

By: Roger Gough, Cabinet Member for Business Strategy, Performance & Health Reform

To: Kent Health and Wellbeing Board, 30<sup>th</sup> January 2013

Subject: Care in the Digital Age

Classification: Unrestricted

FOR INFORMATION

### **Recommendations**

To note the proposed programme of work to explore opportunities for maximising use of digital technologies across the Kent whole system, including health, social care and housing.

### **Summary**

1. (1) The Health and Wellbeing Board have a duty to support and facilitate integrated care. One area where there is value in further work being done is around better use of digital technologies across public, private and voluntary sector organisations – driven by customer requirements.

(2) The Strategic Commissioning division of Families and Social care is proposing to commission a piece of work called “Care in the Digital Age (see Appendix 1 for detail), supported by and engaging with member organisations of the Kent Health and Wellbeing Board. This will provide an opportunity to explore and map opportunities and create a space to learn about and share good practice.

(3) This programme could provide an opportunity to align and connect some of the currently disconnected work that is going on in various parts of our system. This includes:

- KCC Social Media strategy development
- Patient held records (health and social care)
- Developing community capacity / voluntary sector
- Social Media developments
- Patient and public engagement
- Personalisation and co-production – real time conversations with the public and providers
- KCC Customer Service strategy
- Patient / service user feedback
- 3 Million Lives Programme (Kent is a Department of Health pathfinder) - advanced assistive technologies
- Other advanced assistive technologies (telehealth, telecare, web based and smartphone apps, etc)

## **Next Steps**

2. An initial meeting with the Care in the Digital Age team and key stakeholders will be arranged. A work programme will be developed which will include delivery of a Kent wide conference and follow up report, which will be presented back to the Health and Wellbeing Board.

## **Recommendations**

3. To note the proposed programme of work to explore opportunities for maximising use of digital technologies across the Kent whole system, including health, social care and housing.

## **Background Documents**

4. Care in the Digital Age (adapted) – see Appendix 1

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## APPENDIX 1

### **Care in the Digital Age Programme (adapted by J Lampert, KCC 15.1.13)**

How can the social web and mobile apps help Councils and Health and Well Being Boards improve the delivery of social care services and enhance community resilience? The use of the social web and mobile apps in social care offers considerable opportunities to improve the capacity of local communities to deliver high quality services to care recipients which addresses the challenges of isolation, access to services, health and disabilities.

There are three elements to the Care in the Digital Age programme:

1. Initial meeting with senior managers to explore the opportunities and challenges and map exiting connections across the public, not for profit and private providers which include care, health, housing, education, transport, leisure, economic regeneration and the police can benefit communities.
2. A one day event which brings together stakeholders to share good practice, enhance the skills and knowledge of a diverse workforce and introduces technology innovators working in the sector. The event provides an opportunity for staff from across the authority to showcase their knowledge, skills and innovative practice in the workshops. All workshop facilitators are provided with a briefing note prior to the event.
3. A final report which draws upon the initial discussions and the resources shared at the conference.

#### Drivers for change

- the economic climate and need for substantial cost savings in the public sector;
- changes in the demographic profile which will increase demands on services and decrease the available pool of labour to deliver them;
- opportunities provided by digital technology to deliver better, more efficient services;
- ongoing skills shortages in specific areas;
- the need for the statutory, private and not for profit sectors to work together for the benefit of people who use services, carers and families;
- the need to involve service users and carers in planning the workforce;
- a philosophical shift in public sector management from 'command and control' models to 'whole systems' approaches.

The nature and scale of these factors means that the social care workforce of the future will be significantly different from that of today. It will need to embrace change, be more flexible and be more responsive to a dynamic environment. It will also need to be more imaginative in the kinds of services it delivers and the ways in which it delivers them.

### **Aims of the conference**

Integrated working is not only about structures and processes, however important these will be. It will also require individuals to think, and be able to co-operate, outside of their departmental or disciplinary 'silos'. They will need a much better understanding of each others' roles and responsibilities, a more flexible interpretation of their own job description and a shift in focus from service led to service user led approaches.

To support the development of a more connected care workforce who are able to advise and support the use of the social web and mobile apps To explore what is involved in using digital technologies.

To showcase and highlight a range of innovative solutions which will enable care recipients to live more independent and fulfilling lives.

To promote wider understanding of the role of the Health and Wellbeing Board

### **Outcomes**

- Disseminating information and practical skills in the use of digital technology to a diverse workforce.
- Enabling care organisations to network and share best practice amongst themselves and with the County Council
- Providing a learning and development opportunity through social learning and sharing knowledge and expertise.
- Being better able to support families and carers
- Widening access to information and supporting digital inclusion
- Helping participants to understand the potential offered for engagement and support through social media and mobile apps.
- Facilitating the sharing of experiences of using digital technology and areas of concern.

### **The Care in the Digital Age Team**

Shirley Ayres and James Souttar provide a knowledge consultancy working across the care and health sectors which connects purchasers and service providers to research, best practice and social innovation.

Shirley Ayres is a respected commentator with specialist knowledge of the care sector and the use of digital technology and social media. A qualified social worker she holds an MSc in Marketing and academic awards in Ethics,

Criminology and Management. She is the author of “The Future for Personalisation? service users, carers and digital engagement” (Institute for Research and Innovation in Social Services) and “Can online innovations enhance social care?” (Nominet Trust) and the Click Guide to Digital Technology in Care”. Shirley co-presents and produces the Disruptive Social Care podcast a weekly audio discussion programme promoting innovation in the care sector.

James Souttar is a communications specialist with considerable experience of stakeholder engagement, adult learning and developing communications strategy. He has worked with organisations in the governmental, higher education, professional, and not for-profit sectors. In 2005 he was awarded an Honorary Doctorate by Middlesex University for his work in rebranding the University.

The team work with a number of digital technology, social media and care specialists who may also be involved in the conference.