

**SOCIAL CARE AND ADULT SERVICES SCRUTINY PANEL
TELECARE- ACTION PLAN**

29 March 2011

SCRUTINY RECOMMENDATION	PROPOSED ACTION	BY WHOM	BUDGET COST	TIMESCALE
<p>a) The Panel recommends that an updated vision for the service be developed, which contains a clear trajectory detailing the scale and scope of what the Council is aiming to achieve through the provision of Carelink and Telecare in Middlesbrough. The strategy should also detail how the Council can ensure that those people who could benefit from Telecare, particularly as part of a preventative approach, can access the service and pay for it privately and how the service will be financed over the next 3 year period.</p>	<p>The Social Care Department will develop a strategy for Carelink / Telecare, taking into account factors such as availability, pricing structure and other partner's contributions to the delivery of service. This needs to be owned by all the key stakeholders.</p>	<p>Head of Service</p>	<p>Nil</p>	<p>January 2012</p>
<p>b) It has been stated that despite the importance of developing an evidence base to inform decision-making, the future reality is that the development and survival of local telehealth and Telecare innovations will rely as much on local 'champions' (such as medical</p>	<p>The Executive Members for Social Care and Public Health and Sport will be approached to ensure their engagement in security investment for the service.</p>	<p>Head of Service</p>	<p>Nil</p>	<p>June 2011</p>

<p>directors and councillors who have the power to earmark commissioning resources). The Panel recommends that the Executive Member for Social Care and Executive Member for Public Health and Sport champion and promote the development of Telecare in Middlesbrough within both the local authority and the health sector, with a view to increasing the current level of financial investment in Telecare by both bodies.</p>				
<p>c) To enable more people to benefit from Carelink and Telecare the cost of the service must be affordable. The Panel recommends that a joint piece of work be undertaken between the Department of Social Care and Strategic Finance to establish the optimum pricing strategy for increasing take up of the Carelink service and Telecare by an additional 1500-2000 service users over the next 2/3 year period, whilst ensuring the service is delivered cost effectively. The merits of introducing a single tier pricing structure versus a stepped pricing structure to also be explored.</p>	<p>The Department will develop an options appraisal with regard to a pricing structure, taking into account the aim of increasing take up over the next 3 years.</p>	<p>Head of Service</p>	<p>Not known at this stage</p>	<p>June 2011</p>

<p>d) Following agreement on the new pricing structure the Panel recommends that a marketing campaign be developed and promoted within the town. Investment will need to be made in the campaign to generate an income return and marketing expertise within the Council will need to be maximised to develop the campaign. A targeted campaign that promotes the benefits of Carelink/Telecare to those with low and medium level needs will be an important aspect and the Love Middlesbrough branding could be used to promote a 'Love Life', 'Love Independence', 'Love Carelink/Telecare' campaign. Within the marketing and promotion campaign renewed efforts to also be undertaken to increase the public's general awareness of the facilities on offer at the Independent Living Centre.</p>	<p>The marketing and promotion campaign will be developed in line with the strategy for Carelink / Telecare and the agreement on the pricing structure. The intention will be to double the number of customers in receipt of the service over a 3 year period.</p>	<p>Head of Service</p>	<p>To be determined</p>	<p>To commence March 2012</p>
<p>e) The Panel recommends that the Social Care department seek to secure continuing investment from the PCT and that the PCT supports the Council in developing a preventative model of Telecare. The Panel is</p>	<p>The Department will commence negotiations with the PCT with a view to securing additional recurrent investment to enable a preventative model to be established. The PCT have already contributed funding for</p>	<p>Head of Service</p>	<p>To be determined</p>	<p>January 2012</p>

<p>mindful of the joint work undertaken in Sunderland between the Council and the PCT to develop a bespoke training programme for Health and Social Care Assistants, who are trained to NVQ Level 3 standard, and provide the response service for Telecare. The Panel recommends that the Council and PCT invest in developing a similar training programme in Middlesbrough.</p>	<p>the training of staff during 2010/11 out of the re-ablement funding which was provided. A training plan will be developed between Social Care and Health as part of the strategy for Carelink / Telecare.</p>			
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