



Me Learning helps Healthcare Direct position for ambitious growth



Client: Healthcare Direct

Activities: Health and Care Temporary Staff Agency

Location: Kent

Courses: Care Certificate, Medication Awareness, Epilepsy Awareness

About Healthcare Direct

Based in Maidstone Kent, Healthcare Direct specialises in temporary staffing solutions for the healthcare sector. The business recruits Registered Nurses, Healthcare Assistants, and Support Workers, and has already grown from one to three local branches, providing the right staff for their Clients by delivering a very personal service. The company has ambitious plans to expand, with more branches already planned.

Skills for both compliance and profitability

Healthcare Direct puts quality of service at the heart of its offering to clients. To honour that commitment with a pool of temporary staff in different roles and locations and with different skills, it was essential to offer training to ensure that everyone on the team would meet the

benchmark standards required to deliver the best quality care.

With plenty of staff to manage and monitor, there was a constant flow of training needs, and the company used a blend of online training, in-house classroom sessions and shadow-shifts to ensure that every learner got the support they needed.

Resourcing needs changed regularly as the business won new contracts; and rapid growth also meant that value for money was essential.

Healthcare Direct therefore initially opted for one of the cheapest providers of e-learning on the market. It soon became apparent that the service did not live up to expectations.

Lauren Webb, Maidstone Branch Manager at Healthcare Direct says "You can tell the difference between someone who's just selling, and Me Learning who really want to look after their clients. Both the previous system and the content were poor – they didn't meet our needs and they were just interested in sales."

Premium quality content, premium quality service

Healthcare Direct therefore re-audited the market and soon moved to Me Learning, where they received

the sort of service they needed to reliably expand the business. The Me Learning suite of content was of a visibly higher quality, customisable, and covered the full breadth of the company's training needs for the first time: a perfect fit for the immediate needs of the business and flexible enough to grow.

As well as premium quality content, Account Manager Anna Forsythe helped them with administering certificates and ensured they got maximum value from their investment.

Says Lauren, "The platform is user-friendly and engaging, and all the content we needed was there, but just as importantly, they were friendly and accommodating to our needs from day one. Me Learning designed our own branded admin interface, which means that each of our branches can manage their own pool of learners. It means we also always know what skills we have available and where the gaps are in each branch. That can scale with us as the business grows."

"We started off paying on a per-licence basis", Lauren continues. "But now we have a platform. It's a great option for us, and Me Learning were always forthcoming in suggesting options that would be more

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cost effective or which would help push our business forward."

Flexible licensing: ready for growth

Today, Healthcare Direct has the confidence that its training needs will be met, even as it pursues dramatic growth. As the business opens more branches and

takes on more temporary staff, it will not always be possible to bring teams together conveniently or economically for classroom sessions, and therefore e-learning is an essential component of maintaining the company's quality promise.

The business now has a completely customised licensing arrangement, built around varying demand for different courses. At its core is Me Learning's flagship Care Certificate package, a series of 50 modules covering the 15 acknowledged Care Standards. This is enhanced with an additional programme for Medication Awareness and Safe Handling of Medicines and pay-as-you-go licenses for Epilepsy Awareness, among others.

The configuration is designed to meet the business' needs as it grows, and has expanded from an initial inquiry for a temporary solution into a year-on-year rolling contract with flexibility built in for expansion as new branches come on-stream.

Lauren says, "We have expanded our use of training and e-learning, so our curriculum now includes medications awareness. Me Learning have always been open and honest, identifying the best additional options for our needs – I have 100% faith that we'll always get the right deal, good value and the best training outcomes."

Why Me Learning?

For Healthcare Direct, Me Learning was the right choice for:

- Quality content
- Flexible licensing

JOIN US

To see how we can help upskill your team, contribute to your business and ensure that your training investment yields real value to your bottom line, call **01273 499 100** or email **enquiries@melearning.co.uk**.

For over 10 years, Me Learning has provided engaging learning experiences for complex and challenging professional environments. Our first class approach has seen us awarded ISO9001 status for quality management, and our commitment to customer service is second-to-none. We were recognised in 2015-16 and 2016-17 as top performers in the Deloitte Technology Fast 500 EMEA, along with receiving many other awards.

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