



MyCareMaker

Putting you in control of your care

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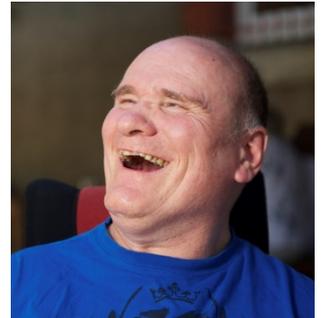
Who is SCIE? - About our team

- SCIE is a leading independent charity promoting excellence in social care across the UK.
- SCIE's internal team for MyCareMaker is led by Ewan King, and includes national experts in health and social care. We have an active user group and are serious about the co-production of care.
- Deborah is a healthcare expert and business leader who enjoys finding practical solutions to complex problems. She sees MyCareMaker as a vehicle for disrupting the current care market.



The challenges

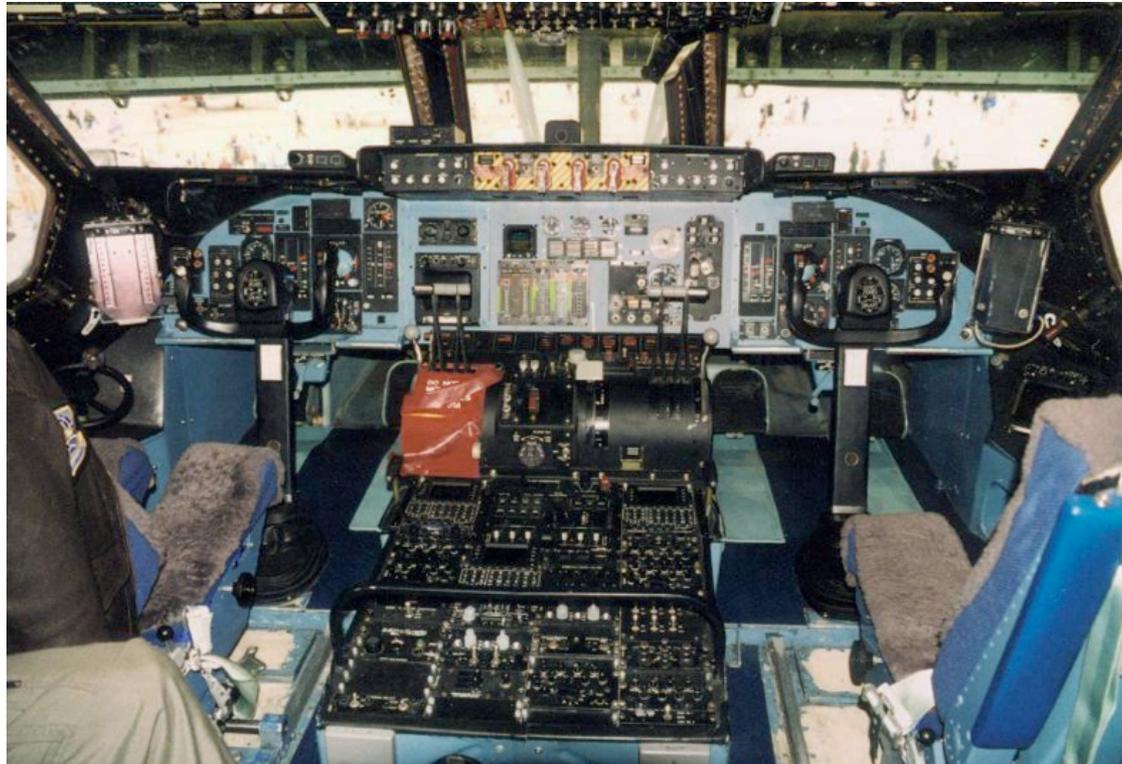
- Demand for care is rising
- People want to stay independent and living at home
- Care is often impersonal and not co-designed
- Choice and control are in the hands of care professionals



The challenges – size and scale

- Demand for care is rising while public resources are diminishing
 - £2.38 billion in public spending on social care in London in 2016/17 (rising to £2.63 by 2020) - with a 34% reduction in core funding
 - 2 of every 3 pounds spent is out-of-pocket, i.e., market > £7 billion
- Self management of care needs through personal budgets is a national policy goal
 - Across the UK, more than 650,000 have personal budgets.
 - Numbers expected to exceed 1,000,000 by 2020

Choice and control challenge: How do I choose the care and services I need?



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Personalisation challenge: How can I make informed choices about my care?



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Public Policy Challenge: How can I manage my personal care budget?



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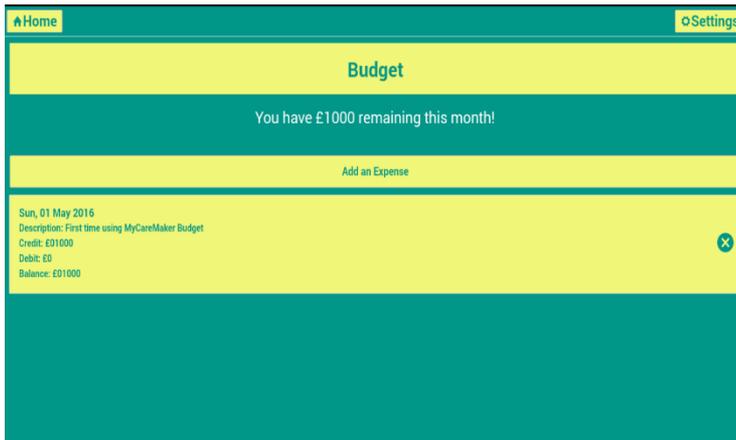
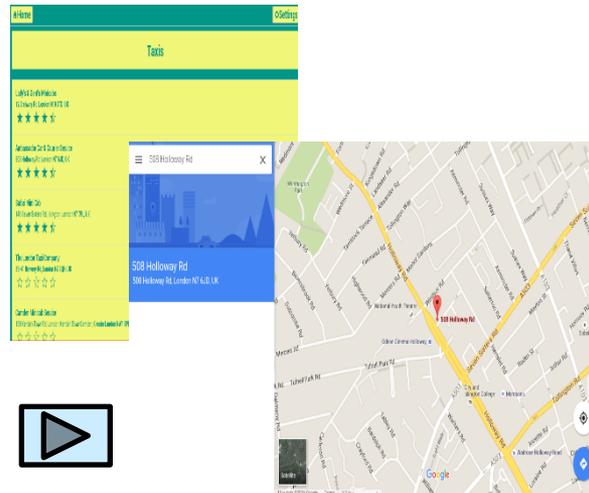
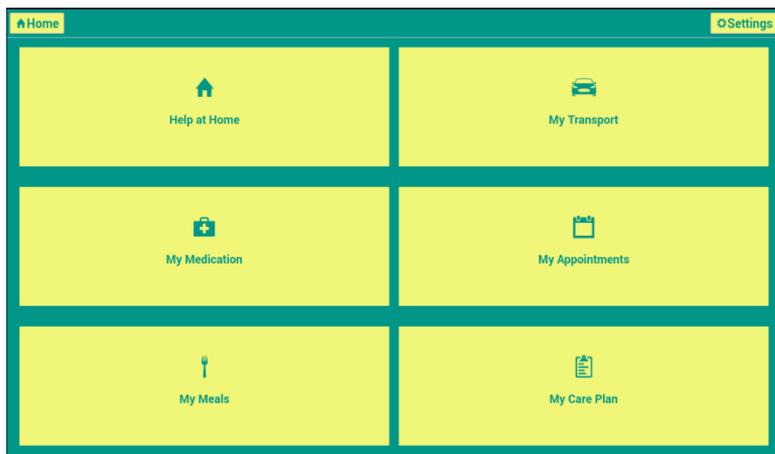
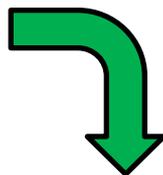
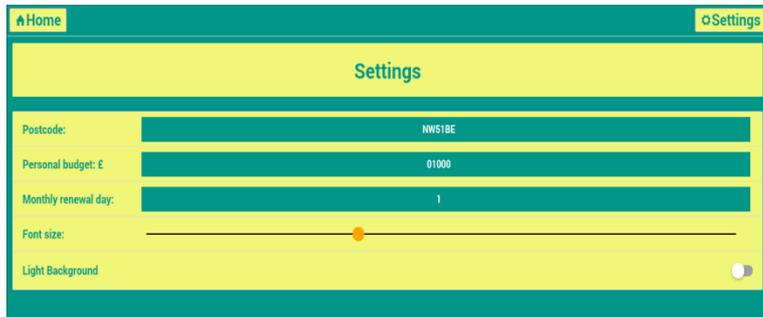
What is MyCaremaker?

- a simple platform for organising care, self-managing daily needs, and using a personal care budget
- creates personalised packages of care and support based on where people live, providing better choice among a wider range of services
- puts purchasing control directly into the hands of the person with care needs (or a carer)
- designed to help people stay independent and living at home

What we've developed to date



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About our co-production workshop

- Who attended (the participants)
- Co-creating a set of care and support priorities
- Co-creating design principles
- Getting feedback on our early proof of concept



What we learned (1)

- **Proof of concept:** Enthusiastic support for the product from both service users and carers

My #1 priority is constructing a care plan that I can manage on a daily basis.

This could be good for me and the people who care for me.

I would like to have accessible, understandable information at my fingertips.

The tool should help me have independence and control, while respecting my dignity.

I would trust SCIE.

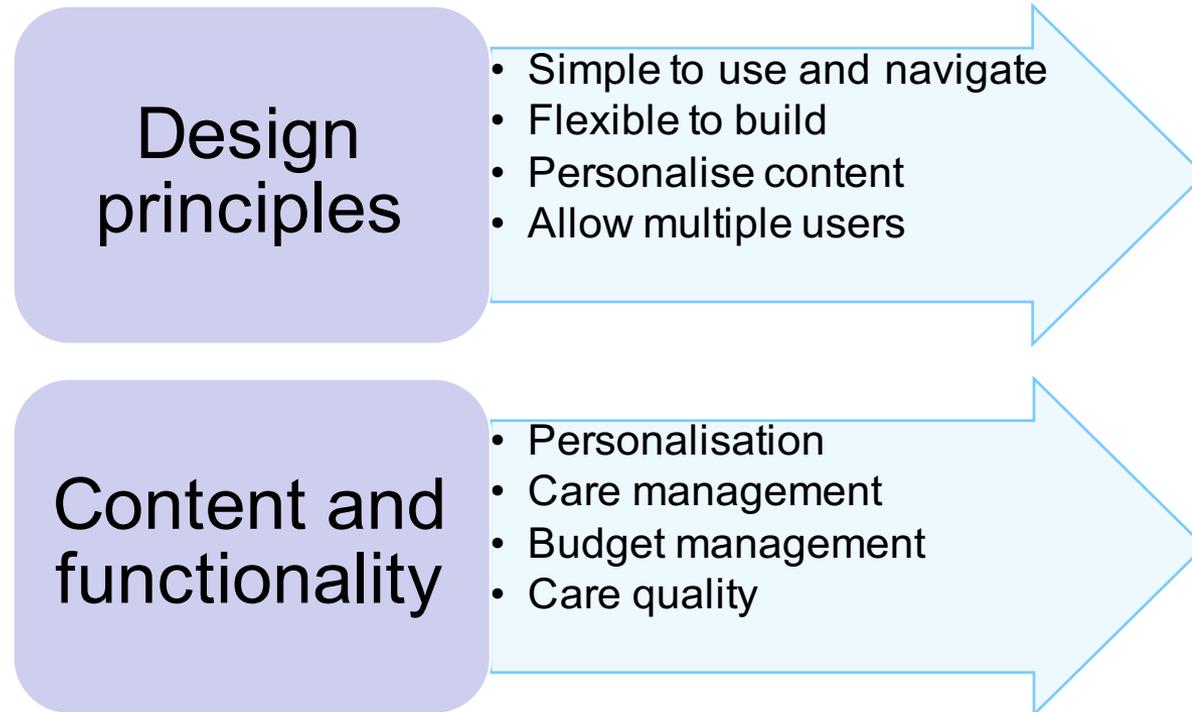
I'd like good access to local resources and services that can help me with my care needs.



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What we learned (2)

- Specific feedback and suggestions about **design, content and functionality**



What we learned (3)

- Other avenues we need to explore:



Links to medical records



Data security and access



Multi-platform, tablets preferred



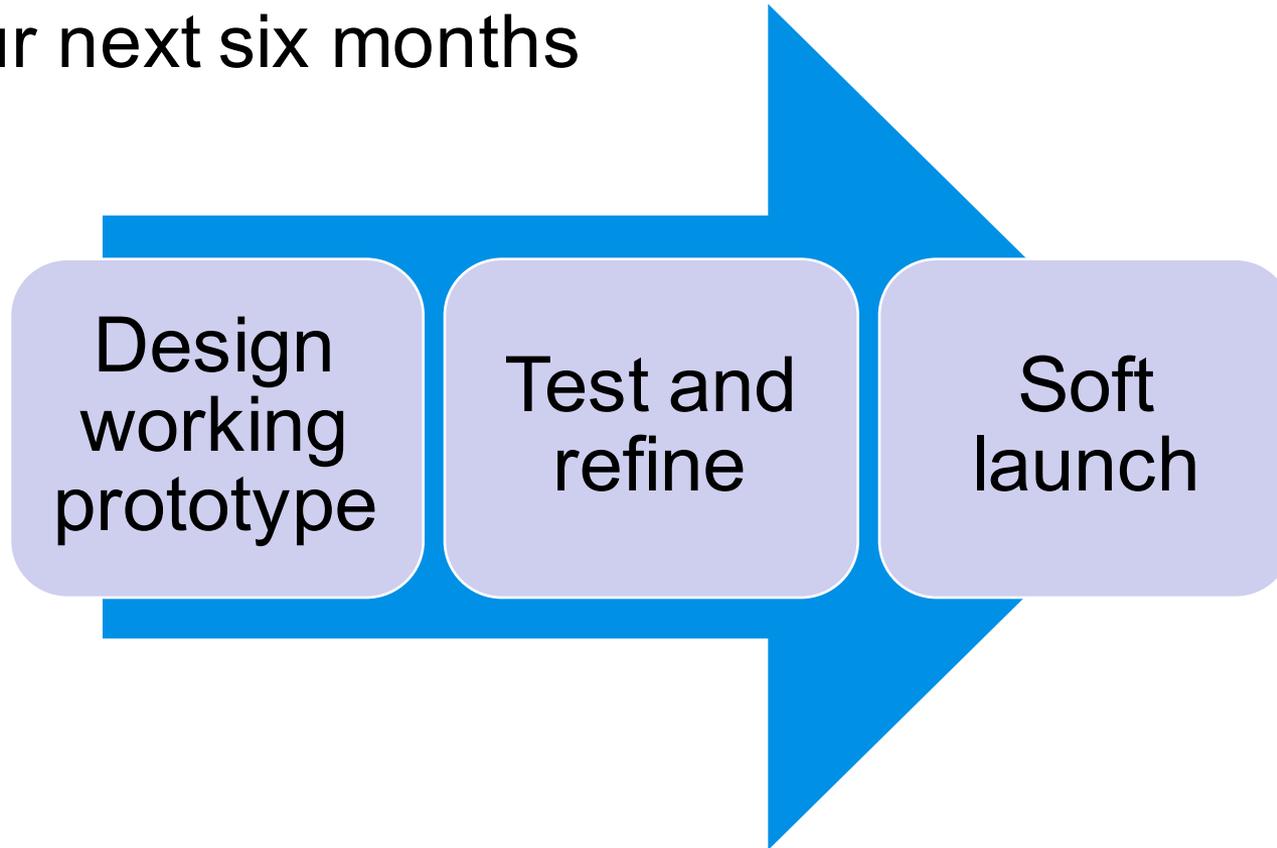
User testing essential



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Where we want to go next

- Our next six months



The mentoring and support we need

- Funding to develop our prototype further - we need to hire a small team of tech and design experts
- Mentoring to clarify our business model and plan, including advice about researching and defining our primary market as well as routes to market
- Advice about navigating regulatory requirements, data security and inter-operability
- Securing a test site in London for the soft launch



Any questions?



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