

# NHS Case Study

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*"Pure provided an honest and consultative approach. I was delighted with the service received throughout the process and thank them for identifying that I had the skills and attributes to succeed in a sector where I had no previous experience." Mark, successful appointee to NHS North East Essex"*

## Background

Historically the role of NHS Primary Care Trusts has been two-fold. Firstly to commission services for the local population and secondly to provide community healthcare (midwifery, minor injuries, addiction control etc). Following a review it was recognised that it was in the interest of fair and open competition to separate out care commissioning from care provision. All back office functions needed to be separated out and North East Essex came to us to build their new finance function.



## The Organisation

NHS North East Essex is responsible for commissioning high quality health services for the 320,000 residents of Colchester and Tendring with a budget of £500m.

This newly formed commissioning trust needed to recruit a high volume of exceptional finance personnel to ensure the transition ran smoothly and that it had an appropriately skilled workforce.

Roles were a mixture of existing and newly created posts and levels ranged from part-qualified accountants (Band 6) to an Assistant Director of Finance (Band 8C)

# Pure

Resourcing  
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Accountancy  
Office  
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The NHS logo, consisting of the letters 'NHS' in white on a blue rectangular background.

## North East Essex

## The Brief

NHS North East Essex contacted Pure Resourcing Solutions at a time of significant change within both its structure and its culture.

The Trust needed to work in partnership with a reliable partner who would be able to facilitate a comprehensive recruitment process which would attract a varied pool of applicants.

It was also imperative that we worked within the NHS recruitment guidelines, offering a consistent application and assessment process to ensure fair play for internal and external applicants.

## The Solution

In order to attract both commercial as well as NHS-experienced applicants we utilised a mix of online adverts to include NHS Jobs and various local and national job boards. For more senior roles we recommended that we advertised within a trade publication to attract Qualified Accountants that may not use NHS Jobs when job searching. We opted for Accountancy Age and designed an advert which was cost effective yet eye-catching enough to reach the target audience.

For more information on our NHS expertise and services please contact Tom Earl on 01473 250990



The assessment process was suitably rigorous and included three rounds of interviews and personality profiles (The Quest Profiler).

## The Result

We successfully recruited eight roles within a six month period. We have been able to provide candidates from both the private and public sector and given the NHS North East Essex candidates that they may not have secured via NHS Jobs. For a number of candidates this has been their first experience of working within the NHS and the feedback has been excellent.