Frontline healthcare survey results

Findings from a survey of 1,000 frontline healthcare workers in the UK, in both the public and private sector, conducted in August 2021.







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Results from a survey of 1,000 frontline UK healthcare and social care workers aged 18 or over conducted by BrandSpeak Registered in England and Wales with number 10107500. VAT number 245560408. Registered Office: 701 Stonehouse Park, Gloucestershire. GL10 3UT for Super Smashing Ltd in August 2021.

Introduction

We surveyed 1,000 respondents over the age of 18 from the United Kingdom in August 2021. At the time of the survey, respondents held frontline roles in both public and private healthcare and social care.



The pandemic has made health and social care work especially difficult, but these jobs were never easy to begin with.

They work long hours in dangerous environments with complicated tools and processes. They service demanding and happy patients. They always try to do their best while caring for themselves and their families.

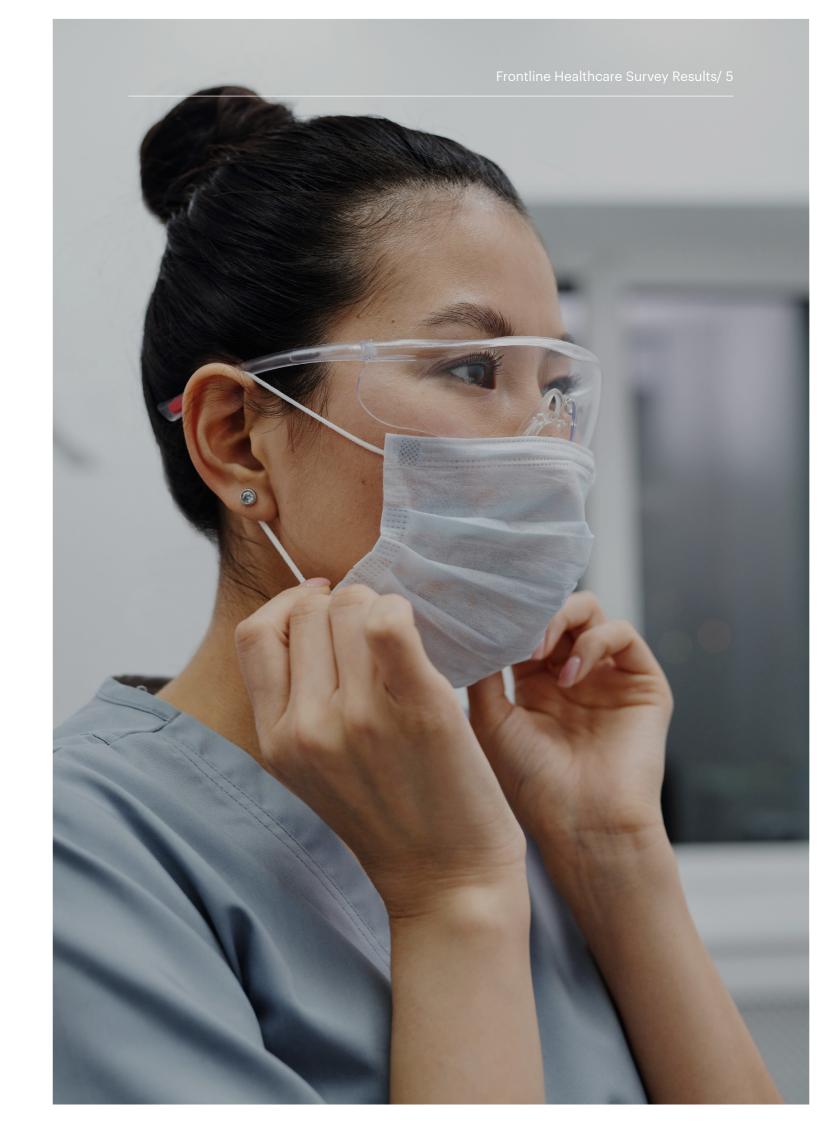
Unfortunately, this herculean effort often goes unnoticed and underappreciated

Health and social care are at a turning point. We're witnessing the impact of this career disruption as people rethink work's role in their lives.

We discovered that 50% of health and social care employees are considering or have already left their current jobs following Covid-19.

This number may not come as a shock to you. Many companies worldwide have tried to combat it by increasing wages or offering joining bonuses.

Yet, while improving wages is necessary, it's just the beginning of the story. Our research lead to one word cropping up time and time again: Listen.



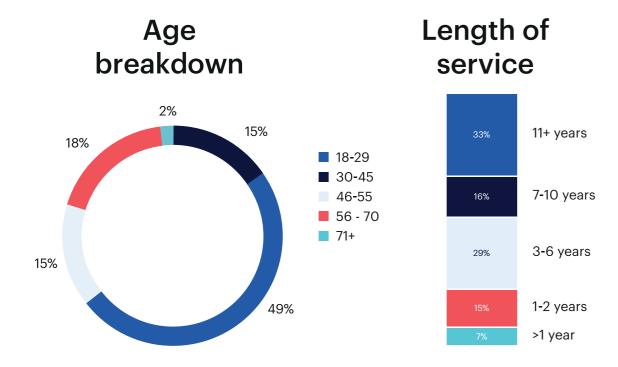
Audience

Good representation from all regions of the UK. Predominantly female, with an older age profile peaking between 30-45 yr old.

Statistics

- Gender split: 74% female and 25% male.
- The workforce is an older one, with just over a third being 46+.
- 45% of the respondents are NHS frontline workers, with 3 in 10 in the social care sector, and the remainder working in private healthcare.
- 8 in 10 of respondents are White British.

- The length of service is mixed from those in their first year, through to 11+ years.
- Newer joiners tend to be on fewer weekly hours.
- Those new to the sector are more likely to be working 1-8 hours a week.



Comms and intranet

Almost one fifth state that they don't receive relevant communications from their employer organisation. And a similar proportion are lapsed or non-users of their intranet, with two thirds of those not knowing (or not sure) how to log

Statistics

- Over one third (34%) of respondents say they can't easily access workplace systems on their mobile.
- Most are using their intranet, however, nearly 2 in 10 aren't and of those two thirds don't know how to.

34% can't easily access workplace systems on their mobile device.

Role changes

Although half of all workers haven't changed or considered changing their role, the other half have, with nearly 15% making the change.

Statistics

- Over half of all respondents have considered a role change.
- 15% have made the move reasons vary from stress and bullying to the more upbeat desire for career progression.
- 37% have considered a role change, even if not making the leap. This tends to be higher (46%) amongst minority ethnic groups.



of frontline healthcare staff have changed or considered changing jobs.

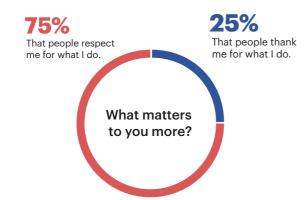
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Attitudes towards work

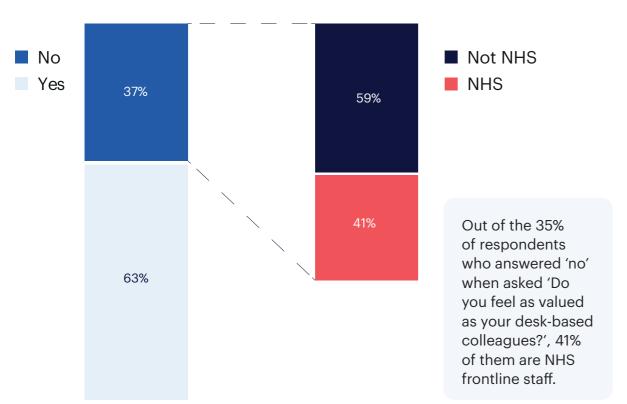
Majority of workers see respect as more important, and this is stronger amongst ethnic minority groups. Nearly 4 in 10 don't feel as valued as their desk-based colleagues. This figure is higher amongst NHS workers.

Statistics

- The majority of frontline workers would rather they were shown respect than be thanked.
- Nearly 4 in 10 (37%) frontline workers don't feel as valued as their deskbased colleagues. This number is higher for NHS employees. (41%)



Do you feel as valued as your desk-based colleagues?



Care and Support

Nearly 4 in 10 don't feel that their feedback will be acted on and a quarter don't believe that their employer cares about their mental well-being.

Statistics

- Over a third (35%) of frontline healthcare workers don't feel that their organisation will act on their feedback.
- A quarter of frontline healthcare workers don't feel their organisation cares about their mental health.
- 22% of minority ethnic groups don't feel their organisation treats everyone equally, regardless of ethnicity.
- There's a more disengaged workforce in the North of the UK vs the South.



There's a more disengaged workforce in the North of the UK vs the South.

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What's one thing in your day-to-day working life that you wish you could change?

Be more appreciated.

Senior management listen to my concerns.

To feel I could voice any concerns in a professional and confidential way.

Be listened to.

More interaction.

A little more communication and to receive a reply more quickly.

Better communication.

I wish we had more time between appointments to complete all the admin work which is expected of us. Less emails.

Management should listen more.

To be listened to would be nice!

More respect from colleagues and patients.

The way my colleagues interact with each other/me.

That communication was better between parties so I can understand the individuals better.

Given more support when I say there is a problem.

If you could say one thing to senior management anonymously what would it be?

Listen to us.

Listen to your staff.

Please answer my emails and questions. I am trying to do my best at work and would appreciate feeling listened to.

I don't know I feel like I don't have much contact with them.

Please listen to your staff and follow up on promises. Too many empty promises.

Communication please!

Listen to us! We have been here long enough to know what works.

Useless, listen to staff and open your eyes!

I don't feel staff are considered when decisions are made.

That all the concerns of all workers be heard and resolved without discrimination.

Show more appreciation.

Try working in my position for a week.

Please take bullying allegations seriously

To take workers mental health more seriously. And to treat us just the same as office based staff our jobs are more physically exhausting.

Treat us as individuals, not as numbers on a spreadsheet.







Get in touch