

Personalisation

What does it all mean?

- Over next 2 to 3 years - big changes for all of us - like Direct Payments – but much more
- Personal Accounts for service users
- Its all about Choice and Control
- Transformation of social care – potential for real opportunities to develop more individualised services
- Part of personalisation of all public services
- But is an uncertain time for all providers

Personalisation

“ Commissioning is at the heart of effective social care.....It is the opportunity to transform people’s lives and we should not allow ourselves to reduce the debate just to structures and processes If personalised care is to be made a reality, current ways of commissioning will have to change”

Denise Platt, Chair, Commission for Social Care Inspection 2007

In control - 7 steps

Step	Key elements
1. Set personalised budget	Transparent allocation of resources upfront
2. Plan support	The individual, with help if required works out how to best use the money
3. Agree plan	Verify plan with council or other funder
4. Manage personal budget	Person decides how to manage with help from broker, family, etc if necessary
5. Organise the support	The individual makes the plan happen using whatever support they need
6. Live life	Using support to enjoy life with as few restrictions as possible
7. Review and learn	Work with care manager to check progress and make changes

Enabling choice and control

- The extension of choice to all citizens with care or support needs
- The importance of information regardless of whether citizens are state funded or using their own resources
- Services must promote independence and prevent ongoing care or support wherever possible
- The importance of universal services for all, especially those with care or support needs
- Continuing importance of cost-effective delivery
- Services moving from 'average' citizen to individual needs

Personalisation

- Responsibility of commissioners to ensure access
- People must be able to make informed choices
- We would offer brokerage, advocacy, information and peer support
- Personal budgets – key means of handing over control
- Change in terminology - citizens not service users
- Will ultimately include other services –such as health
- Must focus on positive outcomes for individuals

Self directed support

- Key part of personalisation
- About being active citizen – taking responsibility and control
- Not always about services – don't produce outcomes – people do
- Control and choice over what support, how delivered, by whom and when
- Personal, social and community networks can provide 'non-service' support

Role of a commissioner

- Ensuring real transfer of power – do people really have the resources and support to make real choices?
- Work with providers on transparent pricing – balance with cost recovery and affordability
- Finding out what people want – what would they like to be able to buy?
- Share this information with providers and those looking to purchase
- Involving citizens in commissioning processes

No control without information

- The relationship between needs and budget allocations must be clear to people
- Relies upon transparent pricing of in house and external provision – people can choose from all
- Part of information that citizens must have
- Gateway Worker model is a good one to develop – good local knowledge of what's out there.

Working with the market

- Partnership essential
- Signaling forecasts to providers
- Sharing information about predicted numbers of personal budget holders
- Sharing information on spending patterns
- Sharing information about what people would like to buy but that is not currently available
- Support and advice about ways to be responsive
- Transparency works both ways

Maintaining a stable market

- Risks of de-stabilisation and reduction of capacity
- Change needs effective management
- Transition period inevitable
- Fears over loss of security of block contracting
- Open dialogue – benefits of dealing directly
- Smaller block contracts can come from consortia
- Micro market development – for specific needs
- Essential to involve and consider third sector

Ideas for providers...

- Identify Your Niche
- Find out what citizens want
- Identify gaps
- Know what your function/role/strengths are
- Focus on providing what you are good at
- Start to think about providing additional things that people say they want
- Services need to diversify

...Ideas ...

- Make your service flexible
- Get rid of the one size fits all service and give people real choice
- Be clear about what your service does
- Provide support to live a life –include: employment, education, social life, hobbies, training, as well as personal care

Questions?...

- We don't have all the answers
- We need to work together on this
- Contracts will need to be flexible
- Review block arrangements – where do they fit?
- View now – not to go for major change until we are clearer about impact of this agenda

Summing up and key messages

- Major culture shift for all of us – selling to the service user
- Providers should know their service users best
- You are in a good position to be prepared for these changes
- Should all be asking – “is what I am delivering what people want to buy?”
- We’ll aim to keep you informed – how shall we do that?