

## 'Making a Mark'

### Mark Holder Social Impact Declaration

#### Mastercall Healthcare

Mastercall Healthcare is an award-winning Social Enterprise, providing a range of 'out of hospital' healthcare services across the North West of England.

We pride ourselves on being a patient-centred organisation, providing innovative, safe and effective high-quality care by our highly trained, experienced and motivated employees and GP contractors.



We are proud of our reputation as a 'key stakeholder' in the local health and social care economy and we are credited with being a high quality, high performing and highly responsive service.

The Social Enterprise Mark criteria includes a requirement for all applicants and renewing Mark Holders to answer a set of social impact questions, which illustrate how they are striving to meet their social/environmental objectives.

Below are examples of how **Mastercall** is Making a Mark, striving to create a positive impact on people and planet.

Email: [enquiries.mastercall@nhs.net](mailto:enquiries.mastercall@nhs.net)  
Website: <http://www.mastercall.org.uk/>  
Phone: 0161 476 0400

## Investing in social value

We have been working to identify specific actions, improvements and quantifiable benefits related to our social value, which include:

- We are a disability confident employer and already operate a guaranteed interview scheme for candidates who meet the essential criteria
- We have a comprehensive staff wellbeing programme, the benefits of which include an improved sense of wellbeing, increased morale and reduced absence levels
- We provide health care services to the local homeless community through our dedicated GP and Advanced Nurse Practitioner

Our investment in social value is estimated to be £35,000 in 2020/2021.

## Social value action plan

We have created a social value action plan, covering all services, projects and actions, which is aimed at improving the social value contribution of all Mastercall services and staff:

- Social Value Governance
- Thematic Approach
- Delivery Capability
- Engagement and Collaboration Plan

## Reinvesting profits into improving patient care

As a social enterprise, all profits/surpluses are reinvested into the delivery of patient care. Additionally, we have developed and invested into software to safeguard NHS expenditure by ensuring that overheads are low and the maximum % of every pound is available for direct delivery of patient care.

By generating income from the sale of software, we have invested this into the further delivery of patient care. By offering these products to counterpart healthcare organisations, especially social enterprises, they in turn can do the same.

Email: [enquiries.mastercall@nhs.net](mailto:enquiries.mastercall@nhs.net)  
Website: <http://www.mastercall.org.uk/>  
Phone: 0161 476 0400

