

Enabling independence at home

Presentation to

directors of
adass
adult social services
London Region

14st October 2015





Today's objectives

**Who?
What?
Why?**

**Video with
customer
testimonial**

Live demo

Benefits



Who are we?





Care-Cameras solution





Security



- No customer data on any web server or PC connected to the internet
- No way to link Real Time Care website with the web servers that host customer images
- There is no way to link customer pictures with names and address
- We use industry leading hardware but do not use the 'out of the box' software that is provided with the cameras as it is not secure enough

Privacy

- Only named staff will have the URL and password to view the pictures
- Staff will only view the pictures when requested by the customer:-
 - During installation
 - Resolving technical problems
- Security information to view the pictures will be passed in person during installation
- Information to view the pictures will never be passed over the web
- To ensure maximum privacy for all concerned no images are recorded

Case Study - Mavis



Mavis is a remarkable lady. She is 96 plays the guitar and piano, sings and tells jokes.

‘I think the cameras are great, wonderful. I feel more confident and secure, I would recommend it to other people. It has brought my family closer together. They can see me and know the best times to call, when I am on my own and sitting in my chair by the phone. My family who are far away in Germany, Ireland and Yorkshire feel more connected’.



Case Study - Pamela



Pamela had experienced a couple of minor falls. A pendant was used but it often went off by accident sending the family into panic. It was so reassuring for the family to 'check in' any time day or night and ensure all was well.

'We consulted with the carers, doctors and nurses before installing the Care-Cameras and they all thought it was a wonderful idea'.



Care-Cameras video



Benefits

- Helps to keep residents at home for longer
- Reduced costs of residential care
- Residents feel safer and more secure
- Complimentary to traditional Telecare – false alarms
- Reduced ambulance call outs
- Early intervention following a fall
- Reduced hospitalisation costs
- Encourages family contact – reduces loneliness
- Care Act – support for carers
- Cost effective - £1 per day
- Self fund or direct payments

Current engagement

- Advertise on emarketplaces
- On website with Telecare as option
- Demo equipment in demonstration suites
- Presentation to:-
 - Community matrons
 - District nurses
 - Intermediate care
 - Telecare super users
 - Social workers
 - Care support charities
- Sheltered housing managers
- 6 weeks hospital discharge service
- Self funding or personal budgets

Call to action

- 20 LAs – no one else offering similar service
- Improve service to residents and carers & reduces costs
- Complimentary to traditional Telecare
- Each LA has a different approach to Telecare
- Engage with each LA - understand how best to promote within their borough
 - Set up individual presentations
 - Provide demonstration equipment
 - Marketing to residents
 - Awareness for locality teams



Questions?

