Homecare

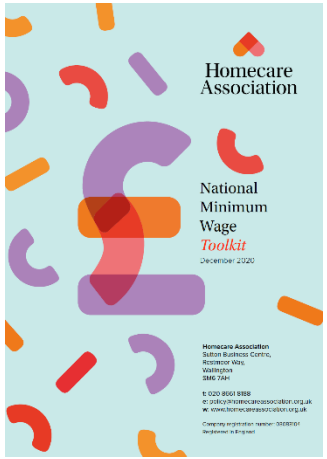
Current status and opportunities

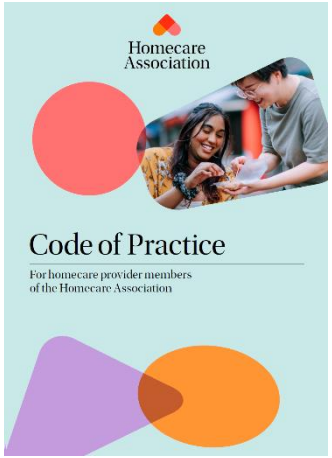
Dr Jane Townson OBE

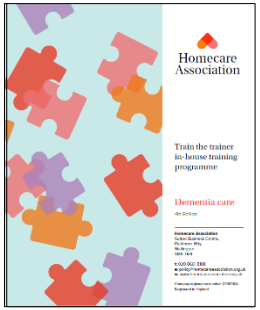
Homecare Association

Agenda

1. Homecare Association
2. Policy and political landscape
3. Current status
4. Opportunities
5. Discussion







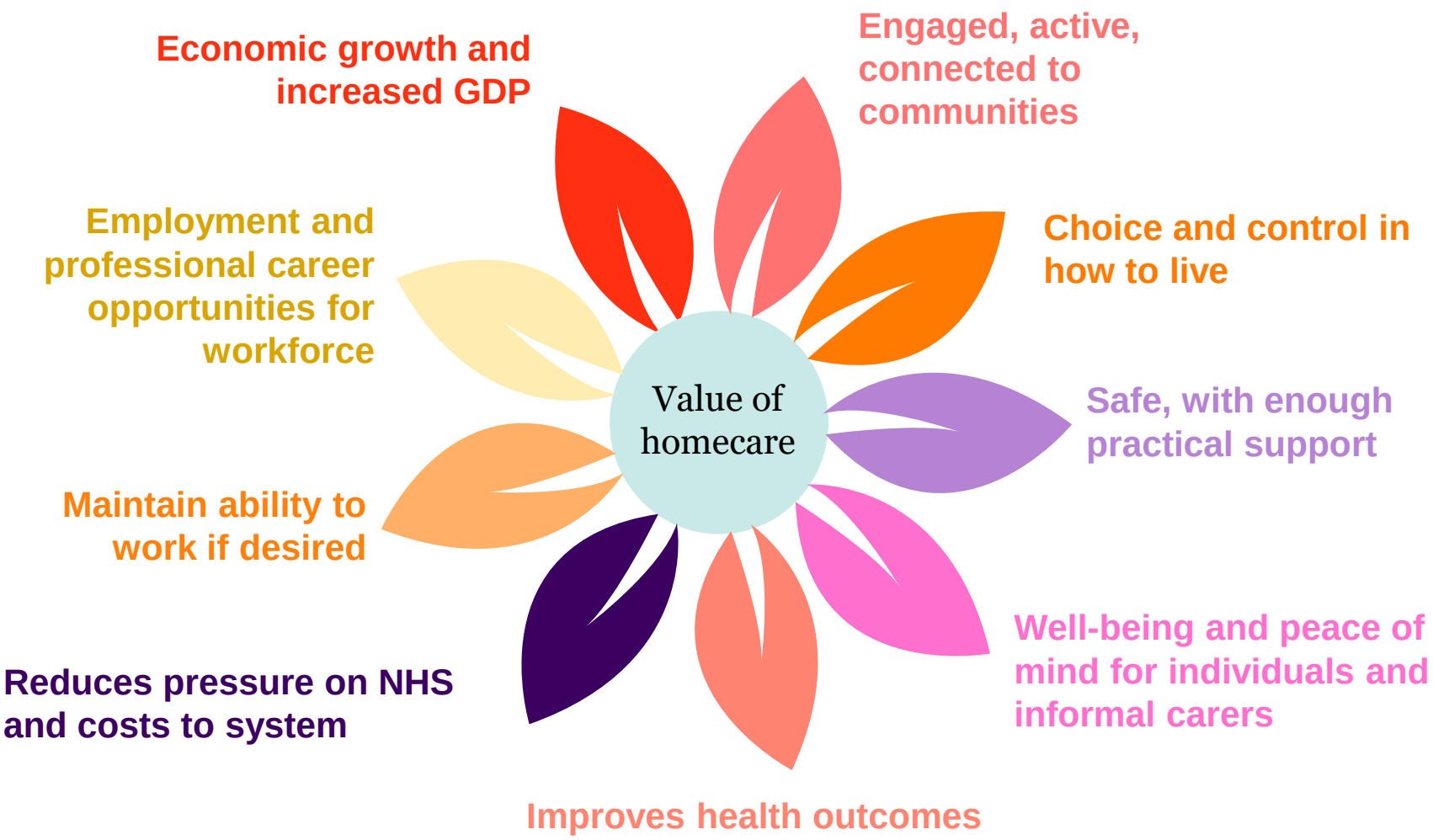
Practical support

Please click on links ⬇

- News and information
- Guidance
- Training
- Events
- Help-lines
- DBS checks

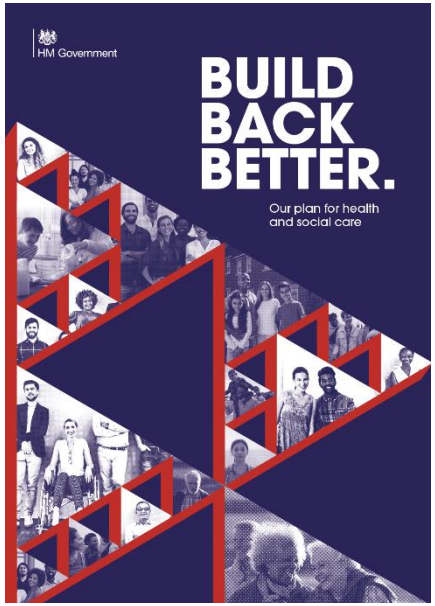
https://www.homecareassociation.org.uk/

Government
Regulators
Sector partners
Media
Public


Economic growth and increased GDP
Engaged, active, connected to communities
Employment and professional career opportunities for workforce
Choice and control in how to live
Value of homecare
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

Policy and political landscape

Policy landscape



7 September 2021

1 December 2021

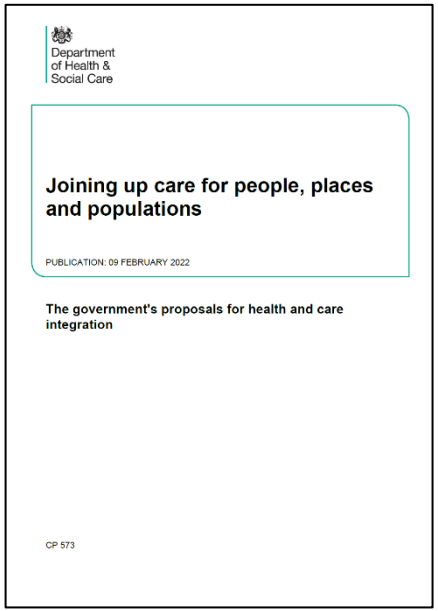
Policy paper

Market Sustainability and Fair Cost of Care Fund: purpose and conditions 2022 to 2023

Published 16 December 2021

16 December 2021

2 February 2022



11 February 2022

Prime Ministers

Rt Hon. Boris Johnson MP

Rt Hon. Liz Truss MP

Rt Hon. Rishi Sunak MP

Familiar faces: back in ministerial positions

Homecare
Association
Shaping
homecare
together

Key policy initiatives

WORKFORCE

Workforce Career Pathway
Accredited Care Certificates (level 2)
Leadership development
Digital skills passports
CPD for registered professions
Immigration and international recruitment
NHS volunteers programme into ASC
.

FUNDING AND COMMISSIONING

Fair Cost of Care – cost of care exercises
Market sustainability plans
CQC oversight of local authority commissioning and ICSs
Target support to local areas through Better Care Fund

SYSTEM

ICS/ICB/local authorities/place
Single accountable person
Joint funding - BCF
CQC assurance framework and oversight

DIGITAL AND DATA

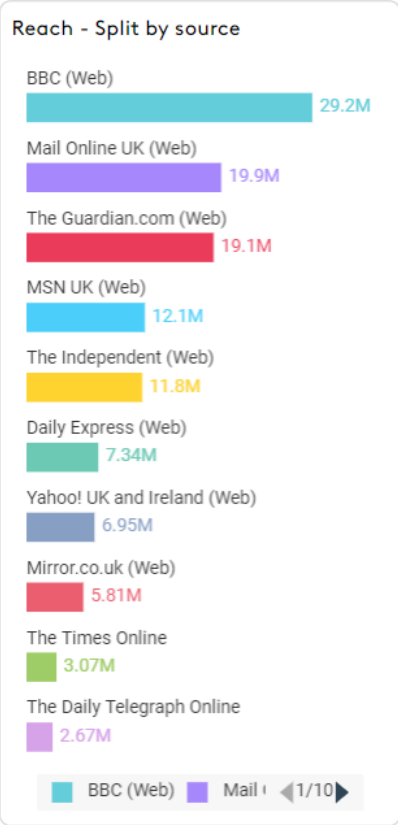
Target 80% uptake of Digital Social Care Records by March 2024
Testing and scaling care technology
Data strategy for health and care
Single digital product with joined-up ASC data for LAs, providers, DHSC – minimum dataset
Data-driven regulatory framework
.

Key calls on government

- Invest adequately in homecare to maintain and grow the workforce
- Develop a workforce strategy and 10-year workforce plan for social care to meet population needs, aligned with NHS People Plan
- Shift the dial on demand, focusing on the social determinants of health rather than just crisis management of hospitals
- Prioritise improving outcomes rather process – move away from time and task commissioning and purchase of homecare
- Create an environment where funding streams and other levers encourage collaboration in multi-disciplinary teams to meet needs, combining in-person support and care with use of technology solutions

Media

Media Print Reach



- Between 1st April 2022 and 31st March 2023 we were included in 298 articles, with a combined reach 128m
- Equivalent advertising value of £4.45m

Daily Mail

BBC

theguardian

THE INDEPENDENT

DAILY EXPRESS

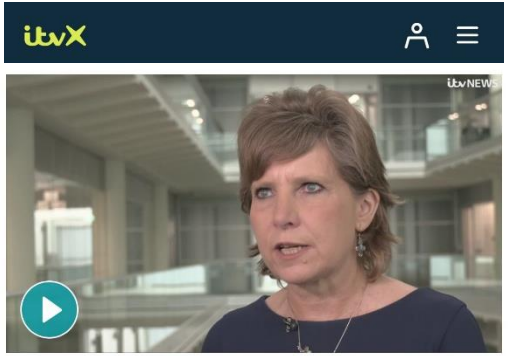
THE TIMES

Media – broadcast

BBC R4 You and Yours
18/01/2023

Good Morning Britain
24/01/2023

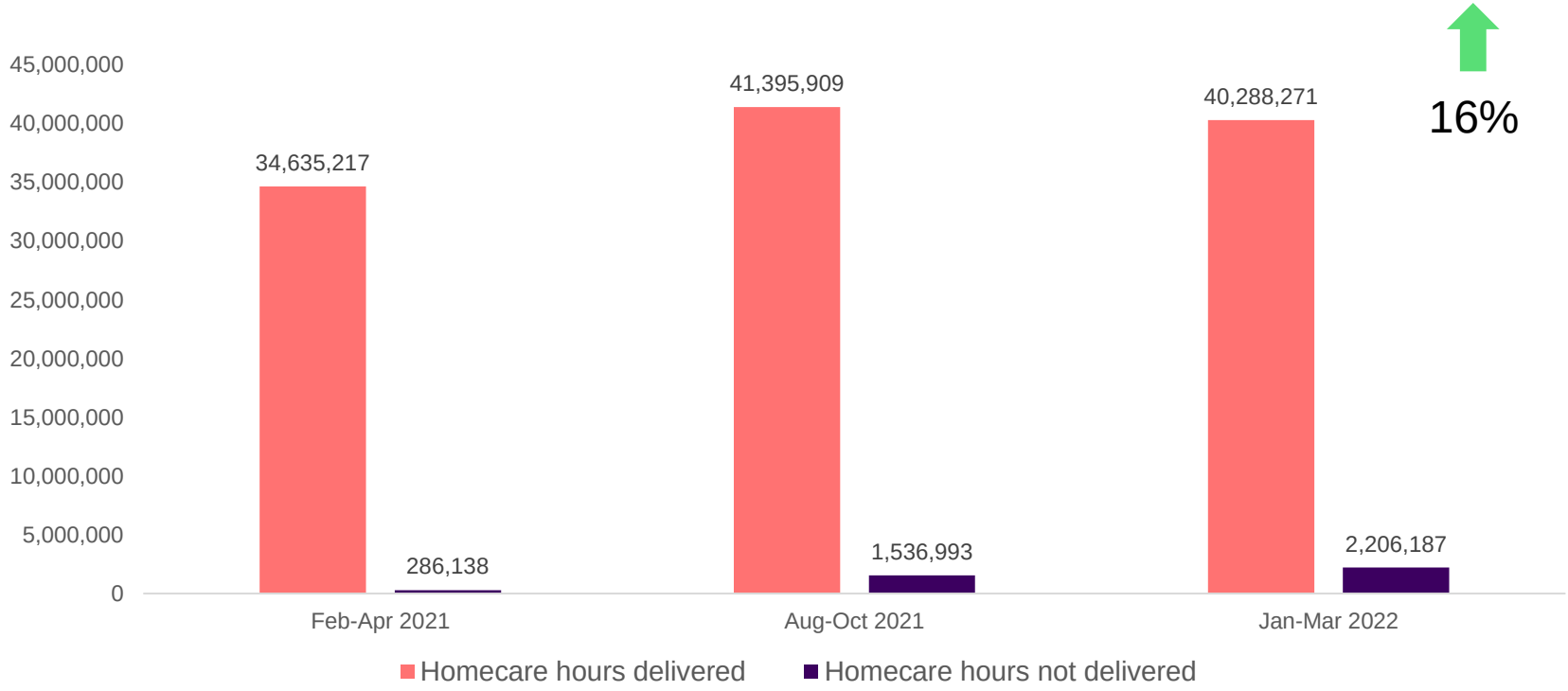
ITV
08/03/2023

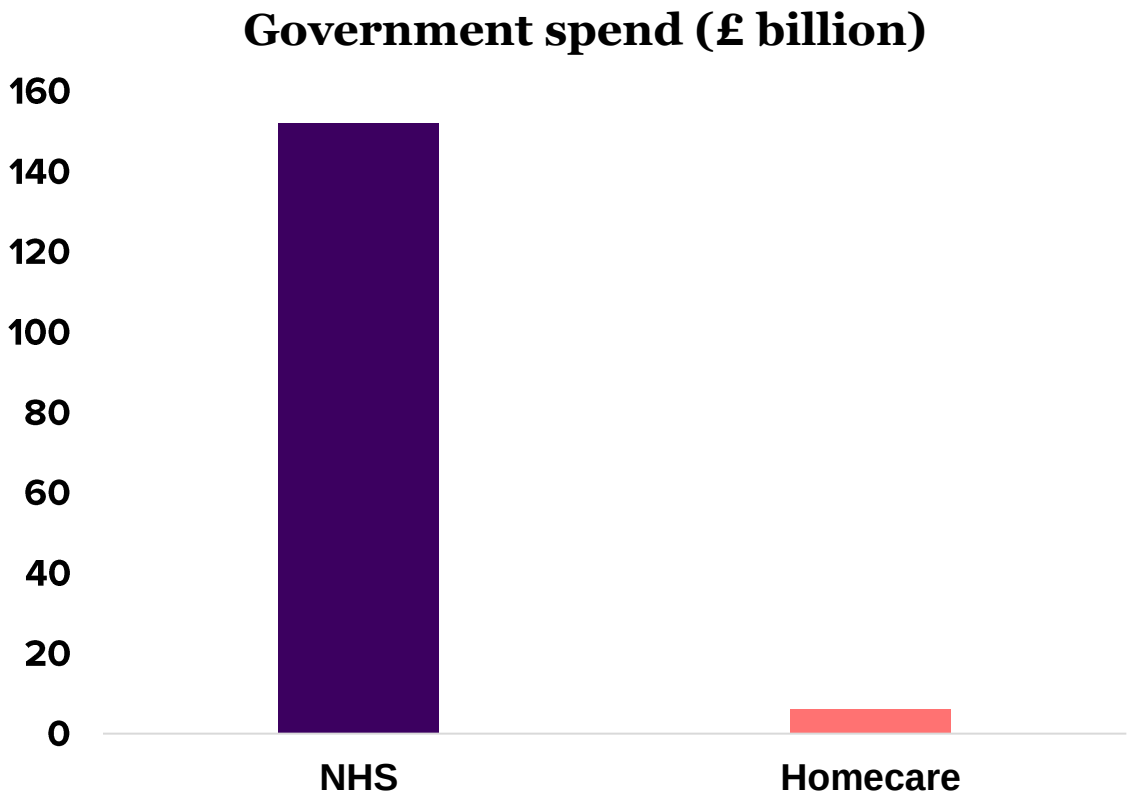


Demand for homecare

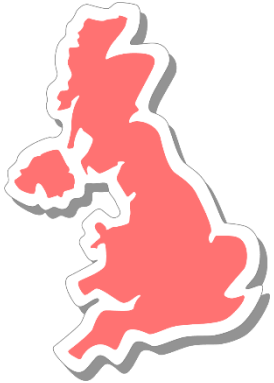
Homecare hours delivered and not delivered

Source, ADASS, May 2022





1.5 m visits per day
540 m visits per year

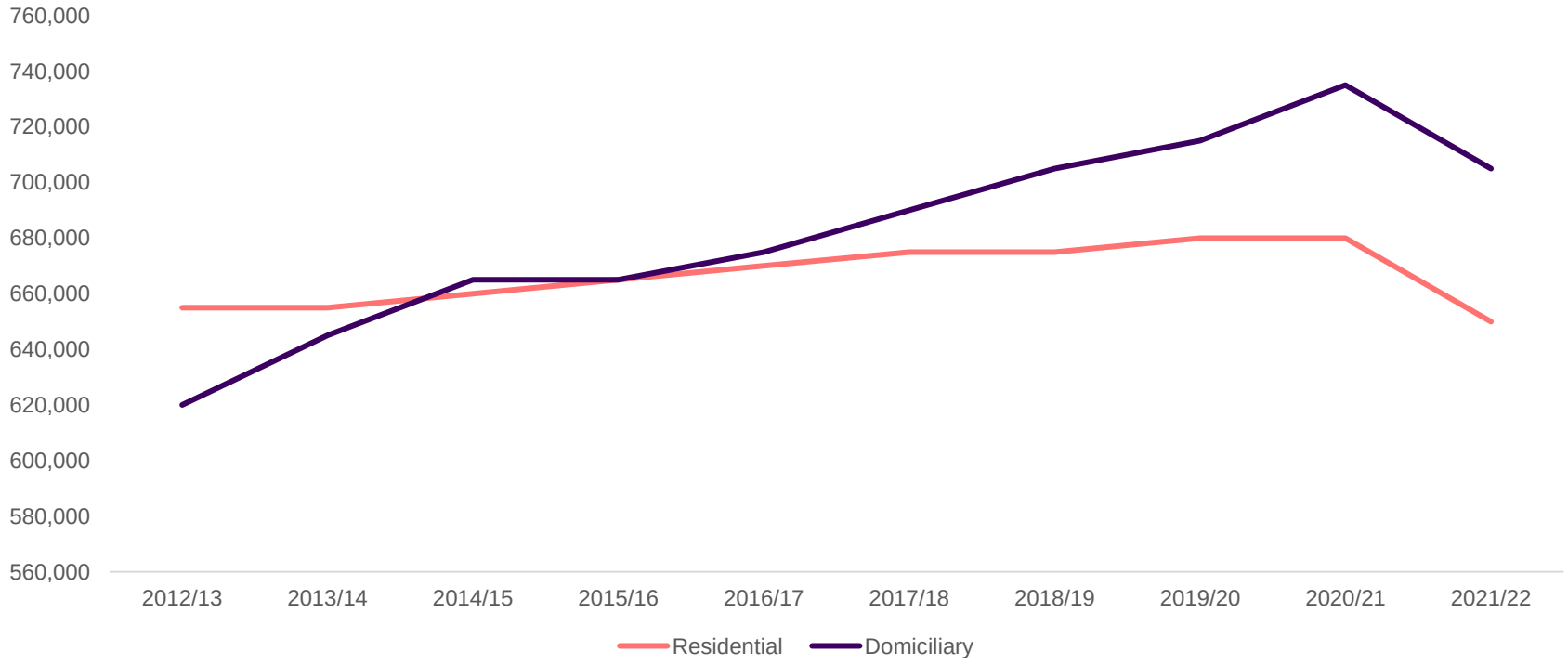


362,235 days per year spent in hospital from delayed discharges due to homecare (pre-pandemic, England only)

Workforce

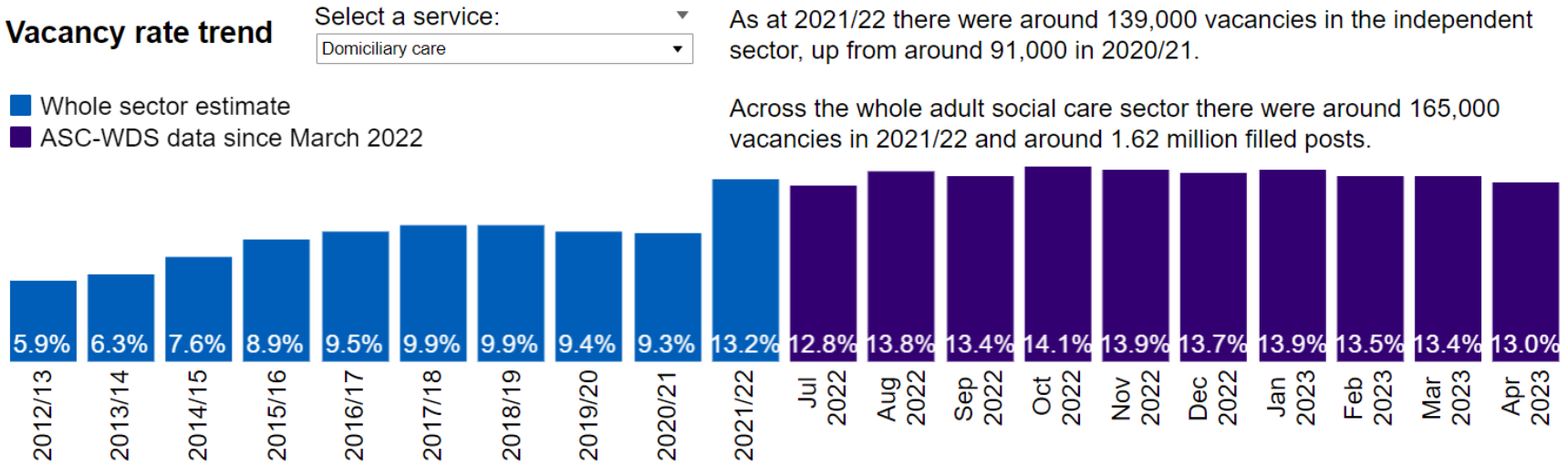
Jobs in domiciliary and residential care

Source: Skills for Care 2022



Vacancy rate - homecare

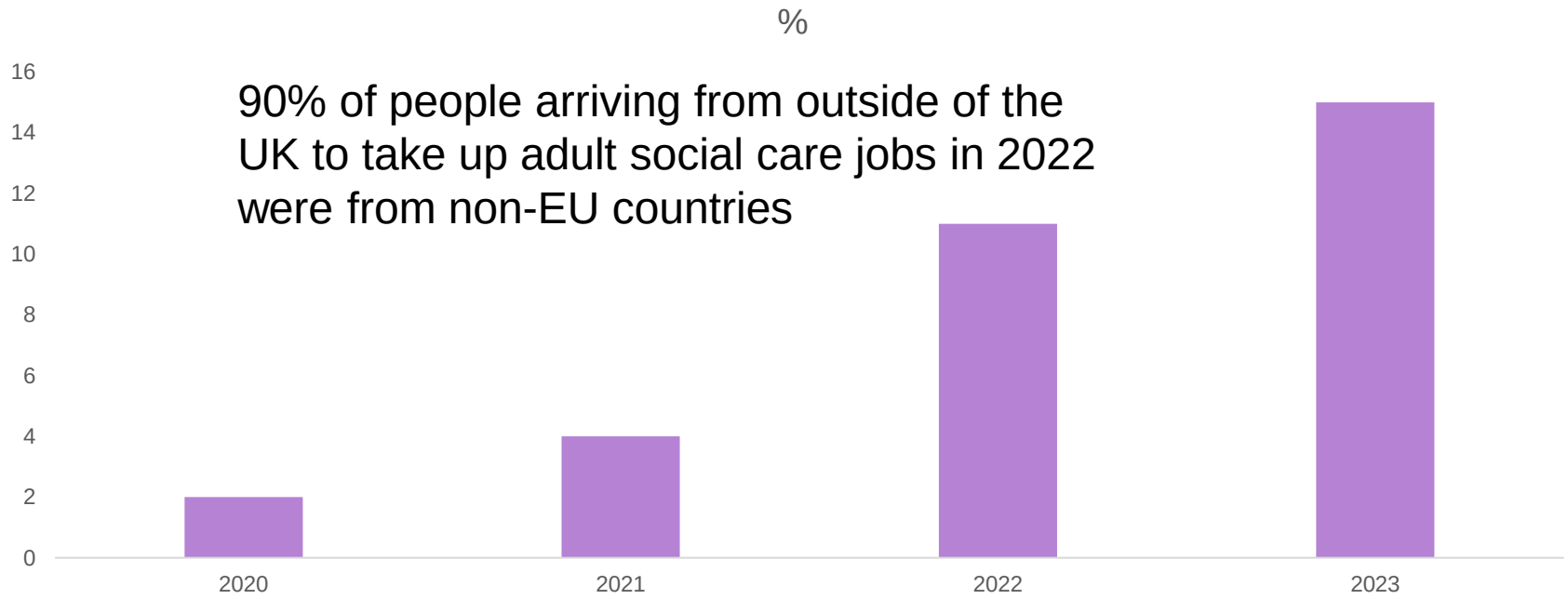
Skills for Care, April 2023



International recruitment

Proportion of new starters arriving in the UK to start an adult social care job

Source: Skills for Care COVID-19 monthly tracking (independent sector only)



Workforce research and campaigning

19 Jul 2021

Shortage of careworkers in homecare

Blogs

13 Sep 2021

Homecare workforce shortages continue

Blogs

15 Dec 2021

Homecare workforce shortages deepen

Blogs

25 Feb 2022

Continuing lack of homecare workers

Blogs

01 Jun 2022

Shortage of homecare and unmet need – impact of cost of living and removal of COVID-19 grants

Blogs

19 Dec 2022

Shortage of homecare workers is leading to increasing unmet need

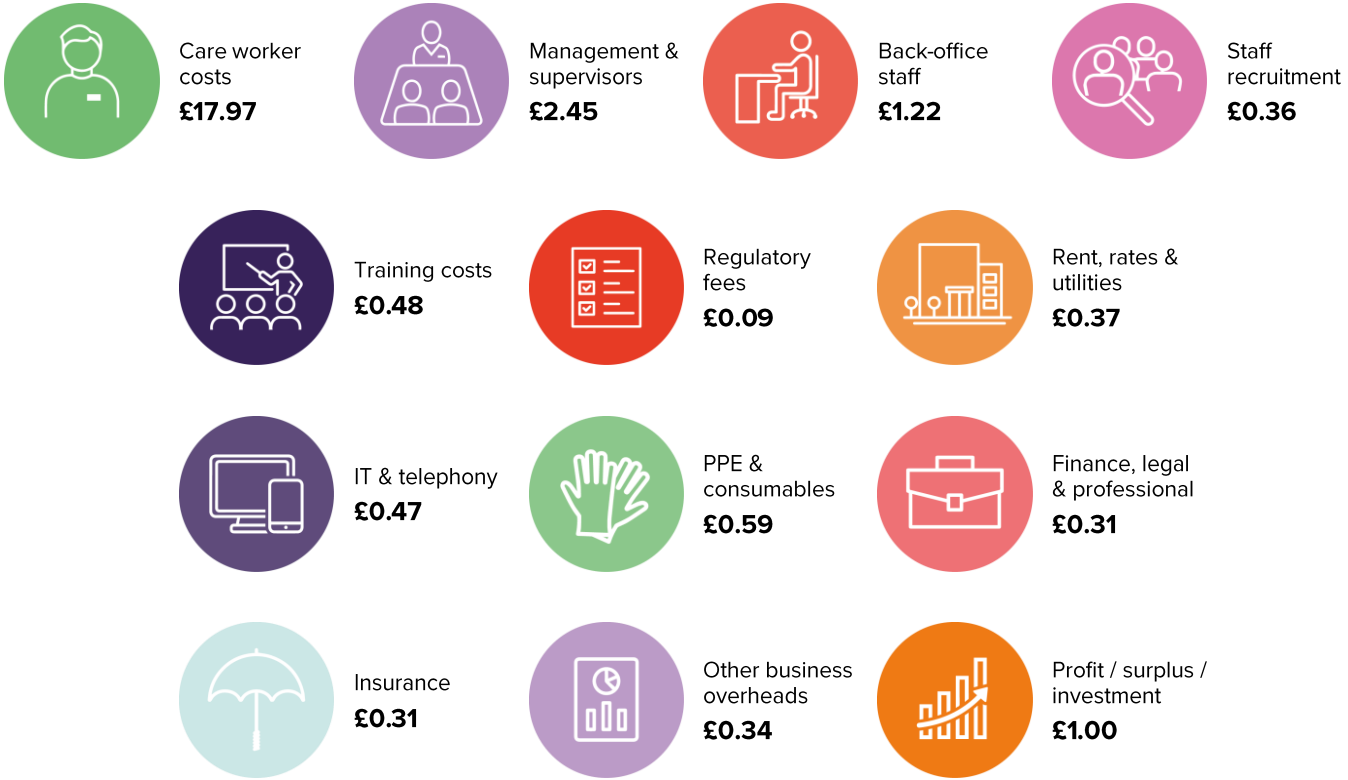
Blogs

Central government – local government – NHS – Media

Financial sustainability

How much does it cost to deliver high-quality homecare?

Why regulated care costs at least £25.95 per hour

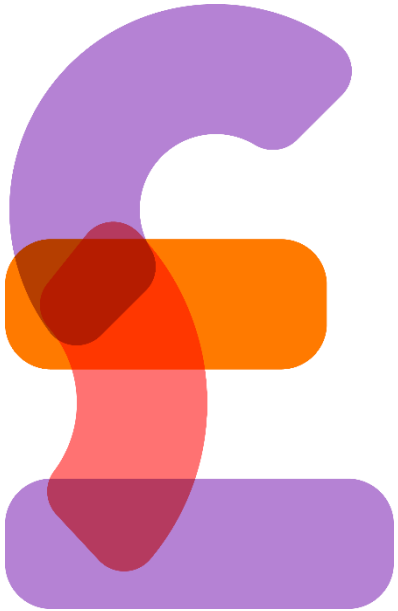


Minimum fee rates required for different wage rates 2023-2024

Fair Cost of Care

Cost of Care Exercises

- All providers were invited to submit data to local authorities on their actual costs of homecare delivery. Only 30% participated.
- Local authorities used these data to identify median, lower and upper quartile costs of homecare delivery.
- Local authorities had to publish Fair Cost of Care reference values on their websites by **1 February 2023**.
- Market Sustainability Plans published end March 2023.



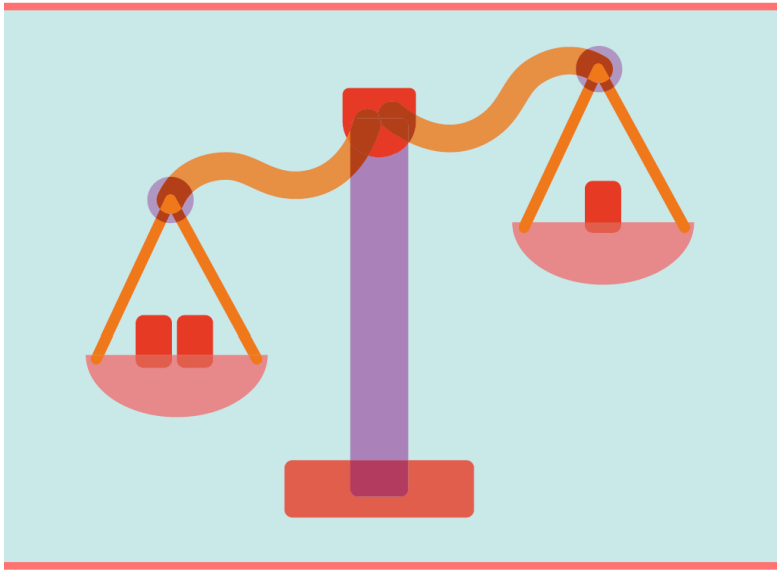
Regional Averages – Fair Cost Of Care

Region	Median hourly rate
East Midlands	£20.97
North East	£21.21
North West	£21.79
West Midlands	£22.15
Greater London	£22.45
Yorkshire and The Humber	£22.54
Eastern	£24.35
South East	£24.54
South West	£27.87
All	**£23.22**

Market Sustainability Plans

- 149 councils published their Market Sustainability plans.
- Sufficiency, diversity, quality, fees and workforce
- DHSC analysing all Market Sustainability plans, to highlight good practice in market management and commissioning.

Homecare Association



The Homecare *Deficit 2023*

A report on the funding of older people's homecare across the United Kingdom

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Company registration number: 03083104

- FOI inquiries to 276 public organisations
  - Councils
  - ICBs
  - Health boards
  - Health and Social Care Trusts
- Lowest, highest, average price paid for homecare
- Numbers waiting for assessment
- Hours purchased in a reference week 2023 cf 2021
- Total spend on homecare

NHS

ADVERTISEMENT

Hospitals are hit by £5.5m-a-day bed blocking crisis as figures reveal one in seven patients still on the wards are fit to be discharged

- **More than 13,500 hospital beds are filled with patients declared fit for discharge**
- **The total is triple pre-pandemic levels and may be costing £5.5million every day**

The patients should be moved to a care home or offered home support but staff shortages mean many languish on wards for weeks.

Between August 2011 and February 2020, an average of 4,580 beds a day were blocked by 'delayed discharges'

The scandal contributes to fatal ambulance delays as 999 crews wait outside A&E for a free bed, unable to respond to emergencies.

Category two calls, which include heart attacks and strokes, now have an average response time of 59 minutes compared with the 18-minute target.

Every month around 100,000 patients are forced to wait more than 12 hours for a bed after arriving at casualty.

The £13billion-a-year national insurance hike is supposed to push more money into social care but only once the backlog in NHS waiting lists has been cleared – a process expected to take several years.

Tory leadership frontrunner Liz Truss has pledged to scrap the levy and boost social care funding through general taxation.

Some councils pay just £500 a week toward a care home resident's 24-hour needs, a sum intended to cover accommodation, medicine, food and staffing.

Professor Green added: 'We cannot pay people what they are worth. People are paid a little bit more to stack shelves – so you understand why people leave when they can earn that but without the stress.'

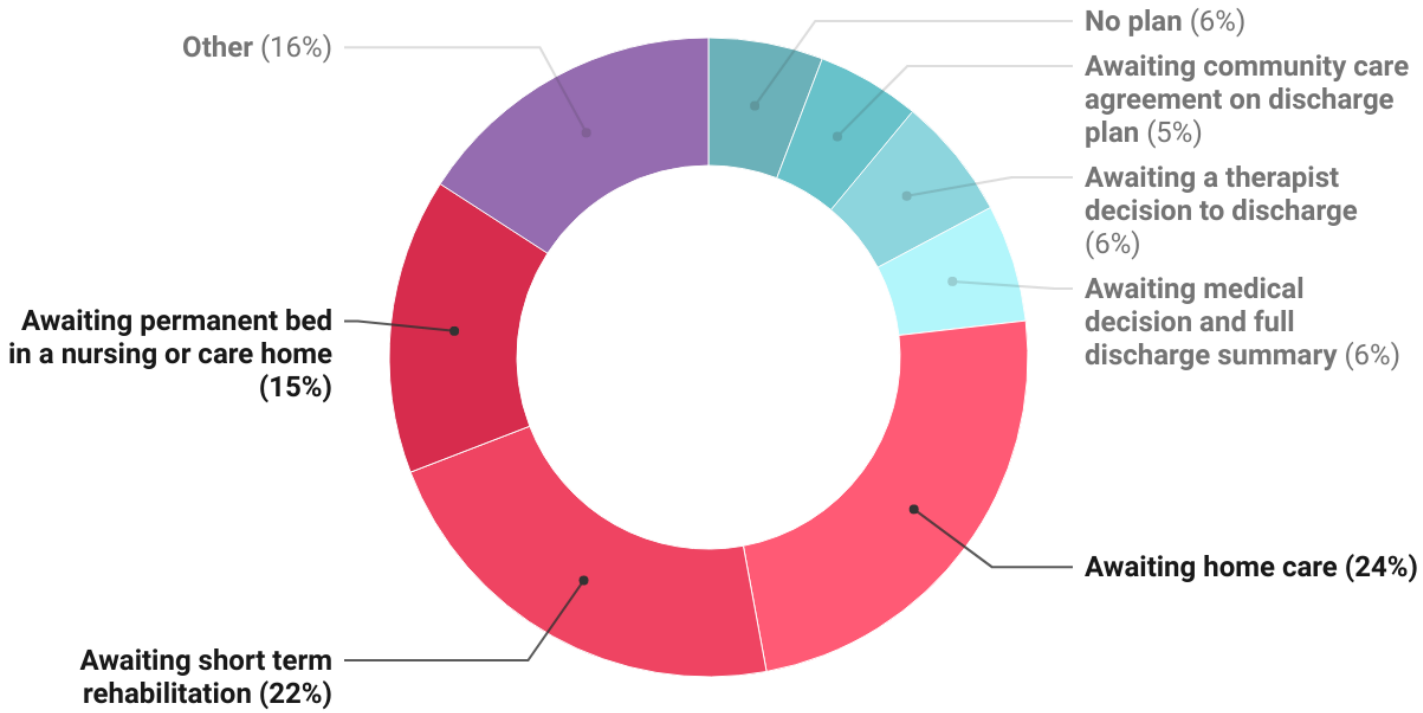
Dr Jane Townson, chief executive of the Homecare Association, said it was particularly difficult to obtain state-funded home help, or domiciliary care unless the patient was 'pretty much on their last legs'.

She added: 'We have calls from people saying they phoned every homecare provider in their area and there is no availability.'

An NHS spokesman said: 'The latest figures are another reminder of the difficulties faced by NHS staff in ensuring people are able to be discharged. It is undoubtedly the case that both health and social care systems are under a lot of pressure.'

A government spokesman said: 'We are working closely with NHS England, local government and social care providers to minimise discharge delays.'

Hospital discharge



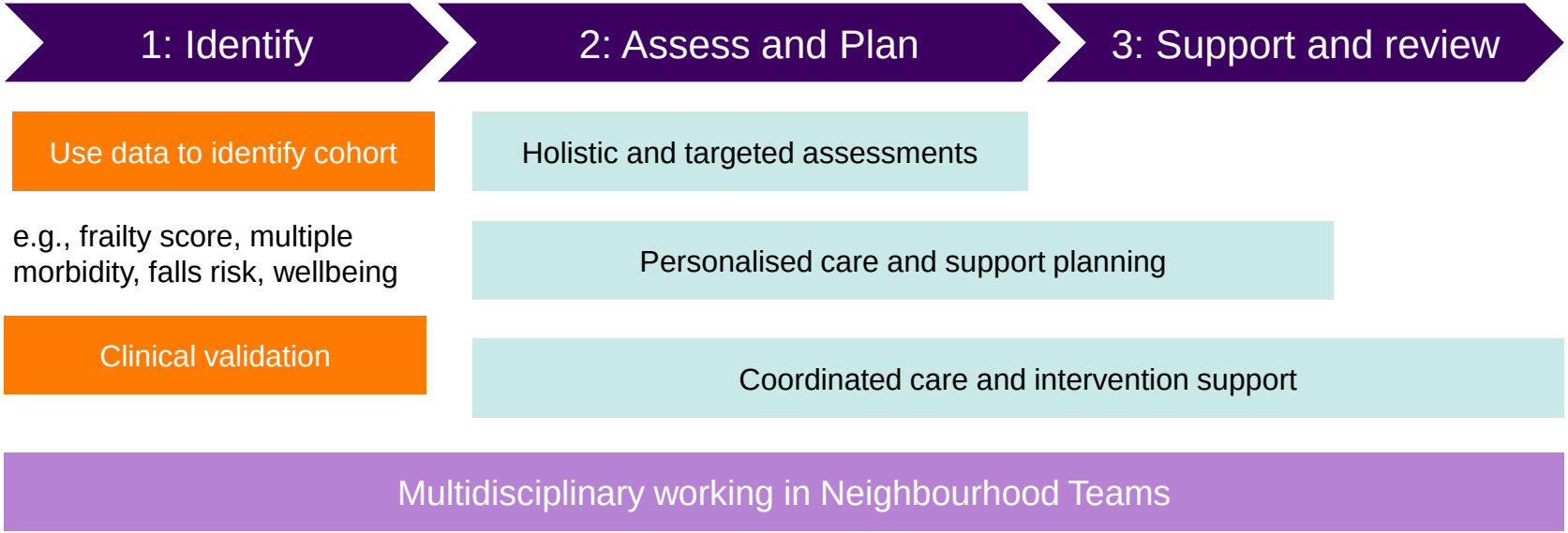
Flinders S and Scobie S (2022) “Hospitals at capacity: understanding delays in patient discharge?" QualityWatch: Nuffield Trust and Health Foundation.

Intermediate Care Programme

- Access to effective therapeutic intermediate care services within 24 hours of no longer meeting the criteria to reside.
- Emphasis on “Home First”
- Pilot sites for developing service model – national framework
  - Croydon, Kent & Medway, Leeds, Walsall, Warwickshire

Proactive Care

- Identify cohorts at higher risk and target interventions at home to prevent crisis



Proactive care interventions

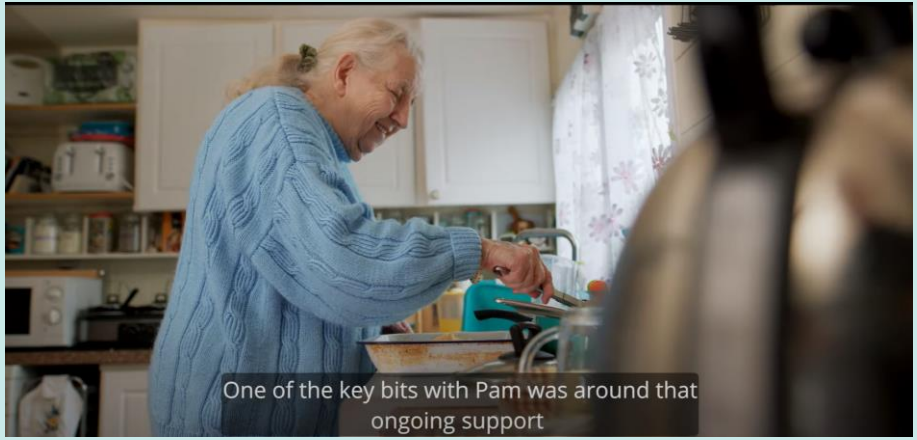
Living well	General support	Targeted support
Understanding health	Social prescribing	Mental wellbeing, loneliness, isolation
Behaviours to improve health	Regaining skills and functions	Reducing risk of falls and fractures
Enabling physical activity	Support with equipment issues	Support with cognitive and memory problems
Healthier diet	Support with housing issues	Managing medicines safely
		Continence support and preventing UTIs
		Pain management, specific conditions
		Support and treatment for addictions

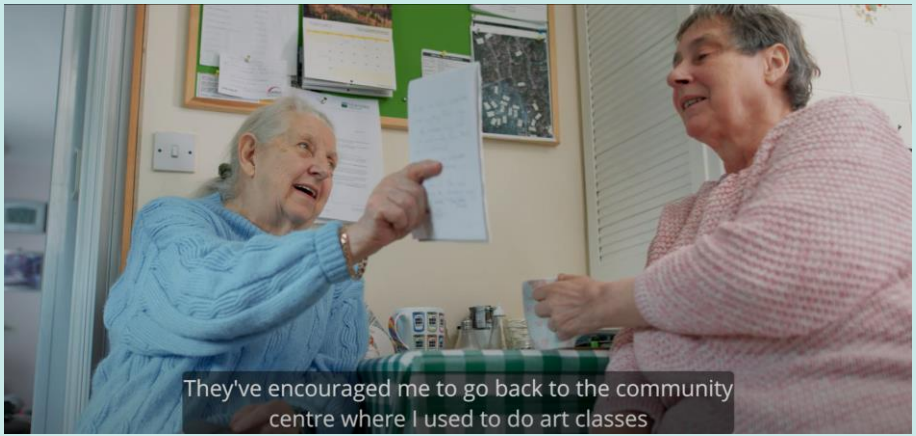
Hospital at Home
Watch Later
Share
Watch on YouTube

Virtual Wards

- 40-50 virtual ward ‘beds’ per 100k population
- National funding for ICSs - £250m (match-funded) for FY23/24
- 55% frailty, 25% acute respiratory infection, 25% other (e.g. heart failure, paediatrics)

Digital transformation





Pre-care - Pam’s story https://youtu.be/-0Epo2NSAc8

SMART HOME

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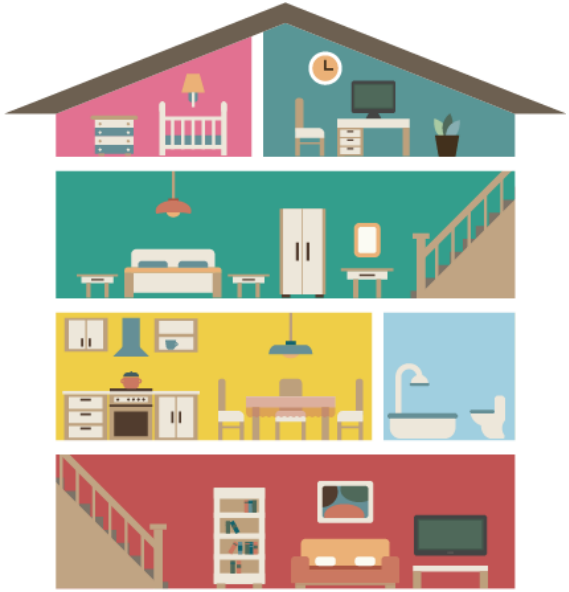
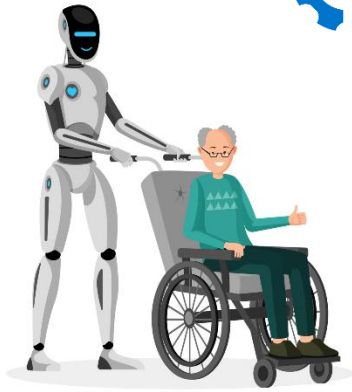


BIG
DATA

IOT



Personalise care and improve outcomes

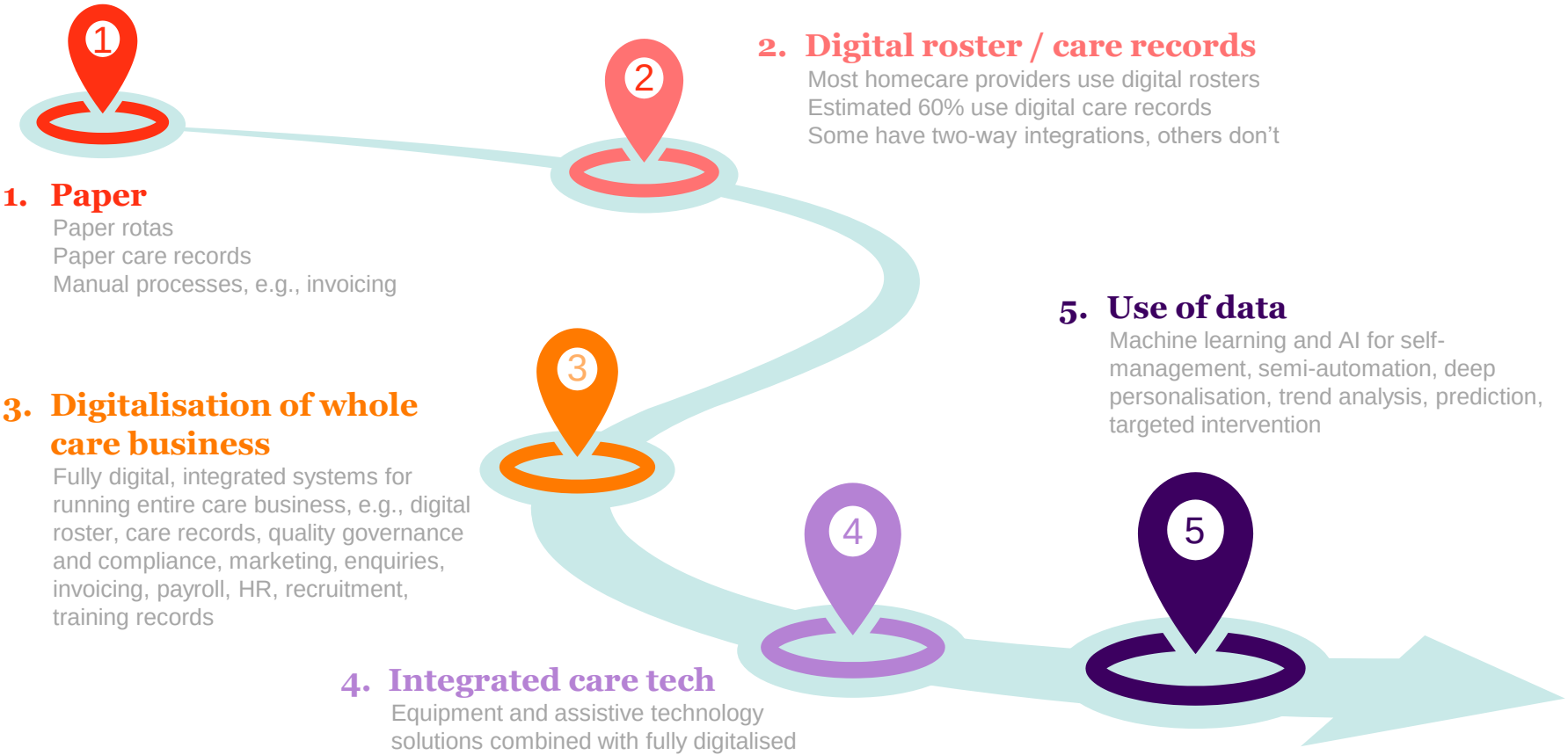
Drive quality, safety, efficiency

Save money

Enable predictive and preventative health strategies

Facilitate research and policy making

Identify trends



1. Paper

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

2. Digital roster / care records

Most homecare providers use digital rosters
Estimated 60% 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

1

Demand for homecare is rising

2

Complexity of need is increasing

3

Invest to improve outcomes

4

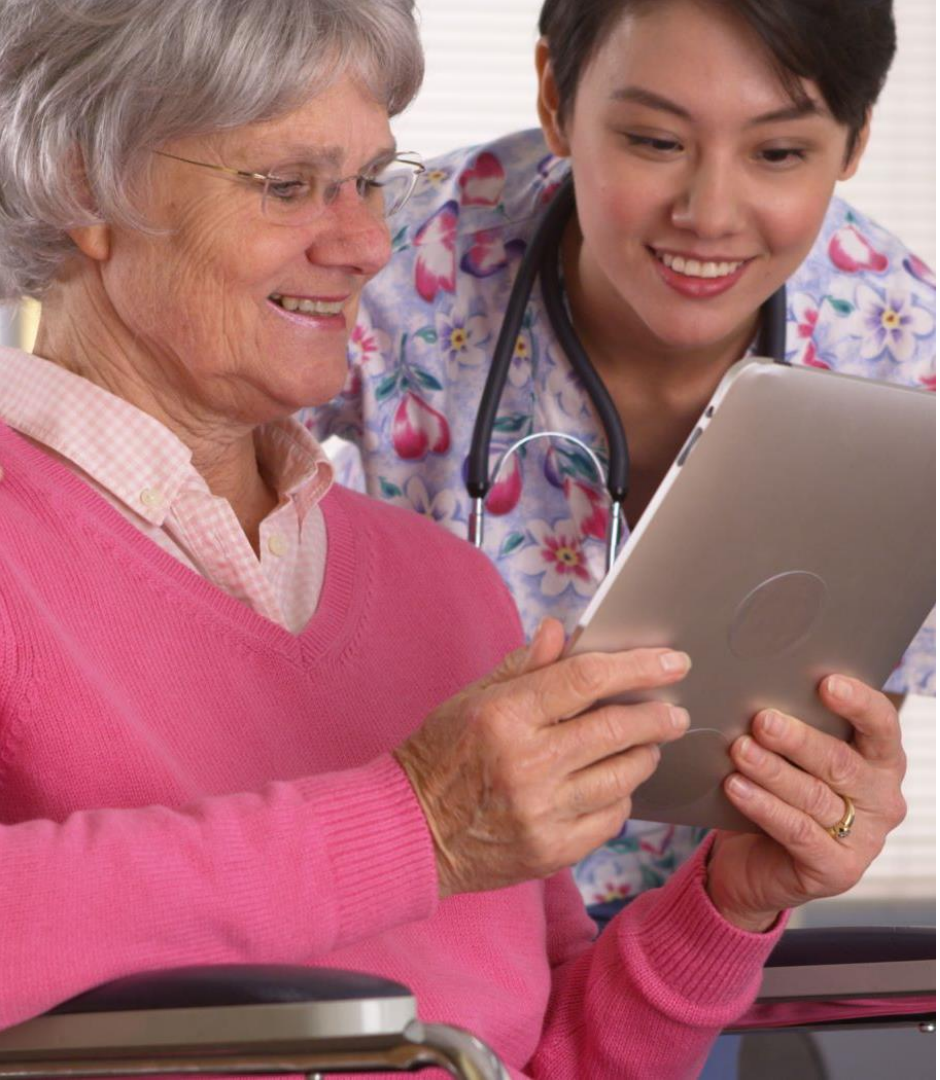
Invest in the workforce

5

Invest in innovation and technology

6

Invest to ensure improved commissioning and financial stability of homecare sector



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