Engaging older consumers to invest in technologies to sustain independence into great old age

The case for a Public Awareness Campaign!

Panel:
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Let’s have a debate!

• Our aim for today is to debate the need for a public awareness campaign about the benefits of ALT in supporting self-care

• Session outline:
  – What the research tells us
  – The business case
  – Group discussions
  – Plenary
Background

• Changing demography + austerity

• AT Home campaign:-
  – Independent group of thought leaders
    • To identify issues facing the ALT industry and act as a positive force for change
  – Informed by findings from COMODAL study

• Who’s involved
  – Manufacturers, Suppliers, Retailers, Third Sector, Academia, Public Sector
Social Care: Update 1

- Government funding to LAs for social care is still under question, compounded by financial pressures such as the national minimum wage.

- One local LA in this region reports an anticipated shortfall of £15m in their 2016 - 17 budget.
  - Leading to efficiency savings, such as de-commissioning of services
Social Care: Update 2

Health V Social Care spend per head - England

Source: compiled by The Health Foundation from Treasury data

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Consumer Models for Assisted Living

COMODAL

• Review of previous research literature
• Market analysis
• Product review
• Street survey with 500 consumers
• Focus groups with consumers to gain a deeper understanding and create a rich picture of attitudes towards the purchase and use of ALTs
• Co-creation activities to develop solutions to overcome barriers
• Interviews, Workshops & Telephone Survey with industry partners

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Key messages from COMODAL research

- Recognising a need is a key stage in consumer journey
- People need to know where to go to buy and be supported in making a purchase decision. Information missing:
  - knowing what might help
  - where to buy
  - how to choose what to buy
- Customers are looking for solutions and services rather than standalone products. Good customer experience is essential
- Disconnect between eALT providers and what people want
- The lack of information and awareness that consumers and industry have identified as a barrier for self-funders seriously restricts the development of the market
- Opportunity to address this by creating partnerships would provide a potentially valuable marketing route and act as a resource for consumers that has been missing in this market.
- Broker/independent advisor business model showed most potential
A view from business – what their customers say

- I don't know what is available...
- Where/Who would I get it from?
- I wish I'd known about this years ago...
- What a good idea for a Christmas present!
- Do I have to pay for it myself?
- It's changed my life!
However, everyone seems to agree……!

- That for older people, staying at home (familiar, safe + support and social networks) really is better than moving into extra care/home unless they need much greater support.

- Prevention is better for clients and cheaper than cure.

- The evidence suggests that home adaptations or Assistive Technology (AT) as part of a package, saves money and prolongs independence, which in turn reduces isolation.

- There’s also evidence to suggest that people are willing to pay for AT if it helps them to overcome their daily living difficulty.

So what’s the problem……?

It’s this: who’s working on building consumer awareness and developing a market??????
At what point do mainstream and specialist markets crossover?

Scope for market development

Consumers who purchase through mainstream outlets

- **25% of population**
  - The informal carer
  - Typically 45-64 years old
  - People with parents & other relatives to look after; prospects in their own right

- **15% of population**
  - The ‘new’ ALT consumer 65+/
    - Prospects
    - Typically 65+
    - People who notice changes in their abilities but are keen to maintain active lifestyles

- **2% of population**
  - The ‘older old’ heavily reliant user
  - Typically 85+
  - People with a defined daily living difficulty who need products to help

Patients’ or people with a long term disability whose needs are often met by the Specialist outlets/NHS/Local Authority

Cost of ‘care’/Difficulty in reaching consumer group

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*population England only. Source: POPPI & PANSI data from Institute of Public Care

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New business model

The change away from a traditional business model.....

CURRENT HIGH LEVEL INDUSTRY MODEL

- Design
- Manufacture
- Channels
- Customers
- Consumers

Insufficient Information

- Statutory Influence Dominates
- High Volume Low Cost
- Low Volume High Cost
- Focus on Sales

Barriers

- Acceptance
- Low Awareness
- How to Find
- How to Choose

---------to new alternatives

PROPOSED HIGH LEVEL INDUSTRY MODEL

Increased Information

- Consumer Influence Dominates
- High Volume Low Cost
- Low Volume High Cost
- Collaboration

Focus on Marketing

- Value Proposition (VP)
- High Value Added

Enablers

- VP - Add on Services
- VP - Trust
- VP - Solutions

- Education
- Information
- Improved Design
- Demonstrators
- Confidence
- Reviews
- Access Points
- Support

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Have you thought about investing in your future independence?

At Home
Find out how we can support you with your future care.

Assistive Technology
Assistive technology is the collective name for an extensive and still growing range of products and adapting devices that are available to make independent living much easier.

Testimonials
See how we are helping thousands of people prepare for their future care.

#ATHomeWM
Join the conversation on Twitter

www.ATHOME.uk.Com
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Points for Discussion

• What 3 things could we do/change to convince people to invest in their future ‘self-care’ needs?

• How can we get “ALT+ self care” seen as a vital element of ‘Prevention’ for all health and care agencies to sign up to?

• The clock is ticking! What are the immediate ‘must do’s’ to raise awareness and get the market moving?
Publication:

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