wightcare
your Island lifeline to independence

Enhancing the Wightcare service – Options for future service delivery

June 2022

Recommendations summary

- Development and delivery of robust growth plan and associated service development action plan to achieve financial breakeven of the Wightcare service within two years – retaining the Wightcare service inhouse and building on well-established brand

    - Establish/enhance relationships with front line teams & public sector partners (awareness training, attending team meetings/funding panels, drop-in surgery sessions, trusted advisor role, liaising with Fire Service over safe & well checks)

    - Establish robust referral process for social care and health, focused on outcomes and risk, and measuring expected impact at point of referral (closer working with Finance & Performance to establish mechanism for monitoring benefits to social care and health through avoidance/slowing progression of need)

    - Create supporting marketing collateral/assets to drive growth (Wightcare website – linked through to Council site, Twitter campaigns, video case studies, seasonal campaigns aligned to Winter/Carers week/Falls week etc) and creation of standard service packages for private paying customers (Wellbeing, Falls, Dementia Care)

    - Phased redesign of the service to refocus roles and support growth plan (increased marketing, better referral management, aligned to changes in demand on the service)

National context for TEC

The landscape of Technology Enabled Care (TEC) service delivery and commissioning is continually changing, with a clear focus over the next 2-3 years being the analogue to digital transition; there is also a growing opportunity to take enabling technology forward and firmly embed within a blended model of care, combining the virtual and physical, aligned to co-production and choice and control and being able to meet the increasing consumer demand for solutions supporting everyday routine.

The appetite for digital technology in society has never been greater as we see the vast majority of people using a smart phone on a daily basis and over 13 million smart speakers in homes in the UK.

The past 18+ months of the Covid-19 pandemic has brought the opportunities for wider adoption of digital solutions to the forefront of thinking across both society and social care, health and housing services, not just in terms of how to use digital within delivery of different services to improve the efficiency of organisations and their workforce, but to improve the experience for the service user/patient/tenant and also to better align with their increasing expectations.

The same can be said of Care Technology-Telecare and the pace of activity around the analogue to digital shift (A2D) – this slowed as the various lockdowns impacted on services and focus shifted to stabilisation and service continuity, but A2D activity around the UK has accelerated significantly in its thinking, but not as significantly in its adoption.

Wightcare position within the national digital shift

Wightcare have their digital journey underway, with 52% of customers already provided with digital alarm units in their homes

There are many projects ongoing that are moving the organisation along their digital roadmap:

- A2D transition work including the upgrade of the ARC platform to a fully end to end digital platform (requiring scoping of the marketplace, creation of a specification and subsequent procurement exercise)
- Falls Prevention project using TEC
- Home from hospital initiative - Discharge service that provides 6 weeks support with TEC free of charge, with a view to retaining the person in the service as an ongoing paying customer (providing both timely support post discharge and a 'try before you buy' window for the individual and their family)

Wightcare have the vision to take the service forward into the digital era and widen their offering. The service is in a strong position versus the national picture **(52% digital coverage vs c.20% national average)**, but does need a robust development plan to strengthen the building blocks of the service

Overview of current Wightcare service offer

Wightcare is a service available to support people to live independently at home, unique on the island in that it is the only island-based service that installs and maintains equipment, monitors calls 24/7 and provides a mobile response team, currently supporting over 2,180 people (with only 8% in receipt of funded social care services)

Other organisations provide remote monitoring (e.g., to contact a relative or carer by phone) but do not have a team who can respond immediately in an emergency should an urgent response be required.

The Wightcare service provides an extensive list of optional chargeable services including:

- Assistive Technology (alarm unit and pendant, advanced tech GPS locators/SOS buttons, epilepsy sensors, fall detectors and many more)
- Daily Living Aids
- Welfare Calls (Telecheck Service)
- Installation and maintenance of equipment
- Monitored calls 24/7
- Mobile Responder service

Wightcare is a local service that is over 30 years old and has been providing families with reassurance that their loved ones are supported and kept safe in their own surroundings.

Evaluation of Wightcare Service Strengths

- 24/7 mobile response service including lifting
- Relationships – know the people, patient, caring, thorough
- Reputation – providing added value to health and care services
- Quality Standards Framework certified
- Not transactional; outcomes focused
- Always close the feedback loop and go the extra mile
- Personal touch / caring – known to customers
- Provides solid contribution to the general fund
- Security & accountability from the local authority brand
- >30 yrs experience
- Local knowledge
- Peace of mind
- GPS device– keeps you safe anywhere, not just in your own home

Added value support

In addition to emergency monitoring and response services, the Wightcare service delivers added value to health and care services, and to individuals and families through a range of additional support and interventions:

- Guided signposting into community services, networking and voluntary sector support

- Mobilisation of the mobile responder services to support calls for 2,647 falls, 488 incidents of being 'stuck', 69 calls for people who were 'unwell' and 50 incidents of welfare concern all avoided ambulance/fire or police support
    - Average responses times well within national 45-minute guideline; only **c.5.5% of callouts** required subsequent ambulance callout – significant reduction of long lie potential
    - Based on national average £252 cost for ambulance callout, **avoidance of £667k** through Wightcare attending in place of an ambulance for falls response (saving to IW Ambulance)

- Onward referrals, with consent, to other health and care services such as falls prevention, GPs, district nursing

- Providing call handling for other services, CRUSE bereavement (Free) and Council OOH (Half price)

- Manage lone workers and carers alert scheme for the Council and Carers IW

Current Wightcare service- SWOT

Strengths

- Local knowledge and call out team
- Small team – 18 responders, 9 call centre operators
- Ability to add on connection capacity with no additional resources
- Personal touch / caring – trusted brand
- Reputation – good in emergency response
- Security and accountability as local authority
- Wightcare speak directly with potential new connections about service offering
- Commenced supplementary service offer in Telecheck

Weaknesses

- Currently in financial deficit as a service
- Restricted by corporate website for promotion
- Too risk averse with staff numbers – areas of over resourcing vs demand, e.g., mobile response
- High pricing model
- Using a traditional, maternalistic service model
- Not explored new innovative tec widely
- Don't recharge for value-add work (yet avoids cost elsewhere)
- Better use of service data needed to grow service, e.g. 140 people received service free for 6 weeks post discharge, only 18.5% retained service

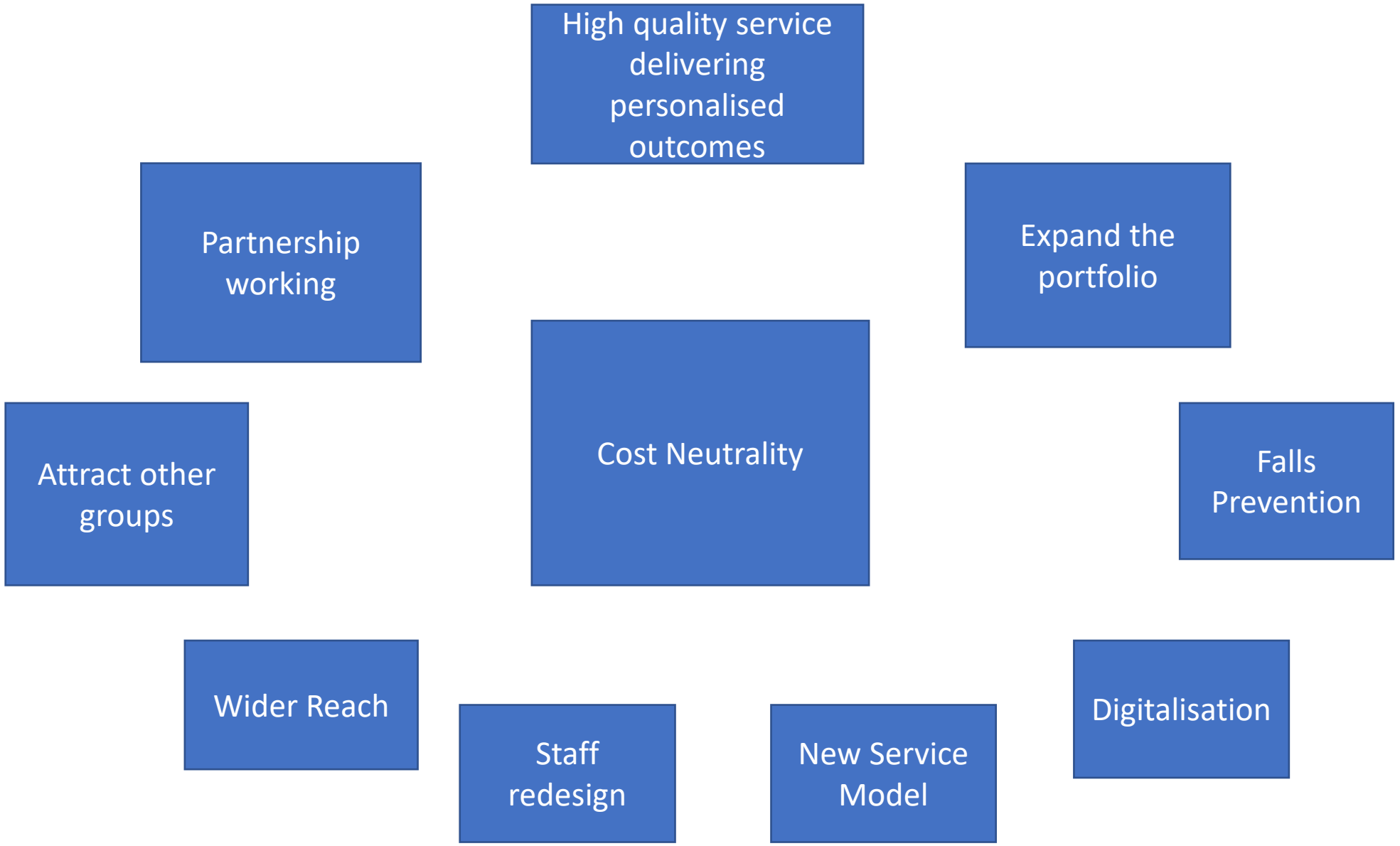
Opportunities

- Ageing population
- Post-COVID need for extra reassurance
- Embed within social work assessment
- High population of ageing individuals with no family support on the island
- Promote the added value work with other services and what contributions to retain service model

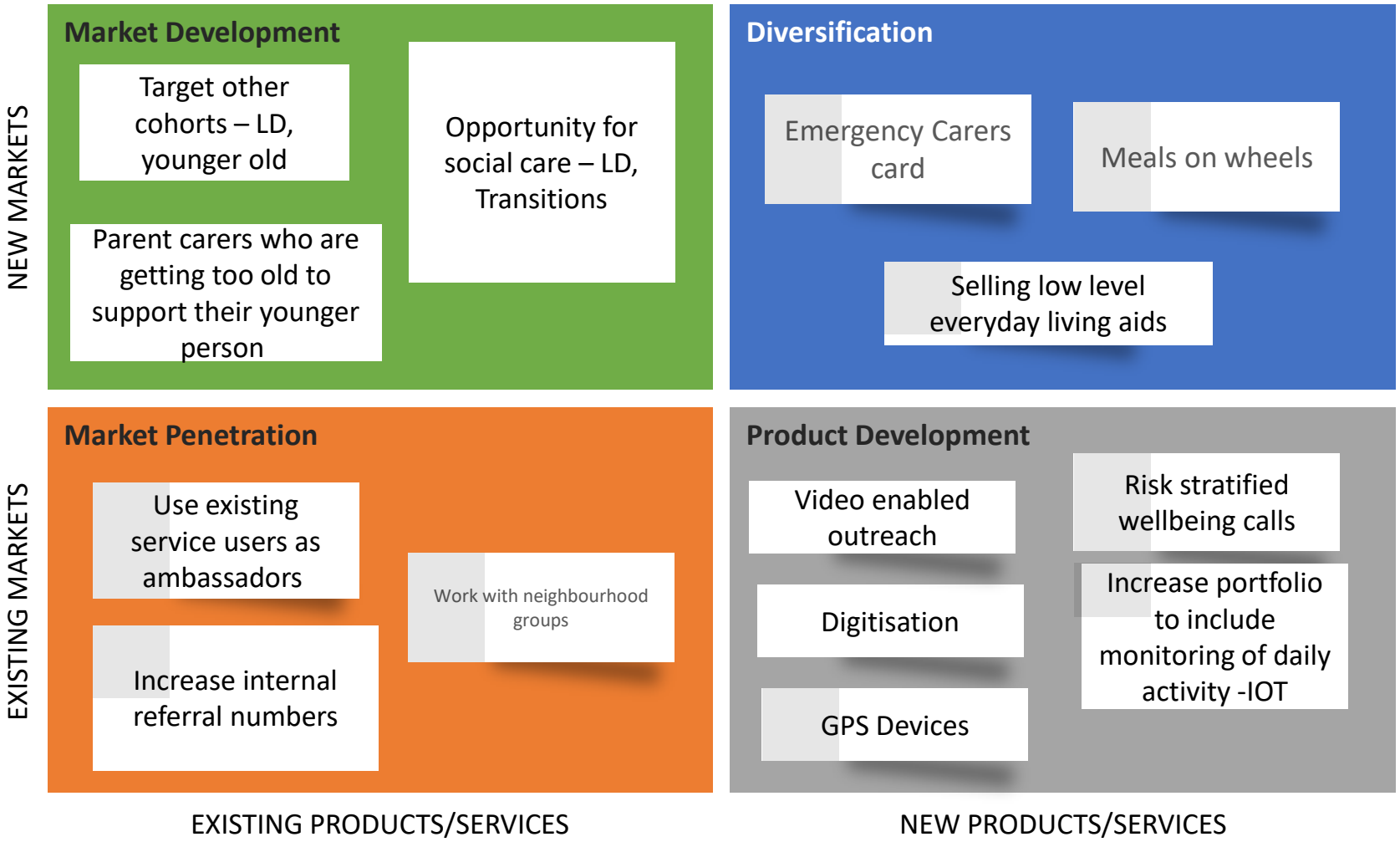
Threats

- National competitors offering more than personal alarms
- Being outsourced to a national organisation
- Being changed into a trading arm
- Net loss of 93 customers in 21/22

What are Wightcare looking to achieve as a service?



Ansoff Growth Matrix



Key drivers for technology – development areas across Social Care, Health, Public Health and Housing

Inactivity monitoring/dehydration - identifying lack of movement and providing prompts to move about the property, make a drink - focus on reducing risk of UTI/falls

Reducing risk of falls - utilising wearable technology and activity sensors to understand falls risks and capture predictive data/trends or utilising gait analysis and exercise programmes

Delivering proactive (video) calls to identified vulnerable and socially isolated people to promote Public Health messages – e.g. flu jab reminder, keeping hydrated, preparing for Winter, reminder of exercise routines post reablement

Supporting independence in the community – enabling activity outside of the home, supported through location devices, fall alerts and two-way communication to reduce risks and enable timely response to the individual

Enabling care delivery at distance - through virtual care visits (medication checks, wellbeing calls) – working in collaboration with domiciliary care agencies

Embedding digital technology within housing provision – effective support of vulnerable tenants (wellbeing clinics, social inclusion) and enabling efficiencies (housing repairs, concierge, reminders/calendars)

Competitor mapping

What are their perceived USPs?

- Economies of scale, well known brands such as PPP Taking care etc are able to offer a broader portfolio and an already digital service.
- Better marketing of their services
- Lower operating costs
- However, competition is largely based off the island

What marketing tools & activities are used?

- Website
- Social media
- Adverts
- Case studies to promote
- Sales collateral
- Partnering with charities
- Word of mouth

Competing private pay market

Isle of Wight (Wightcare)

1. Monitoring = £6.80 p/w
2. Monitoring & mobile response = £9.72 p/w
3. Telecare = £11.25 p/w
3. Telecheck service = £21.73 p/m for 7 weekly calls / £32.59 p/m for upto 14 weekly calls

Southampton City Council (Careline)

1. Silver service = £3.50 (without response) p/w
2. Gold service = £5 p/w (includes response)

Additional charge of £25 for installation and £40 for keysafe (required for Gold service)

Portsmouth Council (Safe at Home)

1. Standalone - £4.80 p/w
2. Basic - £6.80 p/w
3. Plus - £10.00 p/w
4. 24 hr response - £15.00 p/w (no lifting)

Set-up fee of £55
Keysafe required for all but the first service level

PPP Taking Care

1. Pendant alarm & monitoring - £4.08 p/w / 17.15 p/m (with £69 set up fee)
2. Fall alarm & monitoring - £5.95 p/w / £24.99 p/m (with £69 set up fee)
3. Taking Care Anywhere - £6.31 p/w / £26.49 p/m (with £70 set up)

Option of keysafe for £65.99

Hampshire County Council (Argenti – self-funders)

1. Starter package - £3.50p/w / £14.68 p/m
2. Falls Detector or Smoke Detector package - £4.64 p/w / £19.48 p/m
3. 'Out & About' package - £5.35 p/w / £22.48 p/m plus £149 initial equipment cost
4. Digital Premium package - £11.90 p/w / £49.99 p/m

No physical response

Competing private pay market summary of services

Organisation	Package	Monitoring	Responders	Telecare	Keysafe	Installation fee	Weekly price	Notes
Wightcare	Option 1	✓			Included	£ 90.00	£ 7.70	
	Option 2	✓	✓		Included	£ 90.00	£ 11.00	
	Option 3	✓	✓	✓	Included	£ 90.00	£ 12.73	
Portsmouth	Basic	✓		✓		£ 55.00	£ 6.80	
	Plus	✓	9pm - 6am	✓		£ 55.00	£ 10.00	No lifting
	24 hr Response	✓	✓	✓		£ 55.00	£ 15.00	No lifting
PPP Healthcare	Classic	✓			£ 65.99	£ 69.00	£ 3.95	
	Classic + Falls	✓		✓	£ 65.99	£ 69.00	£ 5.77	
Southampton CC	Silver	✓				£ 25.00	£ 3.50	
	Gold	✓	✓		£ 40.00	£ 25.00	£ 5.00	SO14-SO19 Only
New Forest DC	Standard	✓				£ 39.90	£ 3.76	
Hampshire CC	Starter Package	✓			£ 95.99	£ 60.00	£ 3.39	+£54 activation fee
	Falls/Smoke	✓		✓	£ 95.99	£ 60.00	£ 4.50	+£54 activation fee

Enhancing the service offer

What could be developed as enhancements or additional services?

- targeted wellbeing calls
- GPS devices
- additional support & visits during holiday season
- links to home improvement
- retailing basic aids to daily living
- Learning Disability/Transition Services

What would people be willing to pay? Redefining the tiered service model (silver, gold & diamond) or creating ‘packages’ such as Wellbeing package, Falls package

- What could be the impact of reducing service costs to make the service more attractive around price?

Who would be the customer?

- self-funders
- ICB/ICS – focusing on home from hospital support, D2A and avoiding re-admission

Who to target marketing at?

- Sons and daughters living at a distance
- Younger Old individuals

The vision for enabling technology services on Isle of Wight

The Health & Wellbeing Strategy 2022 - 2027 Healthy places for healthy people to live healthy lives across the Island

Three Priorities:

1. Healthy Places focus - healthy homes

2. Healthy People focus - mental health and emotional wellbeing

3. Healthy Lives focus - health inequalities

Positioning enabling technology at the heart of care and health support at home

A family-centre all age approach offer that promotes a holistic view of an individual's total

health and wellbeing is an effective means of improving the health in our communities

→

Access to technology that provides innovative and effective solutions to enable people to live healthily and independently for longer providing social connections in the place they live.

→

Adopting a Population Health Management approach using data from TEC to improve person-centred care, across health and care to designing new models of care and interventions to improve health outcomes and improve experiences of health and care services by being intelligence led and proactive.

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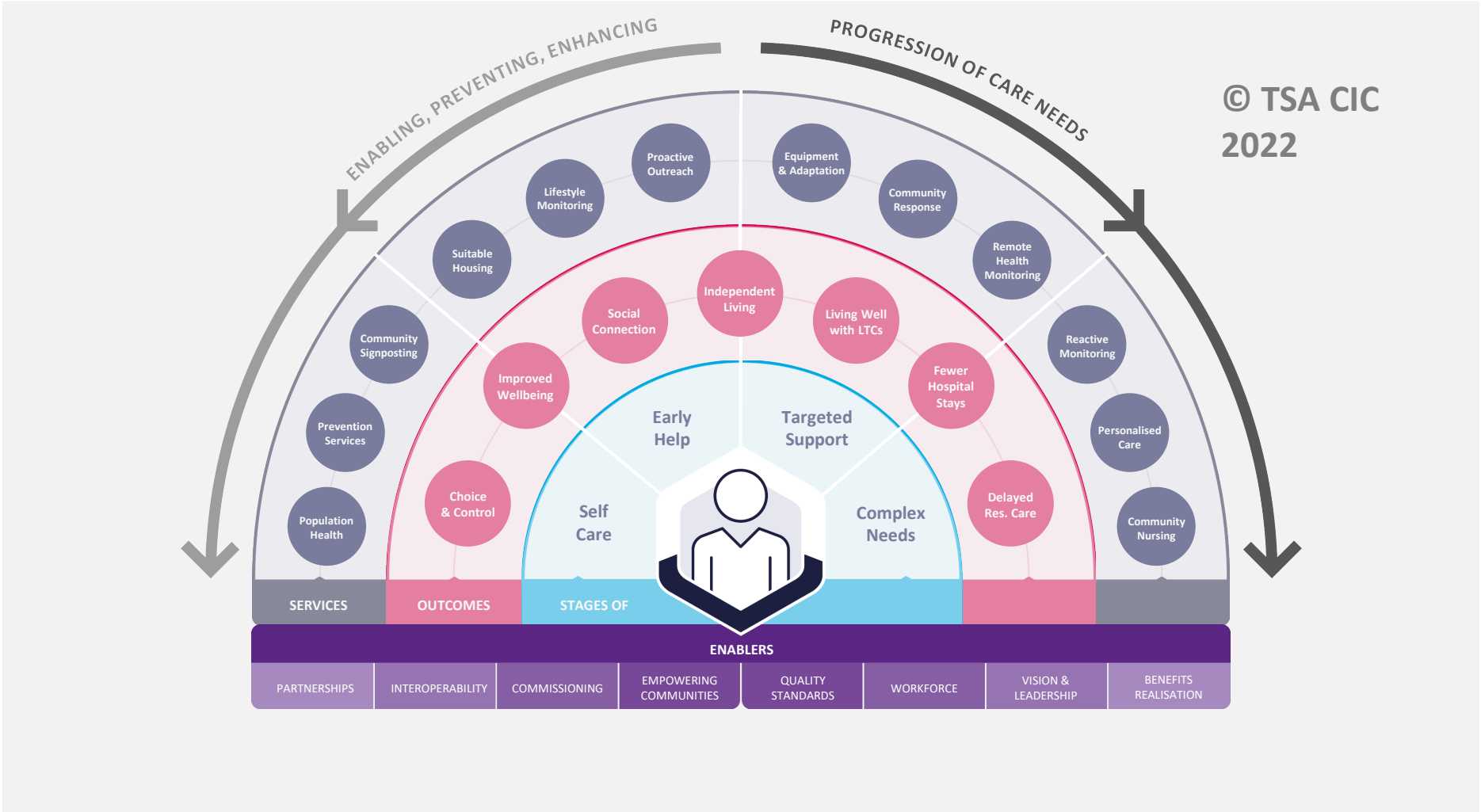
A more joined up approach with partners and providers for ensuring everyone can stay safe in their homes and improved care at home provision in the community.

Digital care technology & support services – slowing down the progression of need



Developing new elements in the service offer
What would provide the best return?

The best return would be using specific packages as below, with key messaging around the benefits of the package and support service.

It will be more attractive to family members who aren't sure what TEC to purchase for their loved one and resonate with similar consumer activity such as purchasing broadband or mobile phone packages, examples being:

- SAFE AND SECURE AT HOME PERIPHERALS: Smoke Detector, Ambient Temperature Sensor, Property Exit Sensor, IoT sensors
- DEMENTIA PERIPHERALS: CO2 Detector, Smoke Detector, Bogus Caller, Property Exit Sensor
- FALLS PACKAGE PERIPHERALS: Fall Predictor device, bed occupancy sensor, hydration cup (potentially combined with Telecheck to support hydration and nutrition rountine)
- WINTER CHILLS PERIPHERALS: CO2 Detector, Smoke Detector, Ambient Temperature Sensor (combined with Telecheck to help prepare for Winter, flu jab reminders etc)
- OUT & ABOUT PACKAGE: Providing GPS solutions with geofencing for safe walking, two-way audio in the device and coverage through roaming SIM across the island and when on holiday

Realising sustainable benefits & supporting demand drivers

Reablement

764 reablement episodes in 20/21

Opportunities to:

- Position enabling technology within reablement
- 6 week 'try before you buy' for those with no ongoing needs becoming potential private funders
- Utilise 'lifestyle' monitoring & data insights to support appropriate sized care packages post-reablement

Learning Disabilities/ Autism

Only 46 individuals funded by the LA are classified as disabled (learning and physically)

Opportunities to:

- Better utilise apps and simple prompts / reminders to support management of routine
- Enhance safe community access through GPS solutions
- Potentially reduce waking nights/sleep in costs using technology

Demographic growth

Isle of Wight population is expected to grow by from 142,296 to 171,200 by 2033

- 27.8% are 65 or over (2018)
- Predictions suggest that the number of 65-84 year olds are set to increase by 24% by 2030
- 80 plus group is set to increase by 31%

Quick wins for the Wightcare service

Cost neutrality is a high priority for the authority, in order to achieve this there will need to be savings made.

Review of the current costs for the service highlights the employee costs as the biggest overspend, coupled with reduced demand over previous months within mobile response in particular

Commence a phased redesign of the service to refocus roles and support growth plan (increased marketing, better referral management, aligned to changes in demand on the service). This would enable the service to continue to deliver and redistribution into new roles around Marketing and referral management).

Another quick win for the service will be implementing enhanced reporting and outcomes measures to allow accurate calculation of the added value work. This can be used in discussions around overspend to explain some of the deficit and to explore with partners financial contributions avoiding added costs to their service provisions.

Supplementary content

Broadening the scope of enabling technology solutions & wrap around support

Activity monitoring – data driven insights : using mixture of activity and motion sensors within an individual's place of residence, building trends and patterns of movement, notifying where individual patterns of movement change and delivering predictive analytics which can help to identify risks earlier and support right sizing of care packages.

Practical products/equipment: In broad terms, this covers any product designed to support or enable independence. This includes mainstream products and technology that provides assistance to people with specific needs, for instance; smartphones, smarter walking aids (GPS), medication dispensers, aids to hydration and nutrition, smoke and carbon detectors, flood detectors, bed sensors (not an exhaustive list).

Telecare 'on the go' and 'always on': Devices used in and away from the home that support independence and safer access to the community, facilitate two-way interaction and, through digital heartbeats, will notify in real time if faults arise.

Apps and self-management: A growing area of support where a mobile device, smartphone or desktop PC is used to manage health and well-being. These can also be used by an individual themselves (in line with outcomes of an assessment of needs and risks), paid staff and/or family carers to help with monitoring and care coordination.

Telehealth: Devices used in or away from the home that enable health 'vital signs' measurements such as blood pressure, glucose, weight, and wound management. This information supports decision making around personalised care planning/appropriate interventions.

Video consultations and tele-diagnostics: Enables electronic 'face to face' consultation between service users or patients and staff. It enables decisions to be made without the need for anyone to leave their desk or home. Building on the growth of video consultation and virtual wellbeing calls developed during Covid-19 lockdowns

How could the service best support health and care outcomes?

NHS suggest universalised personal care is the delivery plan for personalised care to be 'business as usual' for 2.5 million people by 2024.

Wightcare is already on the journey to deliver personalised preventative care today with pockets of proactive work like the Telecheck outbound calling service for wellbeing and using GPS devices for individuals with dementia in conjunction with the response service if the individual is found out of their designated area.

There needs to be greater scaling up from pockets of projects.
The service needs to be more outcomes driven for the individual and looking at the service as a holistic provision of the best health and social care service being delivered together.

Potential for Health technology adoption

Developing a more joined up pathway between Wightcare and Health on use and delivery of assistive technology for both telecare and telehealth.

This can help alleviate growing pressures on the NHS and social care and allow individuals to own their own healthcare and wellbeing.

Telehealth- Supports Home based LTC monitoring for Diabetes, Heart Disease, and COPD. Enabling the individual to self-manage their own health care and take ownership of their treatment. Reducing dependency on primary health services

Telemedicine- uses video technology and devices to enable specialists and consultants to support patients and other professionals remotely by making a diagnosis and recommending treatments without the need of in person interactions.

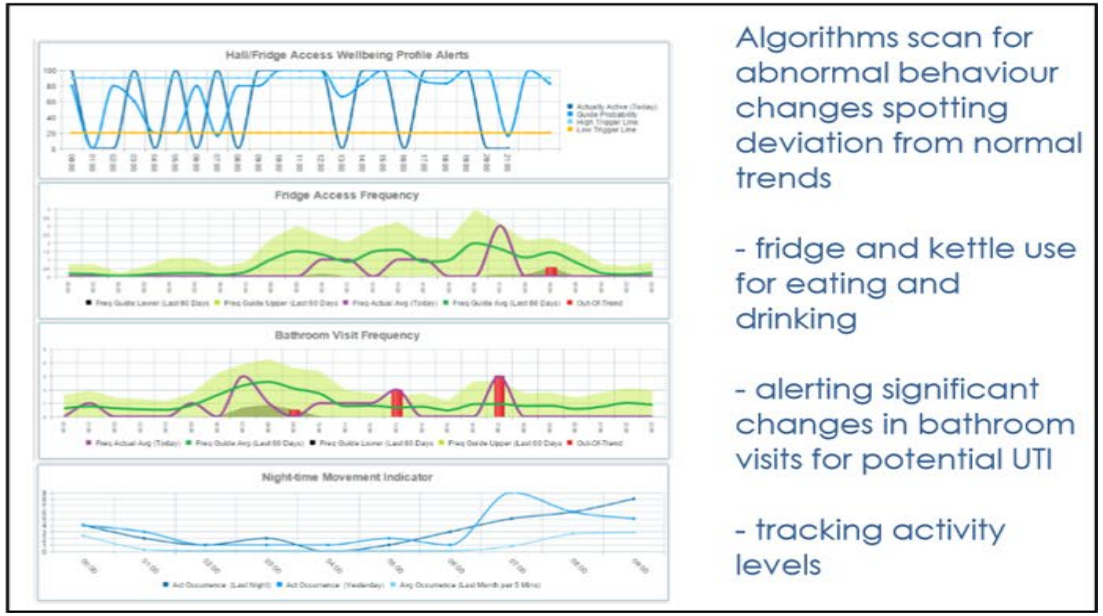
Hospital Discharge- Use of technology to enable efficient discharge, allowing primary services to be freed up. Provides reassurance to individuals and families on return home for up to 6 weeks until assessments have been completed and care packages have been put into place.

Using Health tech provides autonomy over wellbeing for the individual and/or carer as well as peace of mind. It allows high quality care to be delivered in a place of the person's choosing.

The Connected Resident – Enabling Positive Ageing & Independence

Service users, patients, carers – must not be in position of leaving their everyday technology at the door when engaging with TEC services

Data analytics & machine learning to support practitioners & provide information to families



Algorithms scan for abnormal behaviour changes spotting deviation from normal trends

- fridge and kettle use for eating and drinking

- alerting significant changes in bathroom visits for potential UTI

- tracking activity levels

Using lifestyle monitoring to support informed decision making – promoting positive risk taking backed by data
'enabling support' rather than 'just in case support'

Enabling digital technology supporting everyday living

8am
Supported by care staff to get up and dressed

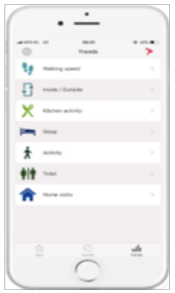
9am
Supported to clean bedroom with video instructions

10am
Making a cup of tea safely, observed by carer

12pm
Take medication, prompted by video alert

1pm
Taking bus to go bowling with friends, prompts to manage anxieties

4pm
Walking home through the park, able to check location with care staff



10pm
Care staff able to support when alerted, check trends of sleep patterns & night-time bathroom visits