

How innovative daily contact is reducing social isolation and promoting wellbeing for older people



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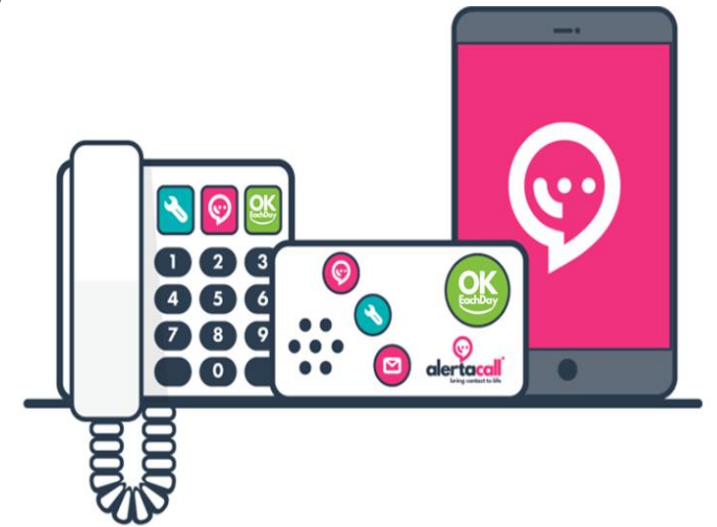
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A bit about us...

- 15 years delivering unique daily contact services
- Over 15,000 satisfied service users
- Ideal for older, socially isolated or vulnerable people
- 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!"***

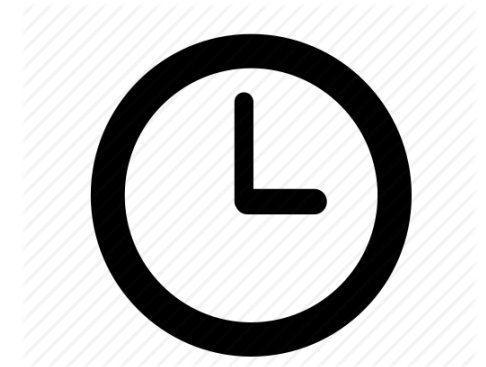
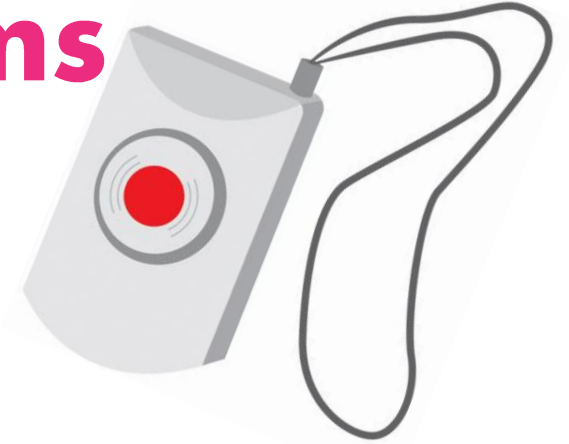
Challenges with pendant alarms



"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**
- **Facilitates isolation**

Yet this is *still* the go-to product for older people in 2020!

“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.**



Individuals have control over the amount of digital or human contact, 365 days a year. It protects them and keeps them informed

Devices to suit lots of people



Comprehensive training for our teams



Regularly save lives

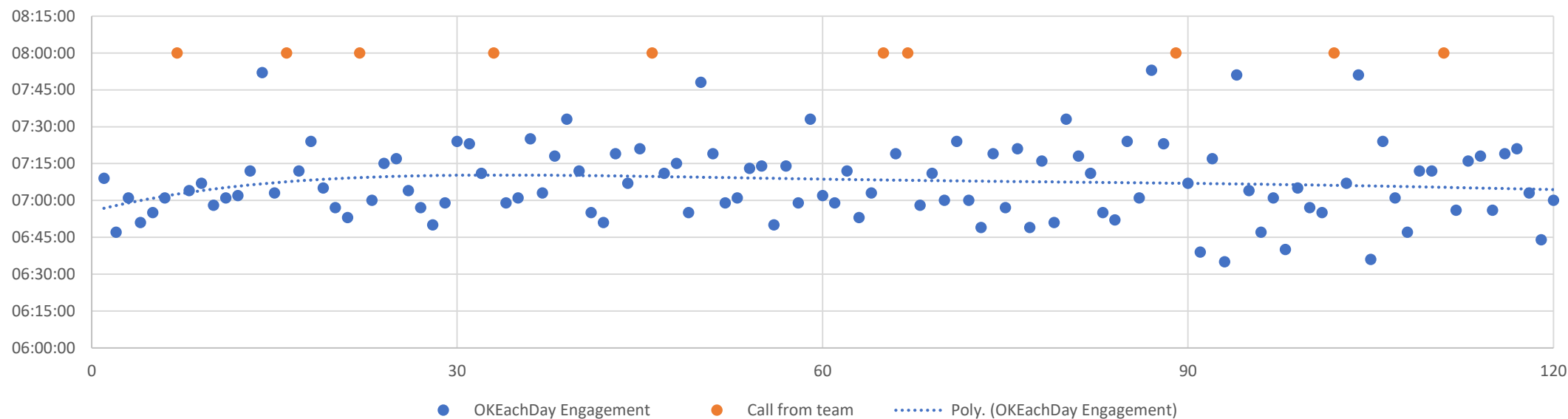


Powerful technology with preventative analytics

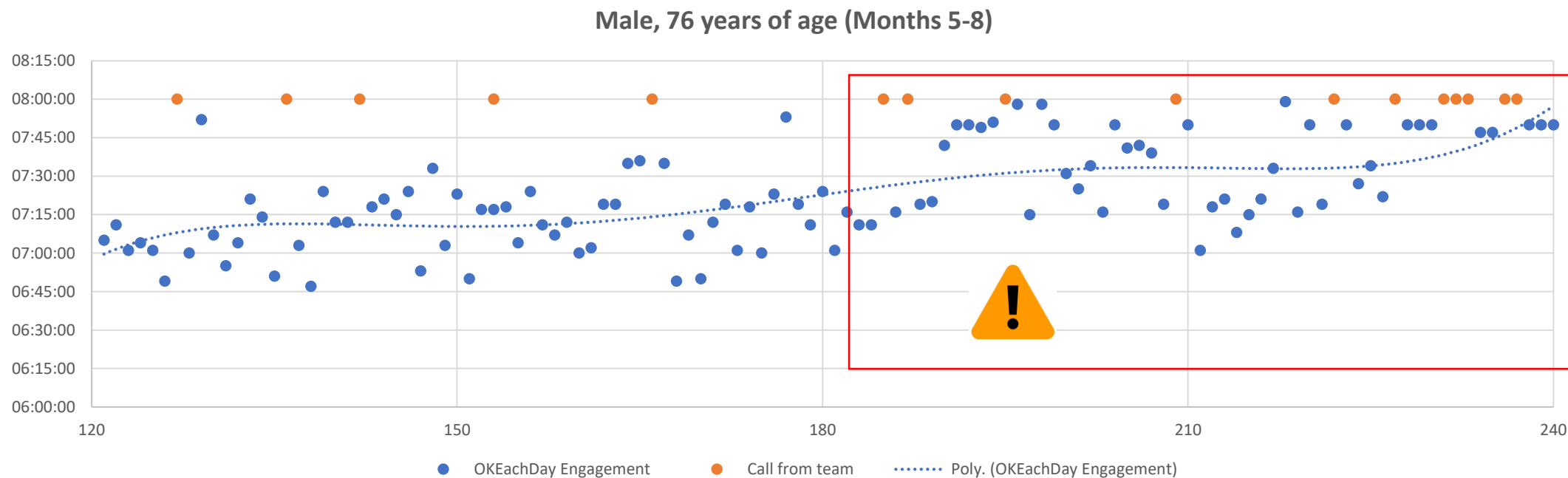


Changes in the way people engage can indicate an imminent support requirement

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



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

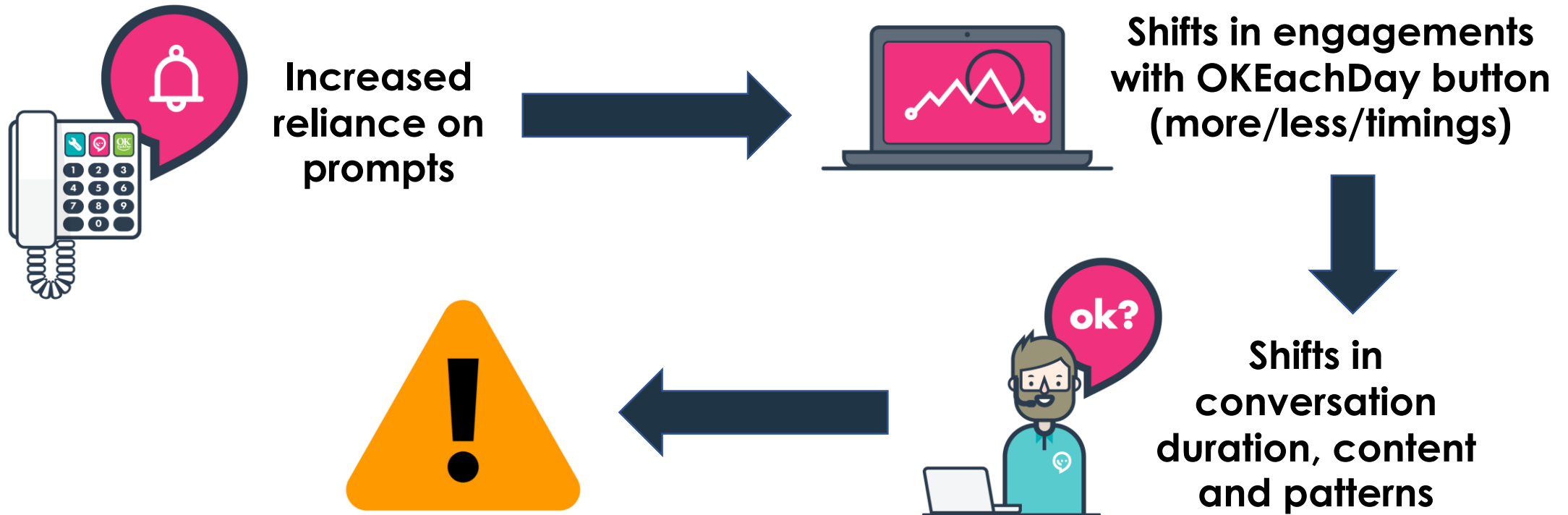


Detectable shifts in patterns of contact can be physical or mental, temporary or permanent

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

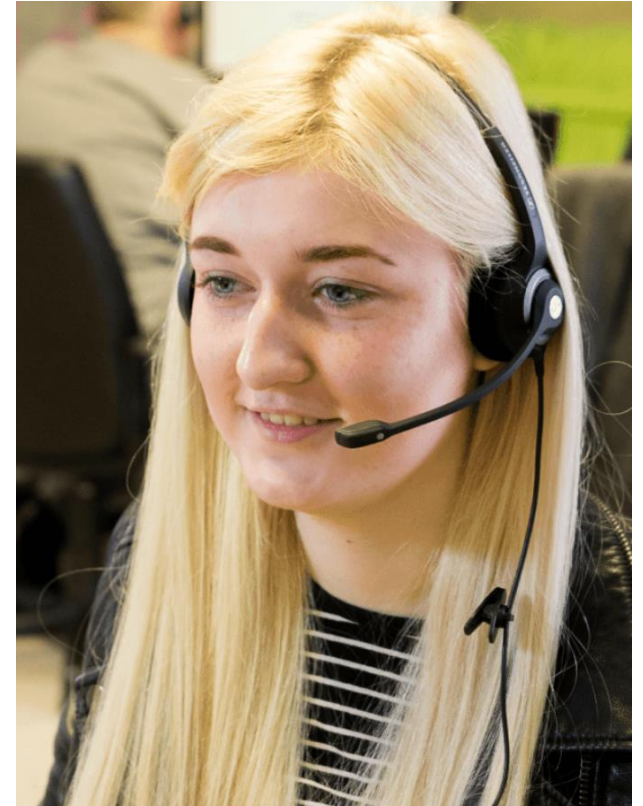


What kinds of shifts do we look for?



Very notably, human contact tends to increase at precisely those times when it's needed most.

During this pandemic contact with our team members has risen sharply.



Why is a person 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**
- **Technology only solutions can have unintended consequences if they replace human contact**



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**

Other benefits of daily contact

- A platform for social prescribing
- Prompts for medication, appointments & self-care
- Supports faster, safer discharges
- Reduces readmissions through earlier interventions



Did you know...

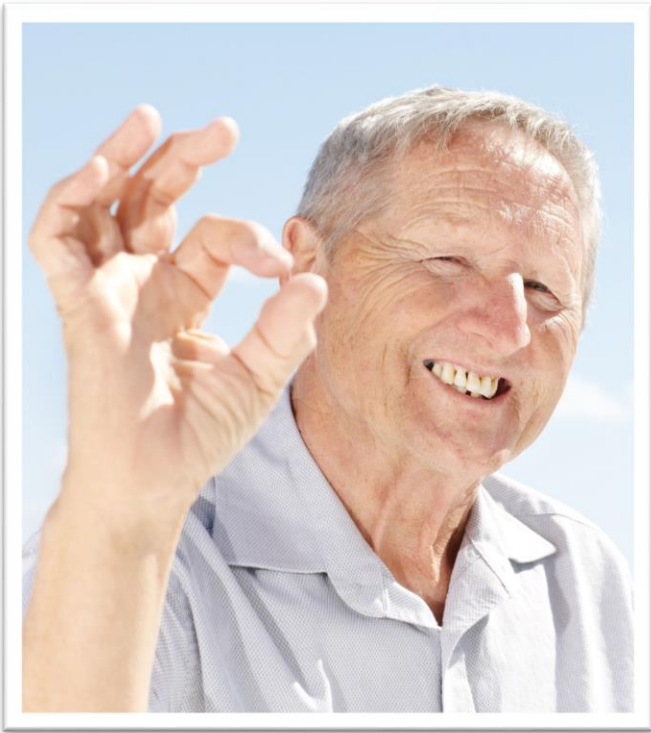
At just £3.95 per week, a single day in hospital costs more than the provision of our service for a **whole year?**

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 needs
- Reduce loneliness and isolation

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 daily contact improves outcomes

- Proactive contact at least once a day (without infection risk)
- 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
- Reduces the length of hospital stays
- Lowers the 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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