



Shaping Markets and Improving Citizen Outcomes

“Bey Gf`7, y7i i
G7 3 f ABYf, Y_ uW7i J yJBGi
Gf ¥yJ B YJ n_ u- G 0z0_q

Market Evolution – What's Happening?



Health and social
care **are merging**



Expansion of
public / private
partnerships

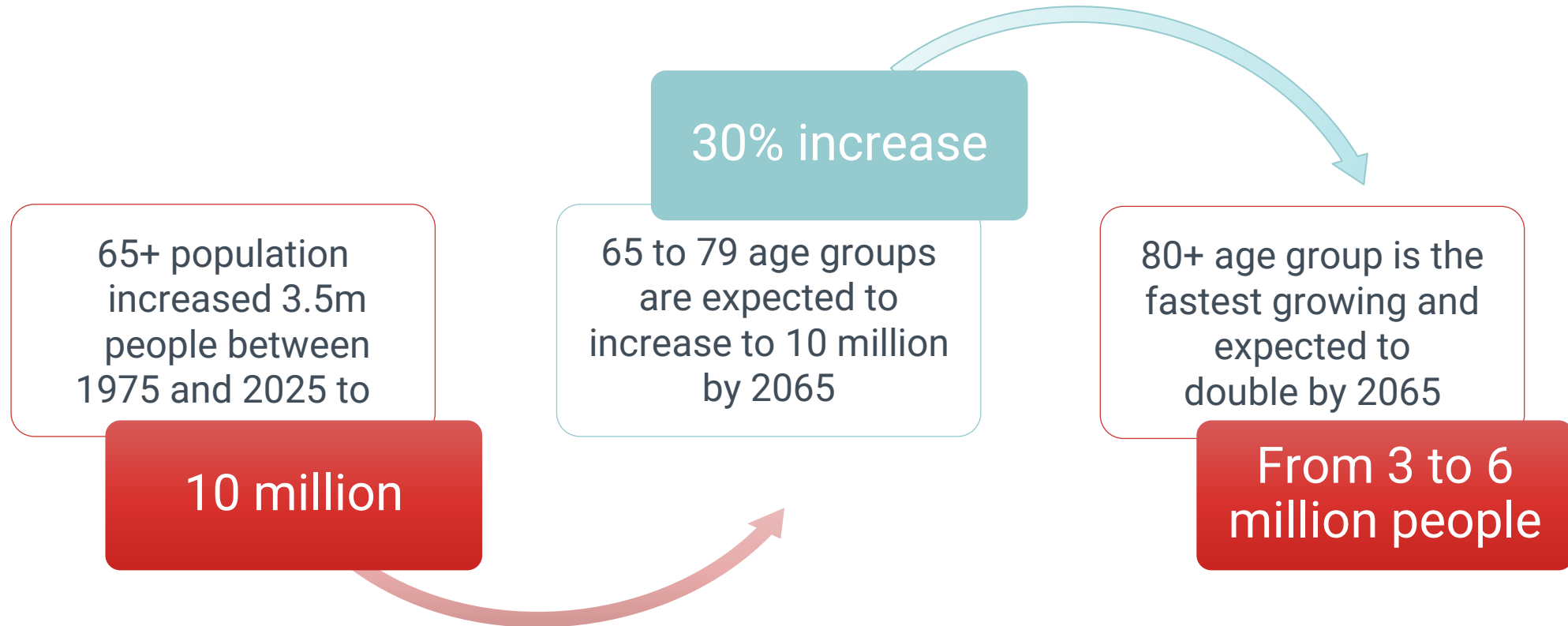


Digital transition

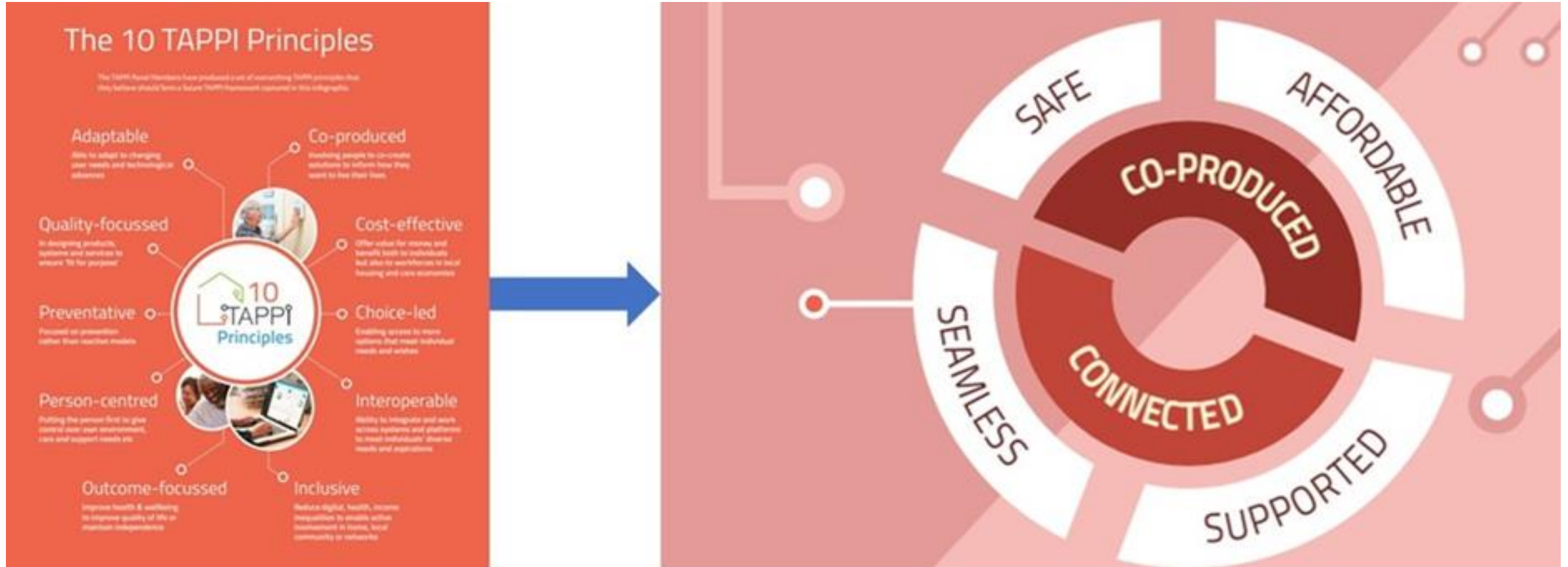


Changing citizen
expectations

Market Evolution – An Ageing Population



Putting People at the Heart of Technology



Giving people the power to choose how they want to live



The importance of
integrating
housing, health
and care



Shared common
goals

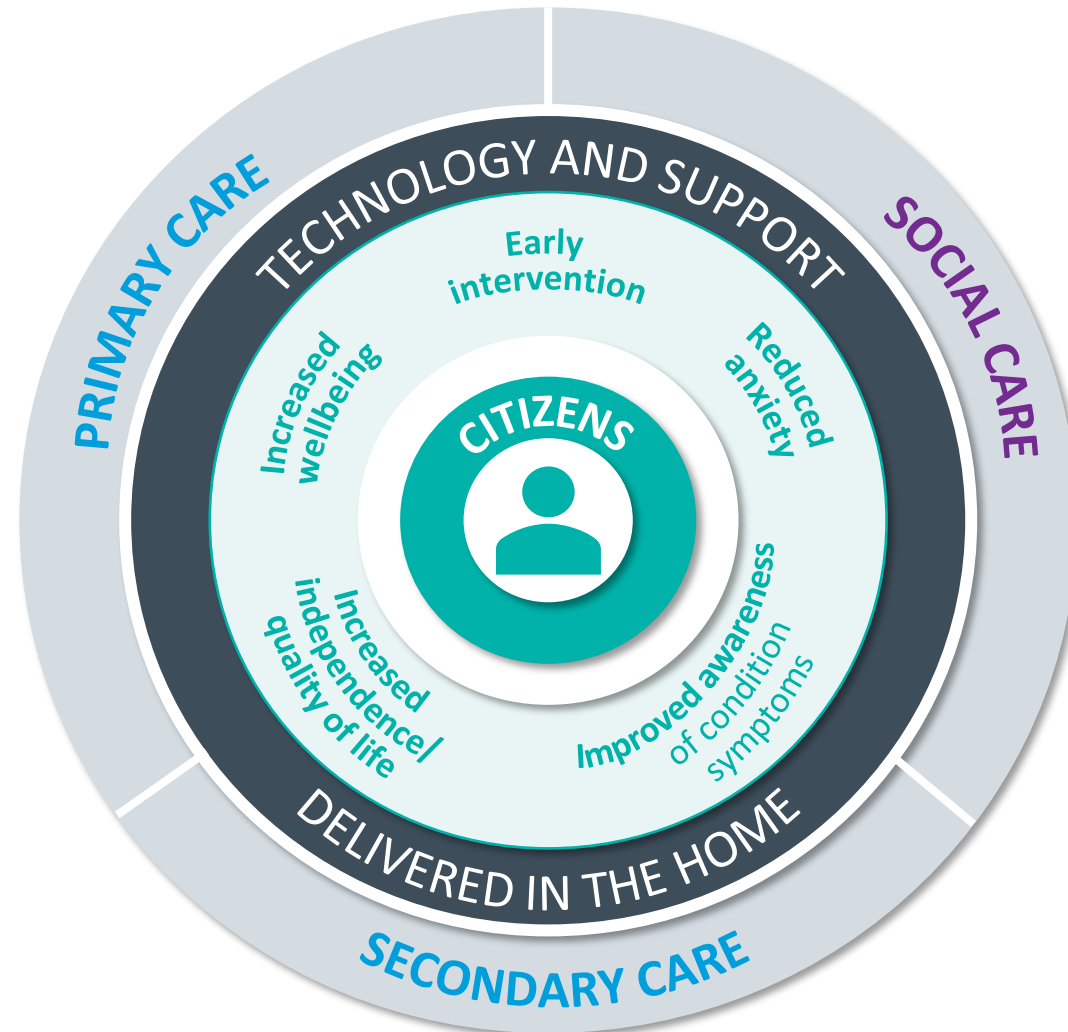


Technology has
become the
accepted norm



The importance
of **standards and**
security

Value and Benefits to Citizens and the System



Working together to deliver better outcomes



Working in
Partnership



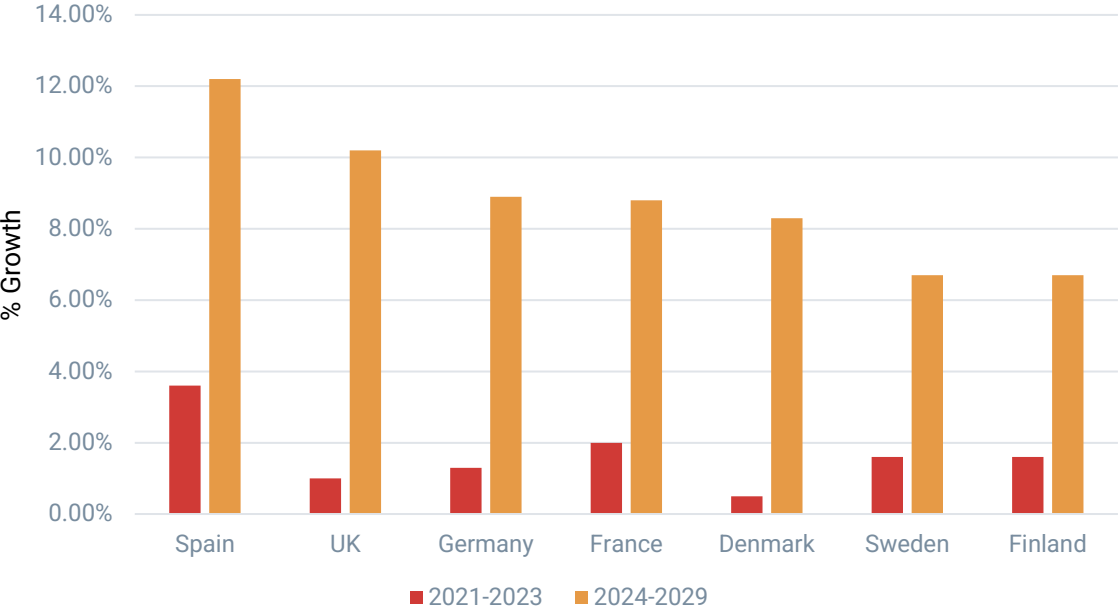
Technology has
historically been
seen as a barrier



Outcomes-led
Cultural Change

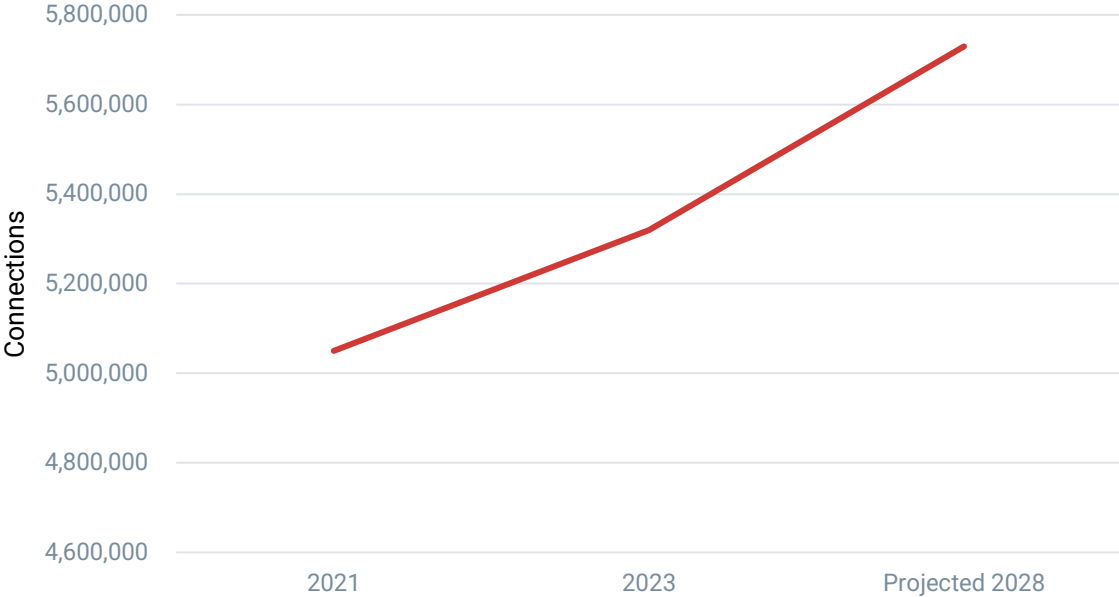
Giving people the power to choose how they want to live

65+ Population Change by Region 2021 - 2028



65+ population
2021 to 2023 +1.7%
2024 to 2028 +8.3%

Estimated (European) Telecare Connections 2021 - 2028

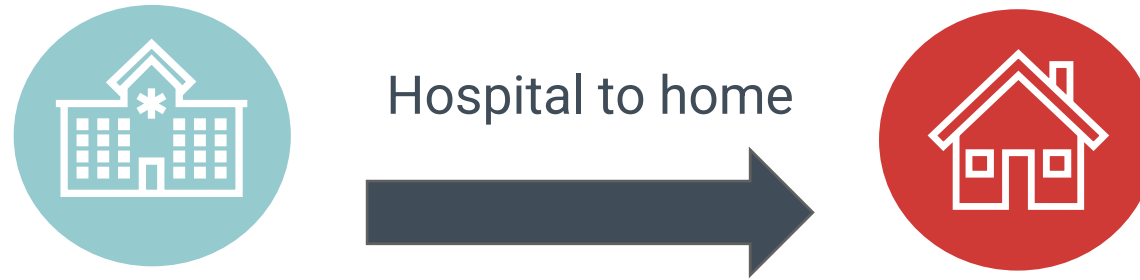


Telecare Connections
2021 to 2023 +5.3%
2024 to 2028 +7.7%

White Paper: Advancing Technology-Enabled Care



Influencing Markets: White Paper



Telecare plays an important role in supporting healthcare systems

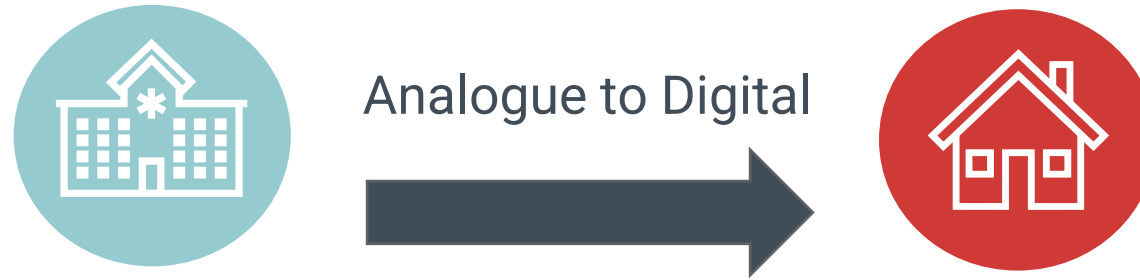
£4,500 per person avoided in other social care costs annually in the UK

54% reduction in emergency calls and 36% reduction in ambulance mobilisation in Spain

Proactive and personalised services mean people can stay at home for 8.6 months longer

European nations adopt various telecare models that can guide policymakers

Influencing Markets: White Paper

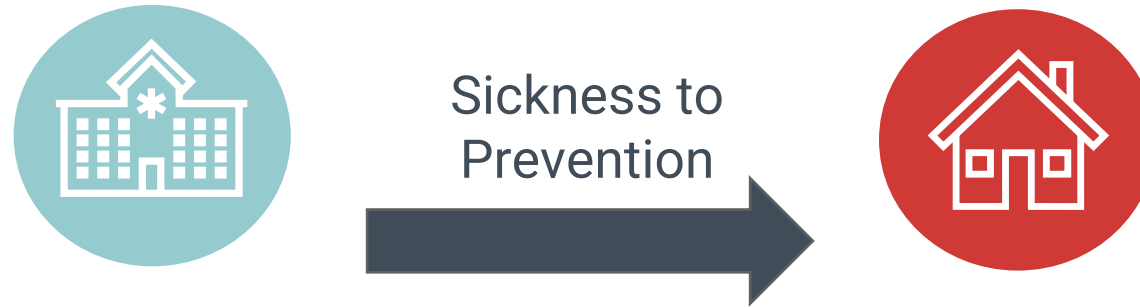


Getting the foundations right is critical

Moving to digital systems requires commitment, funding and support

We have global experience in supporting national and local approaches

Influencing Markets: White Paper



Transitioning to preventative care requires commitment, cultural acceptance, and sustained funding

There is unequal distribution of costs and benefits

Proactive telecare services identify risks early, minimise emergencies and reduce costs

Evolving our Markets: Opportunities



Moving from
reactive to predictive
and preventative
solutions



Maintaining data
integrity, GDPR
compliance and
standards



Cost avoidance and
savings to housing,
health and care



From crisis
management to
sustainable,
person-centred
solutions

Quotes

“Innovation is the key to improving the world. The more we can use technology to improve healthcare, the more lives we can save”

Bill Gates, philanthropist and former CEO, Microsoft

“Housing and health are inextricably linked, and technology can be a critical enabler to bridge the gap between them. When we use technology to improve the home environment, we can enhance health outcomes”

Jeanette Horan, former CIO, IBM

A close-up photograph of two hands clasped together in a supportive grip. The hand on the left is younger and smoother, while the hand on the right is older, with visible wrinkles and veins. The hands are positioned against a plain, light-colored background. A white, rounded rectangular box is superimposed over the center of the hands, containing the word "Tunstall" in a bold, white, sans-serif font.

Tunstall