

Personalisation in Action

Dr Lynne Douglas

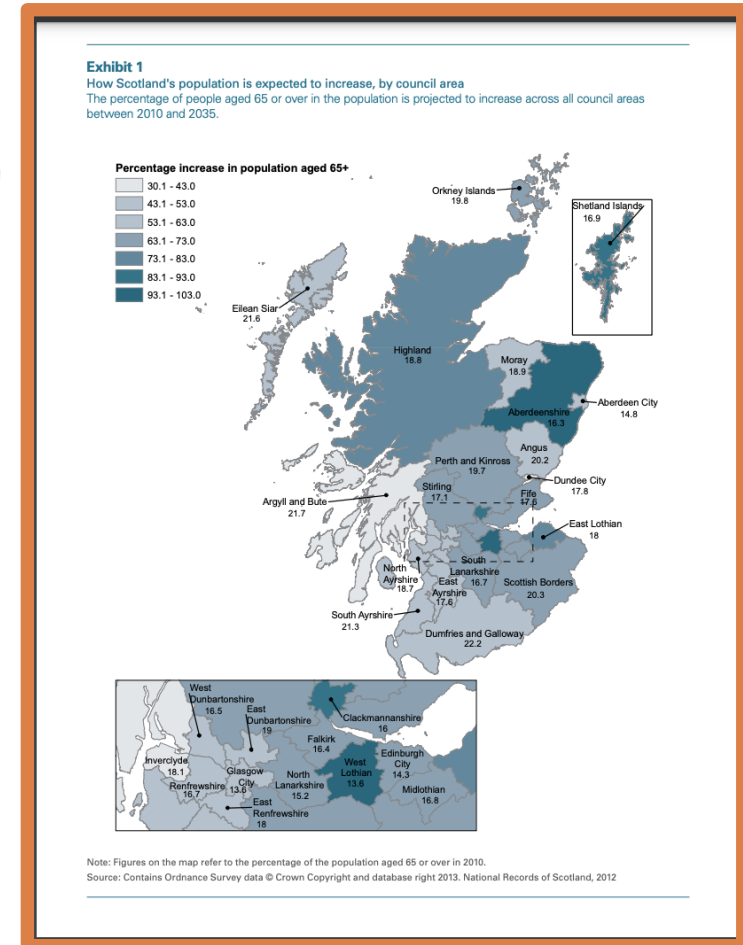
Chief Executive

Bield Housing & Care

TSA Conference Birmingham 2022

Bield Housing & Care- Who are we?

Our services



Our current customers?

- We have more women (65%) than men (35%)
- The average age 76.1 years
- The average age a tenants moves to Bield is 70.46 Years
- 66% of tenants do not live in one of Scotland's areas of deprivation
- 69.7% think that Bield services and support allow them to live independently
- 64.3% think that Bield services and support improve quality of life



Future Need:



Demography

- Ageing Population, especially over 75's
- Ageing across Scotland
- More specialist older housing will be needed in the future
- Older people are attracted to the local area, access to shops, social relations with neighbours and the design of the home interior.



Social Economics

- Nearly 40% of the population will be over pensionable – 'grey pound'
- Up to 20% of older people are living in relative poverty
- Older people move (right now) at aged 70
- They are typically living independently at 79



Health & Care

- Living longer, but with ill health
- More likely to be dependant on carers
- Older people from SIMDs areas are likely to access housing and care services sooner



Connectivity: People and Technology

- More older people will live alone
- The proportion of older people using the internet is very low (right now, will change over time).
- 60-70% recognise that Bield (Specialist Housing) help them to live independently

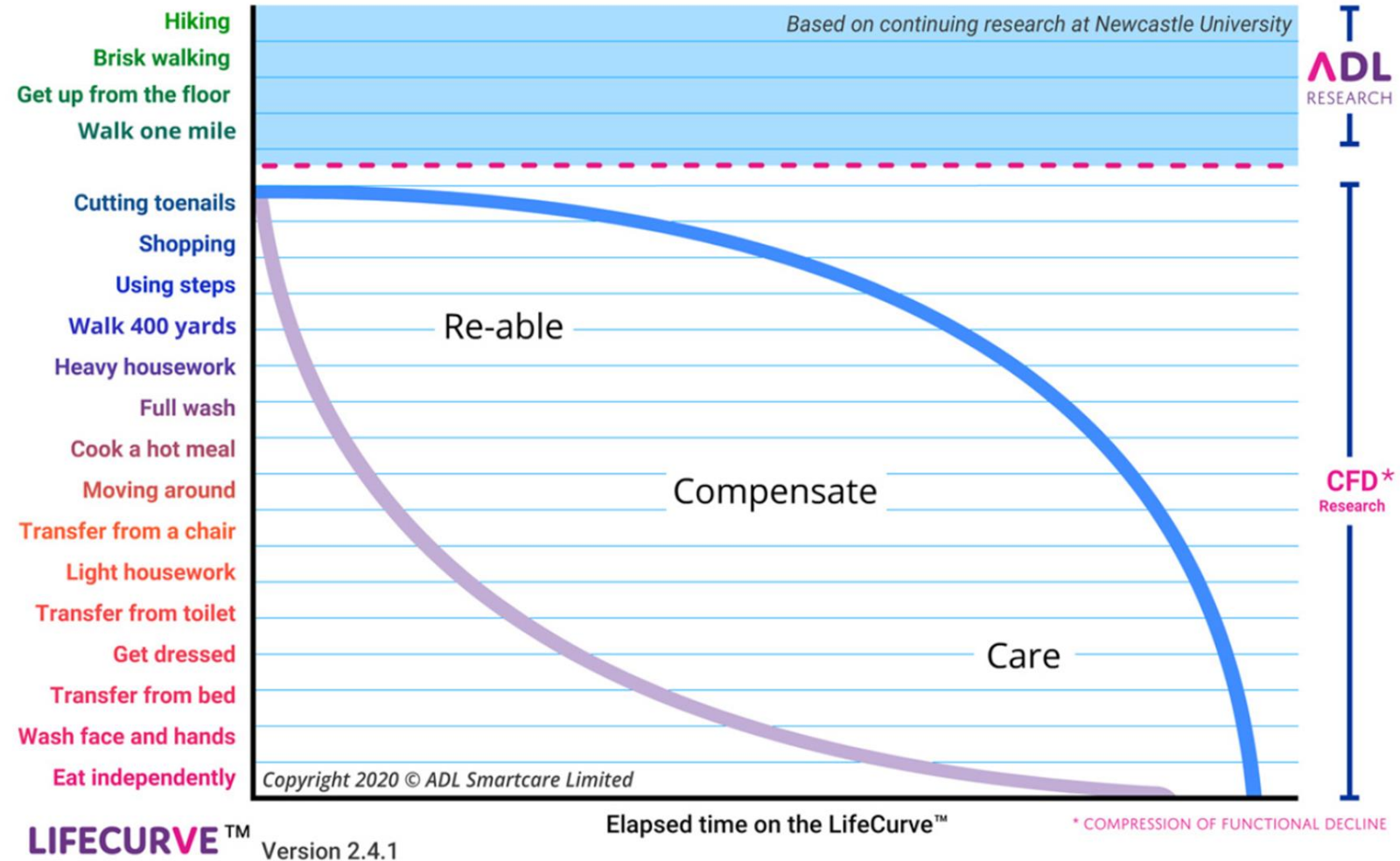
Technology, Housing & Personalisation

- The TAPPI Inquiry Report: Technology for our Ageing Population: Panel for Innovation – Phase One. Oct 2021.



Inspire Project

AIM: To test Proactive Telecare for health promotion, prevention and earlier intervention to increase a tenants/ service users' ability to be independent and remain active, healthy and socially connected.

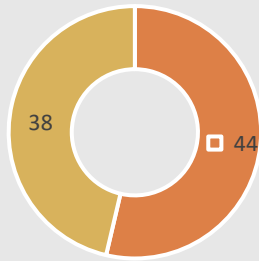


- ❖ 20 (25) Midlothian HSCP (Early in Life Curve) (Limited TEC)
- ❖ 13 (50) Inverclyde Area (Mid Life Curve) (TEC Dependant)
- ❖ 13 (13) Limestone Housing Association (Mid Life Curve – MIXED TEC)

Dashboard: Overall

Recruitment

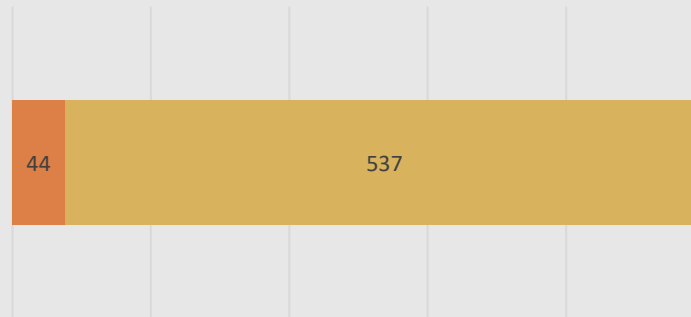
Service offered to 82 people



Accepted Refused

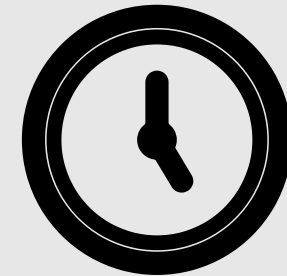
People Engaged

Number of Beneficiaries / Number of Calls



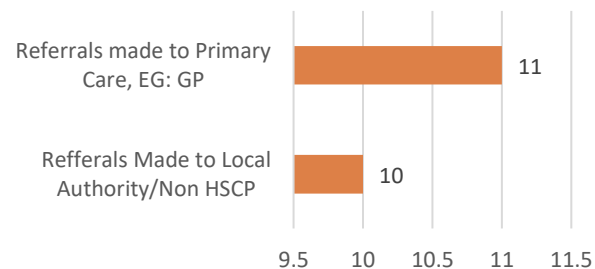
Avg Length of Call

24 Minutes ranging from 142 minutes to 11 minutes



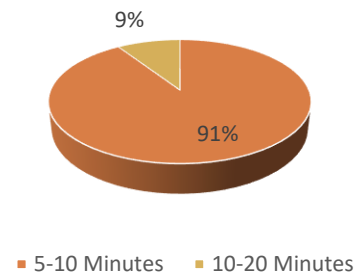
Referral Areas

Volume and Routes of Referral



Call Handler Stats

Admin Time after Call



Beneficiary Stats

AVG Impact on Alarms – No change
 Total. Changes to Tech – No change to Tech
 Referrals sought – a total of 12 beneficiaries referred to either primary care or local authority/non HSCP, 3 individuals referred via both routes.
 Satisfaction – Customers satisfied at start of project, but value of calls decreased over time as restrictions lifted and “normality” resumed.



When you change the conversation,
you change the community

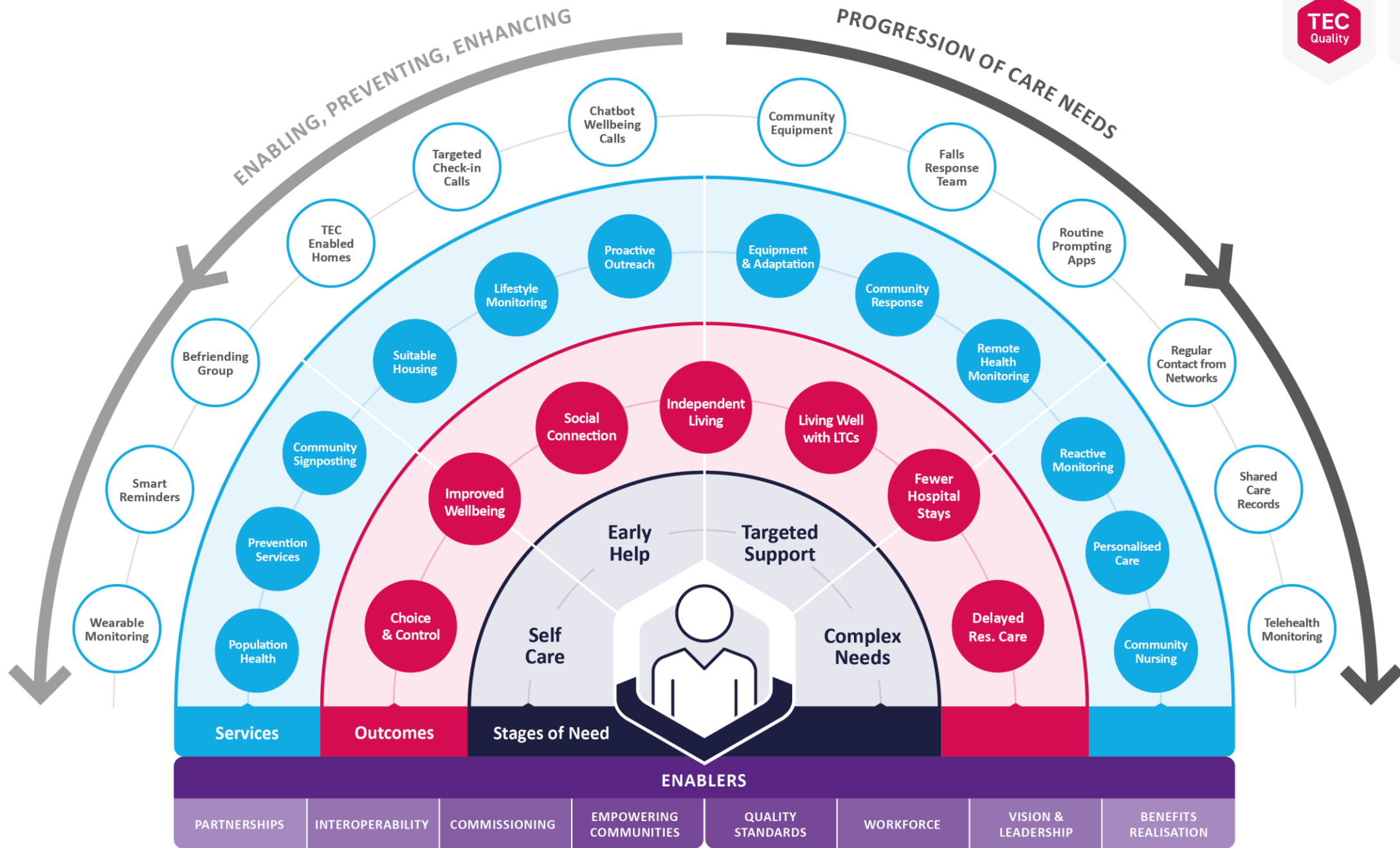
Impact

- **Headline Stats**
 - **44 Beneficiaries** took up the service from 86
 - **613 Calls (AVG 24 mins) (245 hours)**
 - **5-10 mins follow up time**
 - **11/44 (24%) Beneficiaries** referred to Primary Care
 - **10/44 (22%) Beneficiaries** referred to non-HSCP/statutory services
 - **100% of Beneficiaries** felt the service was beneficial
 - **88% of Beneficiaries** would like to see this service continue with the remaining 12% wanting this or a similar service.

PERSONAL STORY



Bob advised our call handler that we have “saved his life” and now he has “meaning” back giving him the drive to live his best life.

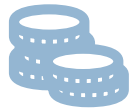


Ambition & Next steps.....

Challenges



Transitioning from reactive to proactive



Economic evaluation/Benefits realisation



Data integration and response



Demonstrating Impact strategically in reform agenda

Phase II :AIM

- By September 2022, we will test the impact on both individuals and responders' services by introducing proactive telecare services for customers who have had a fall or have been recently discharged from hospital.
- Specifically, we will test if the introduction of a proactive telecare service can maintain or improve a customer's ability to live at home and if this supports the customer in maintaining or preventing further increases on levels of social care services .

THANKYOU



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