

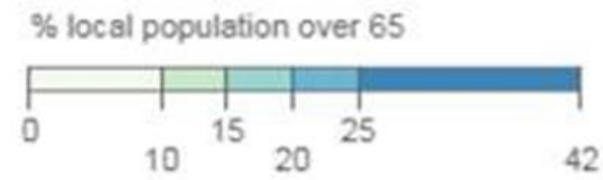
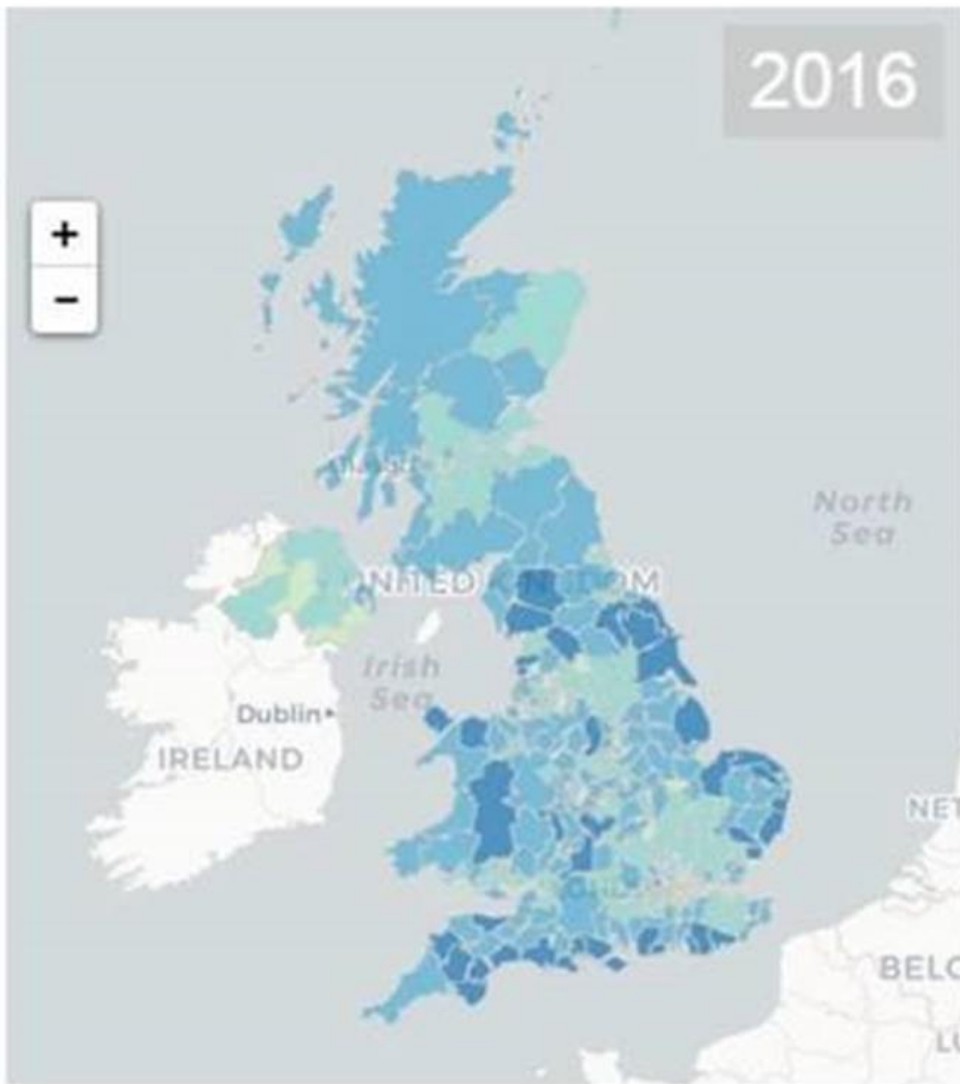
Citizen Centred Home Instead Care

Martin Jones

CEO

Home Instead Senior Care UK

The ageing trend is set to continue at pace





71% of seniors want to live at home as they age

Need to be purposeful about our ageing journey

OUR BEGINNING

Helping Grandma Manhart remain at home, where she enjoyed life past age 100, wasn't always easy for her family, but it was always important.

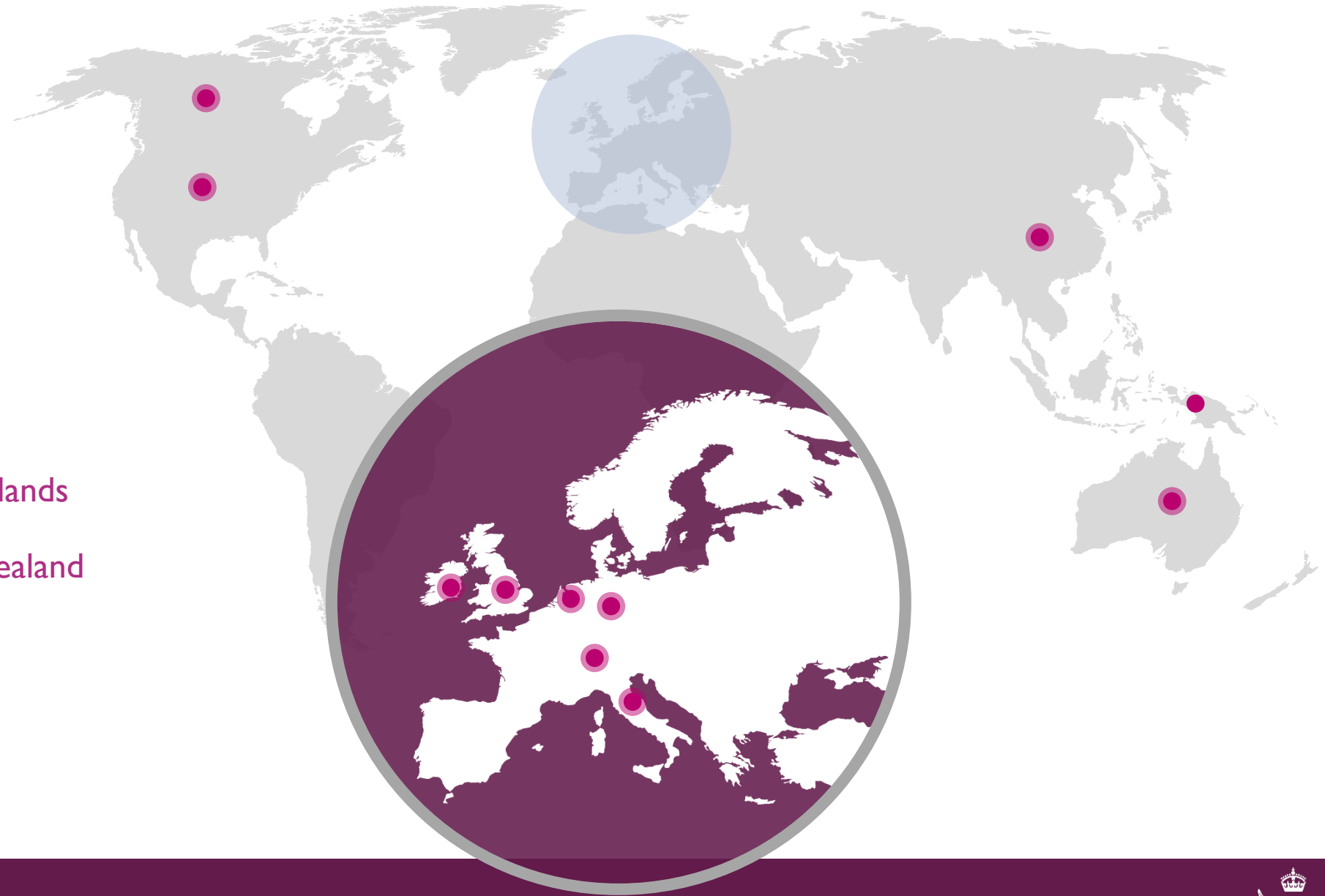
This experience gave her grandson Paul Hogan and his wife, Lori, the desire to help other families with aging loved ones. This desire soon became a mission. And that mission led to the founding of Home Instead Senior Care® in 1994.



Fulfilling a WORLDWIDE NEED FOR SENIOR CARE

United States
Canada
Australia
Ireland
United Kingdom
Switzerland
Germany
Italy

Netherlands
China
New Zealand



Enhancing the Lives of Aging Adults and Their Families



1,300

Franchise offices



65,000

CAREGivers



70 Million

Hours of care annually

Our Mission

To become the UK's most admired care company through changing the face of ageing.

To become an employer of choice by changing perceptions of working in care



What makes us different?

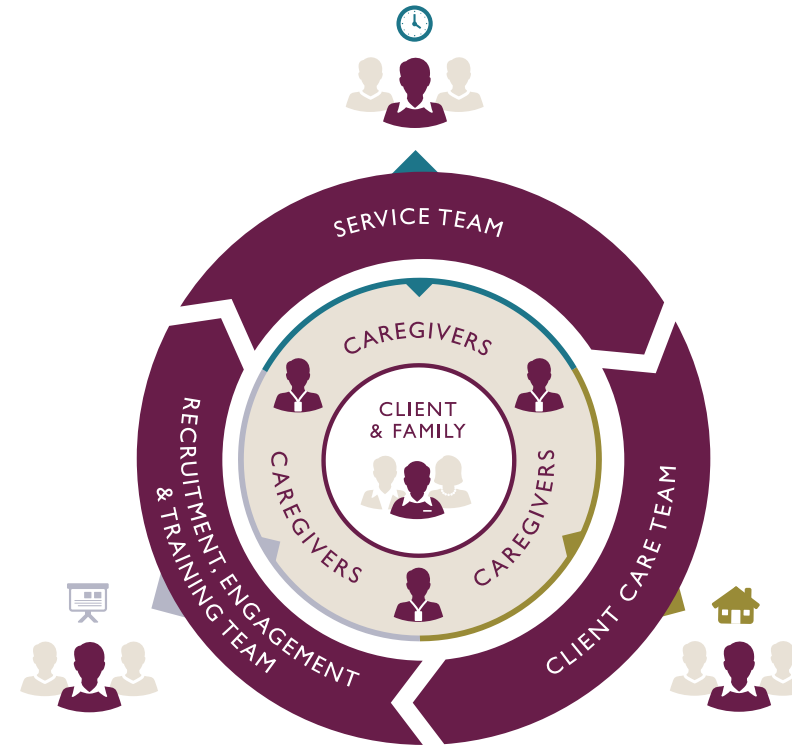
- We are pioneers of relationship led care
- We take time with our clients – 1 hour min
- Highly selective CAREGiver recruitment processes
- We invest in the training of all our staff - includes specialist dementia training for CAREGivers
- CAREGivers and clients matched and continuity maintained
- CAREGivers are always introduced to a client

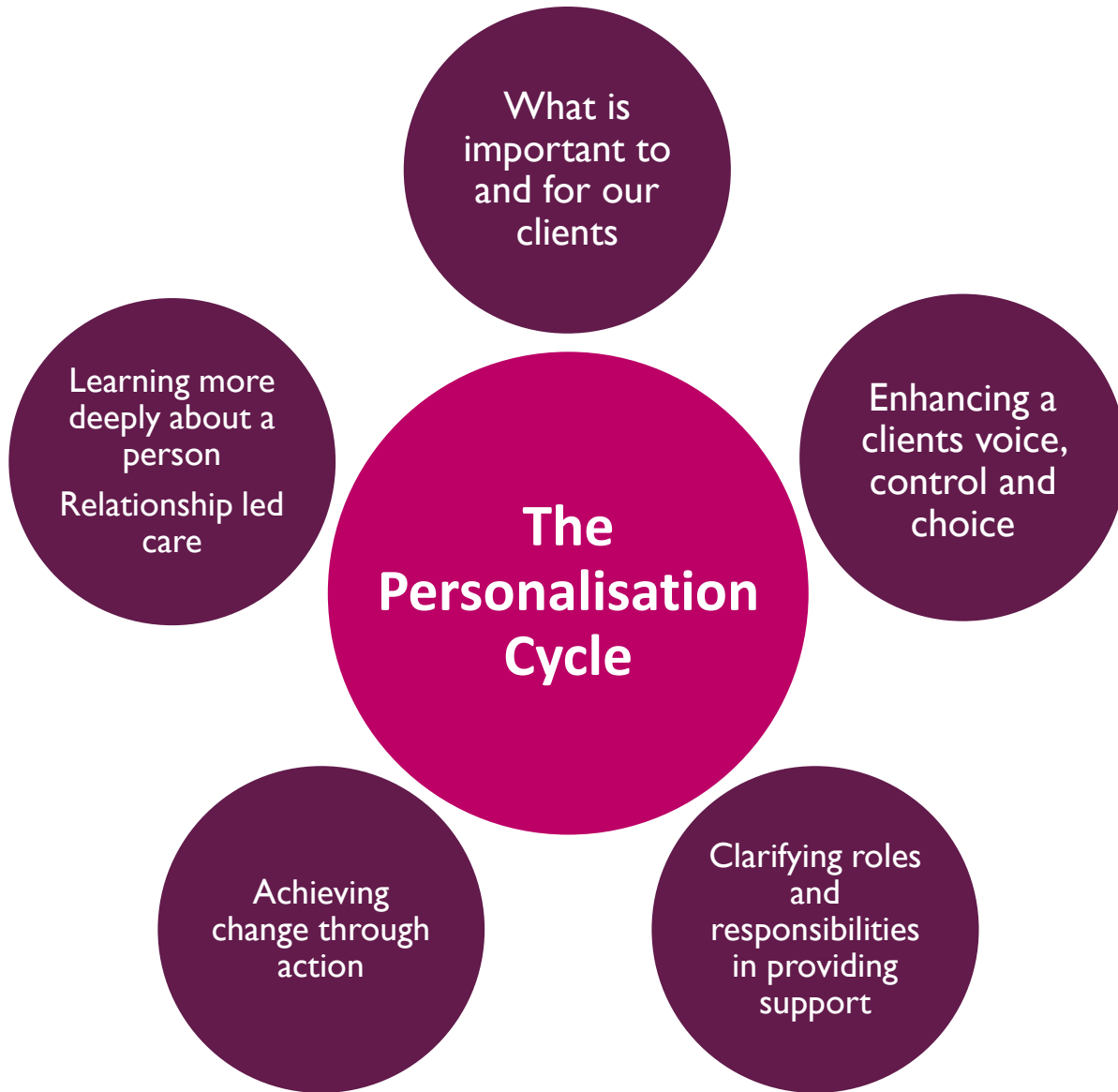




Person-Centered & Relationship-Based

- Focus on relationships, not tasks
- Personalised care solutions, including care coordination
- We assist people to remain at home where they are most happy and comfortable





Adapted from
“A Practical Guide to Delivering Personalisation” By Helen Sanderson and Jaimee Lewis

Impact of an ageing workforce

Ageing Workforce

- More people entering retirement
 - Fewer younger people
- Businesses need to adapt
- Un-retire Yourself



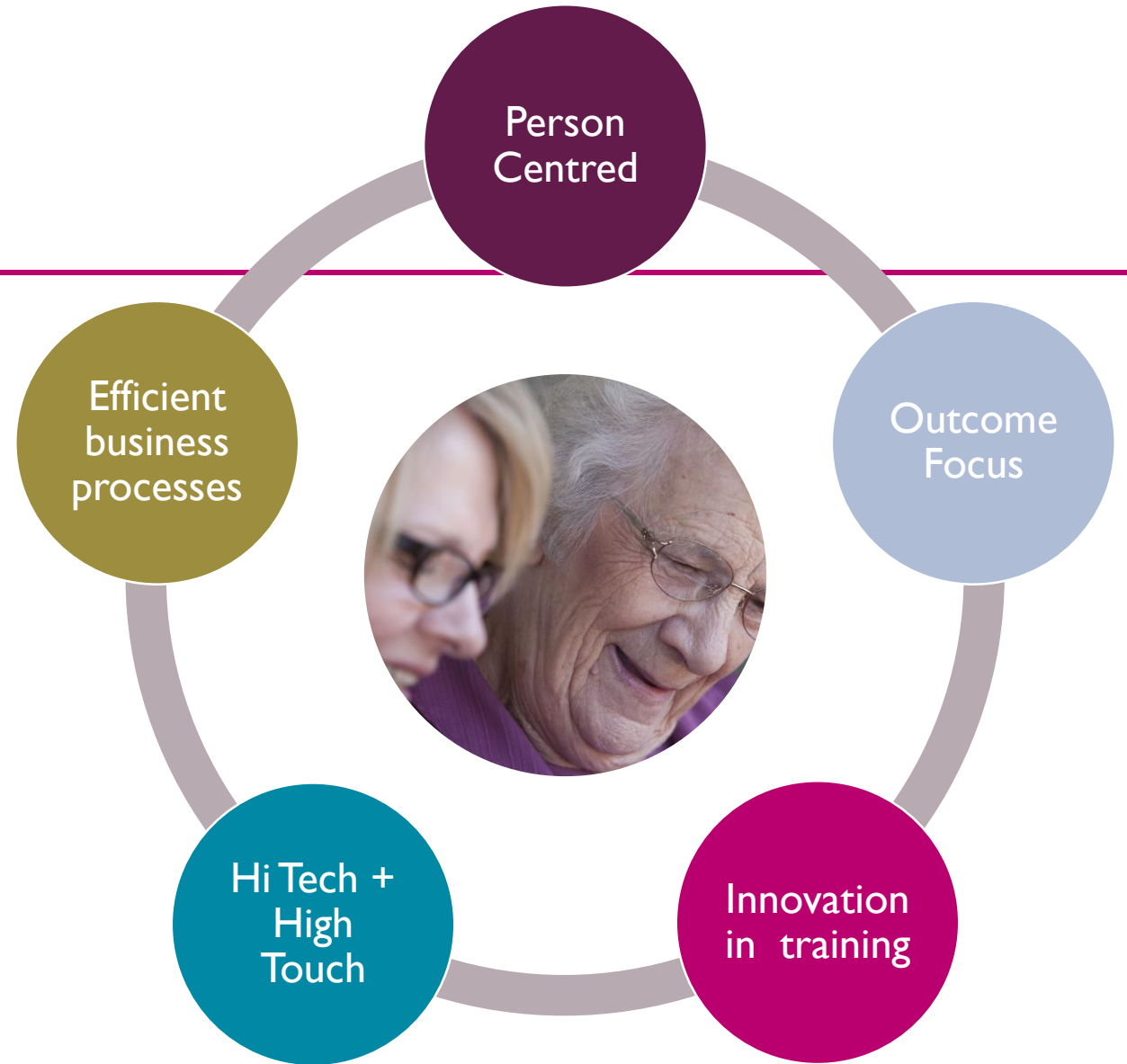
Employer of Choice

- Thought Leadership & PR to change perceptions of working in care
- Strong culture and values to attract and retain a great workforce
- Industry leading learning and development



Innovation in Care

- Technology will play a more important part in people staying at home
- Hi Tech + High Touch with clients
- Digitised business processes
- Adaptable training



Technology we're embracing

- GrandPad tablet technology
- Home Aware IoT
- Care Package Solutions
- Virtual Reality



GrandPad

- Simple to use
- Connects clients to the office and their family
- View and share photos
- Stimulation through games and music



Home Aware

- Home Aware is AI-led individual learning
- Combines multiple inputs to develop an overall view of behavioural patterns
- Shares actionable insights
- Allows person-centred care planning
- Differentiated service options to include nutrition, hydration and activity



Home Aware

Retain clients for longer as they stay at home

Offer a wider range of revenue generating services

Delivers additional insight that can predict future care needs of the elderly

Focus on care outcomes, not technology

Benefit from new technologies as they become available

Creates a new entry point for Domiciliary Care Provider services

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Our connected care platform has three layers:



The devices layer capturing data in the home.



The platform layer analysing the data and providing actionable insights.



The dashboard layer delivered to the care providers and family members.



Virtual reality

- Frailty SIM is a virtual reality workforce development tool developed by Dr Sunil Angris at Fusion 48
- Walk in Victor's shoes and experience the challenges and impact of his environment
- Gives CAREGivers an insight and awareness of living with frailty
- Builds awareness of the impact a client's environment can have on their daily living



 Global Coalition on Aging

RELATIONSHIP-BASED
HOME CARE:

A Sustainable
Solution For
Europe's Elder
Care Crisis



Home care has a key role to play globally as our societies age.

Essential to change perceptions and grow public confidence in quality of care delivery and quality of care providers.

Summary

- Person-centred care should be at the heart of all care
- High tech high touch solutions will keep clients healthy and happy at home
- Technology can be used as a catalyst to deliver connected personalised care
- Embedding this culture of technology and innovation will drive positive change

Thank You!

