




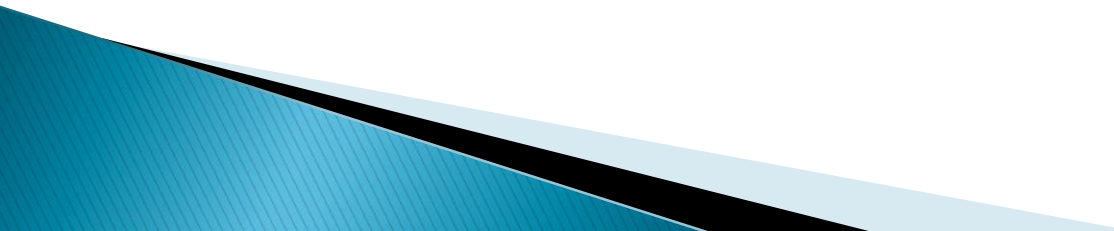
RHS Home Services

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CEO


RHS Home Care – Who We Are

- ▶ Founded as a not for profit homecare provider in 1996 in Roscommon Town
 - ▶ RHS started initially as a result of research carried out by a lady in the south Roscommon area
 - ▶ Mission: to provide homecare for the elderly and vulnerable in the County Roscommon catchment area.
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Initial Challenges

- ▶ Small pool of workers– recruitment required
 - ▶ Very low level of recognition of service
 - ▶ Small office staff– Manager and one admin
 - ▶ Board of Management expectations that Roscommon Home Services would become a flagship project
 - ▶ No advertising budget as previous funding had expired
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Actions

- ▶ Examine the business model
 - ▶ No real project to compare with– breaking new ground
 - ▶ Setting objectives to follow over an 18 month term
 - ▶ Roscommon Home Services would have to get to a sustainable level where at least 20 people would be providing our service.
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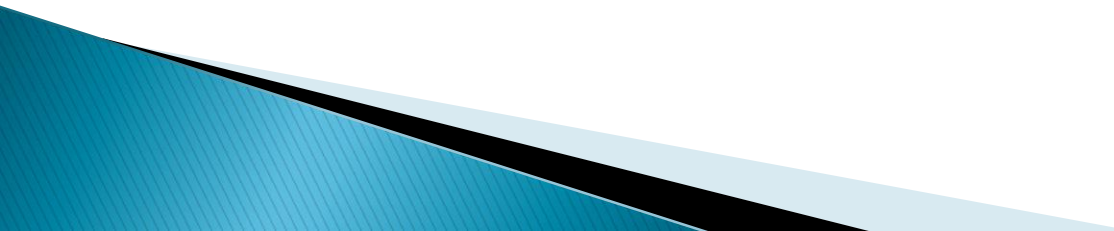
Getting the Word Out

- ▶ No advertising/marketing budget
- ▶ Formulated a plan on the most effective way of getting information out without bearing a cost.

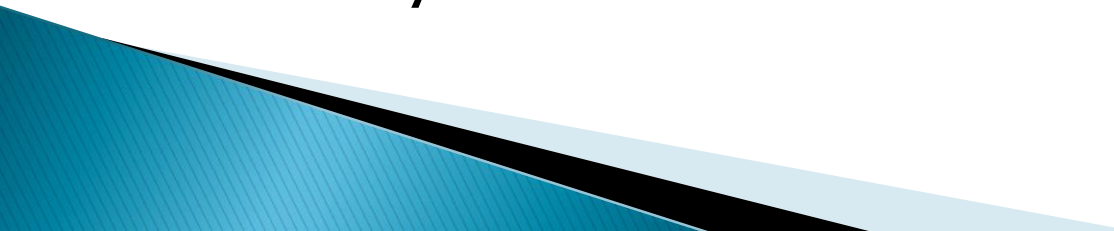
This included:

- ▶ Parish newsletters
 - ▶ Newspapers: local notes
 - ▶ Radio community diaries
 - ▶ Flyers
 - ▶ Posters
 - ▶ Networking events
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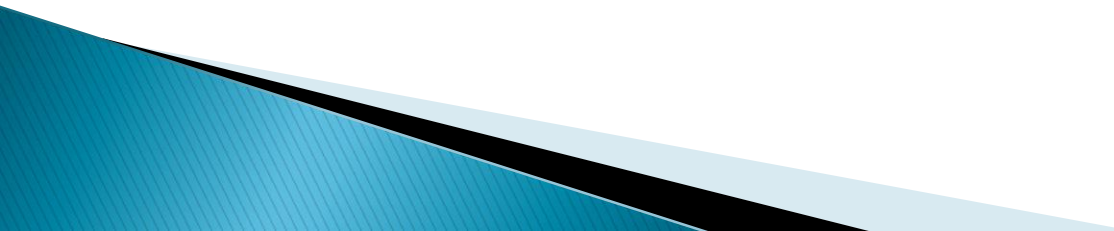
What were the barriers

- ▶ Back in 1996 as this was a totally new concept in homecare provision through a co-operative the greatest barrier encountered was accessing funding
 - ▶ After a board of management was assembled funding was granted through the New Opportunities for Women programme
 - ▶ This proved to be the kick start to get the programme off the ground
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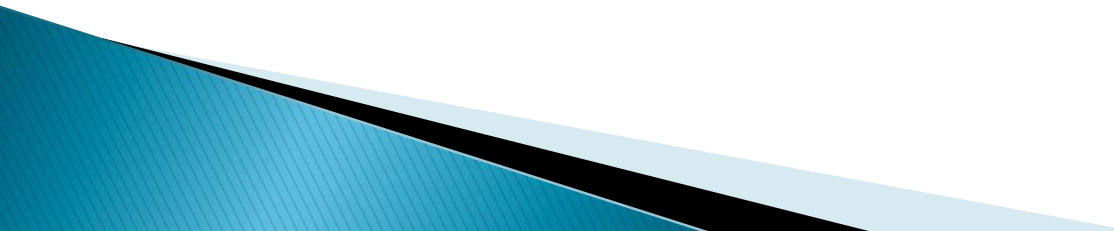
How We Started

- ▶ Created in 1996 by our voluntary Board of Management.
 - ▶ RHS Home Services is based on the successful system used by the Farm Relief Services.
 - ▶ We have a pool of highly skilled employees who provide a range of services including social care and care of the elderly in their locality.
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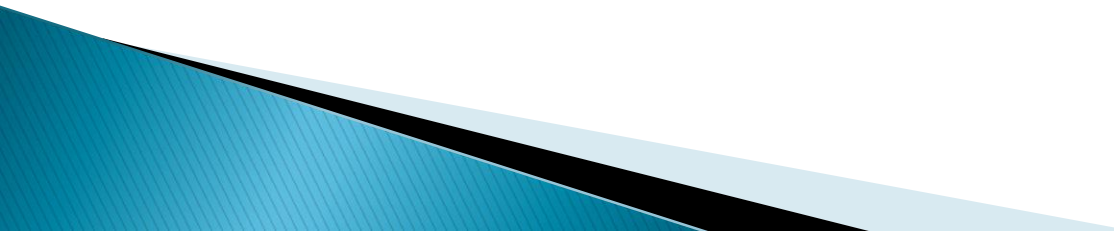
1999

- ▶ 12 carers registered
 - ▶ 8 clients receiving the service
 - ▶ Service was largely unknown
 - ▶ HSE was effectively the only organisation providing homecare in the county
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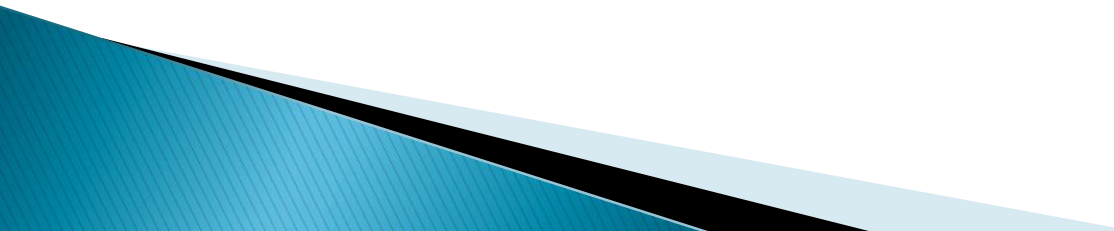
Who were the allies

- ▶ RHS were fortunate to win substantial contracts with the HSE based on our not for profit ethos
 - ▶ This ensured a steady financial income each month from invoice payments and the importance of a steady income at that point cannot be over emphasised as it gave the co-op stability
 - ▶ There was a lot of goodwill towards the development of such a co-op
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How long did it take to get operational and what were the key milestones in its development

- ▶ It took RHS co-operative approximately 4 years to get off the ground
 - ▶ The determination of the small board of management which were in place are the reason the co-op was not allowed to fail at any turn
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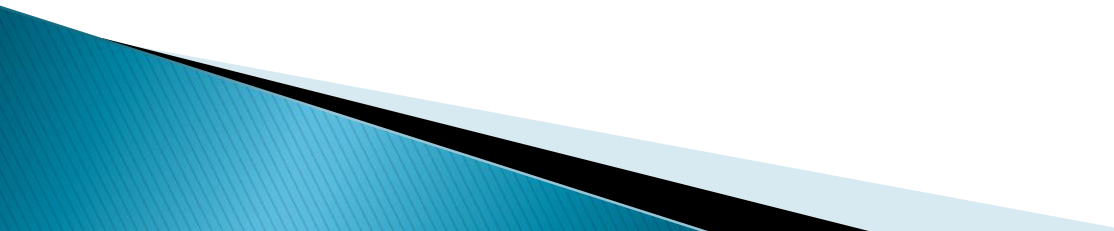
The Business Model

- ▶ Clients engage the service
 - ▶ Qualified carers deliver the agreed service/duties
 - ▶ Clients are invoiced on a monthly basis
 - ▶ Carers are paid on a monthly basis
 - ▶ Surplus is re invested in the co-op to maintain affordable rates
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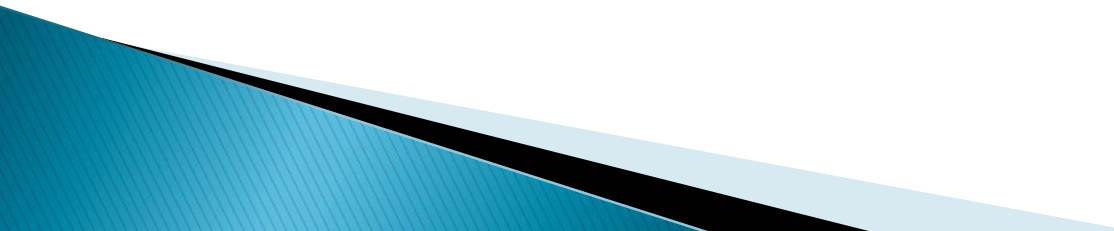
Making Progress

- ▶ By 2001, approx 30 carers employed by Roscommon Home Services
 - ▶ HSE engages our co-op to provide homecare to elderly clients
 - ▶ Opens up huge potential for growth
 - ▶ Due to growing demand, service expands to County Mayo
 - ▶ New office in Balla with a full time
 - ▶ Co-ordinator in place
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Making Progress

- ▶ Sources of Funding:
 - ▶ New Opportunities for Women
 - ▶ County Roscommon Leader Partnership
 - ▶ Social Economy Funding
 - ▶ Pobal
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More Progress– HSE Relationship Develops

- ▶ Roscommon Home Services engaged to deliver homecare services on behalf of the HSE in counties Roscommon, Galway and Mayo.
 - ▶ Operation expands to offices in Roscommon, Mayo and Galway
 - ▶ Private Care Service becomes a popular choice
 - ▶ Co-op is a flagship success in the community
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A Change of Name

- ▶ Hundreds of part time carer positions created
 - ▶ Recruitment of additional office staff to manage additional work
 - ▶ Time to change our name to reflect our expansion
 - ▶ Roscommon Home Services becomes RHS Home Services
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Progress Continues

- ▶ Adopt a Service Level Agreement with the HSE to provide homecare services in County Mayo
 - ▶ Huge recruitment drive for carers
 - ▶ No marketing campaign required– HSE referral of clients
 - ▶ Strict arrangements in place as to carer duties, management of issues and roles of responsibility.
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RHS Home Services

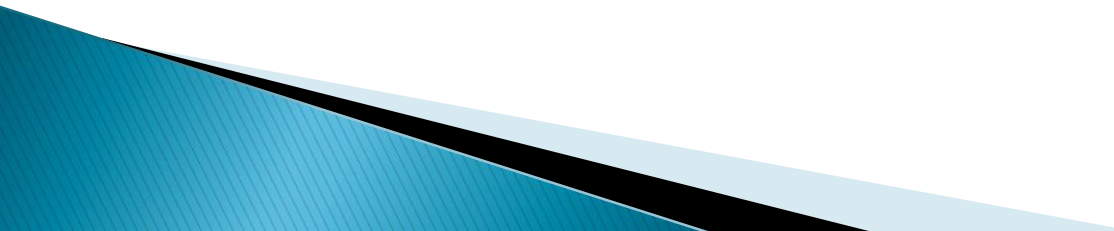
- ▶ Recreating our brand:




Priorities:

- ▶ Publicising our not for profit ethos
- ▶ Publicising our quality of care
- ▶ Distinguishing RHS Home Services from the profit driven homecare agencies

Review of our Market

- ▶ HSE funding cuts– implications
 - ▶ Government/European funding almost non existent
 - ▶ Growing requirements for more private care to replace previously HSE funded service for many of our clients
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Actions

- ▶ New focus on driving our private care service
 - ▶ Redesign of publicity material to reflect our not for profit ethos and our quality of care
 - ▶ Commitment to achieve major international quality award
 - ▶ Introduction of additional level of supervision across our service with area supervisors on the ground on a daily basis
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The Future

- ▶ Challenging times in light of HSE cuts
- ▶ Expanding private homecare market– the need for our service has not reduced
- ▶ Our not for profit ethos means our rates cannot be beaten by our profit driven competitors

Gradual expansion into other counties



Benefits of RHS Home Services

- ▶ Our clients receive top class, affordable home care
- ▶ Our qualified carers gain access to full or part time employment.
- ▶ RHS Home Services is unique in Ireland and the first social care co-operative of its kind in Europe.



What are the lessons from your co-op

- ▶ There are a number of lessons which need to be learned regarding the development of a co-op and research would be the most important aspect to ascertain if there is the need for such a co-op

RHS Home Care offices operate in the following locations

- ▶ Head office: Primary Care Centre, Roscommon

Additional offices in:

Church Street, Athenry, Co Galway

Main Street, Balla, Co Mayo

Breffni Resource Centre, Breffni Park,

Carrick-on-Shannon, Co Leitrim



Actions– www.rhshomeservices.ie

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About RHS Home Services

RHS Home Services is a not for profit co-operative society with charitable status.

We are providing a wide range of social care services and creating huge employment in local communities. Our flexible service and highly skilled workforce means we are now a preferred supplier of social care to the **Health Service Executive (HSE)**.

With offices in Roscommon, Mayo and Galway, we are providing a home care service for hundreds of clients across the west, northwest and midlands.

History

Co-operatives are people centered, principled and sustainable enterprises that are good for communities and have an

Latest News

RHS Home Services continues to provide top quality care across the west and northwest.

[Read more](#)

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Question Time