

# Advanced Prevention

Steve Gates  
Managing Director, Taking Care

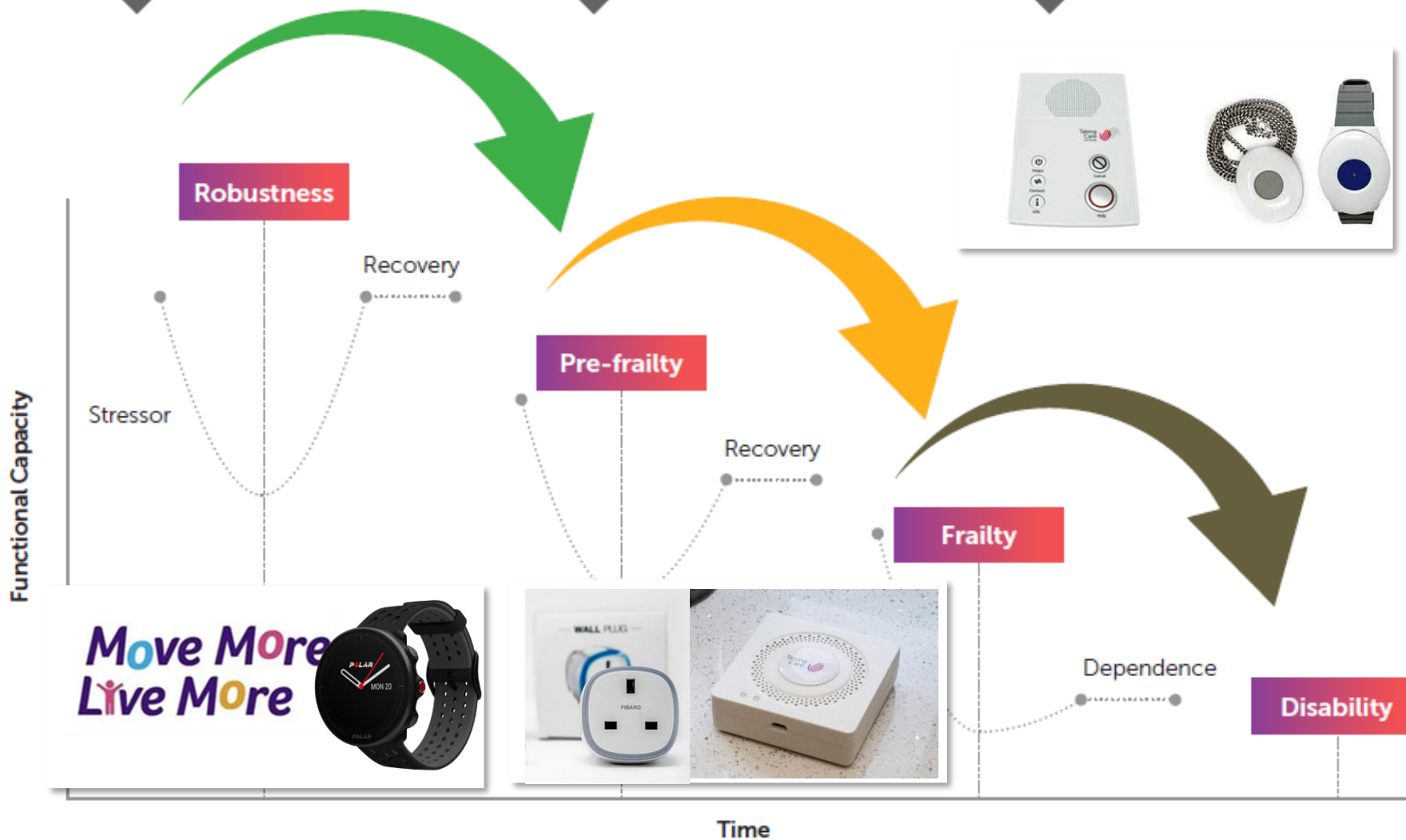
Taking  
Care  
Part of AXA Health



# Preventative technology

# Health & activity monitoring

# Personal Alarm



Stay active and prevent falls by promoting healthy ageing

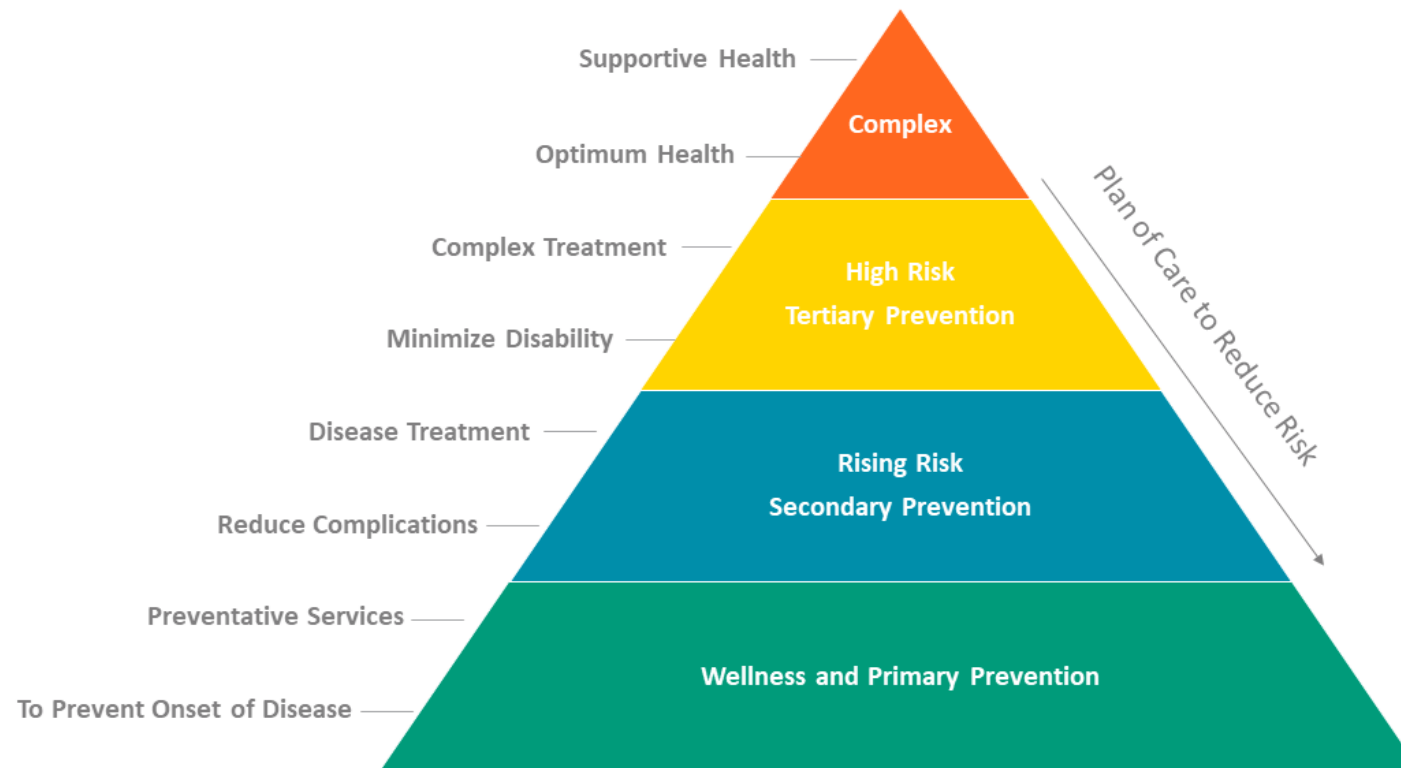
Data collected about living activity to predict problems before they happen

Used at point of emergency after a fall



# Our goal is to use data to deliver “Personalised Falls Risk Stratification” (PFRS ©)

## Identifying Risk and Stratification



© 2019 CTG, Inc.

# The NHS already delivers this in chronic conditions – so why not falls prevention too?

## Care Professionals View | Diabetes Care Radar

Review completion of the 9 key care processes for patients with diabetes



Click on a traffic light to view the trend of that indicator for the selected patient



GP Practice: (All) Diabetes Type: (All) Sort by: Latest HbA1c Outstanding care process: None selected

59,021 patients on list

Patient Name	Age	# of LTCs	Diabetes Type	# of A&E visits (past 12 months)	# of Care Processes incomplete (past year)	Care Process									Self Care			Diagnosed only		
						HbA1c	Blood Pressure	Cholesterol	BMI	Urine ACR	eGFR	Foot check	Retinal Screening	Smoking Status	Diabetes Education	Care Plan	Patient Goals			
Patient 25388919	59 years	2	Type 2	0	1	Green	Green	Green	Green	Red	Green	Green	Green	Green	Green	Green	Green	Green	Green	
Patient 155047	52 years	4	Type 2	0	5	Red	Green	Green	Yellow	Red	Green	Red	Green	Yellow						
Patient 983538	62 years	1	Type 2	0	9	Red	Red	Red	Red		Red			Red	Red					
Patient 3929678	56 years	4	Type 2	0	3	Green	Green	Green	Red	Red	Green	Green	Red	Green	Red					
Patient 6969675	75 years	3	Type 2	1	8	Red	Yellow	Red	Red	Red	Red	Red	Green	Red						
Patient 13953636	64 years	2	Type 2	1	5	Green	Red	Green	Red		Green			Green						
Patient 37462348	51 years	1	Type 2	1	3	Green	Green	Green	Green		Green			Green	Green					
Patient 10962590	52 years	3	Type 2	0	1	Green	Green	Green	Green	Red	Green	Green	Green	Green	Green	Green	Green	Green	Green	

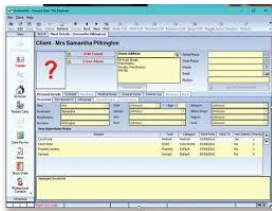
- Red: Last activity > 15 months old
- Yellow: Last activity in past 12-15 months
- Green: Last activity in past 12 months

# Where are our Data Sources for Advanced Prevention?



## Social Care Record

- Medical Conditions
- Medications



## ARC Record

- Falls
- Falls Frequency
- Pendant press frequency/type



## Wearable Device

- Steps
- Inactivity
- Sleep
- Blood Pressure
- SPO2

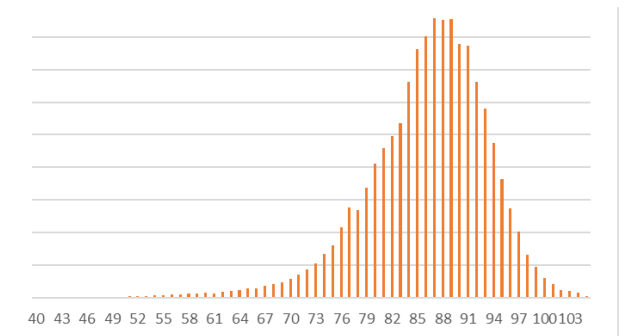
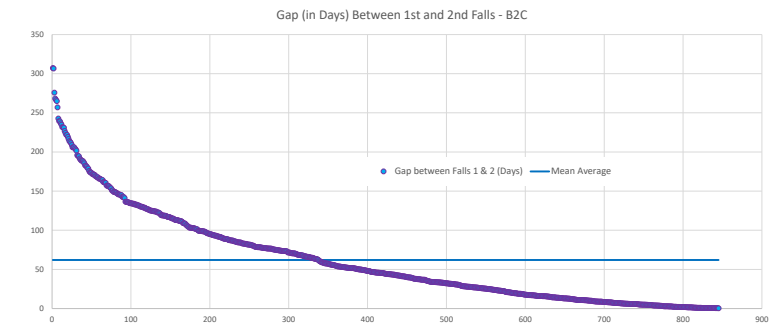


## Social Worker/Carer Interaction

- ADL achievement

# So we can use this data at varying levels of complexity...

- Direct Correlation
- “Conveyor Belt” information
- AI/Machine Learning/PowerBI



# Using pendant press data

Figure 3 'No Response' Events Survival Curve showing customers grouped according to three categories of 'No Response' call densities: those who have made 0 or 1 calls; those who have made 2-4 calls; and those who have made 5 or more such calls in any given month.

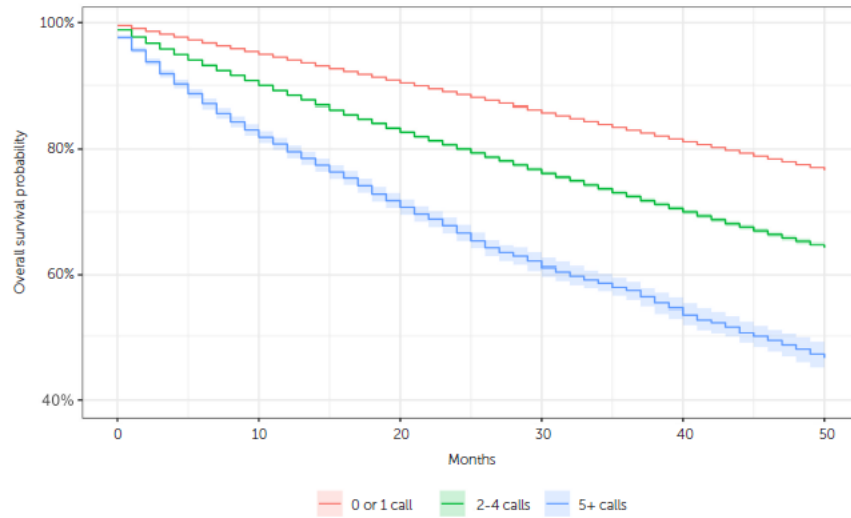


Figure 4 'Assistance Required' Survival Curves showing customers grouped by whether they made 0-2 calls in a month (low risk) or 3+ calls (high risk).

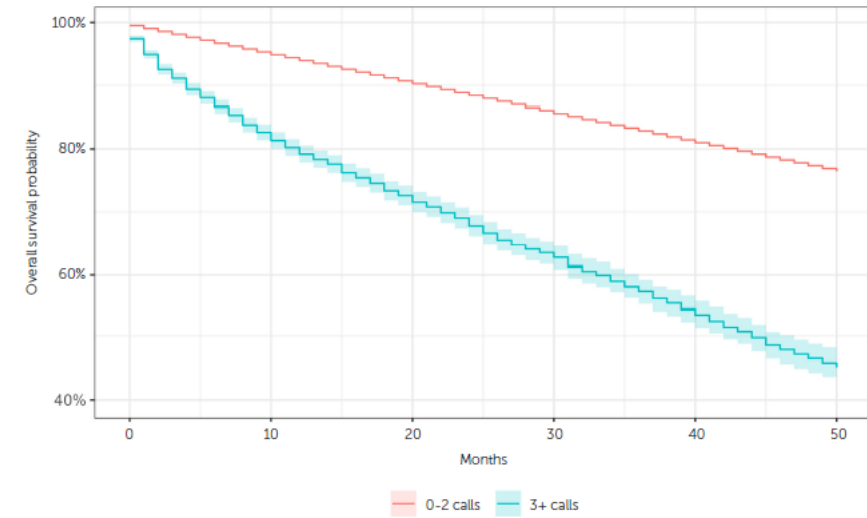


Figure 5 Survival Curves for 999 Calls, grouped by whether or not the customer had at least one call in the month.

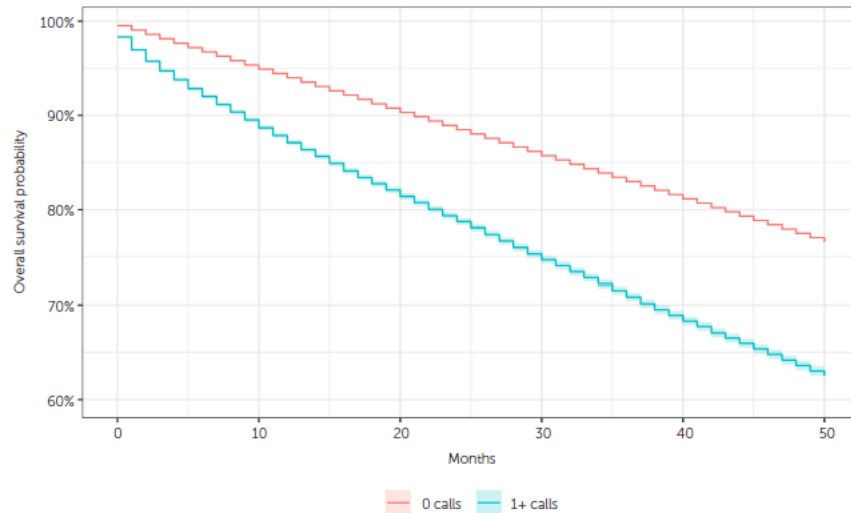
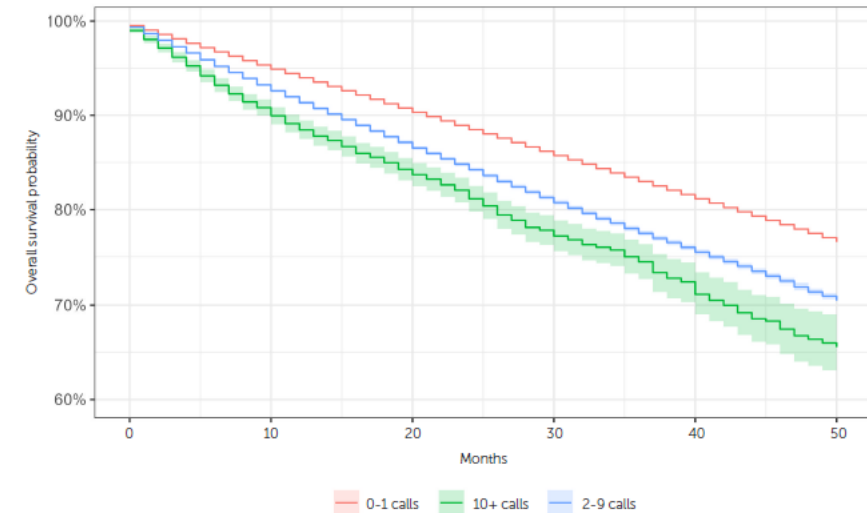


Figure 6 Accidental call Survival Curves, grouped by whether customers made 0-1, 2-9 or 10+ calls in a month.



# We can predict increasing frailty.

Call reasons as correlated to subsequent death	Frequency trigger (how many is too many)	Monthly risk	Prediction period	Risk ratio
1. Assistance Required	3 calls or more in a month	3.1%	3 months	4.8
2. No Response	5 calls or more in a month	4.4%	1 months	4.7
3. 999 Called	1 call or more in a month	1.5%	3 months	3.0
4. Total Calls	5 calls or more in a month	1.2%	1 months	3.0
5. Test	0 calls in a month (1 or more indicates lower risk)	1.0%	12 months	2.0
6. Accidental	10 calls or more in a month	3.1%	3 months	2.0

Call reasons as correlated to de-registration for reasons other than death	Frequency trigger (how many is too many)	Monthly risk	Prediction period	Risk ratio
1. No Response	10 calls or more in a month	2.7%	3 months	5.7
2. Assistance Required	3 calls or more in a month	2.5%	3 months	5.3
3. Total	10 calls or more in a month	1.5%	1 month	4.8
4. 999 Called	2 calls or more in a month	1.4%	6 months	3.1
5. Test	0 calls in a month (1 or more indicates lower risk)	0.6%	1 month	2.4
6. Accidental	5 calls or more in a month	0.9%	6 months	1.9

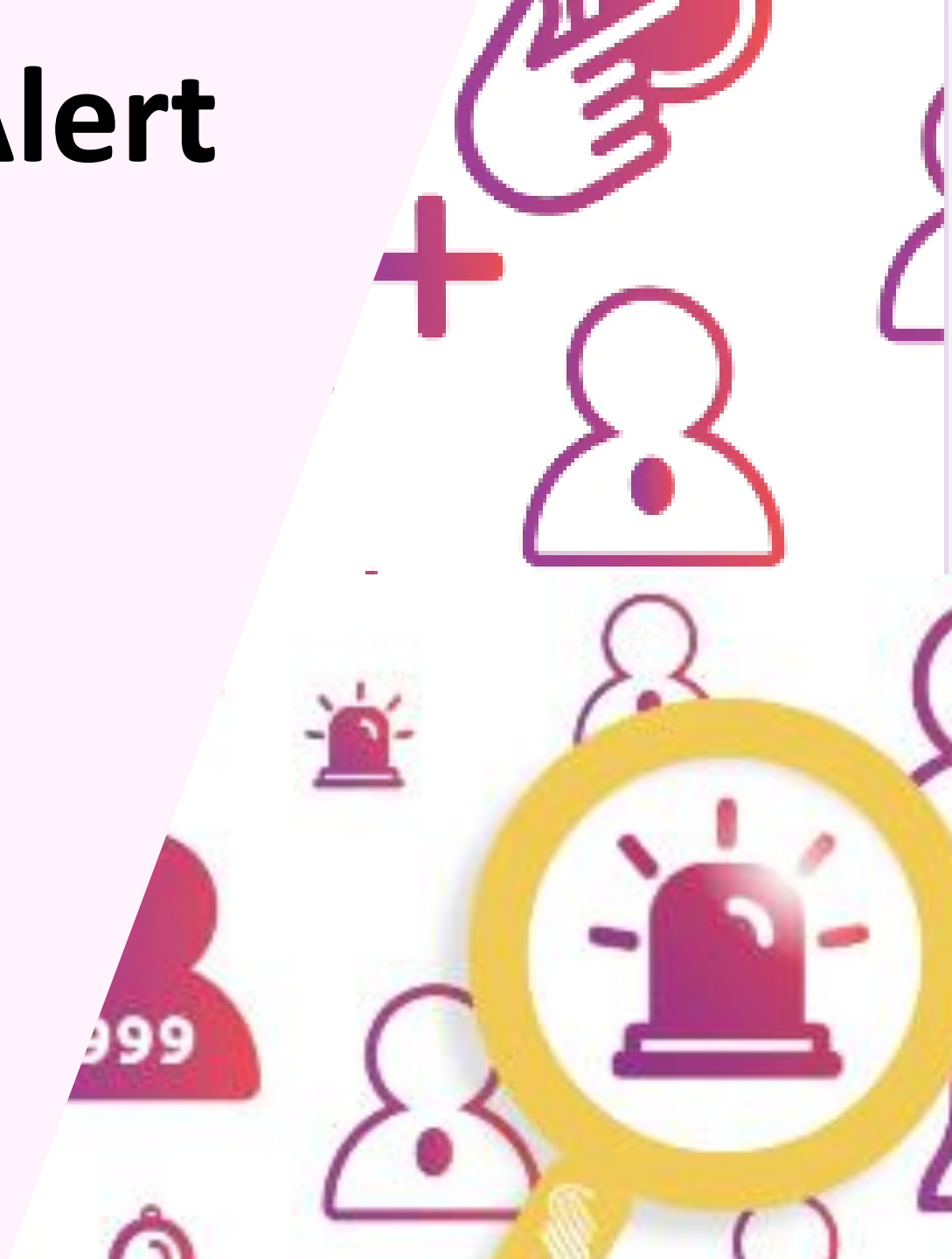




# Taking Care Active Alert

# 72%

Had been a change in  
the alarm users health  
or wellbeing



# Taking Care Active Alert

# 71%

Medical details used by  
our Emergency Resolution  
Team needed updating



# Taking Care Active Alert

# 100%

who responded said the wellbeing call was a valuable addition to our service & increased reassurance



# Aggregating wearable data to produce “Personalised Risk Stratification” (PRS)

Home > Prevention and Health > Taking Care Prevent

## Taking Care Prevent

£22.99 per month including VAT

Falls prevention package with 30-day risk-free home trial\*

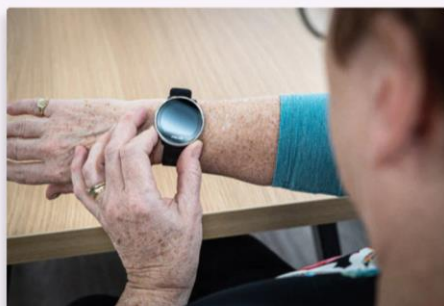
FREE DELIVERY

Excellent ★★★★★ Trustpilot

Falls are the number one reason older people are taken to emergency hospital departments. They are a cause of distress, injury, loss of confidence, independence and mortality.

By taking action to improve strength and balance, you can reduce the risk of falling before an accident occurs, helping you or your loved ones remain safe and independent for longer.

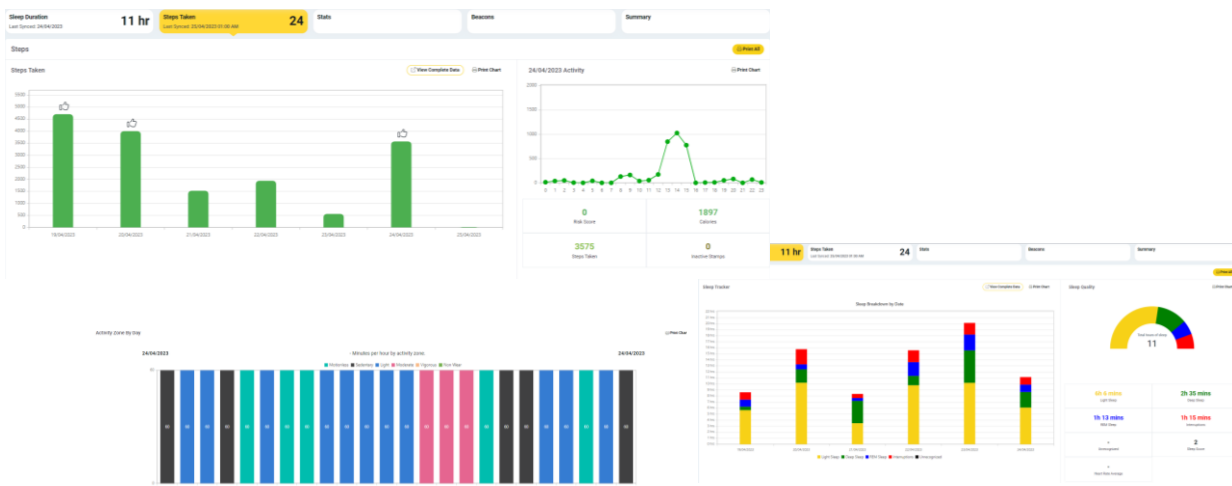
BUY NOW >



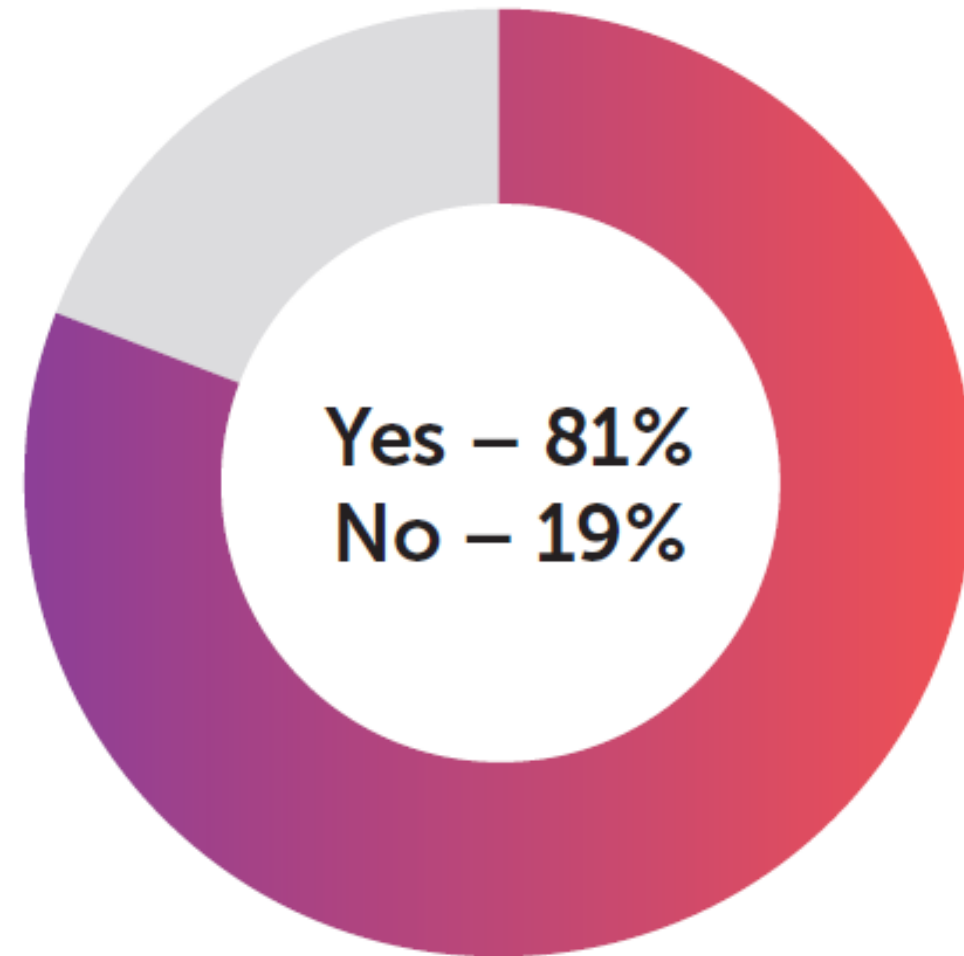
State-of-the-art Polar Ignite 2 fitness watch combined with activity tracking and one-to-one guidance and advice to reduce frailty and the risk of falls.

Client Name	External Client ID	Device	Battery %	Activity	Sleep Score	Average Risk	Risk	Last Sync Date	Health Status	Action
Belfast2		Inspire 3	88%	1164 Steps Taken	2	High	High	25/04/2023 09:05 AM		Details
Belfast1		Inspire 3	93%	102 Steps Taken	0	High	High	25/04/2023 10:11 AM		Details
Belfast1		Inspire 3	51%	24 Steps Taken	2	Moderate	High	25/04/2023 01:00 AM		Details
phase1		Polar ignite 2		48 Steps Taken	60	High	High	15/03/2023 07:53 AM		Details
phase1		Polar ignite 2		9950 Steps Taken	63	Moderate	High	13/01/2023 03:56 PM		Details
Belfast1		Inspire 3	52%	1335 Steps Taken	1	Moderate	Low	18/04/2023 12:05 PM		Details
Belfast2		Inspire 3	100%	0 Steps Taken	0	Moderate	Low	03/04/2023 05:17 PM		Details
NEW		Inspire 3	97%	299 Steps Taken	0	High	Low	21/04/2023 12:35 PM		Details
Belfast2		Inspire 3	79%	313 Steps Taken	1	High	Low	18/04/2023 09:12 AM		Details
Belfast2		Inspire 3	99%	0 Steps Taken	0	Moderate	Low	03/04/2023 04:43 PM		Details
Belfast1		Inspire 3	90%	527 Steps Taken	2	High	Low	18/04/2023 12:59 PM		Details
phase1				2584 Steps Taken	67	High	Low	24/04/2023 10:01 PM		Details
Belfast1		Inspire 3	31%	231 Steps Taken	1	Moderate	Low	25/04/2023 10:18 AM		Details
NEW		Inspire 3	98%	138 Steps Taken	2	Moderate	Low	25/04/2023 09:18 AM		Details

Client Name	External Client ID	Device	Battery %	Activity	Sleep Score	Average Risk	Risk	Last Sync Date	Health Status
Belfast2		Inspire 3	88%	1164 Steps Taken	2	High	High	25/04/2023 09:05 AM	
Belfast1		Inspire 3	93%	102 Steps Taken	0	High	High	25/04/2023 10:11 AM	
Belfast1		Inspire 3	51%	24 Steps Taken	2	Moderate	High	25/04/2023 01:00 AM	
phase1		Polar ignite 2		48 Steps Taken	60	High	High	15/03/2023 07:53 AM	
phase1		Polar ignite 2		9950 Steps Taken	63	Moderate	High	13/01/2023 03:56 PM	
NEW		Inspire 3	97%	299 Steps Taken	0	High	Low	21/04/2023 12:35 PM	
Belfast2		Inspire 3	79%	313 Steps Taken	1	High	Low	18/04/2023 09:12 AM	
Belfast1		Inspire 3	90%	527 Steps Taken	2	High	Low	18/04/2023 12:59 PM	
phase1				2584 Steps Taken	67	High	Low	24/04/2023 10:01 PM	



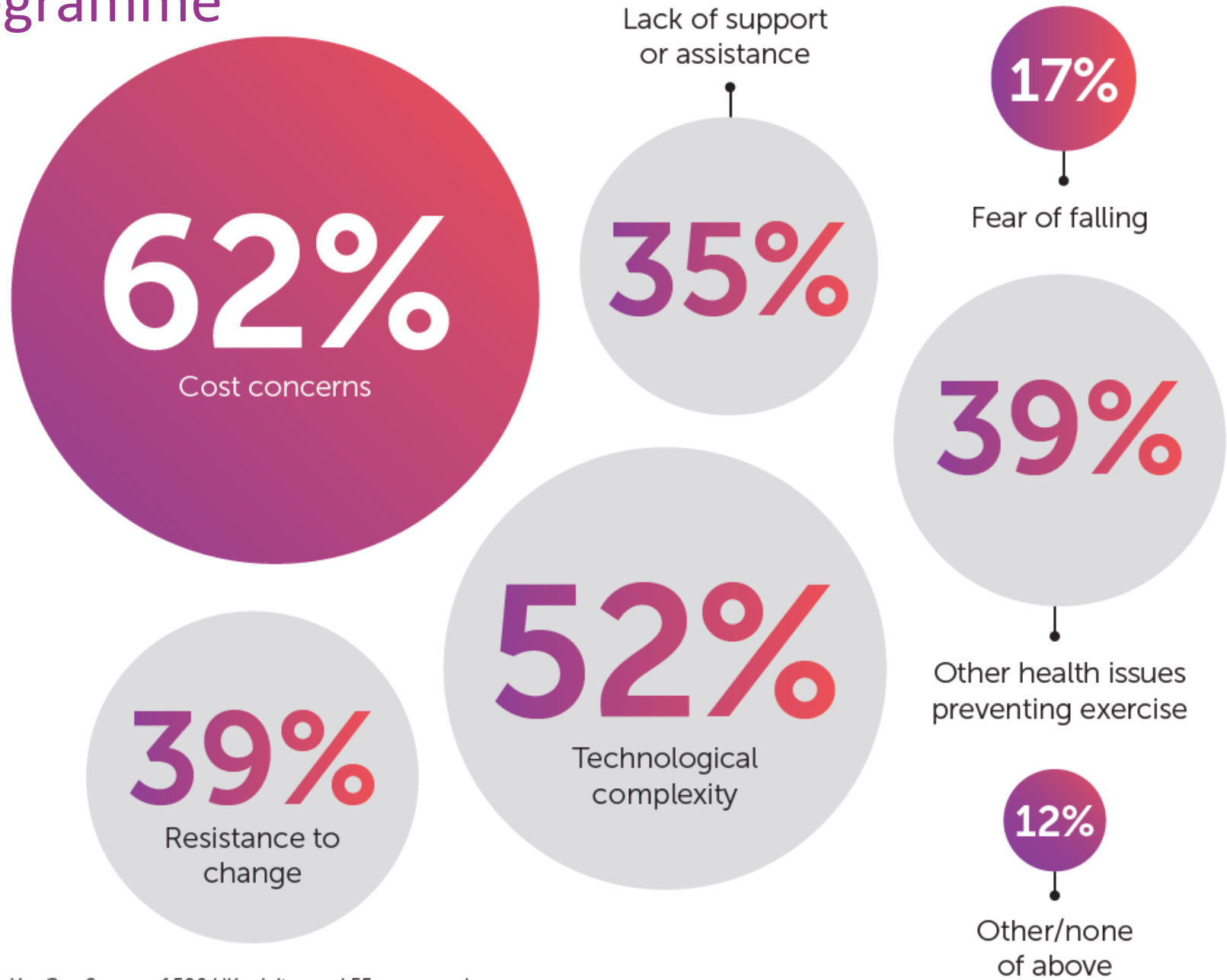
But people would consider investing in technology that could prevent falls and improve mobility



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

**YouGov**<sup>®</sup>

# Stated barriers to adopting a preventative fall programme & technology



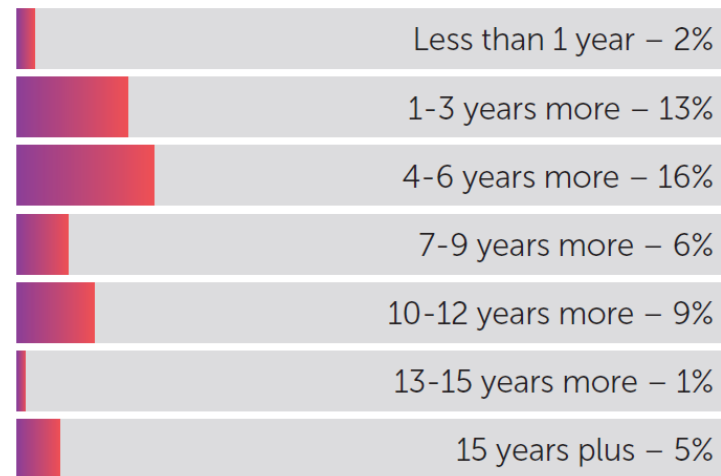
YouGov Survey for  
Taking Care of 500 UK  
adults 45+ March 2024

**YouGov**<sup>®</sup>

# 45 million

## extra years at home

- Rather than care homes – all enabled by Falls prevention programmes

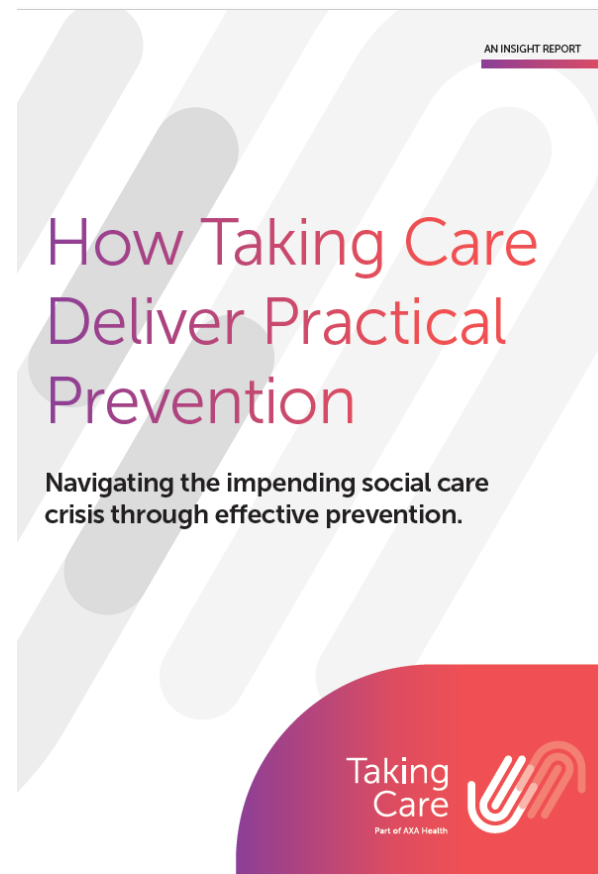


Digital will bring us many NEW opportunities...





# Consolidated Learning - Available for You



# Key findings

- Local Authorities have a clear path to delivering improved health outcomes as a result of fall-reduction programmes.
- Over 16.5 million over 55s believing that it is very beneficial to prevent a fall before it occurs
- A clear gap in understanding. 80% prefer prevention, but less than 50% are aware of the technology involved.
- Older adult could remain safe in their own home – preventing often Local Authority-funded residential care
- We've seen clinically significant improvements in the fear of falling & wellbeing with Taking Care Prevent (MMLM)