

Independent living, technology
enabled, fit for the future

Supported living for people at home – why?

- **Choice** – people want to stay at home but need to feel safe and confident
- **Increasing demand** – older people requiring support as a proportion of the whole population will continue to increase
- **Cost** – residential care is significantly more expensive than effective homecare and hospital care is higher again (£700 pw vs £150pcm vs £1,200 pw)
- **Market** – 2 out of 3 people requiring support are self funders, not relying on the State, and are attracted to “luxury” products (residential experiences)
- **Technology** – connected homes are a reality today and the range of products is bewildering but completely disjointed
- **Connectivity** – Superfast broadband is well distributed and much more resilient and ultrafast is following behind
- **Commerciality** – many of the potential customer are capital rich but revenue poor yet there are no “whole service” subscription models out there to smooth the cost over time

Wider context – equipping us to be fit for the future

- **Intelligent movement** of people, things and data to safely improve access, speed and convenience whilst minimising congestion, pollution and cost
- **Customer centred public services** built around a “once and done” model for residents and businesses, harnessing technology for access to services, data ownership, sharing and analytics
- **Places fit for the future**, spatially designed for a great quality of life for people and families of all ages using the best technology can offer to support how we live, learn, work and play
- **Technology enabled economic survival and growth** to support our population and the inevitable demands for wealth creation
- **Independent Lives, technology enabled** – live safe and well at home, continuous skills development through lifelong learning to keep pace with the changing world of work

Independent Lives

Helping people retain control of their own lives for longer, confident in themselves and their surroundings

The Challenge

- Growing adult social care funding gap and disaggregated self and public sector funding approaches
- Over reliance on residential care instead of helping people live fulfilling lives longer in their homes
- Services segregated by institutional legacy (Housing, social care, NHS, transport, pensions, benefits)
- Data held in many places and designed or collected round the person
- High dependency methods for people needing support throughout their lives, services by institution and not person

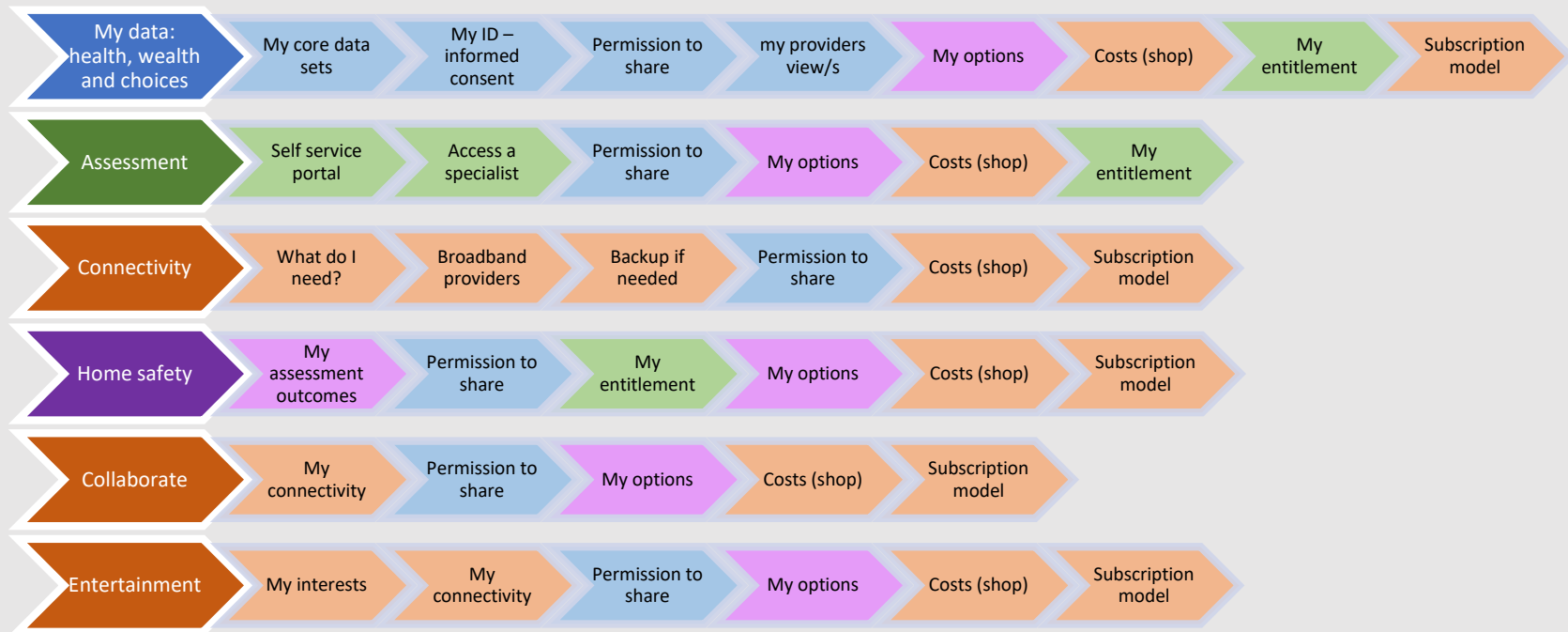
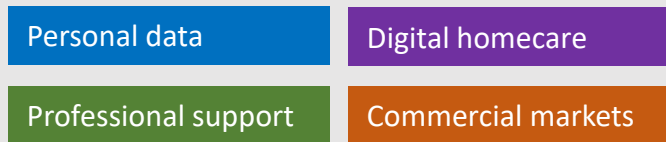
The Opportunity / Imagine If

- “get me home safely” ensuring people are able to return home after illness (and home is equipped to help them) within 2 days of discharge
- “live safe and well at home” you can buy a digital home help package for all your needs, defined by you, at an affordable monthly price
- You can give permission for those that need it to access your information whenever required, to support you

What we can do

- Create the get me home safely model by reshaping the discharge to residential care market to meet consumer expectation
- Create the live safe and well at home model across public services to provide a wrapped consumer service that enables people to stay at home longer with better quality of life
- Establish the information sharing and supporting analytics models required for these digitally enabled services

What kind of model can work? Composition of service provision



Commoditisation of the market

- This has been done before, many times (TV, PCs, gym membership) as affordable monthly subscription models
- The capital outlay for equipment can be recovered over time and the market is quite predictable
- Many of the elements are already mature commercial services, we just need to join the dots
- Assessment is critical to ensure integrity of the offer to the need
- The actual homecare specialist element is minor relative to the whole experience
- The customer (or representative) must retain ownership of their data and confidentiality is crucial to securing trust in the market