

# Home Healthcare CFO of the Year 2023 (UK): Simon Walters

Delivering high-quality medical and care services to NHS patients in the comfort of their own homes, HomeLink Healthcare is a clinician-led specialist hospital-at-home service provider that values the wellbeing of its patients and the stability of the NHS. In his role as CFO, Simon Walters brings a wealth of experience to HomeLink Healthcare. Join us as we delve into how he does it.

With a client base of NHS hospitals from whose wards patients have been discharged to their respective homes, HomeLink Healthcare visits each patient day-to-day to provide care in a comfortable home setting. Being in your own home in the company of family is what you want when you have been in hospital, feeling worse for wear, which is why HomeLink Healthcare prioritises kindness, efficiency, and quality services in the patients' residences.

At the helm of its finances is Simon Walters, from whose considerable experience HomeLink benefits. Having worked in CFO roles across a range of sectors for over 30 years, Simon has accumulated skills and knowledge that he applies to the role. In particular, several years as FD of a group of care homes equipped him with abilities pertinent to his position as HomeLink Healthcare's CFO. There is a multitude of parallels with the requirements at HomeLink – something that Simon drew upon when sector-specific knowledge was useful at the beginning of his journey with the company.

In addition to technical accounting expertise, Simon regards the use of tact and diplomacy as important in his role. He believes that to interact effectively with clients, colleagues, his fellow directors or other stakeholders, he must conduct himself with professionalism and tenacity, generating reassurance and gravitas. Simon appears to take a versatile approach towards the role that perhaps isn't always seen in the industry.

However, despite his wide variety of skills, Simon is constantly looking for improvements and encourages his staff to do the same. A company's growth is hindered without a strong team behind it, and Simon is committed to providing staff with the technology and tools that they need. His open-door policy, being approachable and amenable, makes it easy for them to ask questions, without having to worry about his reaction. As Simon expects exceptional work, he takes the time to educate his team on how to meet incredibly high standards. Having time for everyone is an admirable trait that we think really sets him apart.

Challenges arise with growth. There has been a 270% increase in staff numbers during Simon's three-year tenure at HomeLink, and annual turnover has risen twelve-fold. These have certainly tested the capabilities of the CFO and his team. The introduction of technology such as a new app for supplier invoice approval, improved routines for ensuring completeness of income, and other ways of streamlining financial reporting, have been overseen by Simon.

In the healthcare sector, it is no secret that patient care and safety are top priorities. Therefore, Simon is fortunate to have a first-class



management team around him to recruit clinical staff who are each fully focused on providing the best care for clients. Nursing and healthcare colleagues are expected to deliver great service with the utmost sensitivity and care. This underpins a healthcare provider such as HomeLink Healthcare flourishing in the eyes of its clients – more than 98% of whom have said they would 'highly recommend' the company.

Despite having held the title of CFO at HomeLink Healthcare for three years, Simon believes that there is still work to be done. His development doesn't simply end with recent improvements – he is consistently adapting himself to deliver the best results possible. There are many expansion opportunities for HomeLink Healthcare and Simon is determined to explore the potential of each one.

As a result of his diligence and commitment, Simon Walters has rightfully earned himself the title of Home Healthcare CFO of the Year 2023 (UK). HomeLink Healthcare is a thriving firm and, with Simon's assistance, the company is sure to reach even greater heights in the years to come. We can't wait to see it happen.

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