

## Quality in service innovation – supporting self care



User group consultation  
*Using technology for self care*  
FAST, 2009

'Assistive technology – any product or service designed to enable independence for disabled and older people'  
(Source: User group consultation, King's Fund 2001)

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## Service innovation driven by technology design

The vision for technology-enabled services – innovative technologies



© SAPHE project: Imperial College

SAPHE project, Imperial College with industrial partners Philips, BT, Cardionetics and Docobo (Technology Strategy Board Collaborative R&D Fund) March 2006-May 2009

Telecare and telehealth networks using miniaturised wireless sensors worn on the body or installed in the home to provide intelligent, unobtrusive and continuous activity monitoring. Work focused on integration of the wireless sensor technologies, automated support systems, and the development of the software architecture.



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The vision for technology-enabled services – innovative technologies



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Ambient Kitchen, Newcastle University (funding from CELS and Newcastle University) February 2007-December 2008

The Ambient Kitchen uses standard kitchen units with built-in radio-frequency identification (RFID) readers, cameras are integrated into the walls, a wireless network of accelerometers is attached to kitchen objects, RFID tags are attached to storage jars and the flooring is pressure sensitive. Projectors and speakers display visual and auditory cues. The technologies provide assistance if someone with dementia forgets how to perform a particular task.



## Service innovation – the demographic drivers

Why change is needed:

- People have higher expectations of what they need to meet their own particular circumstances, wanting greater control over their lives and the risks they take.
- People are living longer and this increases the incidence of long term health conditions and impairments arising from aging. The increase in costs will mean new financing arrangements including shared financing.
- Technology supports many areas of our lives but is not well exploited to support health and independence.

Local Authority Circular (DH) (2008) 1 – Transforming Social Care



## Service innovation - policy drivers

**Self care** is about people taking responsibility for their own health and well being and covers a spectrum of activity including staying fit, preventing illness or accident and managing long term conditions.

2006, DH White Paper, 'Our health, our care, our say: a new direction for community services'

Common Core Principals to Support Self Care 2008, Department of Health,



### Principle 5 – Support and enable individuals to use technology to support self care

*Context: The worker ensures appropriate equipment and devices are discussed and when appropriate put individuals in touch with the relevant agency from where they can procure the item(s), and where possible provides the relevant tools and devices. The worker also engages with individuals to support and enable the use of technology.*



## Service innovation - policy drivers

The green paper *Shaping the future of care together* on the future of adult social care was published in July 2009 by the Department of Health.



The green paper sets out three possible funding options:

**Partnership** - government pays for between a quarter and a third of care costs, and contributes more if people are on a low income. This is a system for all ages.

**Insurance** - government pays for between a quarter and a third of care costs, and gives help with taking out insurance to cover the remaining costs. This is a system for those past retirement age only.

**Comprehensive** - everyone pays into a state insurance scheme, whether or not they need care, and everyone gets free care when they need it.



## Service innovation – the vision

Opening up access to technology-enabled services – the retail model?

- Local high street stores, penetration of local information networks
- Accessible, affordable service packages – range of service levels
- Clarity on service quality differentiators by brand (BT/ NHS/ Gateshead Housing/ Age Concern/ EDF, etc), kitemarking (BHTA Code of Practice) regulation compliance, accountability, etc



2 4 5 7

## Service innovation – the vision

Developing responsive technology-enabled services

- Linked to mainstream services and consumer offering but well integrated with statutory NHS and social care services – seamless transitions
- Technology care and health package can be extended as needs arise – modular and flexible, portable between different areas of life
- Responsive day to day as well as in emergency – positive relationships



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## Service innovation - the starting point

The reality of technology-enabled services – aids and appliances



Barriers to take up of current technologies

- Poor design on the whole (driven by a statutory procurement model)
- Poor information provision and access (controlled by professional intermediaries, little investment in quality information through local networks)
- Poor workforce and organisational competence and championship of technology
- Procurement through statutory services of devices, driven by up-front cost minimisation, rather than of services driven by whole system costs and benefits – responsive to organisational requirements not consumer driven

2 4 5 7

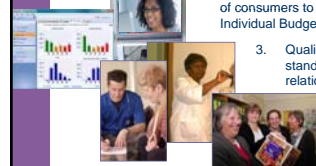
## Service transformation – the challenge

Scaling up technology-enabled services – organisational transformation



Market dominance by statutory services has led to market 'failure' which will not be reversed by small scale 'tinkering' with the system. What's needed:

- To build workforce capacity and championship
- To pump-prime consumer 'pull' in the market through better marketing of devices and services and confidence building of consumers to actively self care using technology – Individual Budgets alone will not work.
- Quality standards for the workforce, for service standards and organisational processes and in relation to technology design and effectiveness



Otherwise there will continue to be poor adoption of innovative technologies and little confidence in new ways of providing services.

2 4 5 7

## Service innovation opportunities

New ways of working – new business opportunities – new services

- Information provision through market analysis and consumer organisations

comparethemarket.com  
THE SIMPLER WAY TO CREATE DEALS



**AGE Concern** which?

- Advice, assessment and brokerage roles for new market entrants from the third sector, social enterprise and retail market.

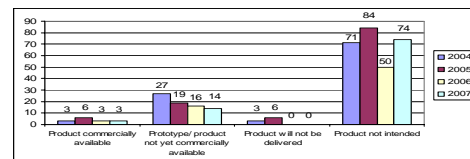


- Installation and on-going support packages for low and high tech packages of care commissioned/ purchased on basis of delivery of service outcomes and a regular technology refresh
- Development opportunities and funding for new technologies shaped by the demands of a maturing consumer market.

2 4 5 7

## Service innovation – new market opportunities

379 UK funded AT projects active over 2004-2007



- 15 projects aiming for product development delivered a commercially available product
- 76 projects aiming for product development did deliver a prototype or product that is not commercially available (it may be in process of commercialisation or may have failed to secure a foothold in the market)
- 9 projects aiming for product development did not deliver a product
- 279 projects did not aim for product development

2 4 5 7

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FAST reports: [www.fastuk.org](http://www.fastuk.org)

- Assistive Technology supporting self care, July 2006
- Assistive Technology – Workforce Development, June 2007
- Annual Report to Parliament on Research and Development in Assistive Technology, July 2009



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