



Jason Smith

www.planmycare.com

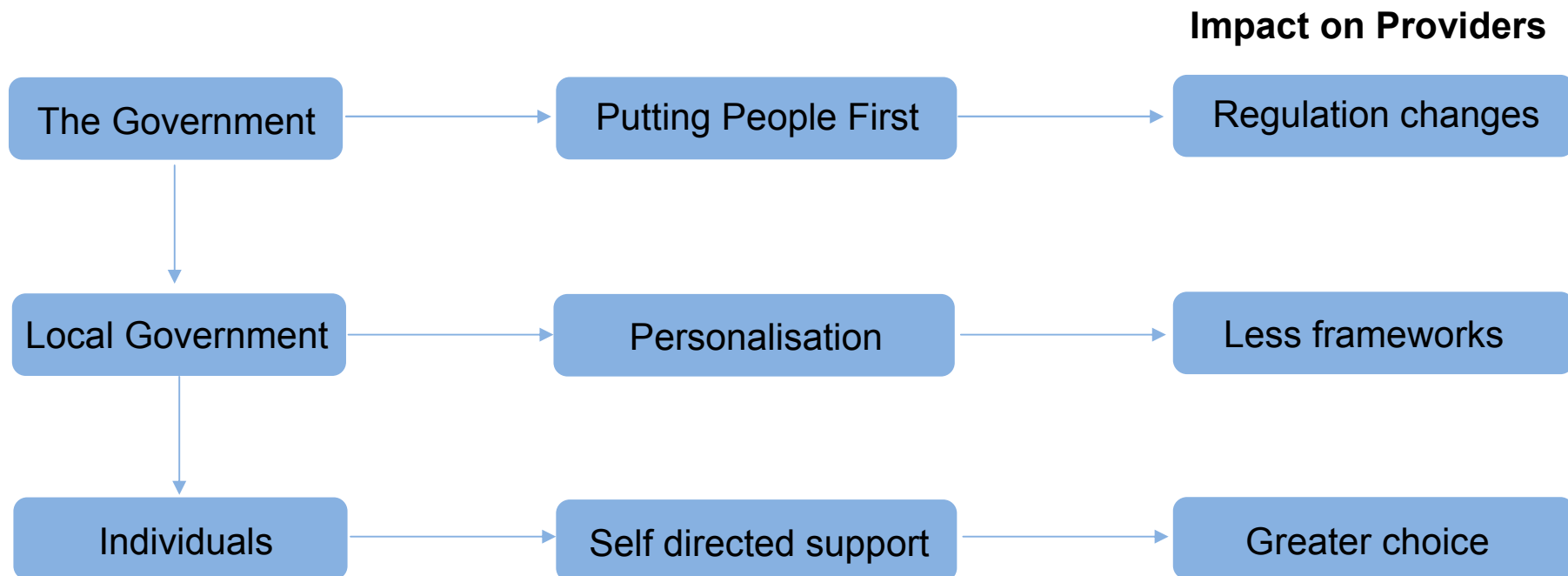
Agenda



- Plan My Care
- Putting People First
- What does it mean for individuals?
- A case study
- Opportunities for providers
- How can technology help?

- Single focus of delivering personalisation agenda in care and health
 - Business and change consultancy
 - Market place development
 - Technology solutions to enable the transformation
- Our partners
 - Improvement and Efficiency South East
- Recognised for innovative approach
 - Department of Health
 - Association of Directors of Adults Social Services (ADASS)

The social care reform



In December 2007 the Government announced radical social care reforms enabling individuals to take control of their care needs

Implications of Putting People First



- New ways of working within Local Government
 - Authorities now issue personal budgets rather provide the care directly
- Individuals effectively managing self directed support
 - Service users now need to manage and source their own care provision
- Defining the new role of the Support Broker
 - What is the scope of the Support Broker and what tools to they need?
- Fragmentation of the social care marketplace
 - Fewer local government block contracts
- Quality assurance of service provision
 - How can individuals be assured of quality when procuring services?

What does it mean for individuals?



- Everyone becomes a self-funder
 - With some having financial support from local authorities
- Outcome based planning
 - Focus on aspirations of individuals; “what” not “how”
- More control
 - Greater influence over planning and delivery of services
- Greater choice of products and services
 - Extension beyond traditional care services
- Opportunity to shape the market
 - Consumer-led trends supported by consumer groups
- Feedback & quality assurance
 - Many more avenues for feedback, many unmoderated

Maureen – a case study



Pen Portrait

- 40 years old
- 3 children school age
- Has MS
- Single
- Owner-occupied home
- Newport based
- Has aging parents
- Been in hospital and received enablement services on discharge
- Condition deteriorated, requires long-term support

Current Package

- Domiciliary care – 14 hours per week
- Basic adaptation of the home
- Day centre once a week
- Meal service provided

How will Maureen's support change?



Outcomes

- See more of existing friends and develop new friendships
- Remain in her own home and provide a secure environment for her children
- Feel more confident and improve self-esteem
- Develop a new skill that might help achieve part time work
- See more of her parents

How will Maureen's support change?



Outcomes

- See more of existing friends and develop new friendships
- Remain in her own home and provide a secure environment for her children
- Feel more confident and improve self-esteem
- Develop a new skill that might help achieve part time work
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Self Directed Support

- Reduces domiciliary support to 10 hours
- Attends weekly college class to gain new skills and meet people
- Buys a computer – shopping online, online courses, social networking
- Social activities with support to improve confidence
- Coordinates weekly alternative therapy session with other people with MS
- Arranges with neighbour to provide meals in exchange for sharing school taxi run

Opportunities for providers




- Individuals not local authorities
 - Providers which address new market will prosper
- Added value services
 - eg supported breaks rather than traditional respite care
- Wider scope of services
 - Broadening of services away from traditional care provision
- Niche opportunities for new kinds of service
 - Gaps in the market eg the image consultancy
- Collaborate with service users
 - Work with individuals to understand the services they really want
- Universal offering of services
 - A single market for state and self-funders

How can technology help?



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Plan My Care

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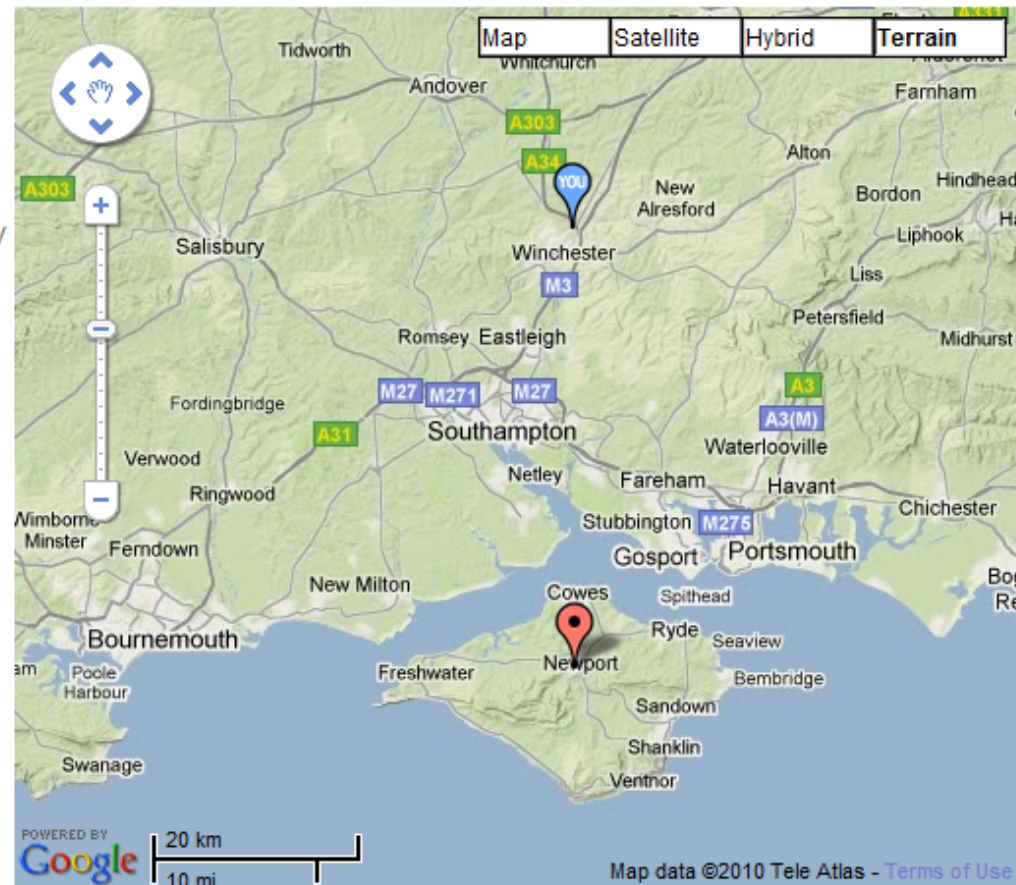
- BROWSE PROVIDERS
- SEARCH BY REGION

SUPPORT CATEGORIES

- ADVICE AND ADVOCACY
- HOLIDAYS AND RESPITE

Isle of Wight Society for the Blind

26.9 miles
 01983 522205
enquiries@iwsightconcern.org.uk
<http://www.iwsightconcern.org.uk/>
[More Information](#)





Name: Mr Bob Smith
Client reference: CL1234
Date of birth: 3/6/1975

MENU

- [MY PLAN](#)
- [PERSONAL DETAILS](#)
- [ABOUT ME](#)
- [BROKERAGE](#)
- [CIRCLE OF SUPPORT](#)
- [MY OUTCOMES](#)
- [WHERE AM I NOW](#)
- [WHAT WILL HAPPEN](#)

About Me

Who I am

My name is Bob I am married to Maureen and have three children, a son and two daughters. Prior to my retirement I was an accountant I have always enjoyed the Arts and painting in particular. I have pictures of my art work in my home. I enjoy gardening and have always worked in my garden with my wife as a recreation we like doing together as a couple in the past. In 2001 I was diagnosed with Primary progressive Multiple sclerosis.

What is important to me

Maintaining my independence is vital for me, as I am used to being autonomous in all areas of my life, prior to my diagnosis of MS. My relationships with my wife and children are of great importance and value to me. I like being organised and in control of my environment. My role as head of the family is important to me. I want to have a quality of life which not only meets my needs but the needs of wife, as my carer.

What I want to change

I want Maureen to remain as my main carer, which she wants to continue doing with outside support to ensure her health is maintained. For Maureen to have less responsibility in caring for me, practically, emotionally and psychologically. As she is finding it hard to care for me because of her own health issues. Maureen and I to have more time as a couple instead of time together when she is my carer and I the cared for person. For my wife to have time for herself and not always having to think about me and my needs. For us both to be able to go out to galleries. For both of us to go away for breaks together as being at home all the time together can prove frustrating, and places pressures on our relationship I would like to be able to go to art classes so I can develop my artists skills as this gives me a lot of pleasure and has a direct impact on my psychological well being as it distracts me from my condition and allows me to express myself and my feelings, and will lessen the risk of me feeling depressed and as I don't want to worry my wife all the time with my health issues, as if she sees me being active this will lessen some of the concerns she has for me. I want to be able to get out into the garden again safely so I could help my wife with the gardening.



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- [ABOUT ME](#)
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- [WHERE AM I NOW?](#)
- [WHAT WILL HAPPEN?](#)

My Outcomes

I want to spend more quality time with my wife as a couple rather than carer/caree



[Edit](#)
[Delete](#)

I want to take up a social activity so that I don't feel so isolated



[Edit](#)
[Delete](#)

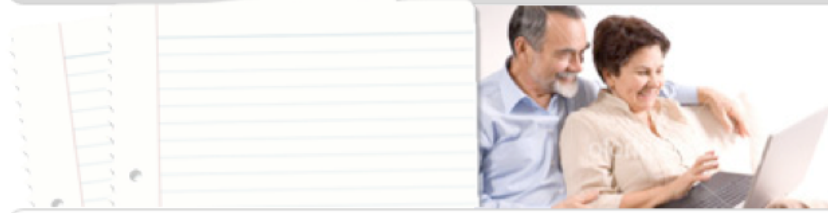
I want help with my garden so that I can enjoy it and get some exercise



[Edit](#)
[Delete](#)

I want the flexibility of personal budget but need help managing the money





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What Will Happen

Indicative Allocation: £2,000.00

Total Spend: £1,477.50

I want to spend more quality time with my wife as a couple rather than carer/caree

What will happen	Who	How Often	Cost	Annual Cost		
Employ a cleaner to free up my wife's time	A.B.C Cleaners	weekly	£50 per month	£600.00	Edit	Delete
Organise special day out a month together	Me	monthly	£20 per month	£240.00	Edit	Delete

[Add Action](#)

I want to take up a social activity so that I don't feel so isolated

What will happen	Who	How Often	Cost	Annual Cost		
Attend an evening painting class	Newport College	weekly	£100 for a ten week course	£100.00	Edit	Delete

[Add Action](#)

Key messages



- Personalisation is here – it's not optional
- It presents new opportunities for all providers
- Early planning will provide a competitive advantage
- Engaging and collaborating with service users is essential
- Online solutions will facilitate and accelerate the transition