Local Investment Programme

City of Bradford Metropolitan District Council – **Digital Navigation Tool for Social Care**

CASE STUDY

April 2018

Care and Health Improvement Programme

Local Investment Programme

Local Investment Programme is overseen by the Local Government Association on behalf of the funders NHS Digital

OPM Group and the Bayswater Institute were commissioned to evaluate the Local Investment Programme producing an interim evaluation report and case studies.

City of Bradford Metropolitan District Council was one of 19 local authorities to be funded in 2017/18 under the theme – **enabling people to interact with care services through digital channels**

The Local Investment Programme full interim evaluation can be found at www.local.gov.uk/scdip

City of BRADFORD
METROPOLITAN DISTRICT COUNCIL

Synopsis

Challenge & solution

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Care and Health Improvement Programme

www.local.gov.uk/chip

Project Summary: Improve information, advice and guidance web offer by developing a digital navigation tool on their Connect to Support platform

Partner: University of Bradford

Outcomes: Better assistance for self-assessments and support for decision making about the care needs of themselves or others

Projected Savings: Prevention/delay of uptake to traditional services (£275,000)

- Artificial intelligence has never been used in the self-service social care setting, although there are examples of similar technologies being used to support people with physical disabilities elsewhere (e.g. Australia).

- With a focus on advice and guidance, products and services, adaptations and community support, often not requiring any contact with the Local Authority.

- Enable people to interact with care services through digital channels.

- The development of a new technology solution for people so that they can live well and independently at home

- The technology being designed will understand thousands of questions which are asked on a daily basis and will answer with clear and simple responses. Using this technology, people are presented with an alternative route into social support.

Care and Health Improvement Programme

The Challenge

- There are no current solutions to Digital Navigation for Social Care, no real reference point in this area.

- To develop forward facing tool for primary care services, people seeking support for themselves (people purchasing services privately or through funding support from their local authority).

- By using artificial intelligence together with digital technology to provide up-to-date information and advice to people, based on best practice and local knowledge, people will have access to a reliable and recognisable source of social care support, as often as they wish, and without the embarrassment and stigma of divulging personal information in a formal setting.

The Solution

- Co-design, develop and implement the Digital Navigation Tool to focus on early intervention and prevention. This will allow people to 'self-serve' their social care information, advice and guidance.

- It will guide people through self-assessment and support planning pathways.

- Connecting people back to their communities, something that the technology, based on local knowledge, will be well designed to achieve (asset based/strength based practice). This will enable Local Authorities to focus their resources on supporting the most vulnerable people in their area.

- The aim is to replicate 'best practice' in traditional Social Care Contact Centres, but to do so more efficiently with fewer staff, more consistently and with more accessibility and flexibility (e.g. out of hours, in foreign languages).

- This will be a proof of concept approach to ascertain whether to proceed with further assessment.

Cost savings:

- There will be anticipated savings of £275,000 based on 50 people per year kept out of traditional services and 500 enquiries to service centres avoided.

- This project is a discovery piece so sustainability has yet to be considered at this stage and will be evaluated in 2018/19.

Learning to date:

- The long term aim is to provide people with access to more information through use of AI and a knowledgebase.

- The Project Team has run two day Discovery sessions.

  o The Discovery Phase was instructive in understanding the capability and capacity of the market in delivering AI solutions into social care transformation.

  o The support of the University of Bradford in evaluating the scope of the technology has been invaluable in validating proposals from those commercial organisations that participated in the Discovery Phase.

  o Vendors interviewed do not have complete solutions so a collaborative working approach is needed to move forward the concept.

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The final evaluation report will be published by March 2019