

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

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[www.alertacall.com](http://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!”***



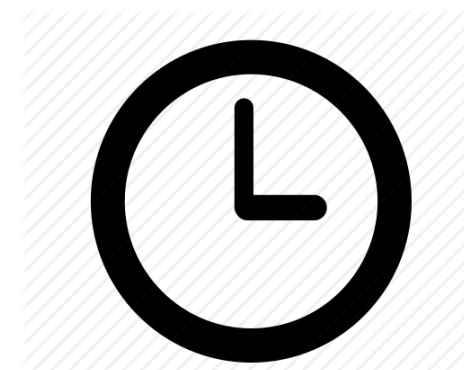
# Challenges with pendant alarms



*"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.**



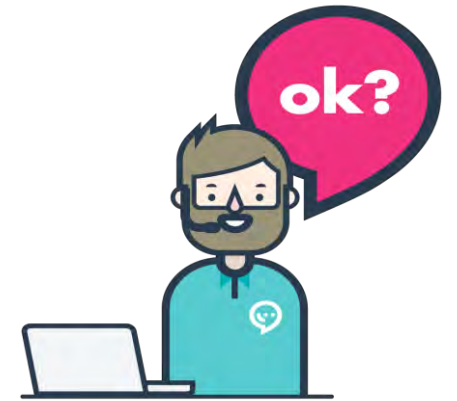


# Service users have absolute control over levels of human contact 365 days a year. It also protects them and keeps them informed

Devices to suit lots of people



Comprehensive training for our teams



Regularly save lives

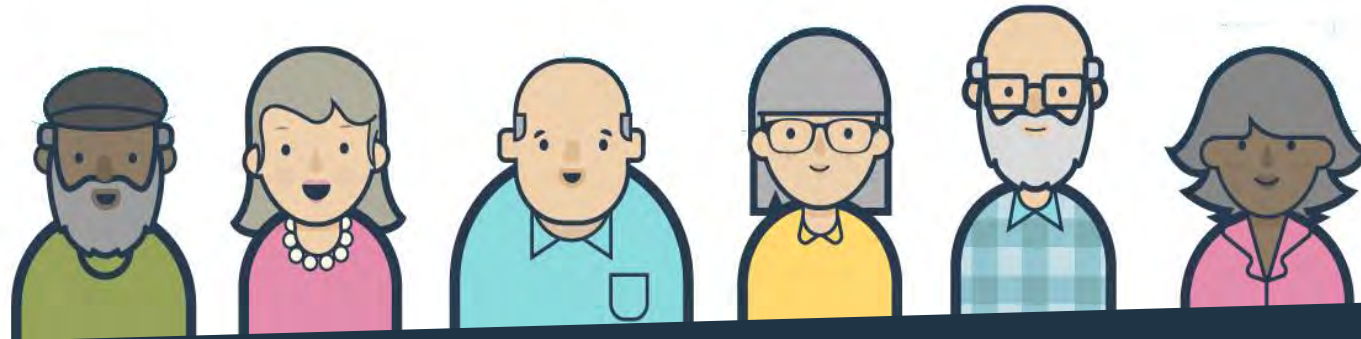


Powerful technology with preventative analytics



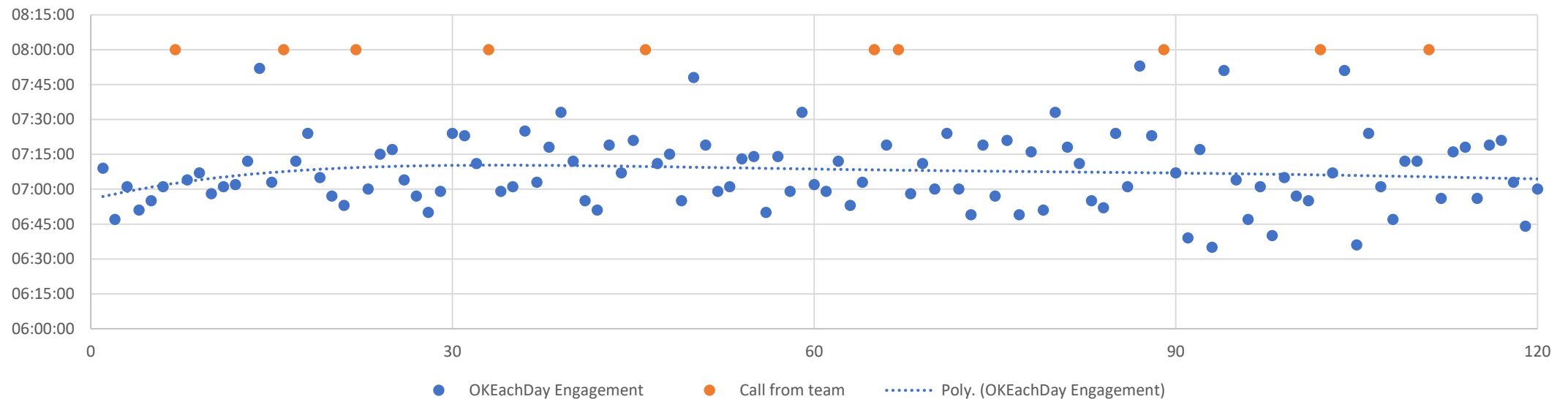
**“By increasing contact with people in a structured way that empowers them and gives them control, you can better understand their changing needs, make better decisions and improve their lives”**

**James Batchelor**



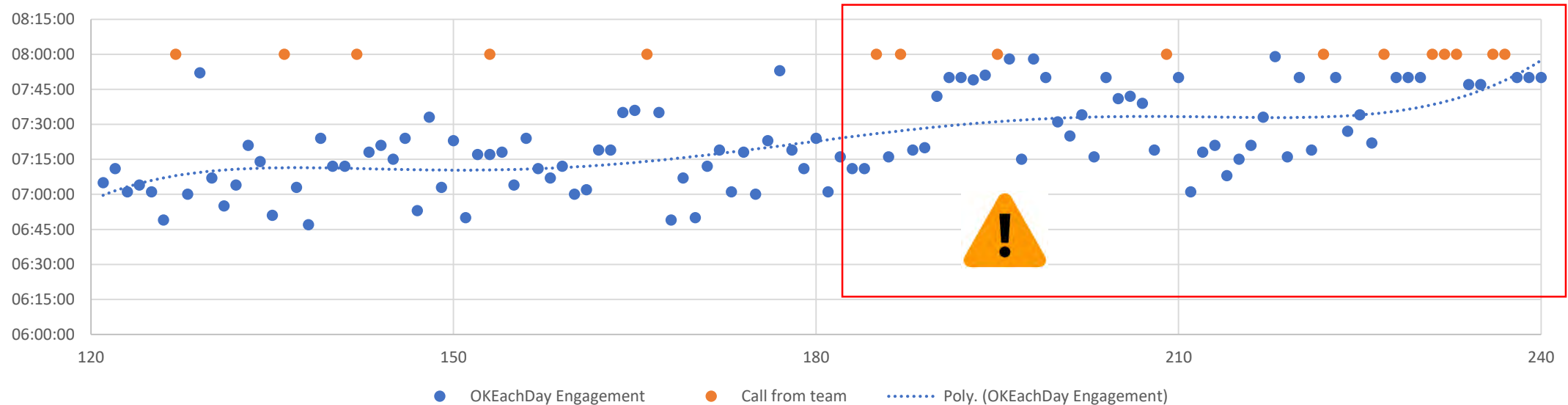
# Changes in the way people engage can indicate an imminent support requirement

## 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

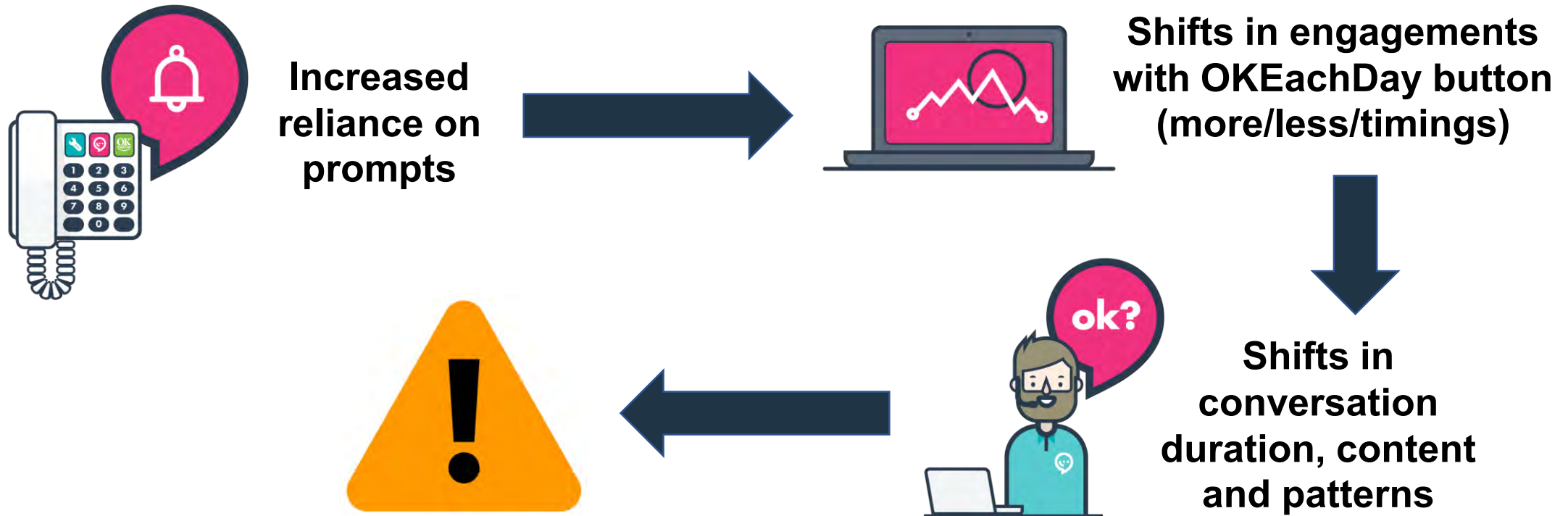
...and two other biggies ...



# The Queen or Wimbledon on TV

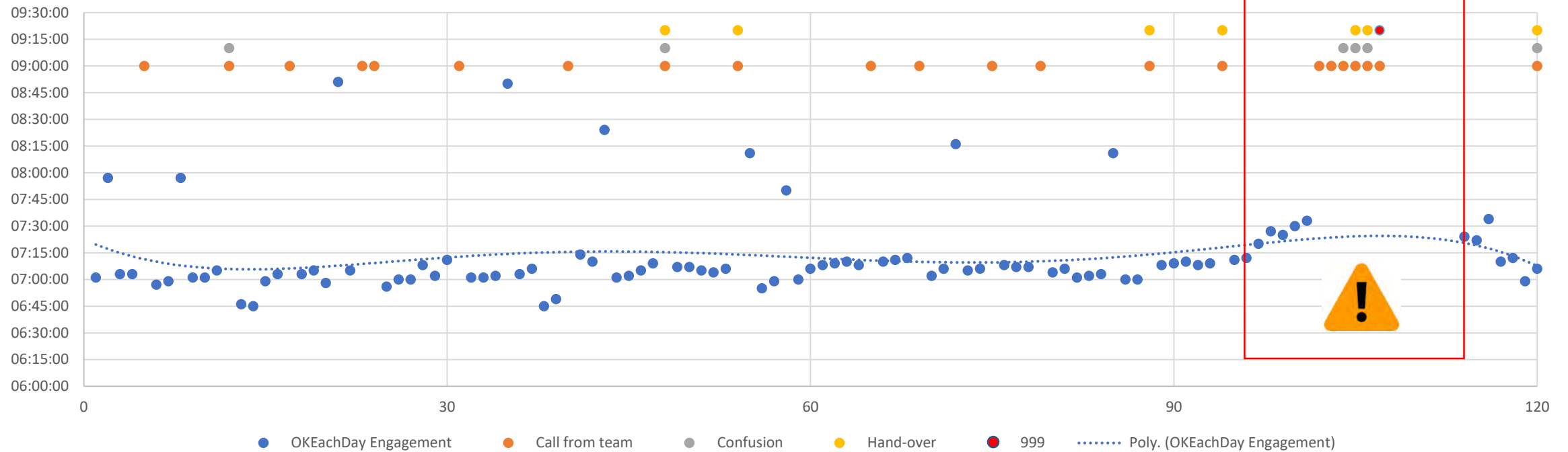


# What kinds of shifts do we look for?



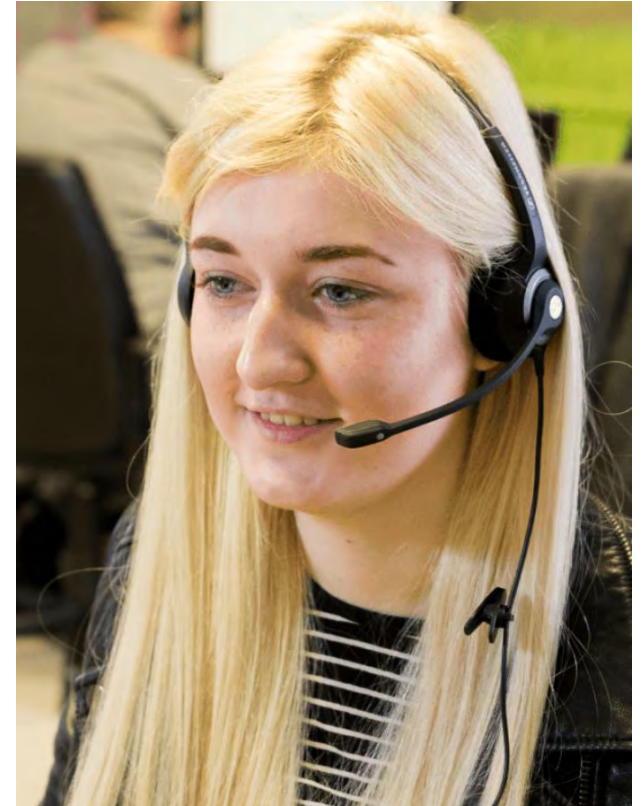
# Example Data: Urinary Tract Infection

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!”**

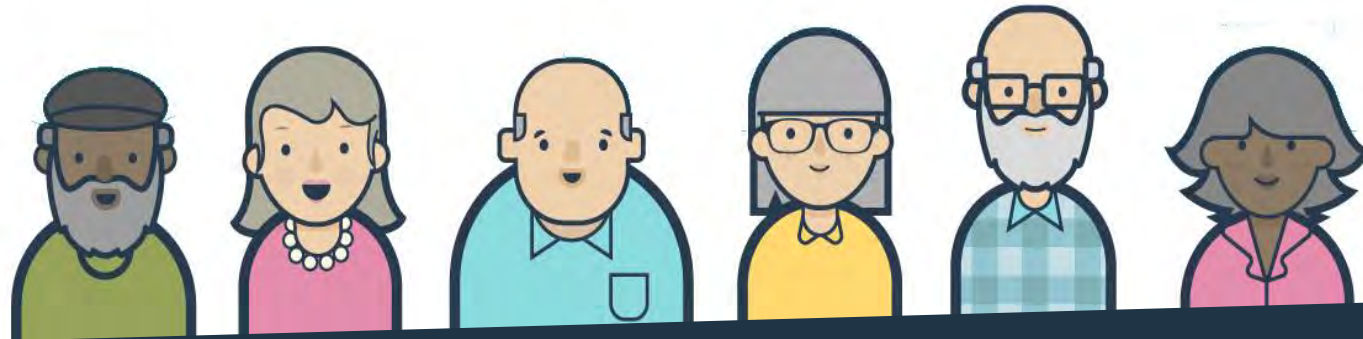
**Customer with  
social care  
provider**

 **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!**



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# 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...

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