

# Case Study

## ERNIFlex



## THE COMPANY

Primcura Healthcare, founded on 1st January 2021 by Managing Director Rob French, has rapidly established itself as a trusted provider of temporary and permanent healthcare staff.

Rob's vision for Primcura was shaped by his upbringing, his mother served as a registered nurse for 35 years, and his own professional journey, which included a career in professional sport followed by a decade in healthcare recruitment beginning in 2011.

From its modest beginnings with just two employees, Primcura Healthcare has grown to a team of 14 internal staff and over 260 healthcare assistants, support workers, and registered nurses. Rob's ambition has always been clear: to build a company that leads in the provision of exceptional healthcare staffing solutions.

## THE INTRODUCTION

Rob was introduced by their accountant and trusted advisors to us with the initial objective to explore opportunities to enhance profitability.

Monthly  
**30%**  
Reduction  
Employers NIC

Annual  
**£75<sub>K</sub>**  
Increase  
Profitability

## THE OPPORTUNITY

To enhance profitability by reducing employment-related tax burdens through efficient restructuring or tax relief optimisation - all within HMRC guidelines.

### »»»» The Service

An HMRC-compliant, innovative tax solution that strategically reduces Employer National Insurance contributions (NICs) without affecting employee take-home pay, while maintaining full legal and ethical compliance.

### »»»» Our Approach

Through a structured approach we identified eligibility by analysing payroll data, and proposing and implementing a tailored solution - the process ensured seamless integration into Primcura's existing payroll systems providing immediate cost savings.

### »»»» The Benefits

Primcura benefited from improved cash flow, measurable ROI, and long-term financial efficiency, supported by transparent documentation, compliance assurance, and ongoing monitoring. Ultimately, it empowered Primcura to achieve sustainable profit growth through smarter, legally sound tax optimisation.

### »»»» The Futures Bright

Rob was attracted to ERNI Flex for several key reasons: it is an innovative yet proven solution that has been successfully implemented across multiple sectors since 2016, delivering consistently strong financial outcomes.

After conducting comprehensive due diligence including obtaining testimonials from several long-standing ERNI Flex clients, Rob was fully confident in the credibility and effectiveness of the solution.

As he explained, *"The icing on the cake was the involvement of an independent former Senior HMRC Tax Inspector. His expertise provided complete assurance that the solution is entirely legal and fully compliant with HMRC regulations."*

## HOW COULD WE HELP YOU?

Ready to reduce costs and boost profitability? Our proven, compliant solutions help businesses like yours achieve measurable savings and sustainable growth.

Get in touch to see how we can make a difference.