



<https://ethelcare.co.uk>





Demographics of an Elderly Population in the UK

- ❑ Aged 65+ in the UK – **12 Million**
- ❑ Aged 65+ and live alone – **3 Million &** Aged 75+ live alone – **2 Million**
- ❑ People receiving Homecare – **0.87 Million**
- ❑ **318 Million Hours of** Homecare delivered per year = **£4.4 Billion pa**
- ❑ Number of People with assessed need for care at home but not currently receiving it - **1.2 million**

(Source - *Later Life in the United Kingdom 2019*)

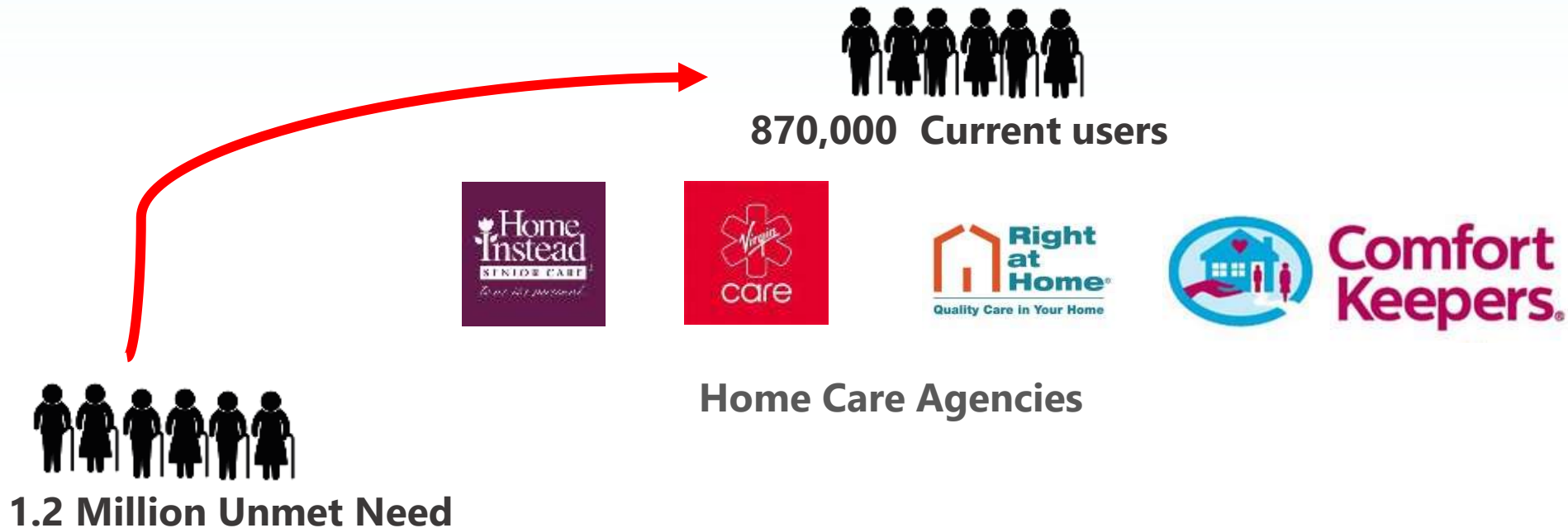
Elderly Care Provider Perspective

- ❑ **20% of 'Bed Blocking'** in the NHS is directly attributable to *'awaiting care package at home'* (costing NHS £550 per bed day)
- ❑ Social Care unable to fully provide Home Care packages within their allocated area because of **Staff Shortages** (with an *unmet need of 1.2 Million*)
- ❑ Shrinking staffing Levels with a **Staff vacancy of 78,000 care workers**
- ❑ Care Staff spend too much time **'on the road'** (upto **30%** of time spent travelling)

Elderly Care Provider Perspective

There are **21,200** organisations that provide care (*AgeUk, 2017*)

Paid by Local Councils + Private Pay



SO, WHAT IS OUR SOLUTION?

ETHEL is a large (16 inch) digital window, through which any number of staff & family can remotely offer care & support.

ETHEL is always-on, touch screen and tailor-made for people who have little or no computer skills and yet meets Security and GDPR regulations

A complete Digital wrap-around care solution



▼ WHERE CAN ETHEL MAKE A DIFFERENCE:

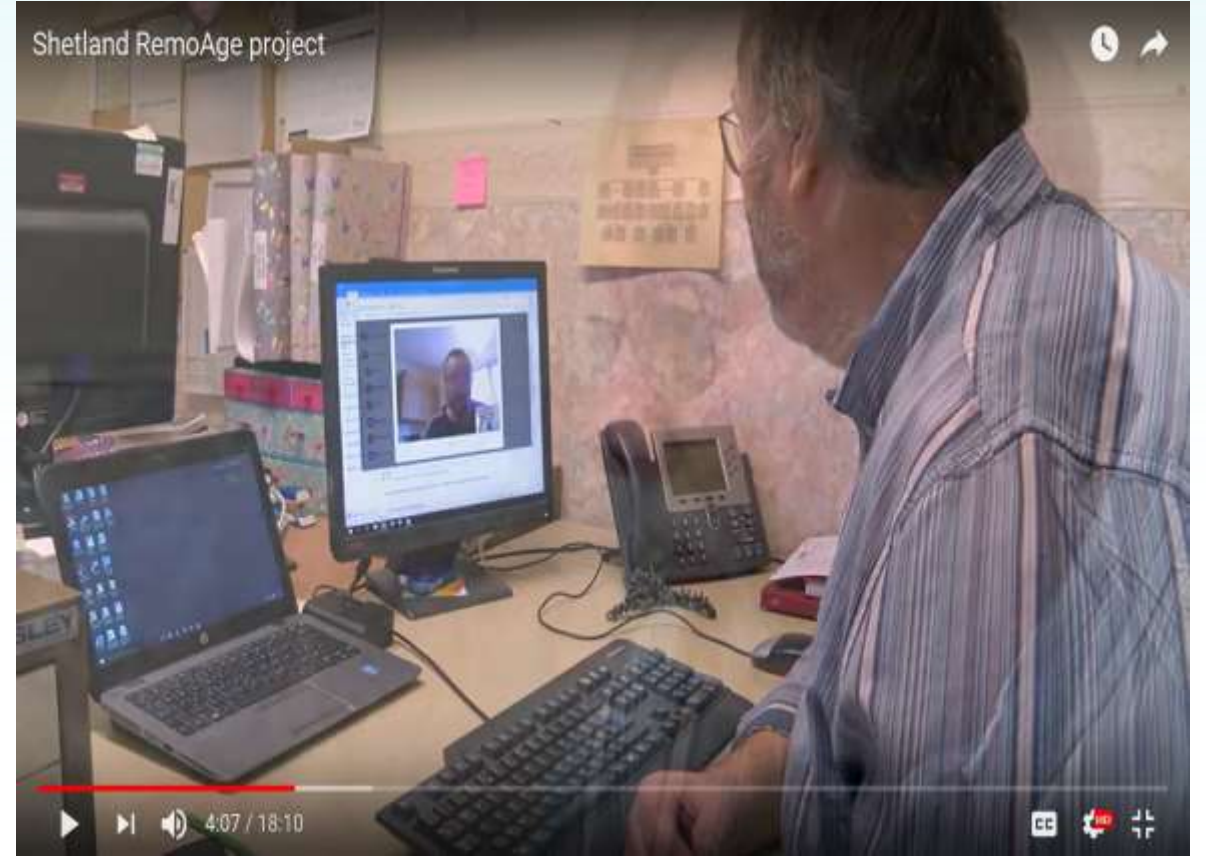


Ethel can be used by **Healthcare Teams** across the **continuum of Care** for:

1. **Long Term remote Care & Chronic Care Management**
2. **Medication Management at home**
3. **Hospital Discharge Initiatives**
(Reablement service)
4. **Reducing Social isolation**



Benefits: Chronic Care (Shetland Islands)



Traditional Care Model = £250 per day

vs

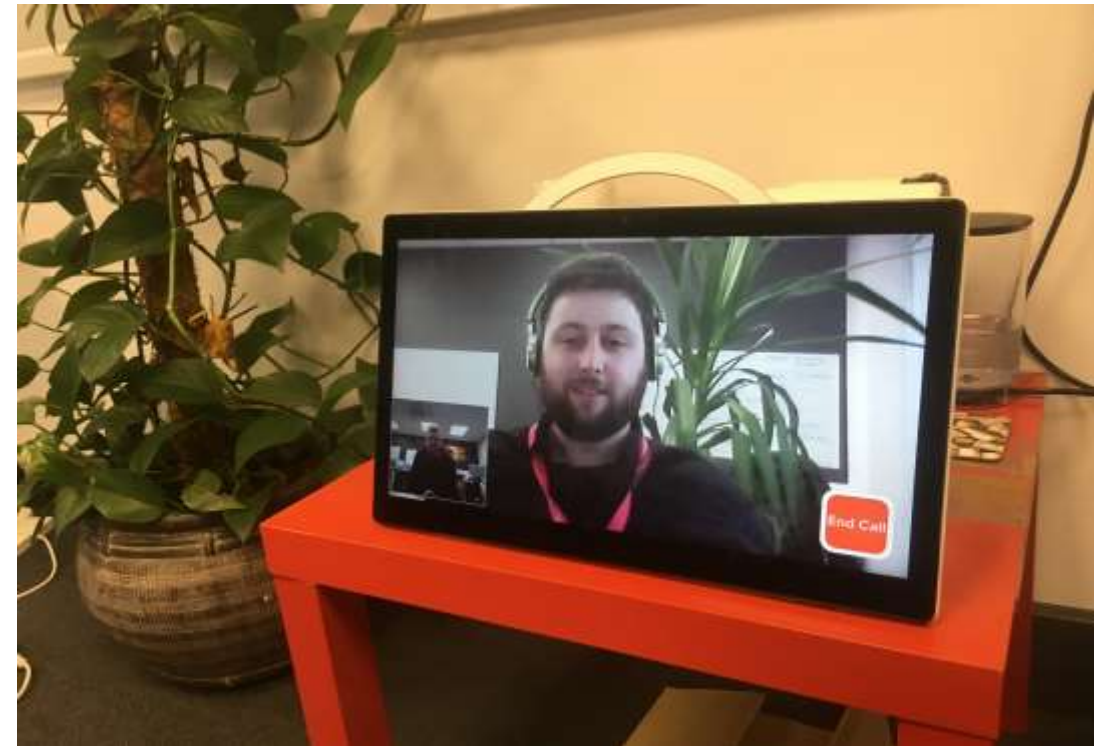
ETHEL Model= £3 per Day

Benefits: Remote Medication Management:



Automated Medication Prompts
(with built in alerts for Non-compliance)

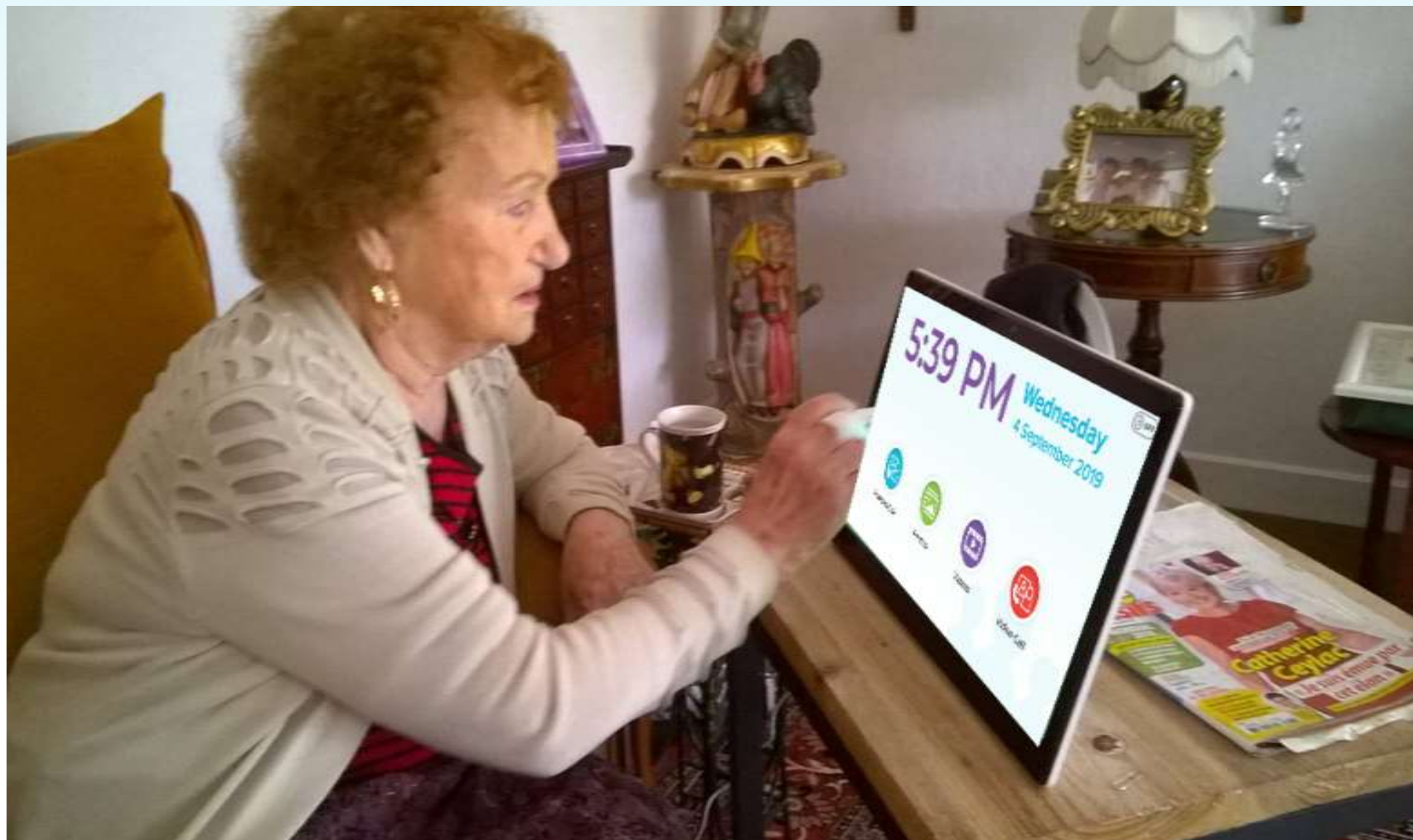
Traditional Care Model = £15-18 per Hour



Virtual Medication Calls
(from Telecare Centre)

ETHEL Model = £2.40 per Day

Benefits: Reducing Social isolation



Current Customers



South Eastern Health and Social Care Trust





“Ethel has allowed us to change and develop service provision within our locality and support individuals in a new and innovative way. Working within a remote and rural location, Ethel has allowed us to reach and support individuals from a central base and provide visual contact on a regular basis without staff members having to travel long distances.

***Duncan Johnson,
Shetland Islands,
Occupational Therapist***





“We see Ethel as one of those key components that can assist us not only in the re design but also being able to offer services differently in particular using video.”

**Christian Geisselmann,
Assistive Technology Lead,
Harrow Council**





Thank You!

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