



Care Possible.

Self & family managed care

Care Possible is Manitoba Possible's fully realized online platform for self and family managed care services.

Care Possible exists to connect all Manitobans seeking care with safe, vetted care providers available where and when they are needed. Users can register as a client or care provider. The platform facilitates community connections, and makes the process of hiring, managing, and paying for care easier.

Successes

Since our public launch in November 2022, the platform has:

- Registered over 1,600 unique users
- Onboarded 213 verified and vetted care providers
- Posted 174 jobs
- Delivered 1,213 hours of service at an average wage of \$18.04 per hour

The platform features basic analytics capacity that has allowed us to gain insight into care needs across Manitoba. We plan to continue to share outputs generated by Care Possible as the analytics dashboard is fully developed and implemented.

Challenges

Brand Awareness - we continue to work within a limited marketing budget to establish Care Possible as a trusted, not-for-profit brand that is strongly associated with Manitoba Possible.

Technical Issues - as with any new technology, we have encountered occasional bugs or interface issues that have negatively impacted the service experience for some users.

Partnerships - we continue to work with agencies, funders, and care service providers to explore partnership opportunities, including direct payment options. We believe that Care Possible has the ability to significantly improve access to care by reducing or eliminating caregiver workload and out of pocket expenses. However, meaningful collaboration has been difficult to establish with funders, leading to avoidable pain points and threatening the sustainability of the platform. Care Possible can make self-managed care accessible and affordable to all Manitobans, but it relies on the cooperation of various funders to remove persistent barriers that prevent equal access to care.

Impact on Self-Managed Care Services Landscape

Through its first six months of operation, Care Possible has demonstrated its capacity to connect more Manitobans with care, when and where they need it.

Compared to for-profit providers:

- Service Providers on Care Possible earn higher average wages
- Clients using Care Possible pay significantly less in overhead fees

We continue to hear regularly about labour shortages affecting caring services such as homecare. Despite a challenging labour market, Care Possible has successfully increased the caring capacity of local communities by attracting new service providers to the field.

- To date, the supply of available workers on the platform has exceeded the number of listings.
- Many service providers note that the flexibility afforded to them by Care Possible has allowed them to balance their workload with other commitments.
- Care Possible has attracted workers including retirees, business executives, public figures and other professionals, who seek flexible opportunities to engage in socially impactful work close to home.

Care Possible may provide a more cost-effective and socially-conscious solution to CLdS funded agencies who have had to rely on temp services to address chronic staffing shortages. Data generated through Care Possible analytics has the potential to provide policy inputs leading to long-term, sustainable solutions for the sector, including the true, market-value of DSP labour.

Impact on Clients and Care Providers

"I was looking for a caregiver for my adult daughter and Care Possible more than delivered a worker that was suitable for the position. They took the time to understand my needs and bent over backwards in finding that person. I recommend Care Possible to everyone who is looking for the type of service they provide."

- Client

"I was looking for help for my elderly mother. After placing ads with no luck, I turned to google and found this company, Care Possible. I put an ad on their website and within a day I had several inquiries. Through their online dashboard, I was able to bring in the applicant for an interview. After meeting and feeling comfortable with her we decided to hire her for just over a week's worth of visits. She was excellent company for my Mom. The online system is easy to navigate, Sania is online to help you when you need. It's a great company to deal with and their costs are very reasonable. I will definitely consider using them in the future."

- Client

“It has been a challenging process to find a reliable caregiver for our kids. Then I heard about Care Possible. I created a profile. Within one month I found a great person who fits our needs. It is great that Care Possible is getting their care providers to obtain the required security screening. Once you find suitable people on the platform you can interview them and see whether they are the right fit. The platform is very easy to use when it comes to making a profile and finding the right person. I would recommend Care Possible for your family’s needs.”

- Client

“Care Possible has provided me with invaluable support and service. From the moment when I started using their website to offer support worker services as an individual contractor, I felt taken care of and valued as a customer. Their services are top-notch and consistently exceed my expectations. They provide prompt responses whenever needed, promptly addressing any concerns or queries that may arise. Overall, Care Possible is an amazing organization and one which I highly recommend for anyone in need of assistance with personal health or wellness goals.”

- Care Provider

“Working with Care Possible is a different experience for me. I have never had a chance to help someone who is in real need and it really feels blessed to give a helping hand to someone. The whole process was very smooth and I really enjoyed working with Care Possible.”

- Care Provider

“Care Possible was created at the perfect time! I have a full time job within social services, but as a former direct support worker I was missing the direct support work. I wanted to get back into support work but didn’t know where to start; I wanted to be in control of my hours and availability. One night while scrolling through Instagram, I saw an ad through Manitoba Possible, for Care Possible! Care Possible was EXACTLY what I was looking for, being able to choose your own wage, hours and who you work with is perfect for people with busy schedules. Sania is readily available and has been a big help during the process!”

- Care Provider

We look forward to continuing to develop Care Possible to better serve the needs of our community. Do you have questions, comments, or partnership opportunities? Please contact mbarnby@manitobapossible.ca.



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