

# BIEN CHEZ SOI

## Client Case Study



## THE CHALLENGE

Since 2008, Bien Chez Soi has been providing home and health care services in Quebec, Canada. It was founded by Alison Green when she was just 23, after she saw first-hand how difficult it was for her own grandparents to navigate the public health care system. Alison's grandfather required support that her grandmother could no longer provide, yet the wait lists were incredibly long to receive care at home. When she started to research private options, she found **there was a gap in the services she wanted for her family**, and Alison realized many others were likely experiencing similar circumstances.

That's when she decided to take matters into her own hands. **Bien Chez Soi was born - and is now the largest private home care operator in Quebec**, providing personalized services and solutions that promote healthy living for seniors, young families and others who require extra support at home.



*"Bien Chez Soi's team works hard to become the benchmark for home and health care services in Quebec.*

*We support the needs of young families and our ageing population with a family approach that sets us apart from others.*

*With a trustworthy, qualified team, we are able to ensure a better quality of life for you and your family."*



## THE FRANCHISE IMPERATIVE

Early on, Alison recognized that the easiest way to serve clients across the province, including in remote areas, would be to offer franchises. But in order to do that, she not only had to make sure she had a detailed understanding of the public health system, which has very specific requirements for private care providers, but to also have **the proper structure and business tools in place to ensure operations were seamless.**

Her goals for Bien Chez Soi were threefold: provide reliable, quality care to anyone who wished to remain at home as long as possible, anywhere in the province; ensure her employees worked in the best possible environment, in control of their schedules and their work-life balance; and once on board, help her franchisees grow efficiently and profitably, fully supported along the way.

## THE SOLUTION

At first, the Bien Chez Soi team managed everything from accounting to invoicing manually with spreadsheets and emails. This took considerable coordination and time – and there was plenty of room for error.

They recognized that a key element in achieving seamless operations – particularly if they wanted to franchise – was **ensuring the agency had a strong, modern software solution in place to streamline billing, payroll, and clinical documentation.** They also wanted to ensure employees were empowered to manage their schedules remotely with a mobile app.

**AlayaCare was selected as the software of choice, and they rolled it out in 2016, the same year they started offering franchises.**





## ALAYACARE: THE KEY TO CONSISTENT CARE

"We could not have evolved as we have without AlayaCare in place," says Ashley McLellan, franchise operations director. "We've brought on **11 new business owners since 2016**, but we've managed with very minimal operational growth in those three years because we've been able to realize so many efficiencies with the software. It would be very difficult to sell franchises without the technology we have in place with AlayaCare."

**Today, Bien Chez Soi  
has 26 franchises and 250  
employees across the province –  
rapid growth that AlayaCare has helped facilitate.**

She says that AlayaCare also supports a key priority for them: **matching the right clients with the right employees and ensuring consistency of care.** In doing so, Bien Chez Soi has built satisfaction for both clients and caregivers, with lower turnover rate among employees largely because they enjoy their interactions with clients best suited to them, and **they're empowered to manage their own schedules.**

When interruptions do happen, a sick care worker for instance, Ashley says clients tend to actually wait until their matched worker gets better and returns to work. "This is proof that we've done a good job at finding the right person for them," Ashley says. "The client has chosen us because of our consistency, because we have created a routine around their needs and found someone who complements their situation."



## SHIFT OFFERS: CENTRALIZING COMMUNICATION

With multiple franchises and business owners now on board, **managing staff schedules was quickly becoming a challenge.** The Bien Chez Soi team knew that streamlining communication to employees was imperative but found that emails weren't efficient or reliable methods of managing important updates such as scheduling changes.

In July 2019, **Bien Chez Soi began exploring AlayaCare's shift offers feature,** which allows staff members to communicate directly within the software. Now, the management team can access the same information simultaneously, with complete transparency into care worker schedules, competencies and availability.

While Bien Chez Soi's use of the shift offers feature is still in its infancy, Ashley says the team is already starting to see a meaningful difference. "The ability to be able to communicate quickly when there's a last-minute cancellation or be notified if a client has an urgent health situation -- and subsequently provide timely solutions -- has been invaluable," says Ashley.



*"We can quickly and easily fill vacant visits and ensure everyone is more efficient with their scheduling and staffing needs. The software frees up time that can be better spent meeting with clients, developing the business, and creating new partnerships within the community."*

*- Ashley McLellan,  
Franchise Operations  
Director*



## LOOKING AHEAD

Eventually, Bien Chez Soi envisions a fully fluid system that flows through all its franchises within AlayaCare, with the **shift offers feature allowing employees to pick up work with any franchise they choose.**

"If we can only offer a particular employee 20 hours and they need 40 hours to make a full salary, we know they will look for those additional hours somewhere else," says Ashley. "Retaining good staff is imperative, and we don't want to risk losing them to employment elsewhere.

With the shift offers feature, we can help our caregivers stay within the Bien Chez Soi family, and envision our franchisees sharing when they are unable to fulfill a visit so that any of our employees anywhere who are looking for more hours can pick up the shift if they choose."

Bien Chez Soi is already being recognized for its efforts to promote employee wellness and empowerment, and recently received a certification from the province called the "Certification Travail Études Famille" for businesses that promote a healthy work-life balance.

"Everything we do ladders back to our goals to take care of our clients, our employees, and our franchisees," says Ashley. **"We want to grow - but grow well. AlayaCare's software is one way we're doing that - by helping us be agile, responsive and caring home care providers."**



## UNLOCKING VALUABLE INSIGHTS

In addition to supporting day-to-day operations, the Bien Chez Soi team has realized the potential in the data insights that AlayaCare's software provides, allowing staff to plan ahead and proactively anticipate resource needs.

"Ensuring we have the right staff in place in the right areas of the province is an ongoing struggle, particularly with our rapidly aging population," says Ashley. **"The data we are able to pull out from AlayaCare's software allows us to see exactly how quickly we're growing our business,** how long it's taking us to reach certain thresholds of care, and when we'll likely need to start recruiting new candidates with particular skill sets."