



**Colin Donnery**  
General Manager  
**FRS Recruitment**



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***Elder Care Seminar***  
***FRS Homecare***

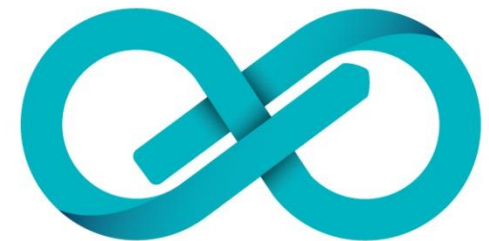
# Who are FRS ?



fencing systems



farm relief services



turas nua

# **Why Homecare ?**

- **Experience in recruiting Healthcare staff**
- **Delivered FETAC accredited elderly care training**
- **Existing rural customer base**
- **Network of offices**
- **Values and ethical fit**

# Set up of FRS Homecare

- Research
- Value Proposition
- Identification of key staff
- Systems
- Finance
- Recruitment



# Key Milestones

- 3 months to get operational
- Identifying the “Buyer”
- Marketing & Branding
  
- Delivered mainly to private clients in year 1
- First HSE clients in month 6
- Turnover of €1 million in year 3



# Keys to Success

- Public Health Nurses
- HSE Homecare / Home help Coordinators
- Marketing
- Local Knowledge
- Centralisation of compliance / admin
- Hire great nurses / carers
- Policies & Procedures



# Lessons learned

- Invest in great systems
- Invest in great People
- Understand who the buyer is: Private v Public
- Staffing issues; Part Time /24 hr care
- Understanding the HSE
- Understand the “franchise” model
- Risks; Financial / Reputational





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The homepage of the FRS Recruitment website. The background is a scenic view of a cliffside overlooking the ocean under a cloudy sky. In the top left corner is the FRS Recruitment logo. In the top right corner is a hamburger menu icon labeled 'Menu'. The main heading is 'Search for a job' in large white text. Below this is a sub-heading: '10-Branch Nationwide Network of offices delivering specialist IT, industrial, commercial and professional recruitment services. We are Ireland's National Recruitment Agency.' Below the sub-heading is a search bar with the placeholder text 'Search jobs e.g. Manager'. At the bottom, there are three green filter buttons: 'Sector' with a grid icon, 'Contract Type' with a document icon, and 'Location' with a location pin icon. To the right of these filters is a green 'Search &gt;' button.