdvanced's research was carried out by YOLO Communications, part of Research Without Barriers (RWB) with all surveys conducted online between 14th and 23rd February 2024. The sample comprised 404 Care Home Owners, CEOs, MDs, CFOs and COOs.

All research conducted adheres to the UK Market Research Society (MRS) code of conduct and RWB is registered with the Information Commissioner's Office and complies with the DPA (2018).

### **About OneAdvanced**

As one of the UK's largest software and services providers we have an established track record delivering sector-focused solutions based on deep sector knowledge. OneAdvanced Care is a Care Business Management portfolio that has been crafted for providers of domiciliary, residential, supported living or any other type of care, whether multi-site or multi-disciplinary. A flexible, modern architecture that's easy to use, providing full visibility across the entire organisation, tailored to individual roles. Combining powerful oversight of all key business metrics; from care plans and rostering to costs and budgets, with all the digital tools you need for providing essential care means there is no concession between delivering the quality care needed and your financial success.

**Powering the world of care.**





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