



# From Data to Decisions

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Making the Funding Case for Prevention

# The Sector Challenge

## Common challenges:

- Preventative services are **difficult to measure**
- Counterfactuals are **hard to prove**
- Activity  $\neq$  **impact**
- Decision makers want **credible modelling**

We all have activity data.

Very few of us have system impact evidence.

# Our Starting Point

- Proactive support for people at risk of falls, frailty and crisis
- TEC monitoring plus wider wrap-around support
- Part of wider health and social care prevention approach



# The Measurement Problem

Not everything in prevention can be measured easily

Examples:

Hard to evidence financially:

- Proactive calls
- Early engagement
- Reassurance and wellbeing support

Easier to model:

- Escalation after a fall
- Ambulance call-outs
- Hospital conveyance
- Admission and bed days

# What We Measured

## Operational data used for modelling

Based on response activity following alarm activation:

- Falls attended
- Ambulance call-outs avoided
- Conveyances avoided
- Hospital admissions avoided
- Bed days avoided
- Increased care packages avoided

# The Assumptions

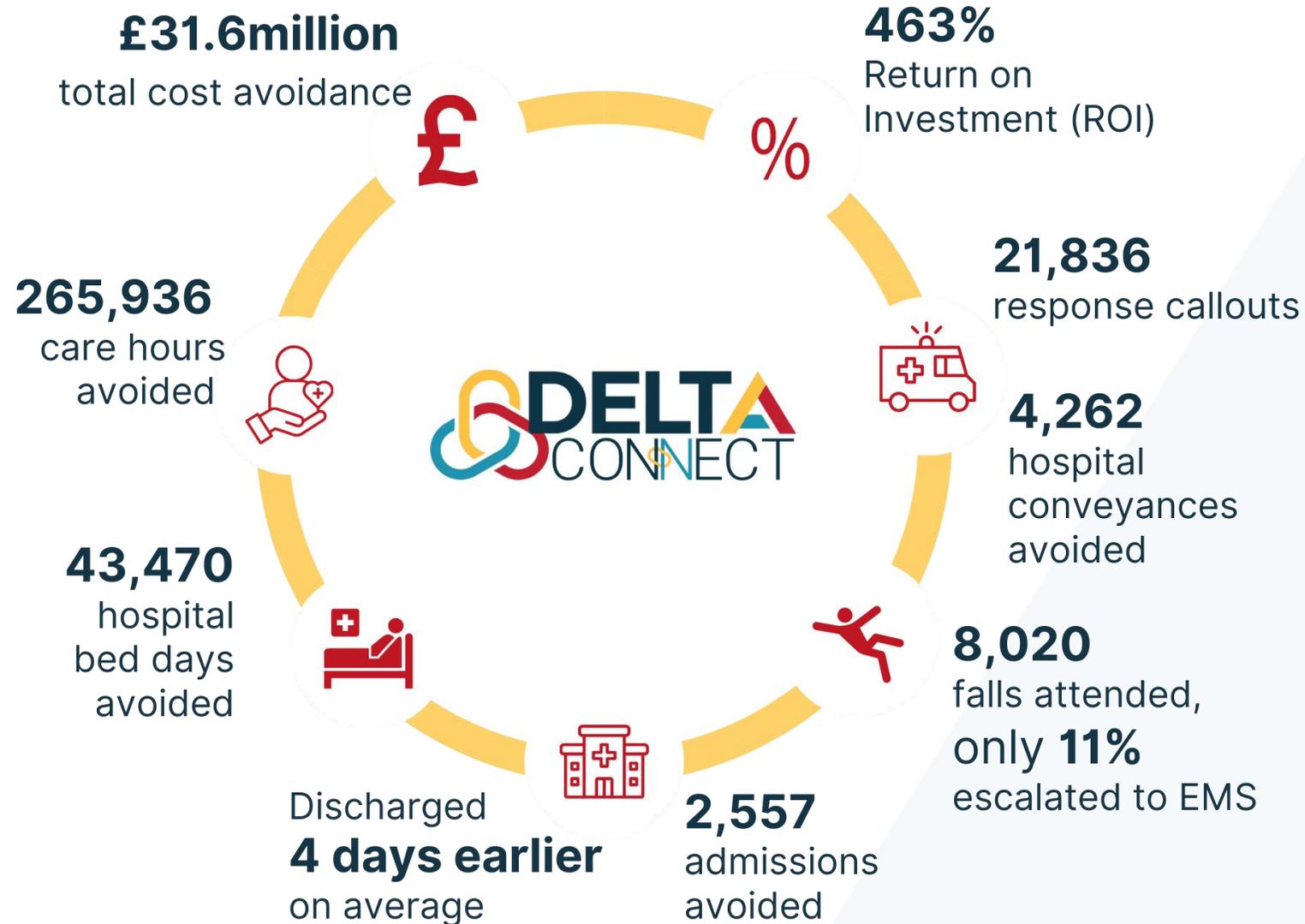


## Transparent modelling assumptions

### Examples:

- All non-injurious falls would likely escalate to WAST
- ~60% conveyed to hospital
- ~60% of conveyances admitted
- Average 17 bed days per admission
- Increased care hours post discharge

# What the Data Shows



# What This Has Actually Achieved

- **Strengthened conversations** with commissioners
- Enabled health and social care to **discuss shared system pressures**
- Supported **regional and national** discussions
- Helped frame prevention as a **system investment question**

# What Others Can Learn

## Practical lessons for the sector

1. Start with the part of your service **you can measure**
2. Use **routine operational data**
3. Be **transparent** about assumptions
4. Focus on **system impact** not service activity
5. **Evidence strengthens** conversations even when funding is difficult



# Final Thought

Strong evidence doesn't solve the funding challenge – but it makes the conversation impossible to ignore.

# DIOLCH | THANK YOU

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# Thank You

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