Going digital – it's good for business

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Digitising Social Care

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About Me

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Definitely not a techy – even though I've spent my entire career in coms and marketing roles focusing on technology and digital

I was an unpaid carer for 12 years

I'm still a carer! #ItsComplicated as they say on Facebook

About you

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"We are care providers, but we are also businesses. We have to make a profit to remain viable. So being efficient is key, but providing quality care and offering great support to the people in our care and to their families is crucial"

Care home owner

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"Technology is an enabler to get a bit more time back to help us do the really important things, like sitting down and talking to families, or stopping for a cup of tea and a chat"

Care home owner

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It isn't about being a Tech nerd….

Its an enabler to deliver even better care

Focus on the features if you must but make sure that your target audiences understand the benefits

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Thinking about the basics:

- Who are my audiences
- What is my offer
- What are the problems that need to be solved

- How is my digital approach relevant to them?

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Audiences:

1. My clients and their families
2. My staff
3. My stakeholders (local authority, CQC)

What do clients and
their families care about ?

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Clients

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- Providing family members with access to care information provides them with reassurance and confidence that they have sight of their loved-ones information wherever they are located. It gives them choice beyond phoning for updates.

- An individual can be involved in developing their care plan and can view it when they want to , given them the ability to feedback changes which can be actioned quickly.

- A person who is receiving care can be confident that the right information is available at the right time to all the people involved in supporting their needs.

Clients

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- Having access to family portal functionality was the reason I selected one home care provider over another when choosing care for my mother.

- Both providers were excellent but knowing that I can check on her care from a distance is a huge deal breaker for me!

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What do care staff think?

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Staff

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- Digital approaches to care planning offer staff more accessible ways to input and view information. Voice to text can support neurodiverse staff or those who don't have English as a first language. They can capture and upload images as well as third party information.

- Staff can use a range of devices to access care information and adjust their screens to view it.

- Alerts which show where information has not been added can support staff in ensuring that all documentation is complete.

- Information to support person-centred care is in the hands of the care worker when they are delivering care, allowing them to respond to immediate needs with the most up to date information at their fingertips, day or night.

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Staff

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"I just wanted to do my 1-2-1s and spend time with the residents. They're like my family and I would get so stressed about all the paperwork hanging over me. Sometimes it would be two or three weeks overdue which meant I had to work 12-hour days just to stay on top of everything. I'd come in on weekends to catchup or stay late after my shift ended.

Now I'm only a day or two behind and the longer I spend on the system the better I get at it, so I think it will keep getting better. I am actually really proud of my work now."

Jane – activity co-ordinator (autistic and dyslexic)

Stakeholders

"what's your cost of care?"

"Can I see examples of your care plans please?"

"how are you supporting workforce equality and inclusion?"

"Can you show me the ways that you're responsive to your client's needs"

"what is your evidence of a learning culture in the organisation?"

Stakeholders

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- Instant access to audit any compliance information so all the required data is effectively to hand for inspection by CQC and other regulatory bodies
- Accurate data and information is available against all standards
- Ability to provide evidence of consistent care provision to demonstrate consistently safe, high-quality, person-centred care
- Accurate evidence of care and easily accessible data for accident and incident trend analysis
- insights into areas such as falls, UTIs and BMI and improvements/lessons learned from feedback
- Greater oversight through timely monitoring of the handover processes, occupancy statistics and other business KPIs to ensure consistent quality and provide safe and responsive services
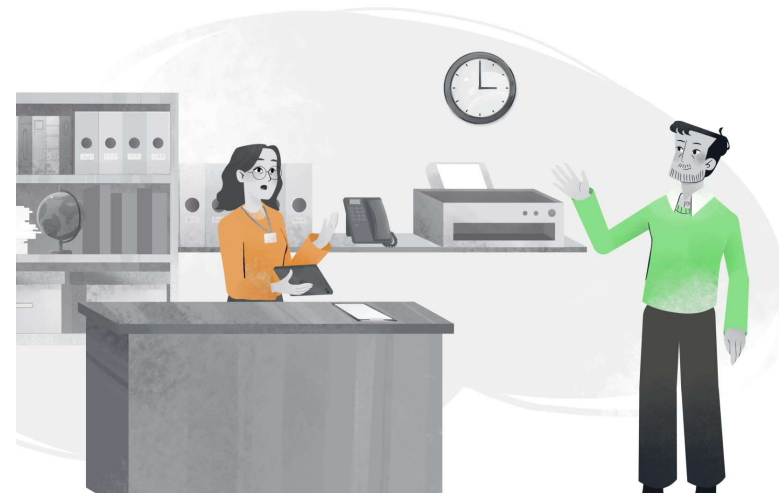- More efficient process to provide cost of care

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Stakeholders

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Data, data and more data……..

Which means:

- Better quality record keeping
- Real time updates
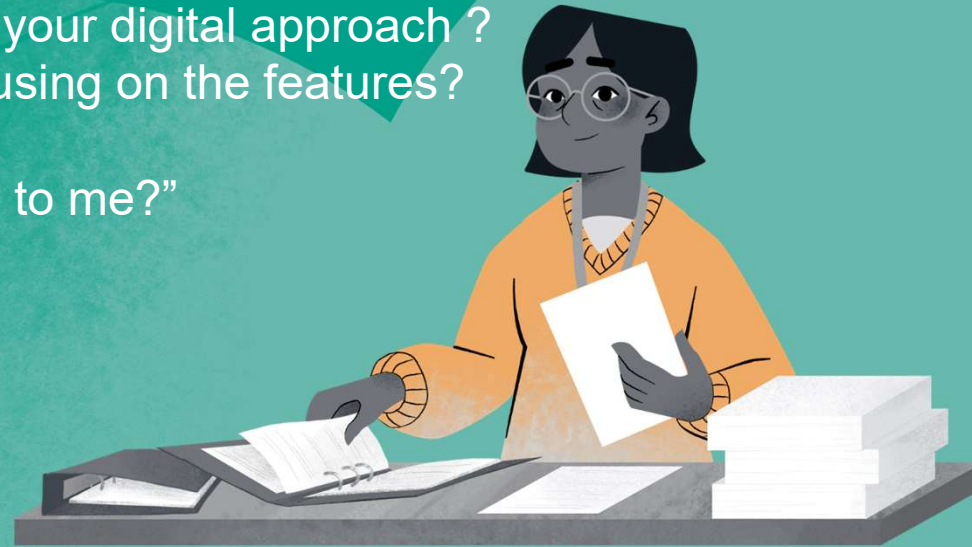- Reduction in admin time
- Increased efficiencies
- Risk reduction

Do you talk about your digital approaches in your staff recruitment?
Have you included it in your promotional material?

Are you telling your audiences about the benefits to them of your digital approach ?
Or are you just focusing on the features?

"what does it mean to me?"

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