

How innovative daily contact can reduce loneliness and promote safety, wellbeing and choice for older people...

Fiona Hasson
Partnerships Manager
Alertacall



www.alertacall.com



A bit about us...

- 15 years delivering unique daily contact services
- Over 15,000 satisfied service users
- Ideal for older, socially isolated people and others with higher needs
- Inspired by the needs of an ageing relative...



Protecting life,
improving
wellbeing
and
detecting changing
needs

Meet Eveline, aged 86



- **Living alone**
- **Staunchly independent**
- **Sudden change of circumstance**
- **An unexpected response....**

What Eveline said about a pendant alarm...



***“Get stuffed!
I’m not old
enough for one
of those –
I’m only 86!”***

Challenges with pendant alarms



“I’m just not ready yet!”



“This labels me as a vulnerable person”



“I’ll be fine until my daughter visits.”



**Unconscious and
unable to activate**

More challenges with pendant alarms



- Frequently not worn
- Tell us little about changing needs
- Don't encourage regular contact

Yet this is *still* the go-to product
for older people in 2019!

“We started calling each day to check she was OK...”



- **She didn't always wear her hearing aids**
- **She was unwell more often than we realised**
- **We could tell her about activities and events**
- **We could remind about medication and appointments**
- **Daily contact could sometimes be a life saver...
... but it could also be a nuisance!**



**We invented the
“OKEachDay” button
and spent years
creating technology
to improve daily
contact.**



Service users have absolute control over levels of human contact 365 days a year. It also protects them and keeps them informed

Devices to suit lots of people



Comprehensive training for our teams



Regularly save lives

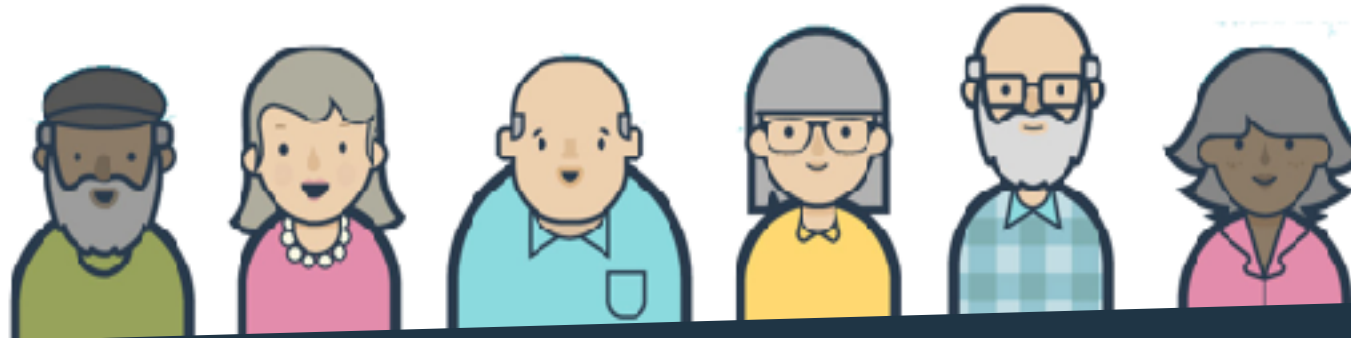


Powerful technology with preventative analytics



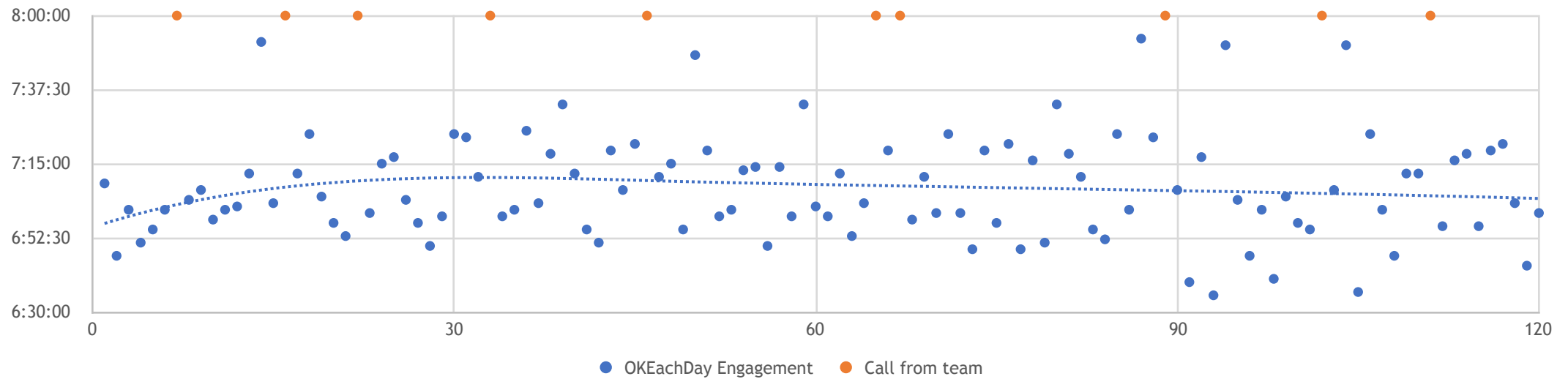
“By increasing contact with people in a structured way that empowers them and gives them control, you can better understand their changing needs, make better decisions and improve their lives”

James Batchelor



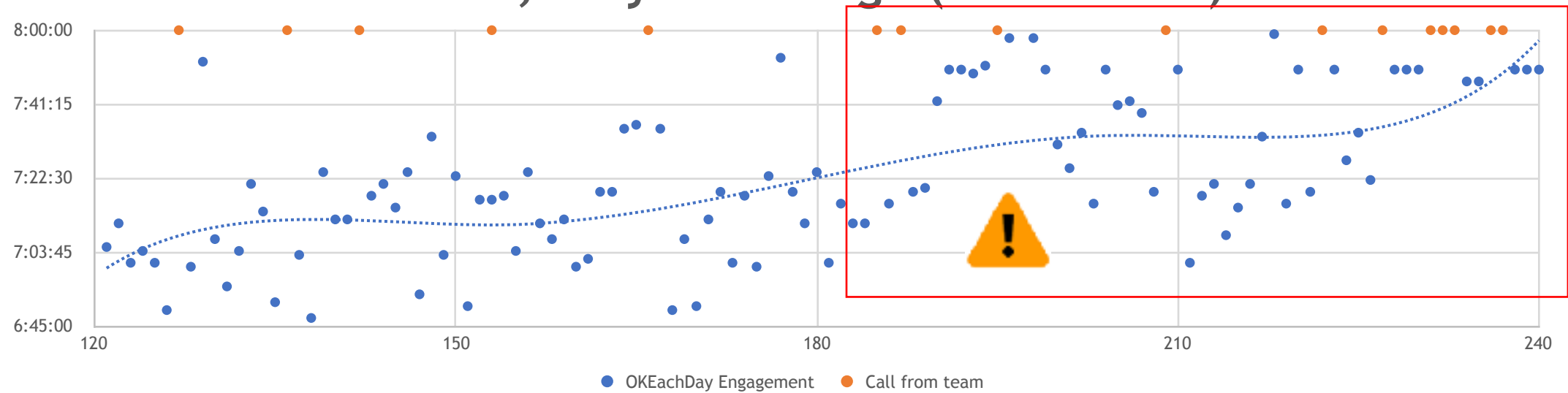
Changes in the way people engage can indicate an imminent support requirement

Male, 76 years of age (Months 1- 4)



Changes in the way people engage can indicate an imminent support requirement

Male, 76 years of age (Months 5-8)



What kinds of events create detectable shifts in patterns of contact?

- Cognitive decline
- Urinary tract infections
- Influenza
- Mental health crisis
- Bereavement
- Poor medication compliance

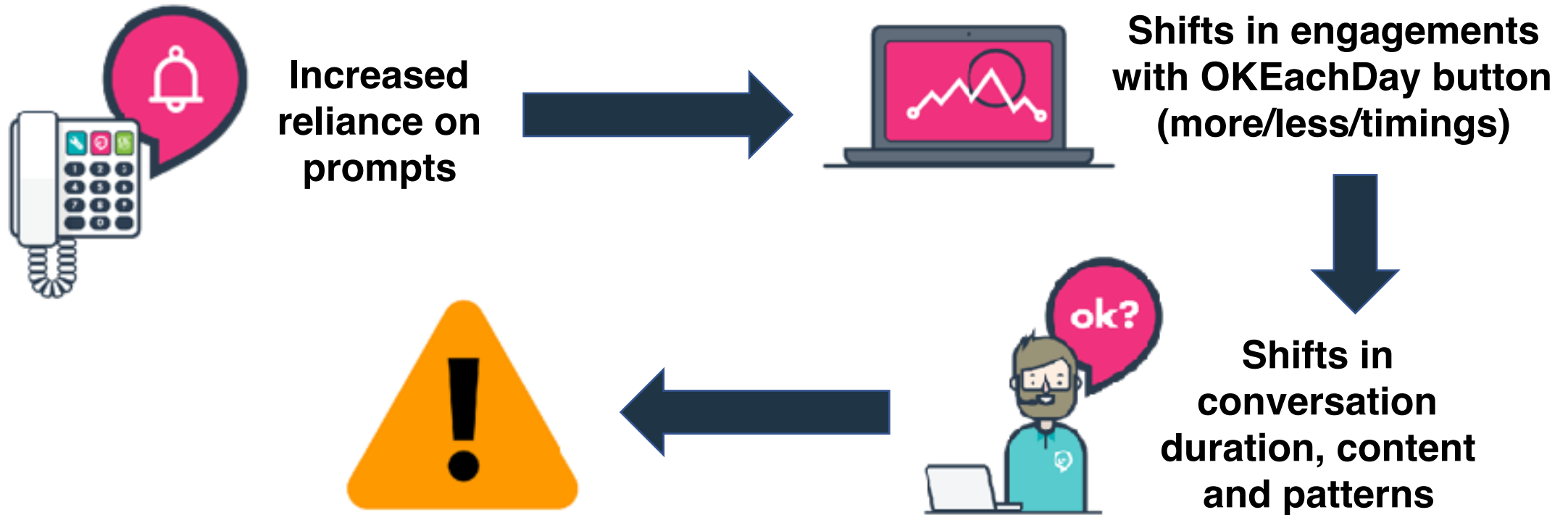
...and two other biggies ...



The Queen or Wimbledon on TV

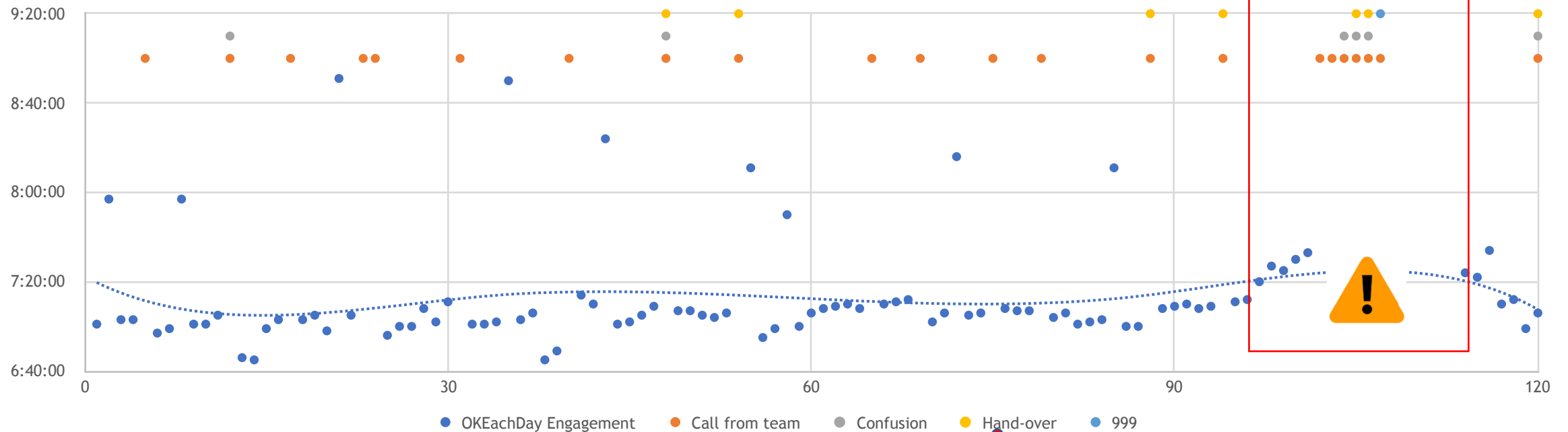


What kinds of shifts do we look for?



Example Data: Urinary Tract Infection

Female, 80 years of age (Months 1-4)



Very notably, human contact tends to increase at precisely those times when it's needed most – when someone is unwell or when they have new needs.



Why is a human that listens so important?

- Health issues can be noted and flagged
- Negative speech patterns may indicate depression or suicidal thinking
- When trusting relationships are formed, service users may open up about abuse or other difficulties...



How daily contact improves wellbeing...



- Customers feel less lonely*
- 98% of customers would recommend our model of daily contact to other people
- 24% of customers say it makes them feel materially safer

How daily contact improves outcomes

- Changes behaviours via social prescribing
- Promotes self-care with personalised messaging & prompts
- Supports faster, safer discharges
- Reduces readmissions through earlier interventions

“Not sure what I’d do without it now!”

Customer with social care provider



Did you know...

At less than £4 per week, a single day in hospital costs more than the provision of our service for a **whole year?**

**Proactive daily contact can be person-centred,
preventive, powered by real human beings
– and still be affordable!**



www.alertacall.com



What does the Care Act say?

- Choice and control over the support that's needed
- A focus on personal dignity - views, wishes and beliefs
- Actively promote wellbeing, support independence
- Identify services which prevent, reduce or delay

Put the wellbeing of the individual at the centre of everything you do

What does NICE say?



- A focus on personal dignity
- Choice and control over the support that's needed
- Don't replace human contact !

Put the individual at the centre of everything you do

How **Clever Contact** improves outcomes...

- Proactive contact at least once a day
- Supports safety and dignity without wearing a device
- Offers choice and control in how users engage
- Promotes independence with personalised messaging
- Provides early detection of changing needs
- Encourages faster, safer hospital discharges
- Reduces risk of re-admissions
- Friendly, human contact whenever it's needed



thanks for listening



If questions come to you later
please do get in touch...

Fiona Hasson
fionahasson@alertacall.com
07947 492424
www.alertacall.com

