Martin Green: Chief Executive English Community Care Association

Resources, Innovation and Real Personalisation

Personalisation – a definition

- Providers ask users about service outcomes
- Services respond to user need
- Providers deliver flexible services
- Commissioners monitor outcomes, not outputs
- Staff empower, not impose

Personalisation – the challenge

- Demographic Change
- Dementia
- Increased expectations
- Communal living versus personal experience
- User aspirations versus carer expectations
- Staff training
- Resources

Personalisation – a residential reality

- Residential care in the vanguard of personalisation
- Interference from commissioners
- Balance between risk and aspiration
- Regulation for process, not for outcome
- Cost and volume, not quality and outcome funding

Personalisation – a goal to strive for

- More user engagement with providers
- Quality measured by user experience
- More demand for niche services
- Better understanding and experience of residential care
- Increased demand

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