



**Tunstall**

## Positive disruption

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How the use of **technology, data collection and analysis** has enabled the shift from **room-based care to person-centred care**, optimized the use of resources and **enabled people to live as freely** and independently as possible.

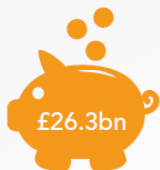
# Why?





Dementia affects approximately 1 in 14 of people in the UK aged over 65 and 1 in 6 people over 80

Dementia costs the UK economy **£26.3bn** a year



**225,000** people will develop dementia this year, that's one every three minutes

## UK dementia statistics

There are **700,000** carers of people with dementia in the UK



**70%** of people in care homes have dementia or severe memory problems



Up to a quarter of hospital beds are occupied by people with dementia

All statistics in this document are sourced from Alzheimer's Society

# Prime Minister's Challenge on Dementia

Since I became Prime Minister, fighting dementia – and helping those living with the condition – has been a personal priority of mine.

The fall-out on people's lives can be simply catastrophic. Those coping with dementia face the fear of an uncertain future; while those caring can see their loved ones slipping away.

Dementia also takes a huge toll on our health and care services. With the numbers of people with dementia expected to double in the next 30 years and predicted costs likely to treble to over £50 billion, we are facing one of the biggest global health and social care challenges – a challenge as big as those posed by cancer, heart disease and HIV/AIDS.

But though the challenge is great, I believe that with the expertise of our scientists, the compassion of our care workers, the stoicism of the British people – and with real political will – we can meet this challenge.

our NHS staff and over 100,000 social care staff trained in better supporting people with dementia. Our efforts on research have been world leading, with major research and infrastructure programmes now in place, supported by a doubling of research spending on dementia. We now spend well over £60 million on dementia research each year.

Now I want to see this work taken to the next level, building on all the brilliant work that's been done in three short years.

By 2020 I want England to be:

- the best country in the world for dementia care and support and for people with dementia, their carers and families to live; and
- the best place in the world to undertake research into dementia and other neurodegenerative diseases.

As we look to the future, it is clear that we all have a part to play. This is not just about



## Prime Minister's challenge on dementia 2020



February 2015



**ONE SIZE  
DOES NOT  
FIT ALL**

# How?



# Room-Centered Care

The traditional solution

## Reactive

Basic alarms do not meet individual needs



## Reductive

Limited functionality and information sharing fails to maximise efficiency



## Static

Local and inflexible analogue installations with limited adaptability



VS

# Person-Centered Care

The future solution

## Proactive

Alarms, access control and other preventative features



## Insightful

Using data to support more efficient care and better resident outcomes



## Flexible

Easy installation, upgrades and new functionality, managed from anywhere



"elderly care" icon by Adrien Coquet from the Noun Project



# Person centred technology



**Discrete system**



**Freedom**



**Silent**



**Flexible**



**Low Installation Cost**



**Individually tailored**

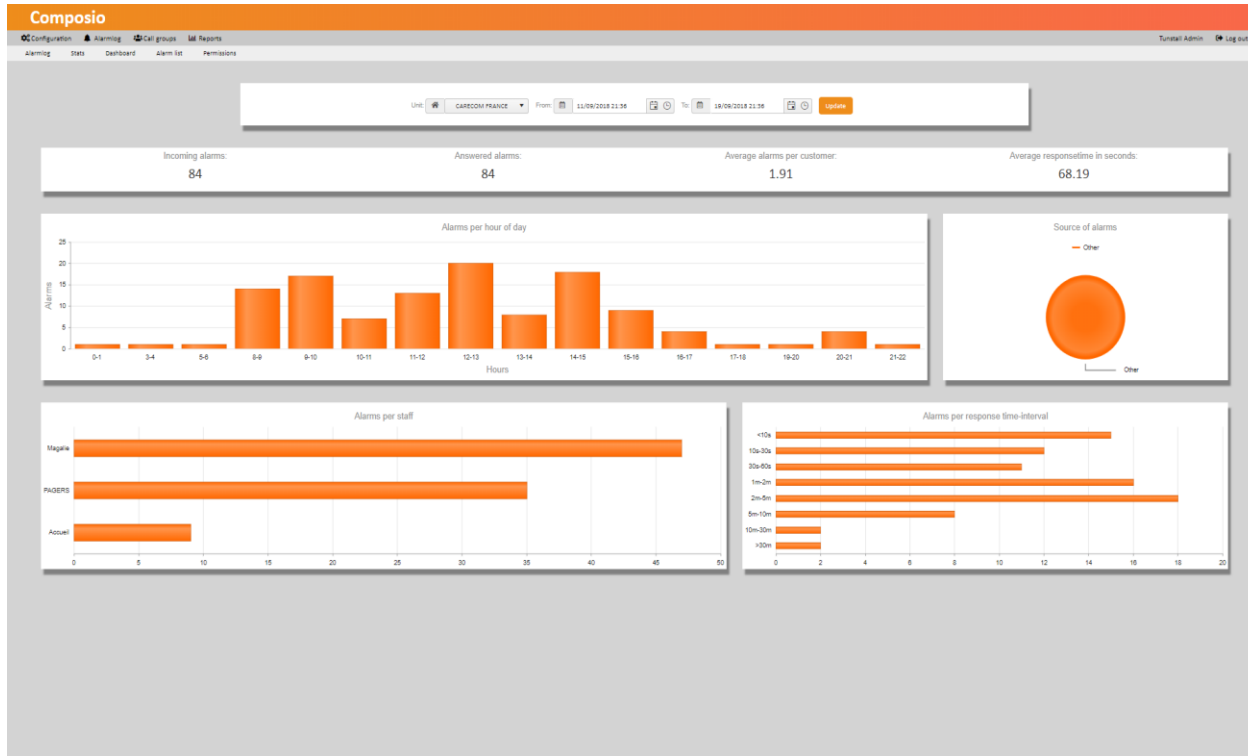


**= Efficient Care Delivery**

# Outcomes



# Benefits for Managers - Data Collection & Analysis



**Multiple site management**



**Continuous updates**



**All-in-one**



**Detailed reporting**



**Person-centred care**



**= Better management**

# Benefits for staff



Simple to learn and manage



A single unit



More effective response



Manage via pendant – Also staff attack



Locatability – also for dementia



**= Satisfied staff**

# Benefits for residents



**Security**



**Freedom**



**Right equipment**



**Automatic alarms – also for dementia**



**Proactive care**



**= Independence**

**Municipality of Aabenraa  
Night Staff more than halved  
within 12 months**

**Municipality of  
Skanderborg  
50 Exit Incidents per year  
down to Zero**

**Municipality of Aarhus  
Reduced falls by 30%**



**‘It’s a Journey for  
everyone’**

**‘More time for  
staff to provide  
care’**

**‘From 2 to 5 star  
service’**

**From 2% - 85% Market  
Share**



We are now ready to help you!

Thank you!

If you have any questions  
please come and see us at stand K34