

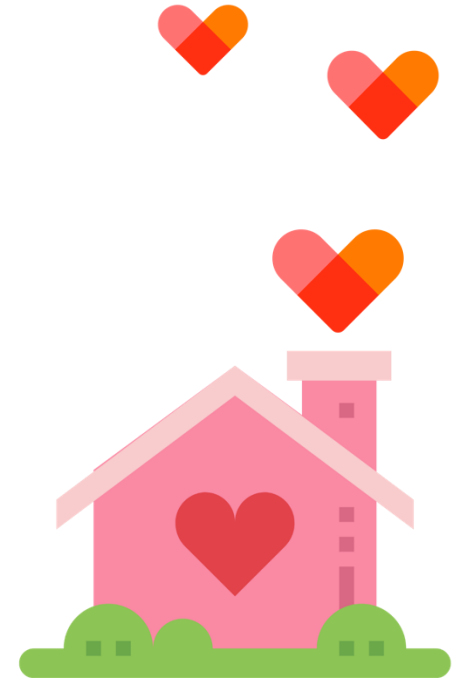
Homecare
Association

Homecare and HealthTech

Dr Jane Townson OBE

About the Homecare Association

- ➔ UK's membership body for homecare providers
- ➔ Over 2,200 members across the UK – small, medium, large, generalist, specialist
- ➔ Our mission: ensuring homecare is valued so we can all live well at home and flourish in our communities
- ➔ Provide practical support, guidance, and act as a trusted voice representing the sector



What is homecare?

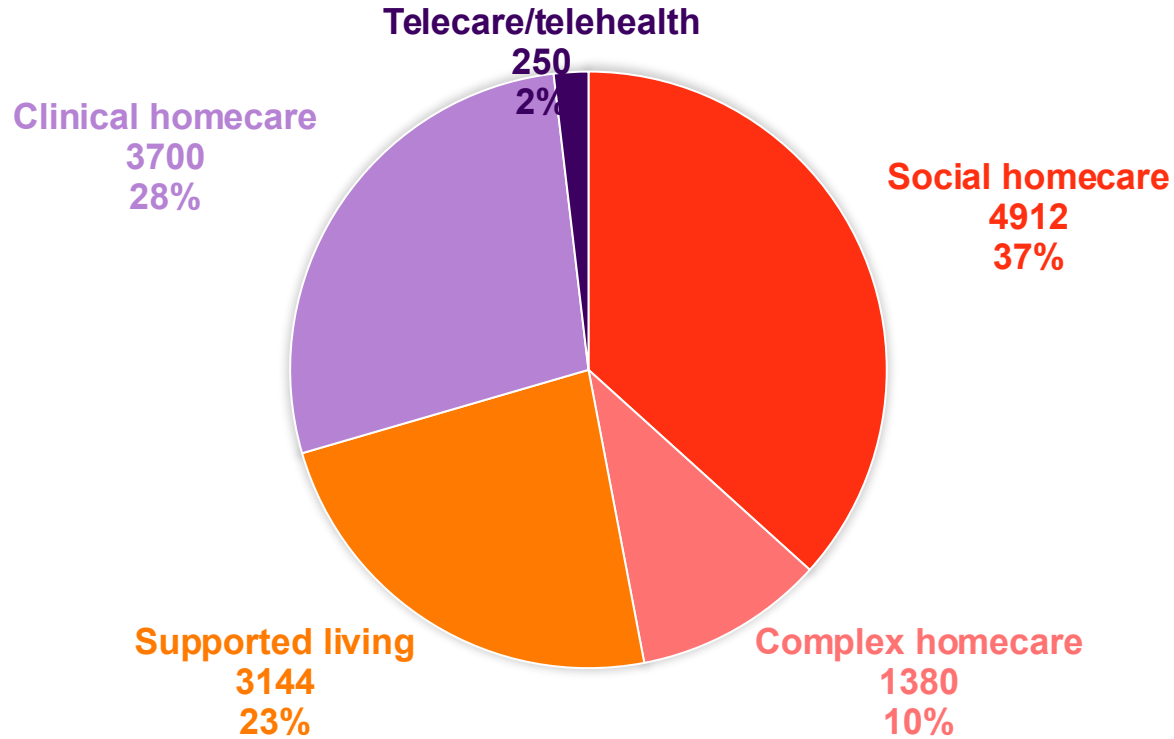
Care and support provided in an individual's home, enhancing well-being and healthy lifespan

Activities include:

- ➔ Personal care (bathing, dressing, toileting)
- ➔ Domestic support (meal preparation, housekeeping)
- ➔ Social and emotional support
- ➔ Healthcare support (medication management, wound care, stoma care, PEG feeds etc)
- ➔ Specialist care (reablement, dementia, disability, end-of-life)



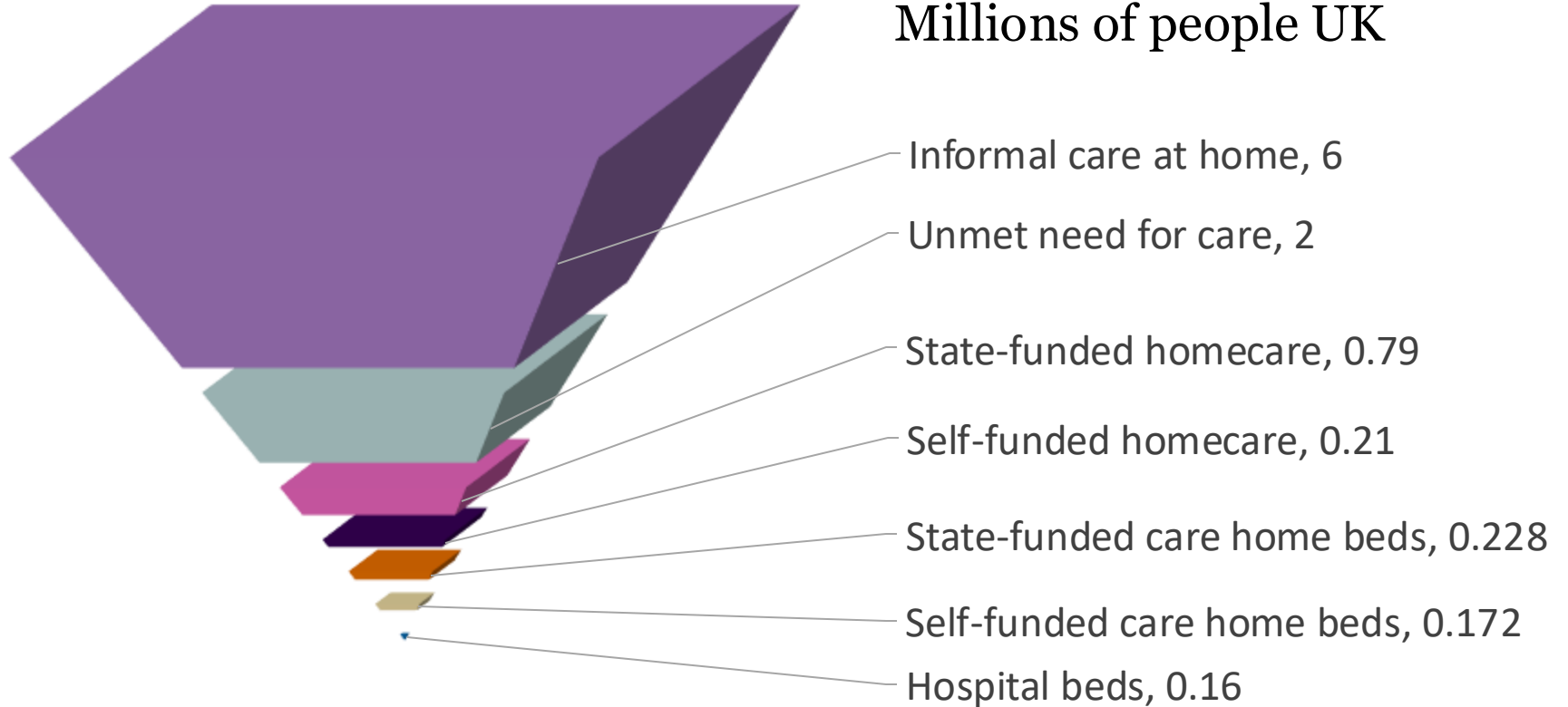
UK Market value of all care in the home (£m)



Source: Laing Buisson 2022

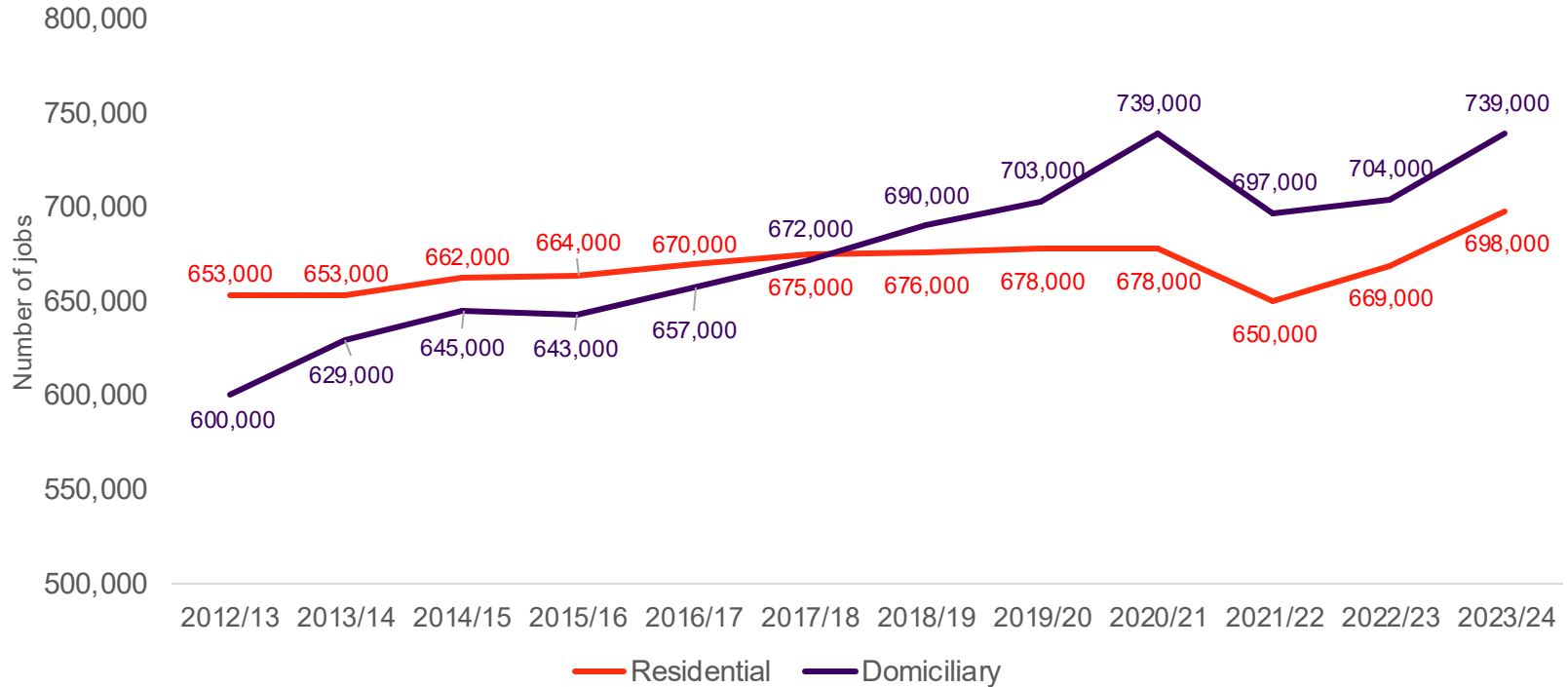
Total £13.3B

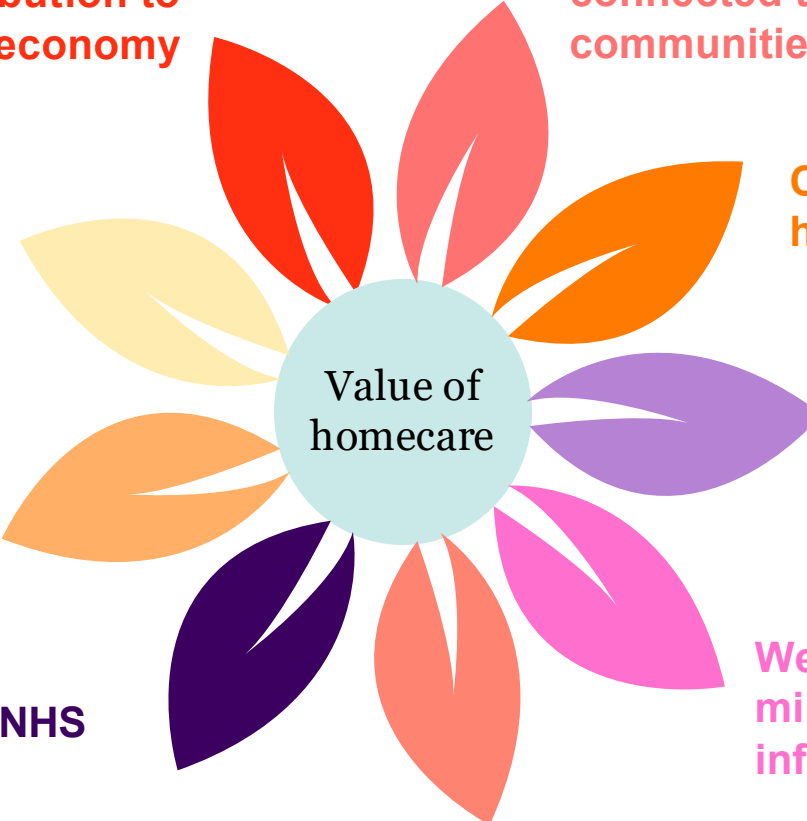
Millions of people UK



Jobs in domiciliary and residential care

Source: Skills for Care 2024





Value of homecare

**£68 billion
contribution to
economy**

**Engaged, active,
connected to
communities**

**Employment and
professional career
opportunities for
workforce**

**Choice and control in
how to live**

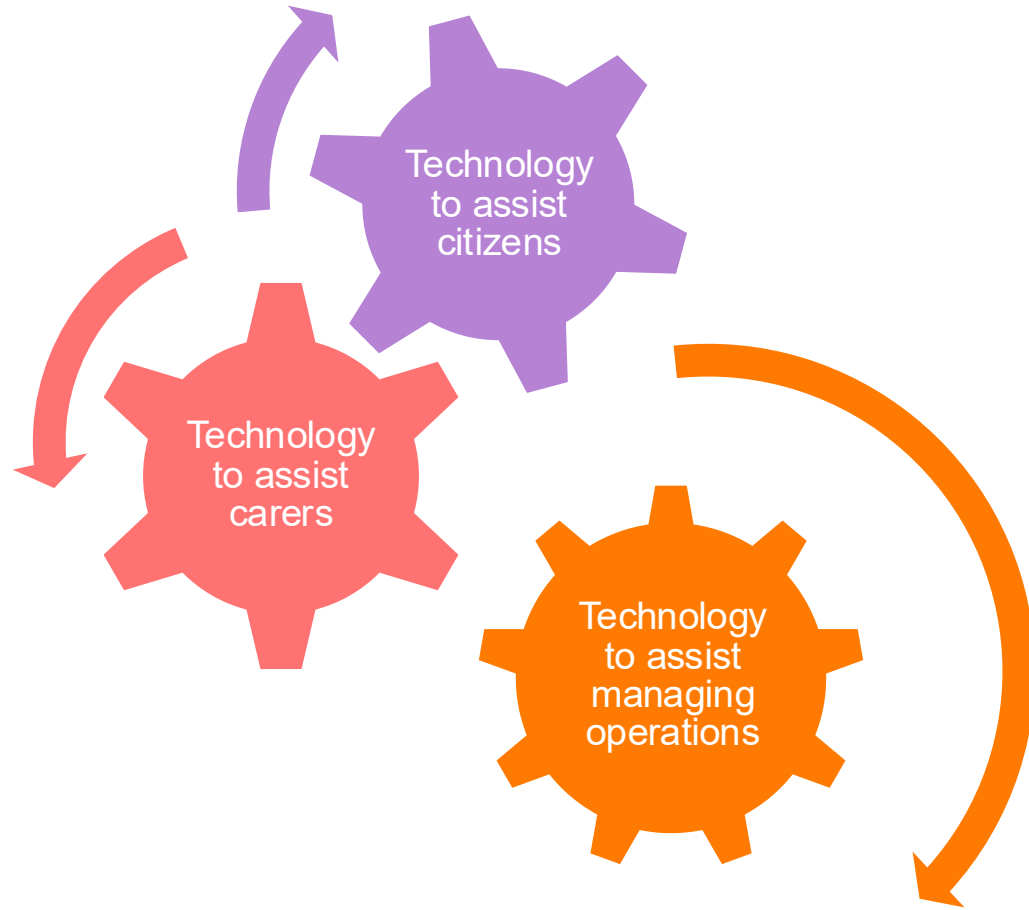
**Safe, with enough
practical support**

**Maintain ability to
work if desired**

**Well-being and peace of
mind for individuals and
informal carers**

**Reduces pressure on NHS
and costs to system**

Improves health outcomes





1. Paper

Paper rotas
Paper care records
Manual processes, e.g., invoicing



2. Digital roster / care records

Most homecare providers use digital rosters
Estimated 77% use digital care records
Some have two-way integrations, others don't



3. Digitalisation of whole care business

Fully digital, integrated systems for running entire care business, e.g., digital roster, care records, quality governance and compliance, marketing, enquiries, invoicing, payroll, HR, recruitment, training records



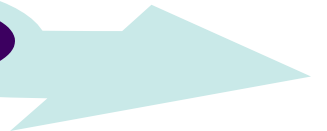
4. Integrated care tech

Equipment and assistive technology solutions combined with fully digitalised care operations



5. Use of data

Machine learning and AI for self-management, semi-automation, deep personalisation, trend analysis, prediction, targeted intervention

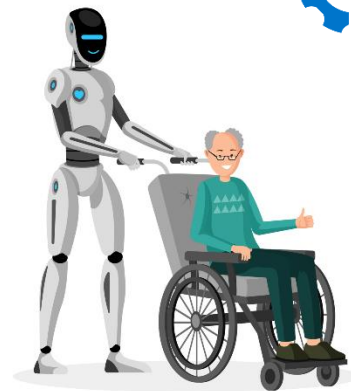




BIG DATA



IOT



How HealthTech Can Enhance Homecare

Improving Care Delivery:



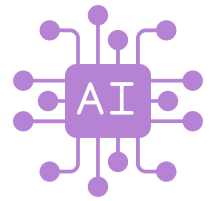
- ➔ Passive monitoring systems (falls, activity)
- ➔ Medication adherence technologies
- ➔ Remote vital signs monitoring
- ➔ AI-powered risk prediction



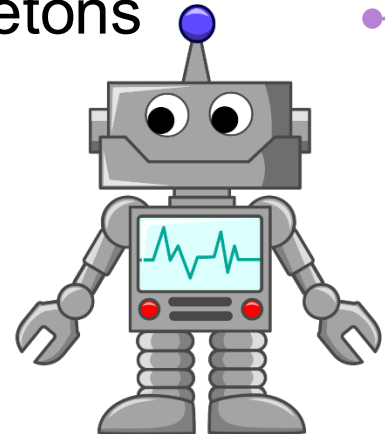
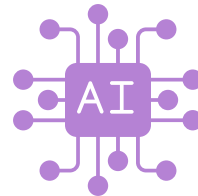
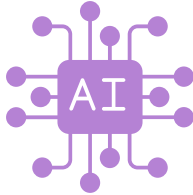
Enhancing Operations:

- ➔ Intelligent scheduling and route optimisation
- ➔ Digital care planning and real-time documentation
- ➔ Automated quality assurance
- ➔ Streamlined communication between stakeholders

Artificial Intelligence in Social Care



- ➔ Personalised, Predictive, and Preventative Care
- ➔ 24/7 Support from Virtual Assistants – empathetic AI interfaces are being developed
- ➔ Assistive Robotics – soft robotics, exoskeletons
- ➔ Empowered Care Workforce
- ➔ Coordinated Care Management.
- ➔ Equitable Resource Access



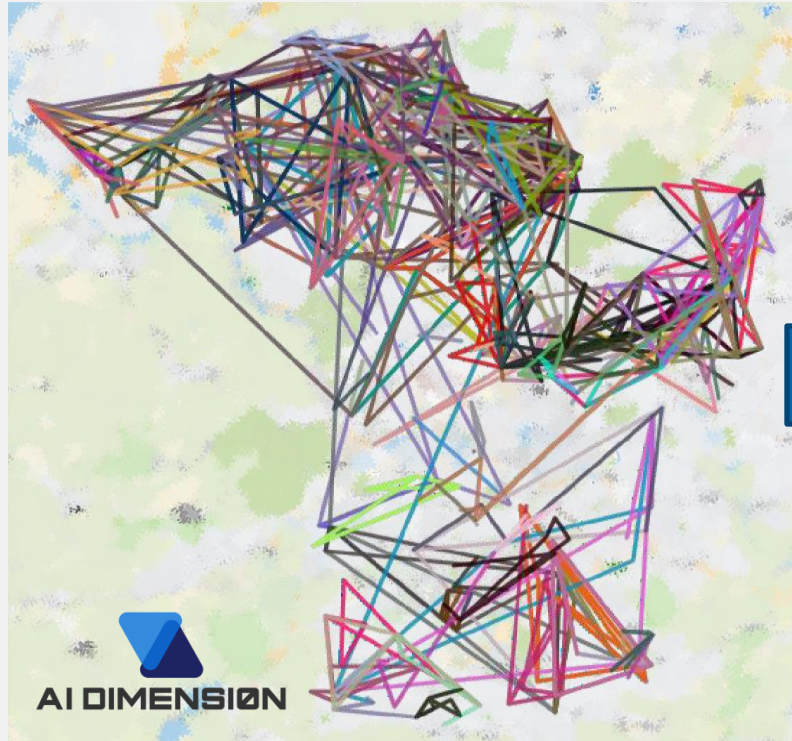
Astribot S1: Hello World!



1 X speed

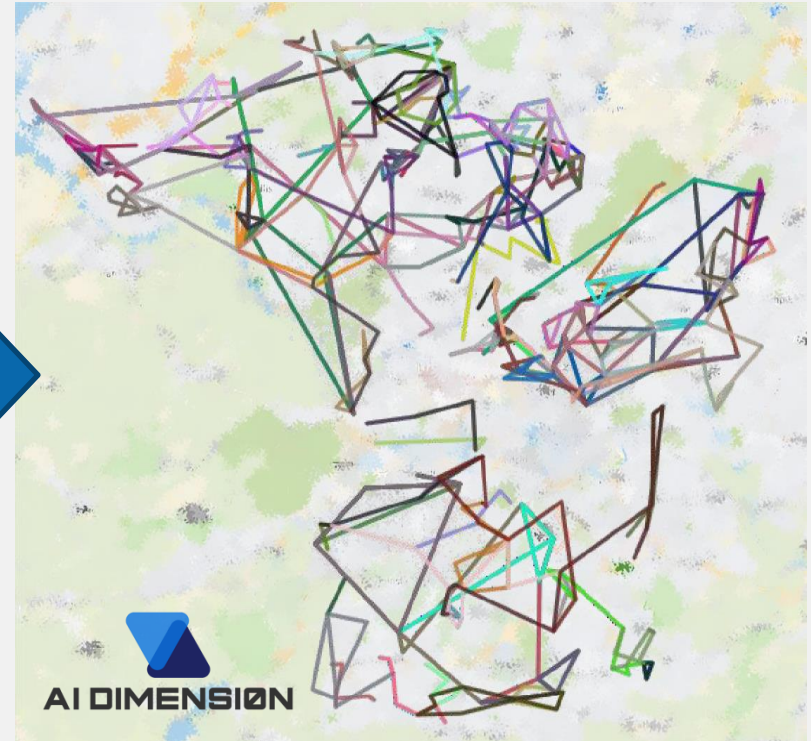
Providers' current routes

6 Largest Providers (out of 60)
~50 % of care packages



Routes with 3 consolidated areas

Mileage reduced by 65 %
(up to 85% reduction with 100% of care packages)
35 % fewer care workers needed each day
Translates into fairer, better filled schedules



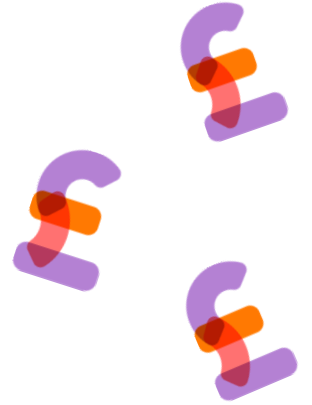
Key Barriers to HealthTech Adoption

1. Commissioning and Funding Models

- Services purchased by the minute, not outcomes
- Unclear who pays for technology (NHS, social care, individuals)
- Return on investment difficult to demonstrate

2. Clinical Response Infrastructure

- GPs and NHS clinicians too stretched to respond to alerts
- Lack of dedicated monitoring and response centres
- Risk of increased demand through technology-generated alerts



Key Barriers to HealthTech Adoption

3. Data Management Challenges

- Alert fatigue from unfiltered monitoring data
- Limited data science expertise in care sector
- Privacy concerns and data security requirements



4. System Integration Issues

- Fragmented systems across health and social care
- Interoperability limitations between technologies
- Lack of common standards and platforms



Solutions and opportunities

For Technology Developers:

- ➔ Design for outcomes measurement and reporting
- ➔ Create intelligent filtering systems that prioritise alerts
- ➔ Build interoperable systems with open APIs
- ➔ Develop affordable, scalable solutions with clear ROI



For System Leaders:

- ➔ Establish dedicated clinical response centres
- ➔ Develop outcomes-based commissioning frameworks
- ➔ Create sustainable funding models for technology adoption
- ➔ Facilitate cross-sector data sharing

How can homecare professionals help?

Homecare professionals can contribute valuable insights for HealthTech development:

- ➔ Practical usability in home environments
- ➔ Workflow integration requirements
- ➔ Real-world testing and validation
- ➔ Implementation barriers and adoption factors
- ➔ Person-led design considerations



Collaboration Opportunities

1. Innovation Partnerships

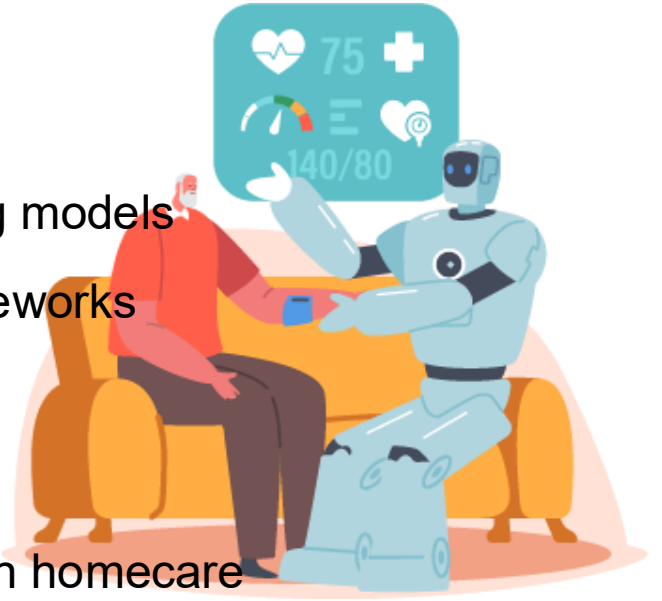
- Co-designing technology solutions with providers and service users
- Testing in real-world homecare settings

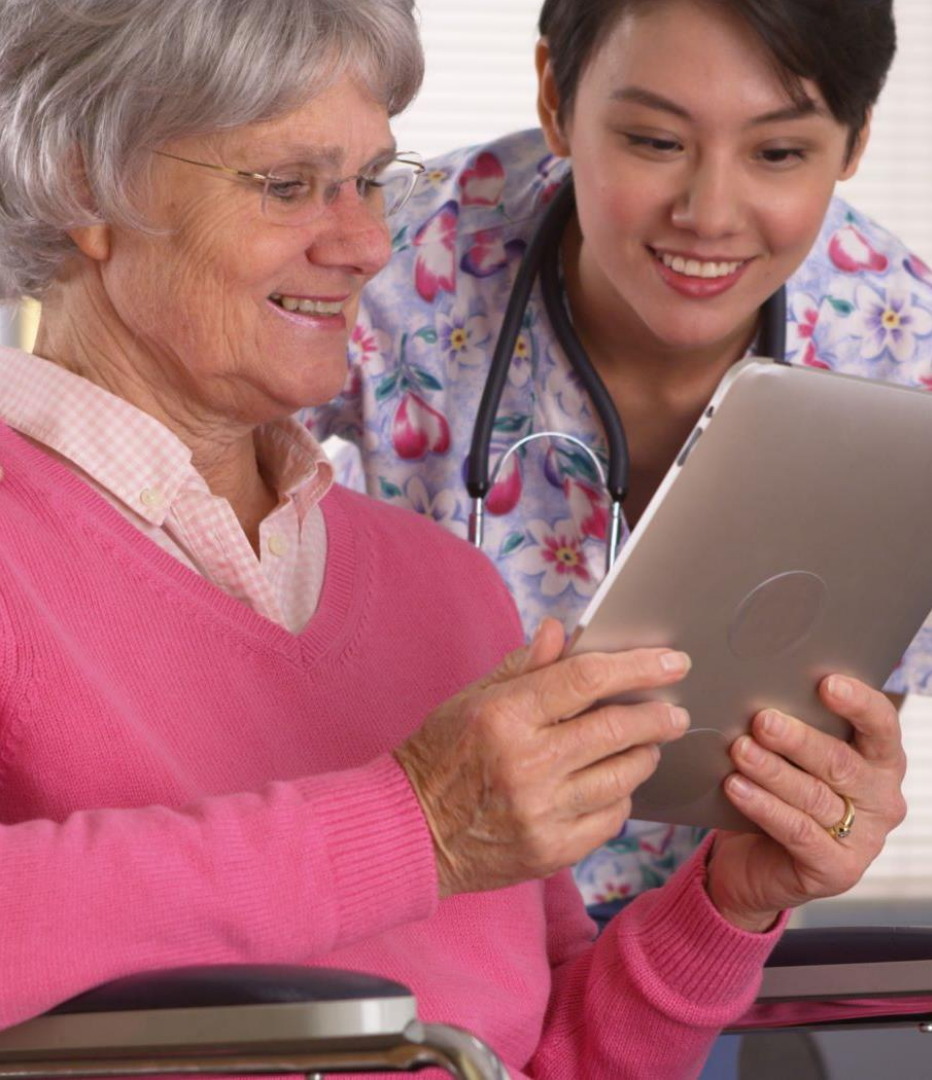
2. System Transformation

- Developing new commissioning and funding models
- Creating sustainable clinical response frameworks

3. Research and Evaluation

- Measuring outcomes and effectiveness
- Building the evidence base for HealthTech in homecare





Contact Us


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