

PPP  
Taking  
Care



# PPP Taking Care – Enabling Customer Choice

TSA Innovation Webinar

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# Where do we come at customer choice from?

Exclusive Telecare Provider



To partner with customers in maintaining their dignity and independence at home, by providing (technology) health solutions that give them the support required to remain at home.

The outcome is that customers will be able to live in their own homes for 4 years longer.

## 3 Emergency Resolution Centres



## Retail/B2C marketing approach



## Technology Agnostic





# Taking a “customer-led” approach: our TEC industry opportunity

- Focus on outcomes and health BENEFITS
- Solutions designed to meet customer needs
- Designed to meet their lifestyle requirements
- How to work with partners to deliver an “entire” service offering
- Avoid “technology looking for a solution”
- Avoid catering only for a subset of needs – think “whole person”

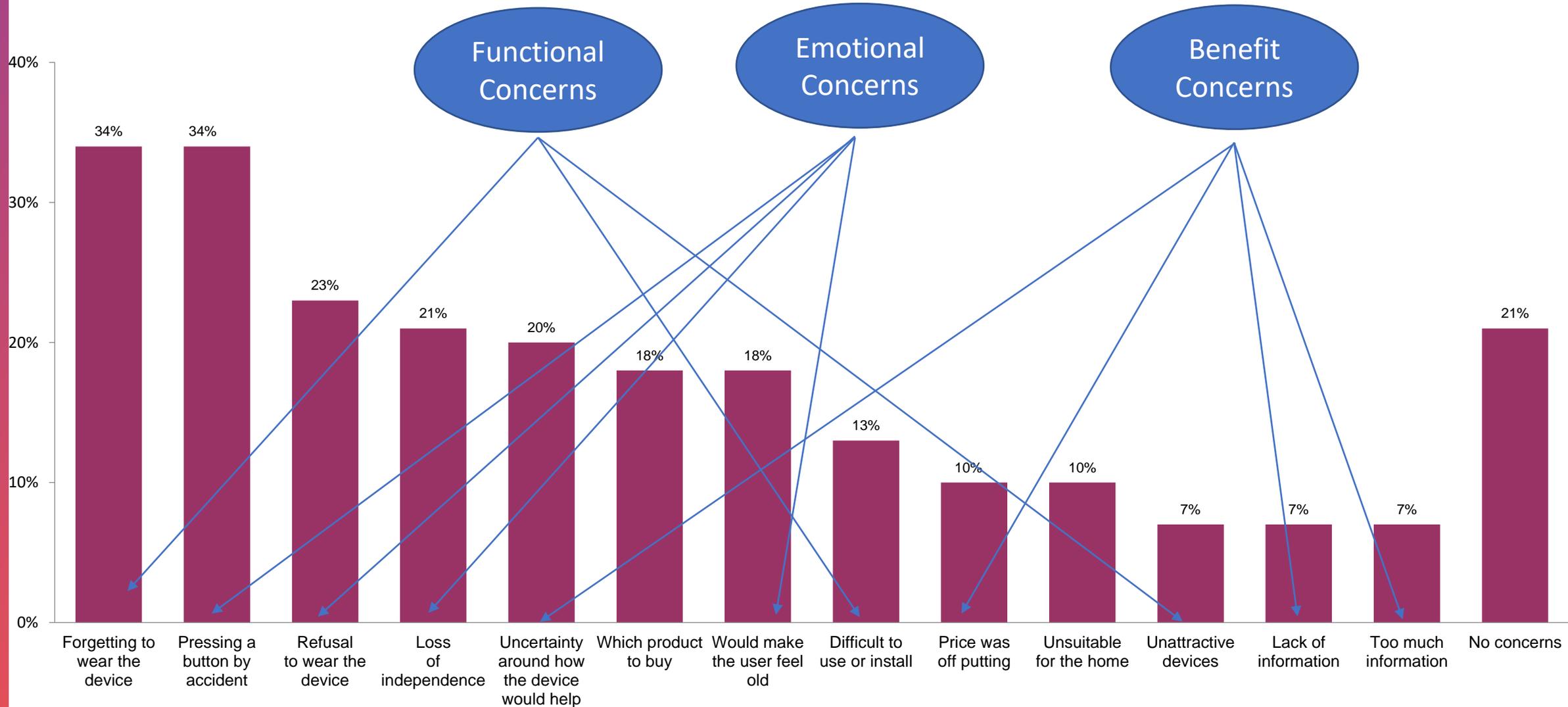
*“We see our customers as invited guests to a party, and we are the hosts. It’s our job every day to make every important aspect of the customer experience a little bit better.” Jeff Bezos*

“Before seeking to be understood, seek first to understand.”

# Our consumer audience (2.0)

Lifestage	Realisation		Middle Age		Young Old		Slowing Down		Concerned Awareness		Reflection	
Age/gender	45	55	65	63% female	70	73% female	75	89% female	80	82% female	85+	
World	25% 45-54 17m	12% 55-64 8m	5% 65-69 3.3m	University of 3 <sup>rd</sup> age, clubs and hobbies, holidays, new skills	5% 70-74 3.2m	World becomes smaller, more time at home and garden. Downsize	3% 75-79 2.2m	Life focused around the home & family. Move in with family or warden assisted housing	5% 80+ 3.2m	Maximising quality of life. Juncture with social care and care homes		
Technology	97% Internet usage	93% Internet usage	83% Internet usage	Hearing & visual aids. Managing one chronic condition. Wellness tech with GPS & alarm		46% Internet usage	Stairlifts, scooters, walk in bath, adjustable beds, walking aids.		Alarm monitoring & telecare			
Informal Carers	Parents 71 years old		Parents 82 years old		Parents 93 years old		17% informal carers	15% informal carers	14% informal carers	13% informal carers	9% informal carers	
Identification of Telecare need	Gradual realisation		Physical capability reducing. Managing one chronic condition.				Mobility reducing. Managing 2 or more chronic conditions		Assistance required at home. Daily help from informal or formal carers			
	Event driving urgent need	21%	Falls	24%	23%	33%	43%					
		9%	Mobility	13%	17%	24%	44%					
		2%	Dementia	3%	6%	11%	23%					
			31%	40%	46%	68%	100%					

# Customer concerns about TEC



Source: PPP Taking Care Motivations to Purchase online survey  
Base: All users or active considerers of telecare

# Supporting Customer Choice

- Relevant to customer needs/Stage of mobility journey
- In-home, Out of Home and BOTH
- “Guided” options – helping customers choose easily and safely
- (Bronze, Silver, Gold): NOT a product brochure
- Clear markers of quality that Customers recognise - TSA QSF, ISO, EN, Trustpilot
- Health outcomes: From emergency to prevention
- Needs of Loved Ones AND Carers

