

Transformation : Making it Personal

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People want...

- ✓ Improved quality of life
- ✓ Personal dignity & respect
- ✓ Exercise choice & control
- ✓ Improved health & emotional wellbeing
- ✓ Freedom from discrimination
- ✓ Economic wellbeing as equal & active citizens
- ✓ To make a positive contribution

Our health, our care, our say: a new direction for
community services 2006

Choice and control: what would you want in your life?



What Personalisation means:

- Radical change in concept of care and support
- Enabling market development to respond to the needs of an individual and the community, enabling them to have choice and control
- Better, informed decisions between individuals & clinicians
- Holistic approach to needs
- Continuity of care
- Quality of experience

What difference does this make to peoples lives?

- Less isolation, depression and dependence, more optimism, energy and confidence
- People able to take control and make better choices for themselves and their lifestyles
- People decide what is important to them & take responsibility for choices and decisions about care, support and treatment
- More flexible, easy and personalised care, often organised around people's homes
- Power and responsibility shifts from professionals to individuals

What difference can an Individual Budget make?



Organisations must change.....

- It requires a significant transformation to move care away from the paternalistic approach towards self directed support.
- It means ensuring that people have wider choice in how their needs are met and are able to access universal services such as transport, leisure and education, housing, health and opportunities for employment, regardless of age or disability - individuals finding and resourcing their own support

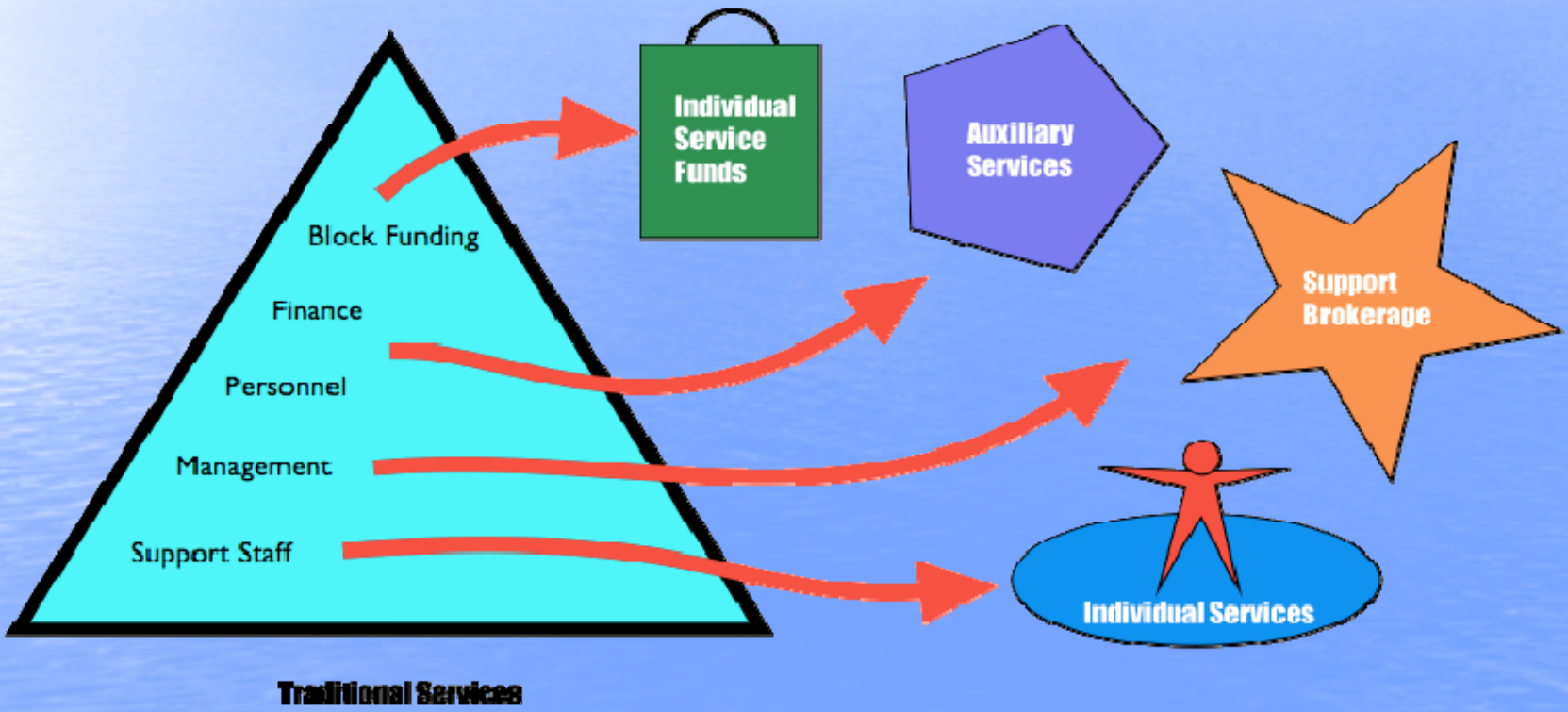
Myth-busters:



Where do we start?

- Start with assumption of self care & control
- Include aspirations and expectations
- Work to overcome mistrust
- Information easily available across community
- Clear about individuals own responsibility
- One size does not fit all
- “Medical” model may not be appropriate for people with complex needs in their daily lives

Transferring power

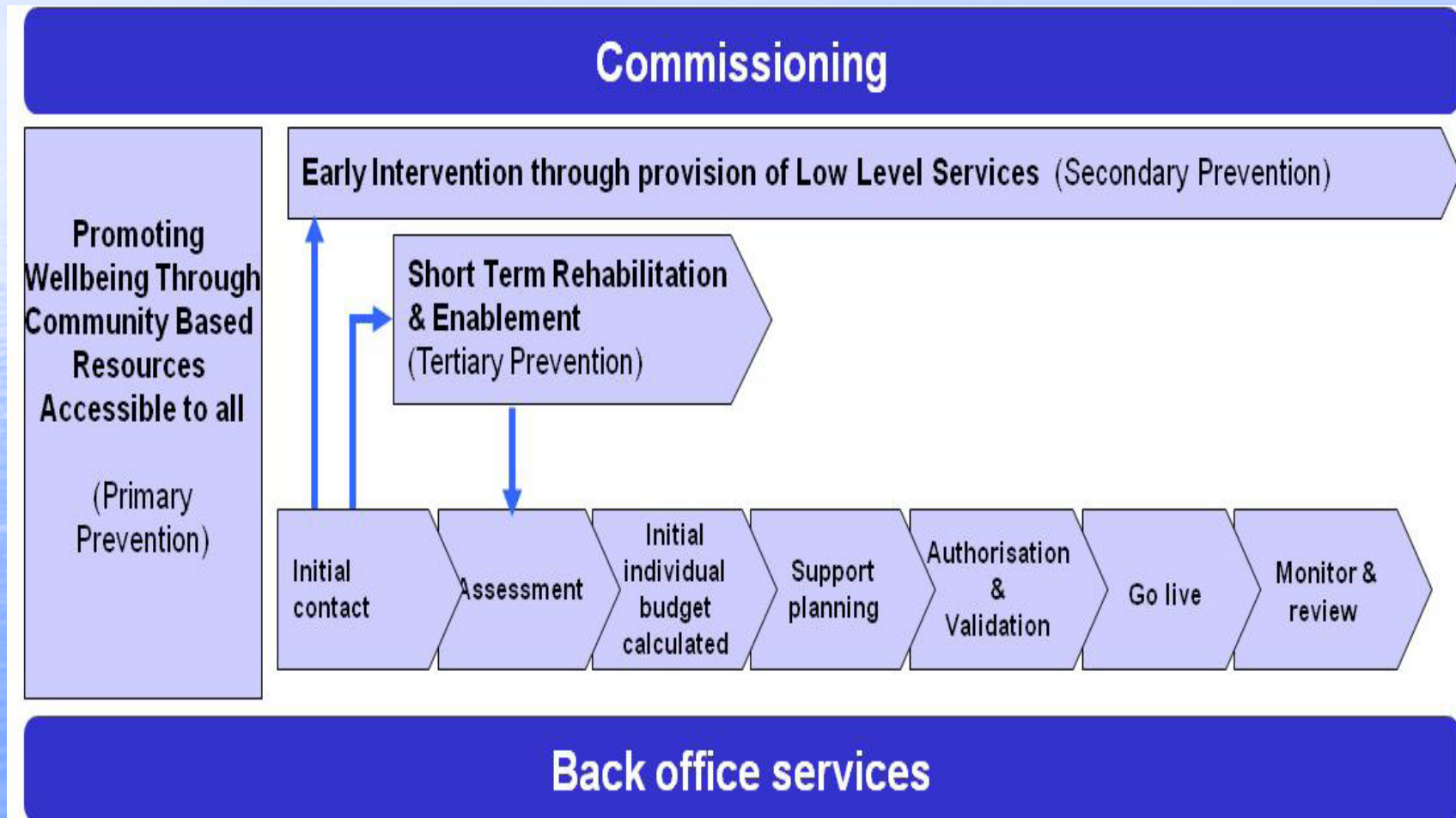


Commissioning

Smart commissioning is critical to the future commissioning role:

- ensuring the right balance of investment between different services - aggregated and disaggregated investments
- shaping the market - so that high-quality, flexible and responsive services are available for personal budget holders and self-funders
- underpinned by the Joint Strategic Needs Assessment (JSNA) and involve a co-productive approach to engaging people using services in their design, delivery & evaluation. Local Area Agreements are an important vehicle for securing the sign-up of partners to targets derived from the JSNA

Personalised support at the heart of our business

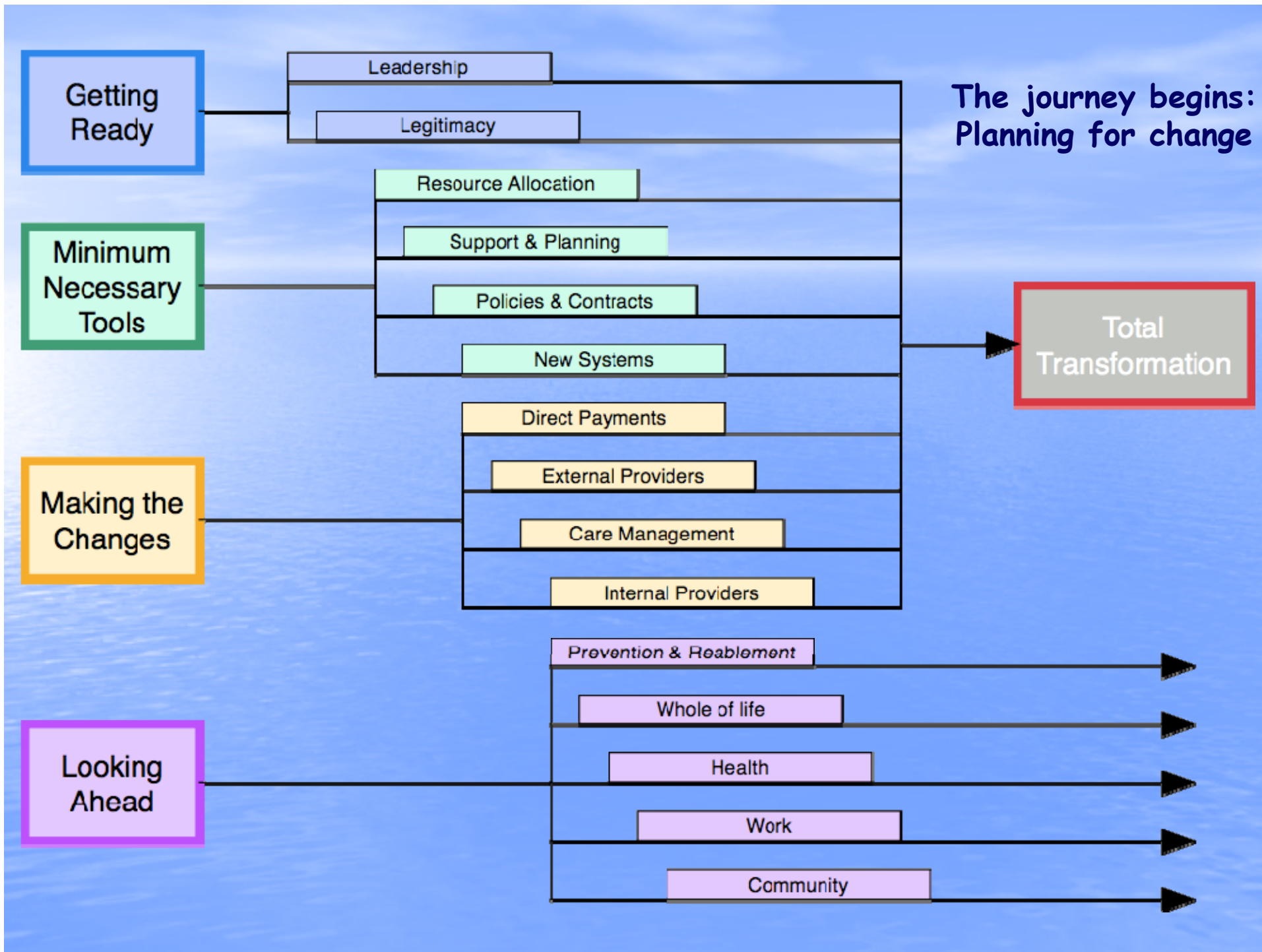


Planning for change

- Financial sustainability (including unit costs, Resource Allocation System and charging)
- Changing the way we do business (including workforce development)
- Developing the market place (commissioning for quality and choice)
- Back office services (information and financial management, use of technology)
- Risk enablement & management (safeguarding)
- Supporting people to make good, informed decisions with their budgets (inc self-funders)
- Supporting people to come together and commission their own support through consortium arrangements whereby they pool their resources, e.g. to continue living in the community

Planning for change....

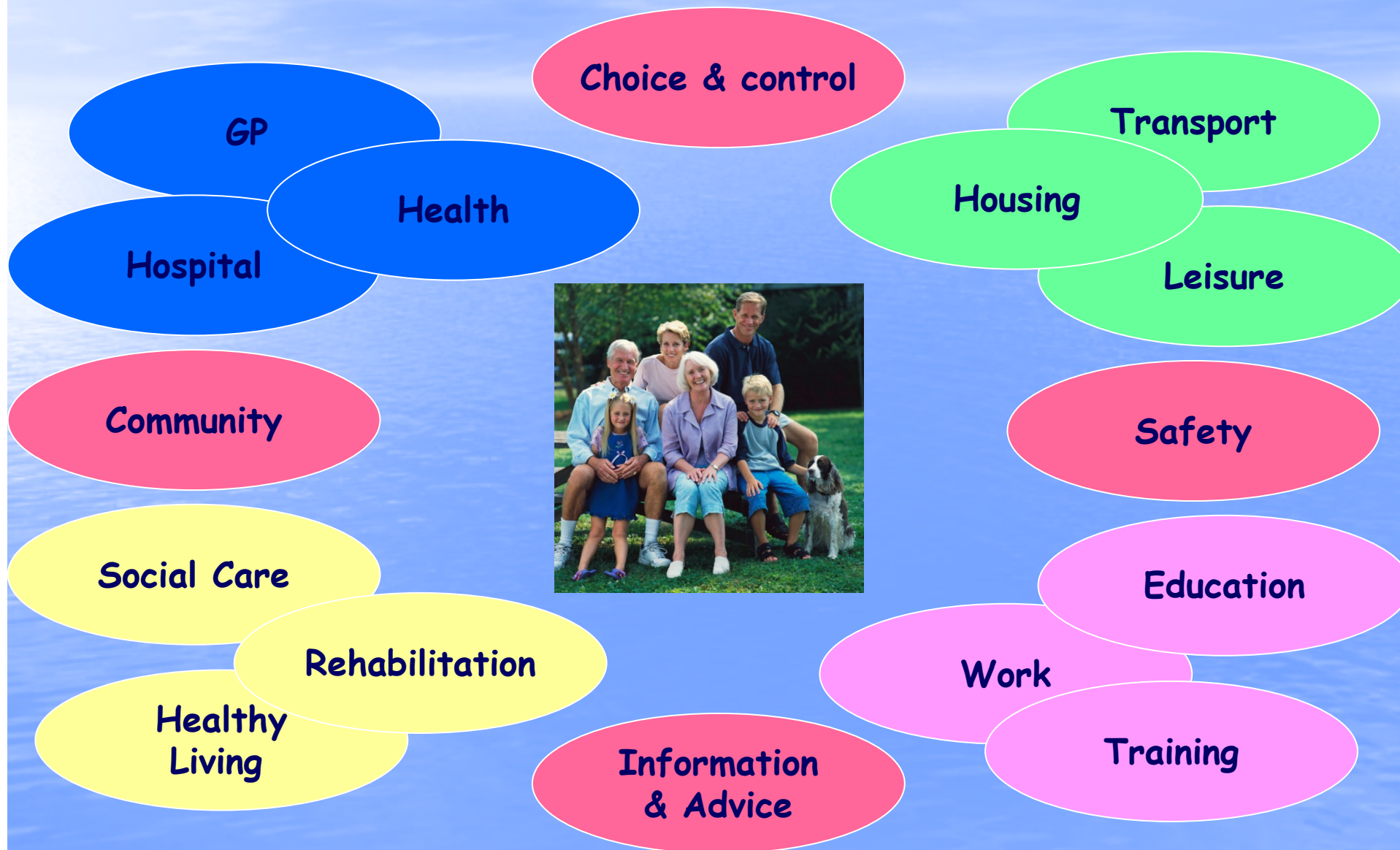
- Providing market research to enable providers to deliver the required services
- Supporting providers through the transitional period, eg, training, finance, HR, marketing
- Supporting innovation in the third and independent sectors
- Recognising and enhancing the role that people and families can play in co-producing the design, delivery and commissioning of services
- Building 'social capital,' the networks and informal supports that people draw upon within their communities, through initiatives like Sure Start for Older People or Small Sparks and ensuring that peer support is available.



People & the community

Ensure that the community is much more involved in the design, commissioning and evaluation of services and how needs are met. This choice and control should extend to individuals in every setting and at every stage; ranging from advocacy and advice services, prevention and self-management to complex situations where solutions are developed in partnership with professionals.

A self directed future....



Learning from across England

- Invest heavily in prevention & reablement
- Don't tinker around the edges - redesign and reshape business - total system change - innovation
- Remodelling of the workforce
- Move away from client grouping - let the supplier negotiate the micro-market
- Move away from welfare expectation model
- Review all contracts - shift from volume & service to clear pricing based on results and outcomes
- Community inclusion every step of the way
- Leadership - without it we'll fail

Thank you

