

From 4+ hours to 30 minutes. Zero rejected checklists.

How Ealing Council used AI to transform CHC checklist quality, free up practitioner time, and strengthen ICB relationships.

80%+ time saved per checklist	ZERO rejected checklists	~30 min average completion	6 Sector Award shortlists
---	------------------------------------	--------------------------------------	-------------------------------------

The Challenge

CHC is one of the most pressured processes in adult social care. In Ealing, checklists took over four hours to draft, involving repeated re-typing, searching across multiple records, and extensive reworking after rejection by ICBs. Nationally, there is a 3.5x variation in acceptance rates between areas, and an estimated £270m annual cost shift into adult social care from unmet CHC eligibility.

What Changed in Practice

- Quality accepted by ICBs:**
A social worker submitted a manual checklist and received condescending ICB feedback. The same case, redone with CHC+, was accepted without any challenge whatsoever.
- Manager time freed up:**
The CHC lead no longer needs to audit every checklist or hand-hold practitioners through drafting. Staff now come to her for practice discussions, not help with paperwork.
- Workforce confidence:**
Social workers are now excited about completing checklists — they complete more of them, faster, with far greater confidence in evidence quality.
- Rework eliminated:**
Rejection rates dropped from approximately 1 in 10 to zero across the entire pilot period.
- Financial impact:**
Ealing has exceeded its annual CHC acceptance target of 2 cases, with 9 already accepted for the year.

The Approach

Co-designed with 6 frontline practitioners and 2 managers over a structured pilot. Weekly huddle meetings drove iterative improvement. The partnership mapped the entire CHC pathway, defined what 'good' looks like across every domain, and embedded ethical AI training throughout. Technology was shaped around real practice.

Ethical AI by Design

- ✓ All decisions remain with the social worker
- ✓ UK-hosted, GDPR compliant, no secondary use of data
- ✓ Decision support, not decision making

In Their Words

"Social workers are excited about completing checklists now. When they come to me, it's not about writing the checklist anymore - it's about something else entirely."

— Zephy Polius, CHC Lead, Ealing Council

"She submitted a manual checklist and the feedback from the ICB was condescending. They completed it with CHC+ and... nothing came back."

— Zephy Polius, CHC Lead, Ealing Council

"It is really helping in terms of reducing that back and forth with our ICB partners. The tool is very, very clear, concise and easy to use. That's the feedback I'm getting from the social workers as well."

— Denise Donkor, Head of Service for CHC, Ealing Council

"The difference now is like night and day."

— Shirley Ellis, Social Worker, Ealing Council

"Every local authority should be using CHC+."

— Chris Ahadzi, Social Worker, Ealing Council

Scale & Next Steps

- ▶ Full rollout across all Ealing adult social care teams
- ▶ Pilots live in Buckinghamshire, Stoke, BCP & Coventry
- ▶ Early adopter cohort of ~15 councils now forming
- ▶ Secure transcription functionality in development
- ▶ DST+ (Decision Support Tool) phase in early development

The financial case Even a single CHC case accepted likely covers the full annual cost of the tool. Ealing has already exceeded its yearly acceptance target.

A Partnership Approach

- Outcomes Matter Consulting — Plus Innovations approach to co-development and delivery
- HGS UK — secure AI infrastructure
- Ealing Council — practitioner co-design & testing

How CHC+ Works



Ready to explore CHC+ for your council?
Contact emma@outcomesmatter.co.uk to arrange a demo

Co-developed by Outcomes Matter Consulting, HGS UK and Ealing Council