



The voice of technology
enabled care



Strategic Priorities for Technology Enabled Care

Analogue to digital opportunities

Facilitated by Nathan Downing, TSA

Supported by Stuart Ellis, Taking Care

Taking
Care
Part of AXA Health



Analogue to Digital

Stuart Ellis - Head IT & Ops Resilience

Daniel Lennox – Head of Sales & Marketing

July 2022

Private and Confidential



Awareness of Digital Telephone Switchover

Feb 2021

Not Aware

90%

YouGov Research Feb 2021
commissioned by Taking.Care

March 2022

Not Aware

61%

YouGov Direct Research to 1,900 UK adults 60+
March 13th/14th 2022 commissioned by Taking.Care

Which?

The future of your phone line

It's the end of the line for the UK's copper phone network. **Yvette Fletcher** explains why phone services are moving online and how the change will affect you

It's arguably the biggest social project since analogue television was first used some 10 years ago: the UK's telephone network is also going digital. The telecoms industry has even set a deadline that's backed by the UK government – the old copper network will be switched off in just four years.

If you aren't aware of plans to switch off the PSTN (public switched telephone network), you aren't alone. When telecoms provider Taking Care surveyed a representative sample of more than 2,000 UK adults in March 2021, they found that 91% were unaware that all phone lines would become digital by the end of 2025.

Given the scope and scale of this change, it's a surprise that little notice has been made about it. There aren't any plans to roll out the type of media campaign you might remember from the move to digital television, and there's no central body taking responsibility for its progress. But given there are 31.8m landlines in the UK – and thousands of other devices that depend on the copper phone network – it's a transition that's likely to affect most of us in some way.

The end of an era

The phone network that has existed since the Victorian era is coming to the end of its life. While its physical infrastructure remains similar to when it was installed, our communication needs have changed immensely. Alongside this, broadband connections are increasing, and fibre optic networks are also more reliable, more resilient and easier to maintain.

The demise of the PSTN is linked to the roll-out of full fibre broadband in the UK, although the two aren't on the same timeline. While phone services will no longer use the copper network by the end of 2025, the aim is for full fibre coverage to reach 85% in the same year.

But the move to digital phone services isn't only about infrastructure; it also offers benefits such as clearer calls, the ability to make multiple calls



Digital phone services offer benefits such as clearer calls and the possibility of accessing your landline in other locations

WHAT ABOUT MEDICAL DEVICES?

The copper phone network also supports thousands of personal alarms and home-monitoring systems that allow disabled people and those who are older or have health problems to access help if they need it. There are 17 million people using these telecare systems in the UK.

The industry has been planning for the switchover. Taking Care, the UK's largest private provider of personal alarms, told us the success of the digital switchover depends on telecoms providers testing that their devices are compatible with digital services and working with customers to ensure they're set up correctly. Sunlife, a major telecare developer, has drafted a strategy to ensure devices that won't continue to work are identified.

If you or a relative has a telecare device, it's worth contacting the provider to check whether it will still work with a digital landline. You might also want to let your telecoms provider know there is a device dependent on the landline – they might offer migrating you to digital services to allow you the time to check that the device will continue to work.



DECEMBER 2021 21

Taking Care

4 May at 12:22

You might have seen us on **BBC One's BBC Rip Off Britain** this morning talking about how we are supporting our personal alarm customers through the digital telephone switchover and raising awareness of the upgrade.

Our research shows two thirds of over 60s are not aware of the digital telephone switchover, which comes into effect by 2025 and involves the upgrade of all analogue phone lines to digital ones. Don't worry though, we're supporting our customers through the switcho... See more



Taking Care are the first personal alarm provider to complete testing ahead of the digital switchover

BT has announced that by 2025 all analogue phone lines will be replaced with digital ones. In preparation, we have completed extensive testing of our personal alarms with Openreach. This means we are the first personal alarm provider to complete full testing of their product range before the planned switchover from analogue to digital telephone networks by 2025.

30 DECEMBER 2021

WHICH.CO.UK

WHICH.CO.UK

Source: <https://www.which.co.uk/reviews/broadband/article/digital-voice-and-the-landline-phone-switch-off-what-it-means-for-you-aPSOH8k1i6Vv>

Taking Care's Involvement with TSA Special Interest Groups



SIG008- Service Availability and Reliability Standards



SIG010 – Interoperability & Integration



SIG014- Risk Management



EXPLORING HOW TECHNOLOGY CAN BE TRULY INTEGRATED INTO ADULT SOCIAL CARE



Translating into consumer “understanding”

**LANDLINE
ALARM**



Tested for compatibility on
digital telephone lines until 2025



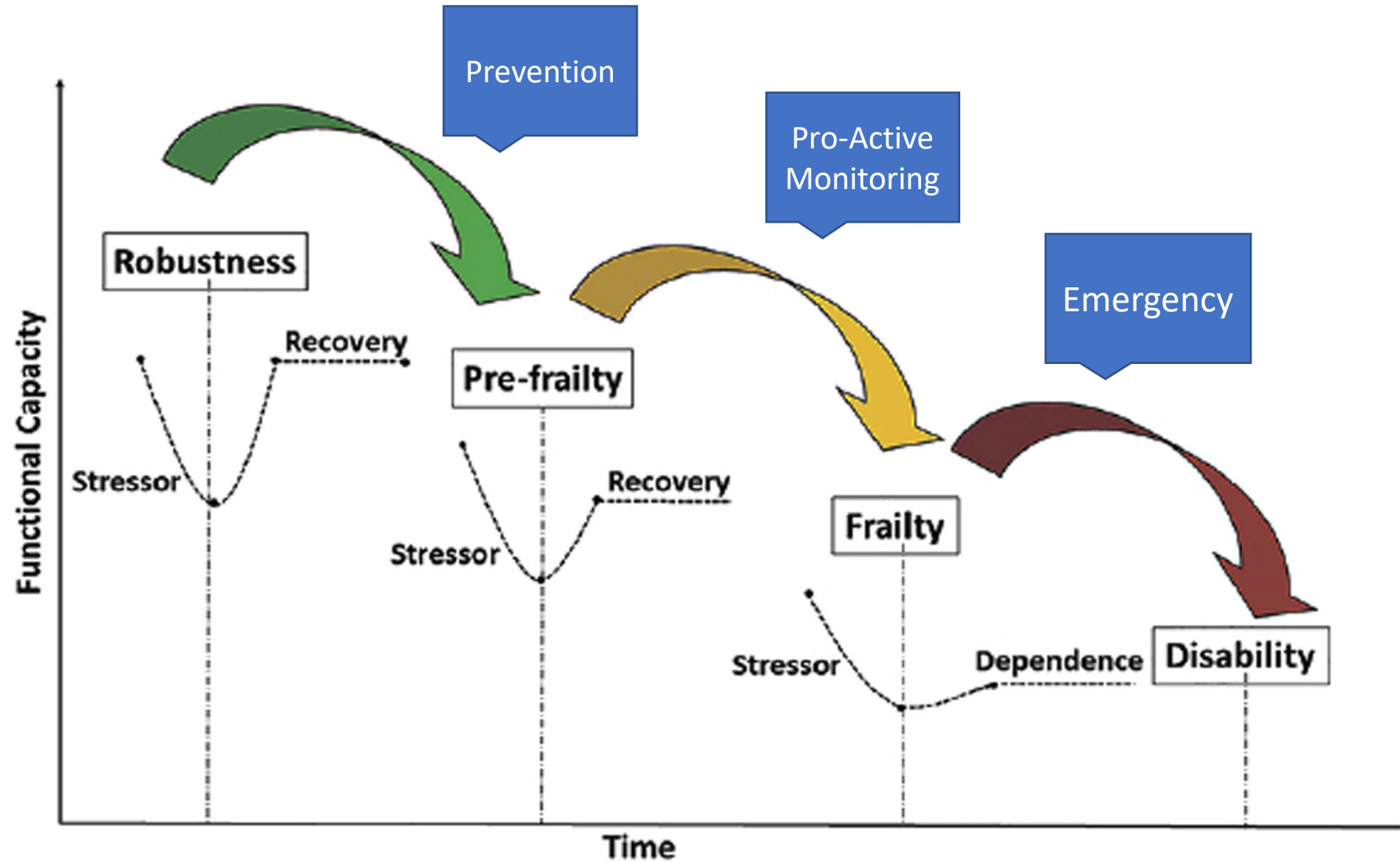
**DIGITAL
ALARM**



Future proof • Calls & data included
No telephone landline required



Digital enables Prevention



Seizing the opportunity



Taking Care Sense



A small battery-powered sensor is placed on a kitchen shelf, no other installation is needed.



A picture of behaviour is built - Typical behaviour patterns are quickly recorded based on use of a kettle, cooking, washing up, etc. Over time, these behavioural patterns become more accurate.



If the typical behaviour deviates notably, Taking Care's Prevention Team will be alerted.



Taking Care's Prevention Team will call the customer to check on their welfare.



Safe Home Alert



Sensors around the home learn and keep track of your loved one's daily routine, providing peace of mind when you can't be there.



Alerts that require immediate action are sent to our Emergency Resolution Team, for example, if the front door has been left open during the night.



Insights allow family members to see changes in daily routine, for example, a loved one eating and drinking less. These insights help you take action before a problem escalates.



Your loved one can press their alarm pendant any time of the day or night to speak with our Emergency Resolution Team. We'll call you or the emergency services if further help is needed.



Taking Care Prevent



The watch collects data about the wearer's activity levels, which can be viewed in a secure website. The Artificial Intelligence in the Prevention Platform learns what activity levels are 'normal' for the wearer.



Email alerts will make you aware of changes in activity that may contribute to a higher risk of falling. By reviewing the changes in 'normal' activity, you can proactively manage the risk of a fall.

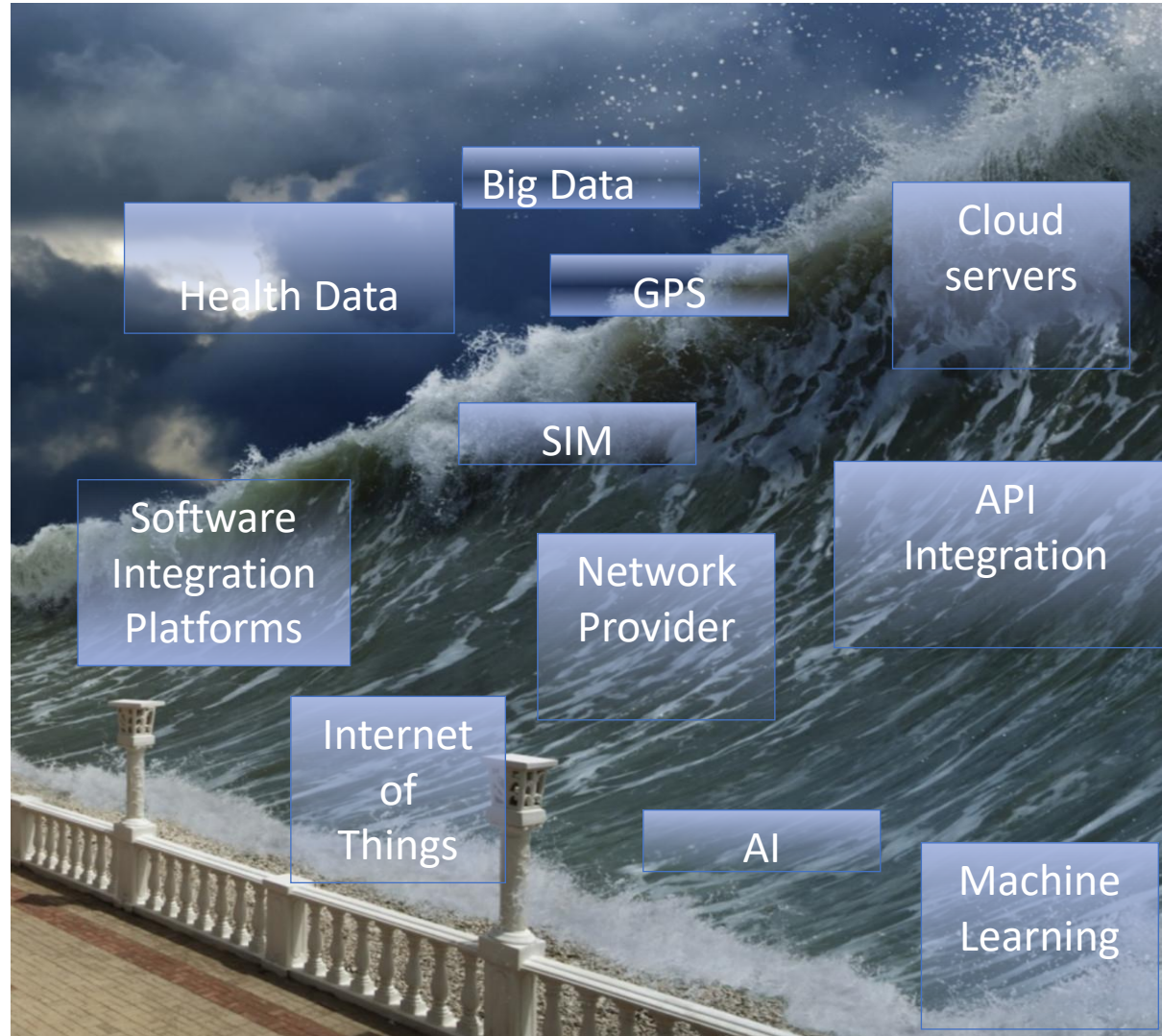


Taking Care's Prevention Team will be alerted of 'high' risk factors that may predict a fall approximately 10 days in advance and will be in touch at a convenient time to discuss.



The Taking Care Prevention Team will identify actions that you or your loved one can take to reduce the likelihood of a future fall. The Taking Care Prevention Team will monitor progress and make two follow-up calls to ensure the Action Plan is reducing the risk of a fall.

Understanding New Digital Opportunities



All we'd ask for – ARCs.....

- Big Data
- Interoperability – API / Digital Protocols
- Device Agnostic – consumer choice
- Agility – don't waste this just retro-fitting an analogue world with a digital badge
- Speed - 2025 looming





Thank you



The voice of technology
enabled care

Strategic Priorities for Technology Enabled Care

Analogue to digital opportunities

Should this be a strategic priority for TSA?



The voice of technology
enabled care

Strategic Priorities for Technology Enabled Care

Analogue to digital opportunities

What do you see as the opportunities arising from
A to D transition?



The voice of technology
enabled care

Strategic Priorities for Technology Enabled Care

Analogue to digital opportunities

What are the barriers to embracing these opportunities?



The voice of technology
enabled care

Strategic Priorities for Technology Enabled Care

Analogue to digital opportunities

What (if anything) might we need to do differently
in different nations?