

Insights into practical prevention

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People at the Heart of Care

Adult Social Care Reform White Paper

CP 560

Published December 2021

Driving integration of health and care services

The health and care system too often treats discrete episodes of mental or physical illness rather than considering a person's care needs holistically. This means that opportunities for prevention are missed and people may go into hospital when they could be better cared for at home, causing people to lose their independence and choice. A lack of join up between services leads to problems, including:

- Confusion in accessing care and un-coordinated care: multiple visits may have to be made to see different professionals, resulting in people having to tell their story multiple times;
- Discontinuity of care and disjointed transitions between care settings: from childhood to adulthood, from NHS to social care, from GP to hospital;
- Worse outcomes, individuals have a worse experience of care and their conditions escalate until requiring emergency admission; and
- A lack of consistency identifying unpaid carers across health and care, and providing them with the right information and support in order to care.

The upcoming integration white paper will outline proposals to improve person-centred care and improve the interface between health and care services.

27 MHCLG, [English Housing Survey 2019-20](#), published July 2021.



Focusing on prevention and health promotion to support people to live healthier lives for longer.

We want people to live healthy, independent lives. Prevention in social care is about encouraging people to be more proactive about their health and wellbeing. We must make prevention and early intervention a much stronger element of our model of support and of care pathways as part of a decisive focus towards improving population health.

4.58 By its very nature, prevention activity is an investment; it involves acting now to realise benefits over an extended period of time. Benefits come in the form of enhanced health and wellbeing outcomes for individuals, and driving efficiency in the delivery of public services. Measures set out in the Health and Care Bill and the forthcoming integration white paper focus on driving joined-up decision-making across health and care systems, of which prevention is a key part.



- ✓ Maintaining oversight of the social care workforce in their local area, supporting staff retention and professional development.
- ✓ Managing transitions between services, for example between health and social care, and the transition from children's to adults' services.
- ✓ Preventing people from requiring social care in the first instance, for example by supporting and developing community organisations working on prevention and reablement.
- ✓ Carrying out their safeguarding duties.
- ✓ Ensuring good outcomes for people through effective leadership.
- ✓ Managing their commissioning and contracting responsibilities.
- ✓ Shaping the care market to meet people's needs with diverse and quality provision, enabling choice and independence.
- ✓ Meeting the needs of unpaid carers.
- ✓ Assessing the needs of people who may be eligible for care and support them to access what they need, whether or not they receive local authority support or will fund their own care.



Focusing on prevention and health promotion to support people to live healthier lives for longer

4.53 We recognise there is more to be done on preventing the causes of ill health that can increase the demand for adult social care services. The newly formed Office for Health Improvement and Disparities (OHID) gives increased focus on improving the health of the population, working across government departments to co-ordinate efforts and impact. OHID will focus the whole health family on delivering greater action on prevention; and – working with a new cross-government ministerial board on prevention – drive and support the whole of government to go further in improving health and tackling health disparities, address the wider drivers of good health, from employment to housing, education to the environment.

Dark Data

- A forgotten treasure trove of data...
- Collected, unsorted, forgotten...

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People clearly want to prevent falls

97%
Beneficial

- Think it's beneficial to prevent falls before they happen

YouGov Survey for Taking Care of
500 UK adults 45+ March 2024

YouGov[®]

Taking
Care 

Finding the data!

Data Category	Volunteered Data
Personal Identifiers	Name, Address, Phone Number, Date of Birth, Next of Kin Contact
Health Information	Medical Conditions, Medications, Allergies, Disabilities

Stratify falls risk score

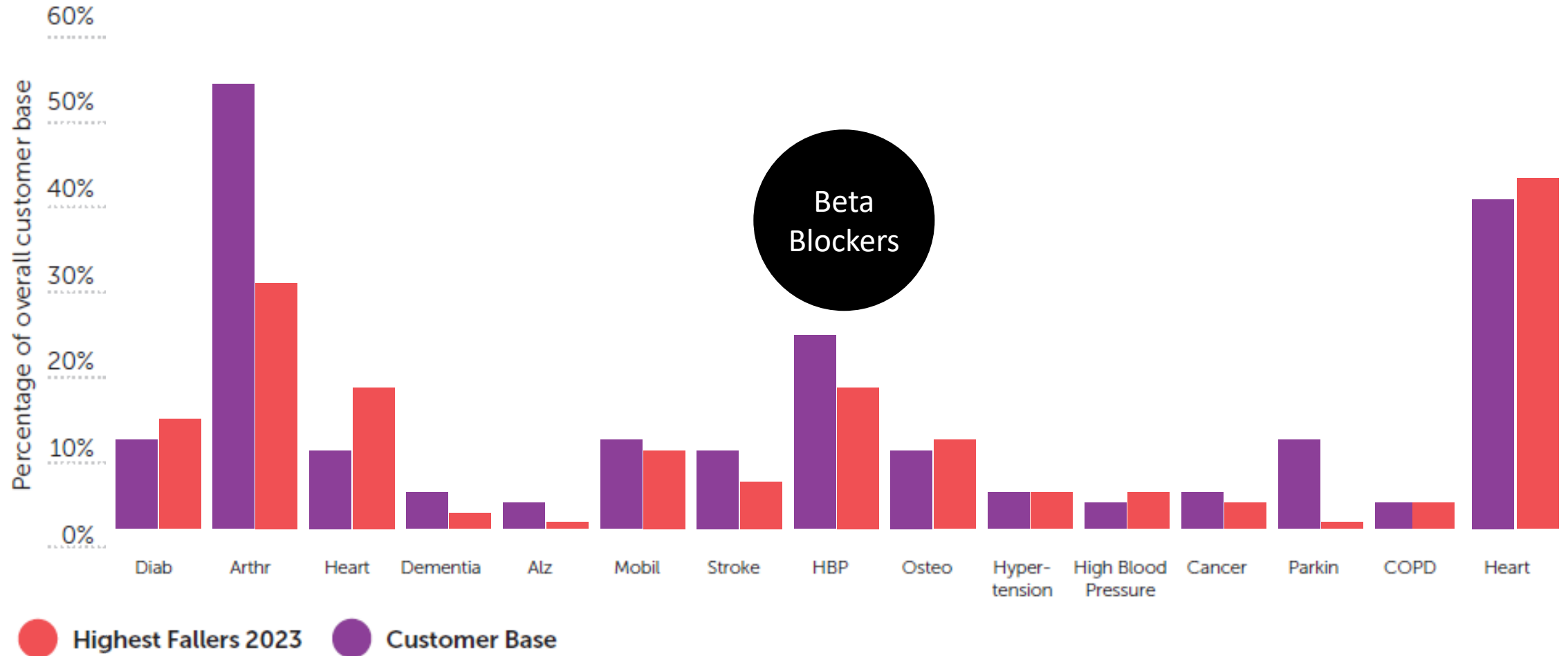
Identifying Fall Patterns

Understanding Activity Levels

Data Category	Collected Through Usage
Location & Movement	GPS location Movement data
Device Interactions	Falls detected, test calls, alarm activations
Temporal Data	Specific timestamps or broader time periods like days, weeks, months, or even seasons

Optimizing Response and resources

Prevention example - Health Information



Taking Care customer analysis 2024

Taking multiple medications

49.9%
Not aware

of adults 55+ not aware this increases the risk of a fall

YouGov Survey for Taking Care of
500 UK adults 45+ March 2024

YouGov[®]

How medications can increase the risk of falls

As we age, we are more likely to be dealing with multiple health conditions. Managing their symptoms can be a challenging and time-consuming task, especially if you are taking multiple medications.

Certain drugs, however, are more closely associated with an increased risk of falls, but fortunately, medication-related falls are usually among the most preventable factors.

By being proactive, older adults and their family carers can make a real difference in minimising the risk of falls.

"50% of people are NOT aware of certain combinations of medication that can increase the risk of falls in the home"

Taking Care YouGov Survey



How to prevent falls if you're taking medications



0800 022 3514

taking.care/bootsinstore

Preventing falls in the home

Many falls occur at home due to health conditions and trip hazards. Some simple checks could help fall-proof your home.



Ensure stair lighting is adequate - in case you need to get up in the night



Keep surroundings safe and free from trip hazards



Fit handrails on both sides of stairs and in the bath



Use non-slip mats in the bath and under rugs



Make sure pets wear bells on collars



Have someone help you use a step ladder to reach high places



Don't walk on slippery floors in socks or tights



Wear well-fitting shoes that are in good condition and support the ankle



NHS
Providing NHS services

Free Health MOT

NHS blood pressure, waist circumference & BMI checks

Over 40? Talk to our Pharmacy team today

Free Health MOT available in participating Boots, England only. Blood pressure & BMI checks included. The NHS Blood Pressure Check Service is a voluntary pilot of a free health MOT available to people aged 40 and over. It is designed to help people who do not currently have a diagnosis of hypertension, identify those at high risk of developing hypertension and support them to manage their blood pressure. Subject to availability. Refer to your GP for the measurement of blood pressure.

This pendant can save your life!

Recommended if you:

- Want to live independently in your own home for longer
- Have had a recent hospital stay or illness, when falls are more likely
- Are worried about a fall
- Want a lifeline in the event of an emergency

Rated "Excellent" Trustpilot

Which? Trusted Trader

Please take a leaflet

Personal alarms for 24/7 peace of mind

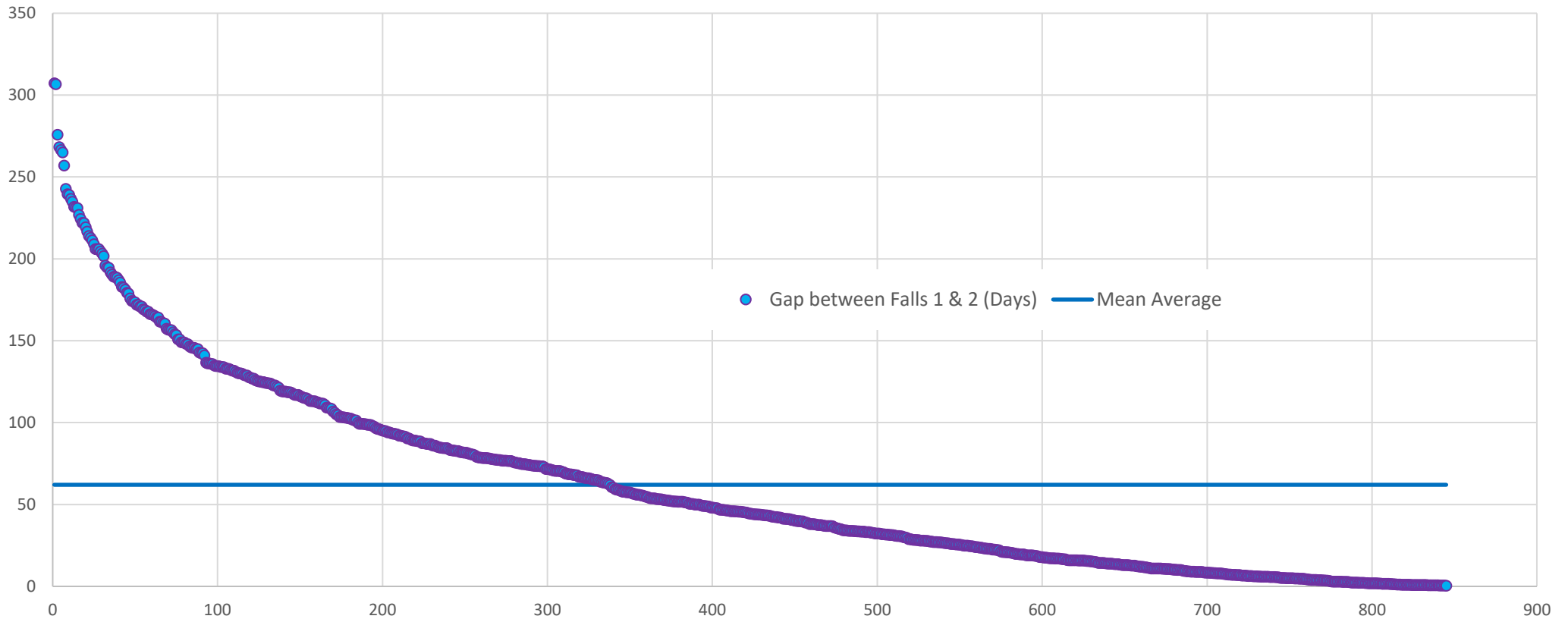
- Our personal alarms have supported over 1.6 million people and their families
- Choose from a range of personal alarms & smart home monitoring solutions
- 24-hour support from under £3.50 per week. Best left on - 30-day money back guarantee!

Need more information about personal alarms? Call our helpline on 0800 081872. Find out more about our life-saving services at www.takingcare/bootsinstore



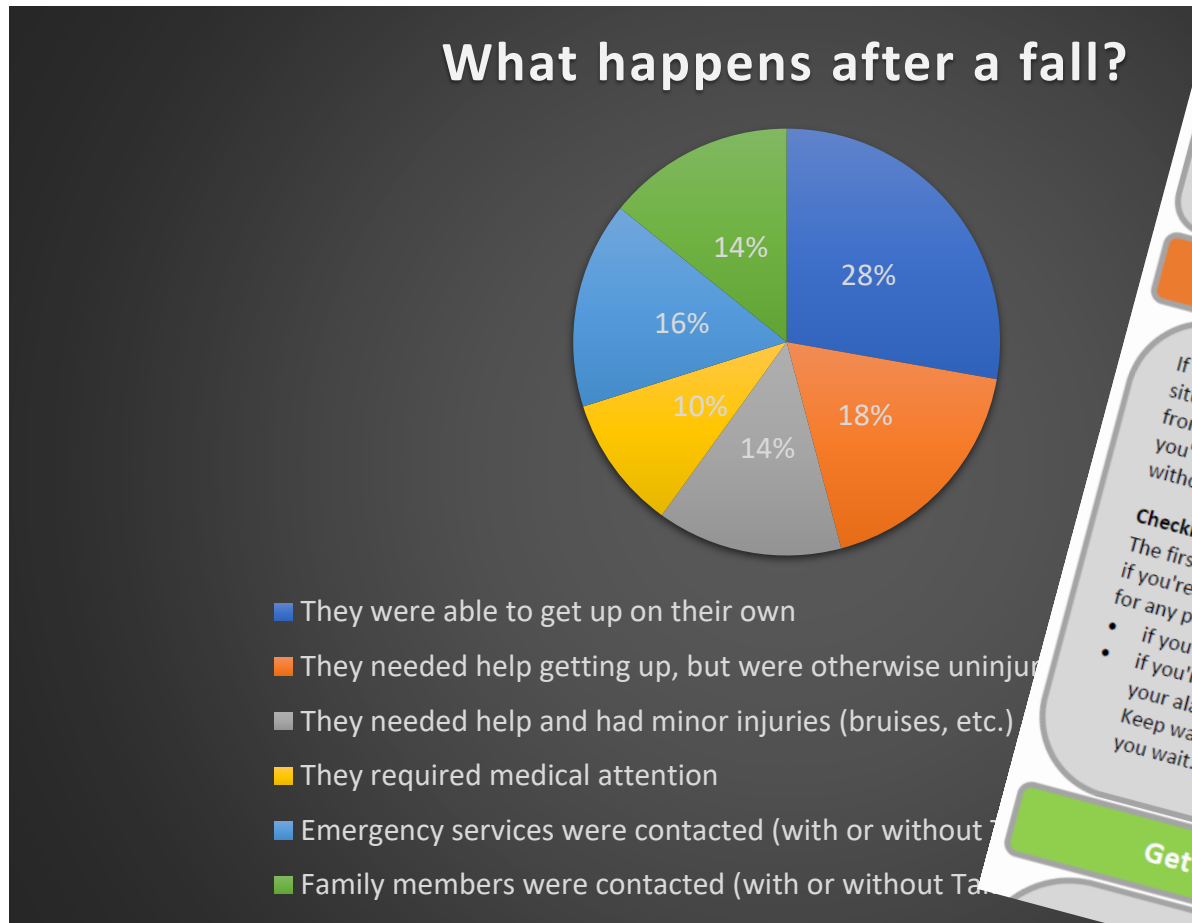
Prevention example - Device Interactions

Gap (in Days) Between 1st and 2nd Falls - B2C



- With a first fall likely to cause a musculoskeletal injury, research suggests the second fall carries a higher risk of causing greater damage, such as a head injury.
- This indicates a potential opportunity, if preventative action can be identified after the first fall but before the second.
- Analysis of Taking Care's data suggests that window – between falls 1 and 2 – is on average 62 days.

Prevention example - Device Interactions



Hints and tip for managing a fall

No one wants to have a fall, but if you live alone, or are alone for long periods, you should have a plan for what you'll contact and how they'll get to you. The quicker you can get help after a fall, the less likely you'll experience unnecessary fear, distress, and complications like pressure sores and dehydration.

If you fall you can summon help by calling out, or banging on a wall or floor, but this could be noisy. If you're unwell or hurt and it's too difficult to move. Using a phone, or a personal alarm, is more reliable.

What to do if you fall.

If you fall try to stay calm. Take time to assess the situation as it can take a few minutes to feel pain from injuries. What you do next will depend on if you're hurt and whether or not you're able to get up without help.

Checking for injuries

The first thing you need to do after a fall is work out if you're hurt. Take a few minutes to check your body for any pain or injuries, then:

- if you're not hurt, try to get up from the floor, your alarm or use your mobile to call for help. Keep warm and moving as best you can while you wait.

Getting up from a fall.

Keeping warm and dry

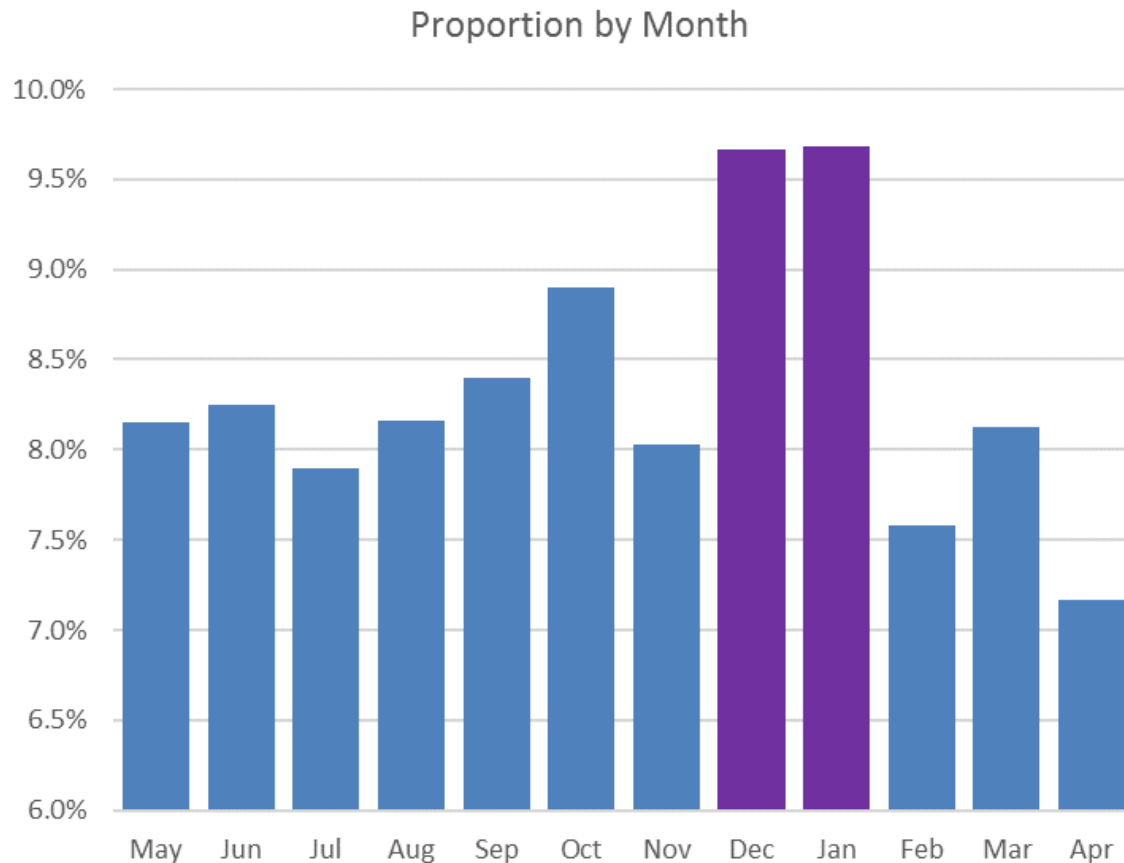
After calling for help, it's important to stay warm and dry. Hard surfaces like tiles and linoleum are often colder and take longer to warm up. You may have to empty your bladder before you get up. Reach for a nearby duvet cover or blanket. Move away from areas where you can't see. Keep your body moving.

Keeping moving

You should also attempt to keep your body moving as best you can. Lying in one position for too long can make you stiff, sore and damage the muscles. Moving your body, even gently, will keep you focused and calm until help arrives. If you can't move, try to get up on one knee or on one or make you a hot drink.

- By identifying fall #1, we can offer advice and guidance before a more serious fall occurs.

Combining data

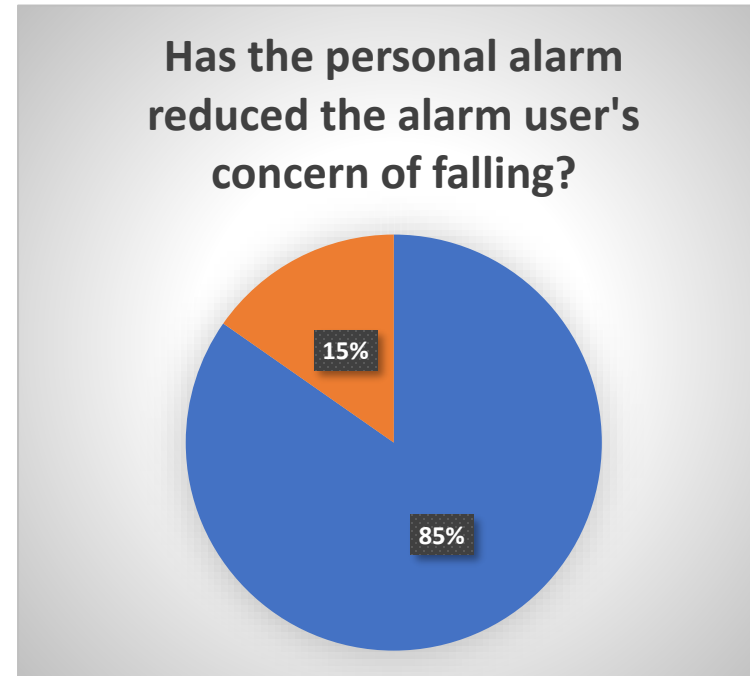
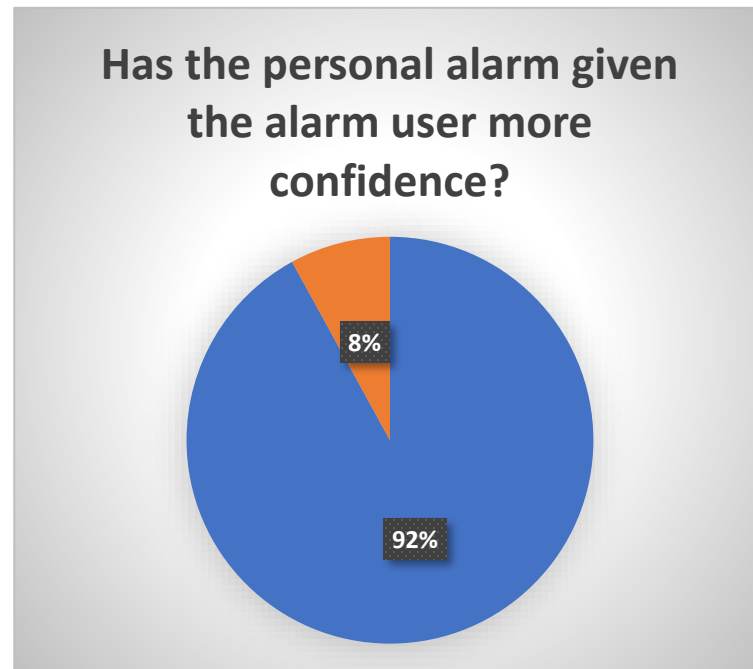


Data for B2C Customers, 01/05/23 – 28/04/24

By combining data,
**Device Interactions &
Temporal Data** we can
discover when to offer
falls advice



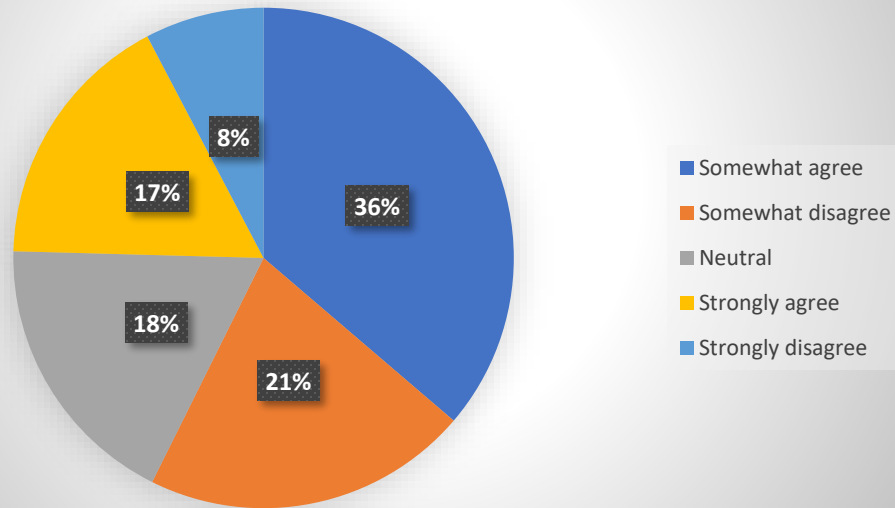
A personal alarm is prevention!



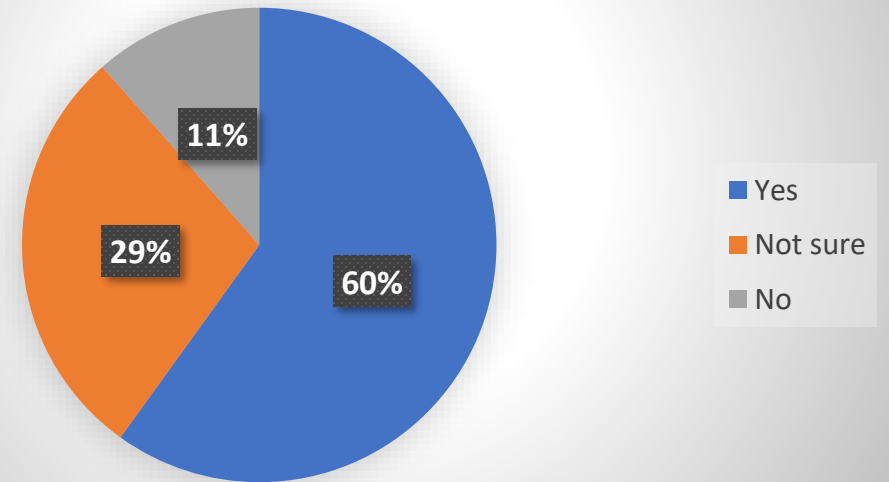
- Taking Care 2024 annual customer survey, based on 1,200 responses from alarm users (B2C)

Prevention education!

Falls are an inevitable part of ageing and there's nothing we can do about this.



Has the personal alarm improved the alarm user's quality of life?



- Taking Care 2024 annual customer survey, based on 1200 responses from alarm users (B2C)