

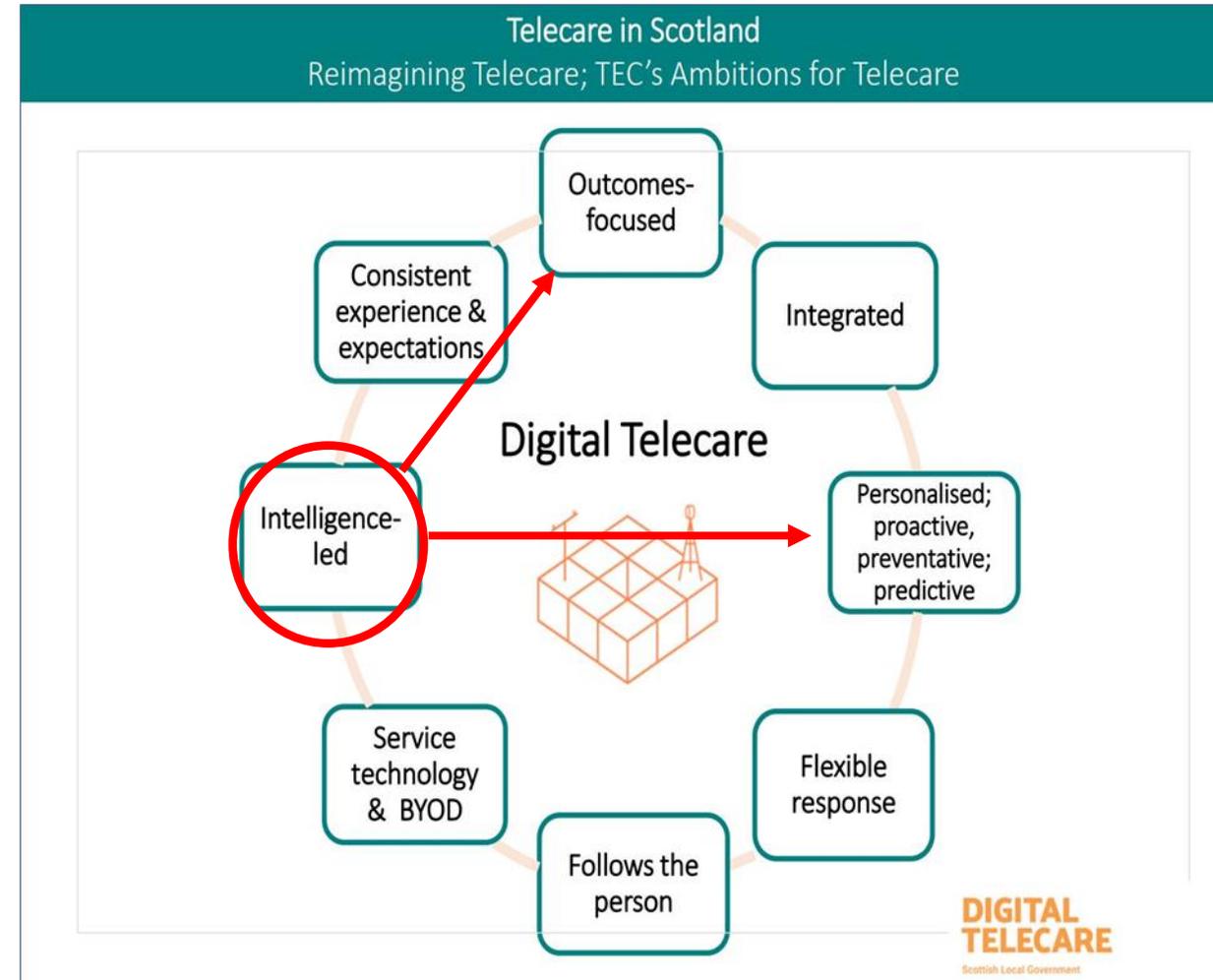
# Is evidence based decision making just for Social Care?

Adrian Scaife



# What is evidence based decision making?

- **Evidence-based decision making is a process for making the best decisions possible using the evidence available.**
- It avoids decision making that is based on gut feeling, intuition, or instinct.
- If you want the best outcomes it's essential to do so based on evidence
- Traditionally, this is difficult in a care context.



# Moving to Next Generation Activities of **alcuris** Daily Living

## Traditional- Niche

- Data only
- No data analytics
- Needs interpretation and staff time
- No family engagement
- Data siloed
- Single service model
- Short term use
- B2B only
- Packages of sensors
- Mainly uses a Dashboard
- High cost , medium value



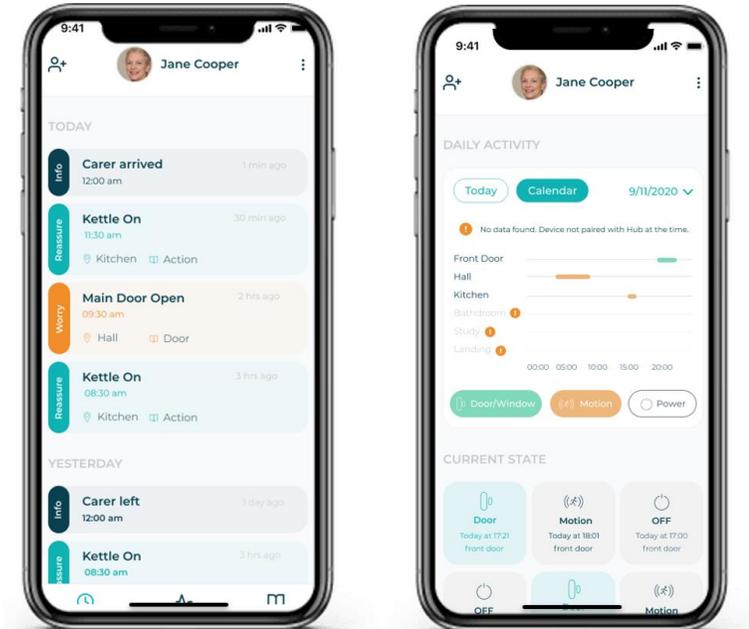
## Next Generation -Mainstream

- Actionable insight
- Data analytics (including ML/AI)
- Plain English reports and reduced time
- App -expanding the Care Circle
- Interoperable, data sharing
- Options for additional services
- Short and long term use
- B2B and B2C service
- Hardware agnostic and personalised
- Uses Dashboard and App equally
- Lower cost, higher value

# Who else can benefit from evidence?

## Family and friends

- Positive reassurance with alerts when things change.
- Reducing dependency on statutory services.
- Strengths /assets based models of care and support
- Shared insight with Social Care.
- Delivering improved outcomes



*“Great product, Great service, **Completely reassured** me being able to check mum was OK and doing the tasks she told me she was doing. I felt in control of being able to ensure she was well and safe.”*

# Who else can benefit from evidence?

## Service Providers

- Who supports people with no families or unengaged families?
- Who triages the preventative alerts? (on behalf of commissioners in Social Care, Health and Housing)
- Strategic question: continue to provide alarm monitoring only or do you see a wider vision?

## Transform from Reactive to Multiple Service Centre



# Service provider opportunities

## Support Commissioner's requirements

- A targeted early intervention and prevention service.
- Based on when needed (cost effective)
- Outbound calls to identify interventions required.
- Supporting a wide range of people to remain living independently.
- Grow your service portfolio

## Private pay

- Self funders.
- Pre social care eligibility (e.g. no further Social Care service after reablement)
- Families just looking for positive reassurance.
- Consumer based offer (App, hardware and subscription)
- Engage with your future alarm customers earlier.
- Grow subscriber numbers.

# Service Provider models

## **Largest providers**

- High call volumes
- Economies of scale
- Consistent experience
- Focus on alarms
- Growing

## **Medium and small**

- More personalised experience
- Often more local
- Often provide a response service
- Economics of alarm only services challenging at lower connection volumes

## **BUT**

- **How do the economics change in a combined digital proactive and reactive service delivery model??**

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memc

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connec+

To find out more please  
get in touch

Adrian Scaife

[adrian.s@alcuris.co.uk](mailto:adrian.s@alcuris.co.uk)

07874 722 552

[www.Alcuris.co.uk](http://www.Alcuris.co.uk)

