



# 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

# Market Evolution – What's Happening?



Health and social  
care are merging



**Expansion of  
public / private  
partnerships**

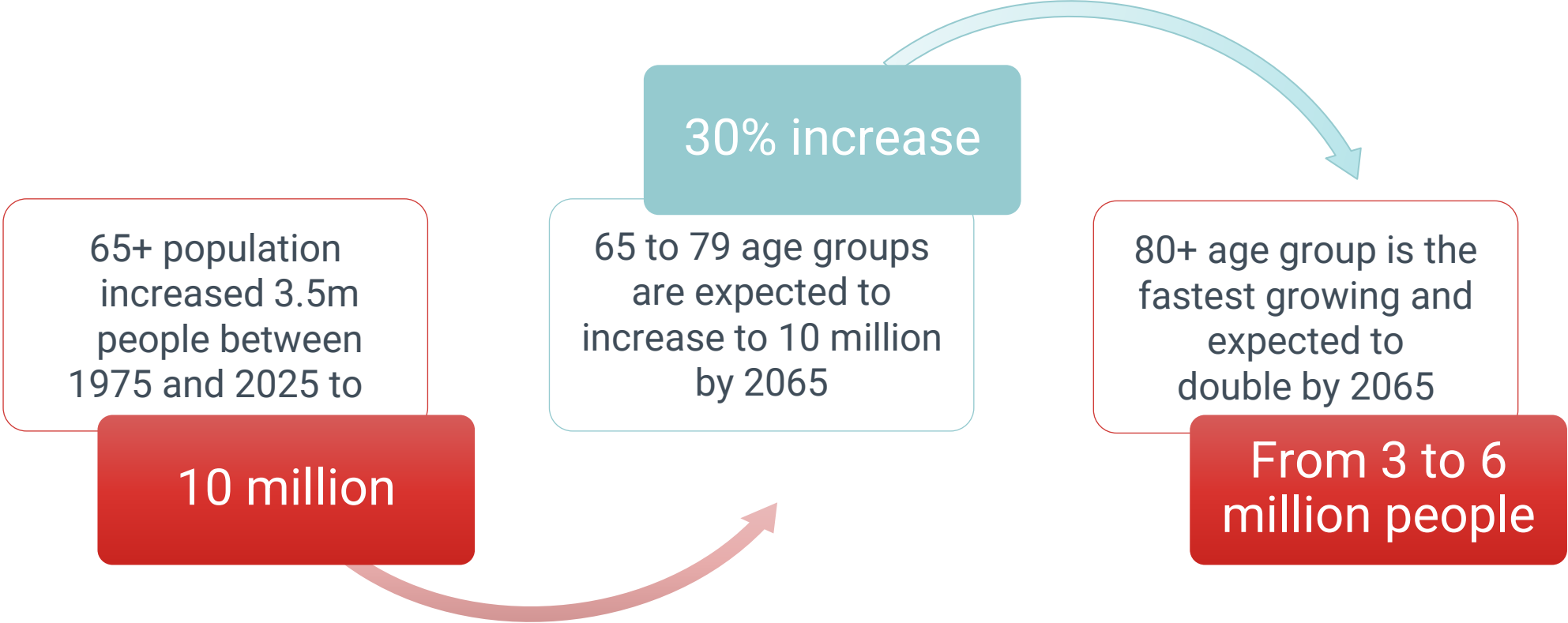


**Digital transition**

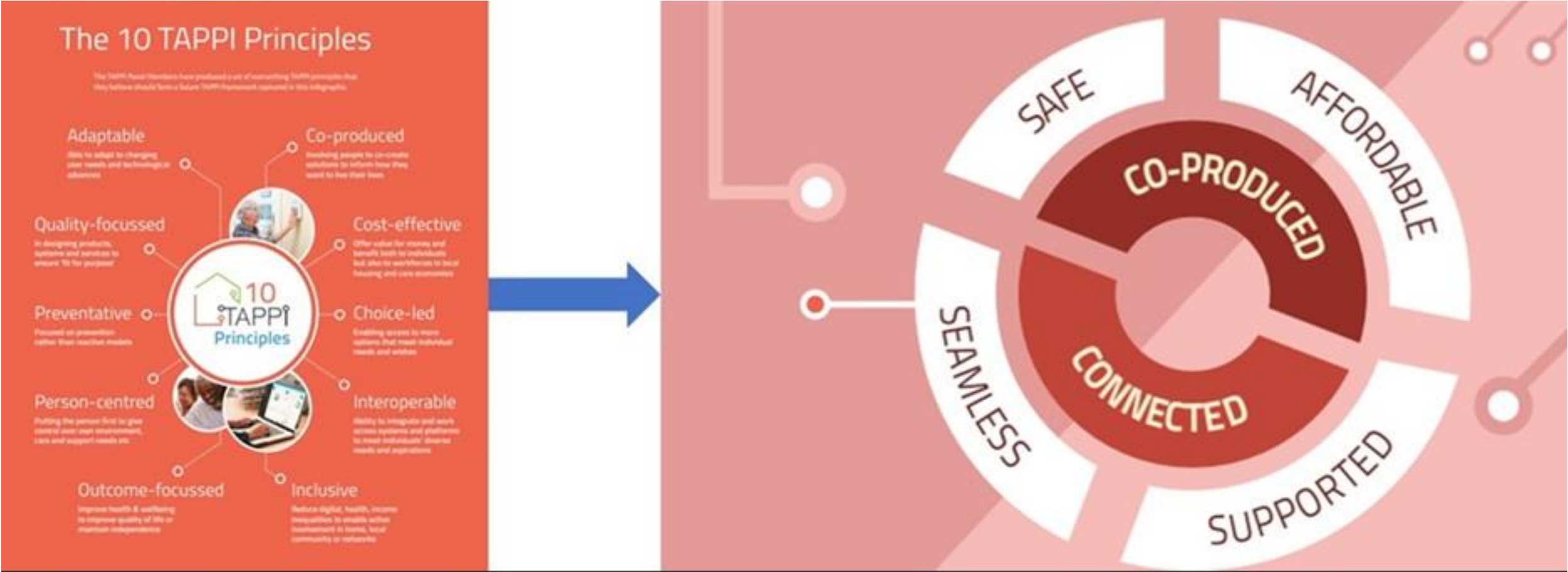


Changing citizen  
expectations

# 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

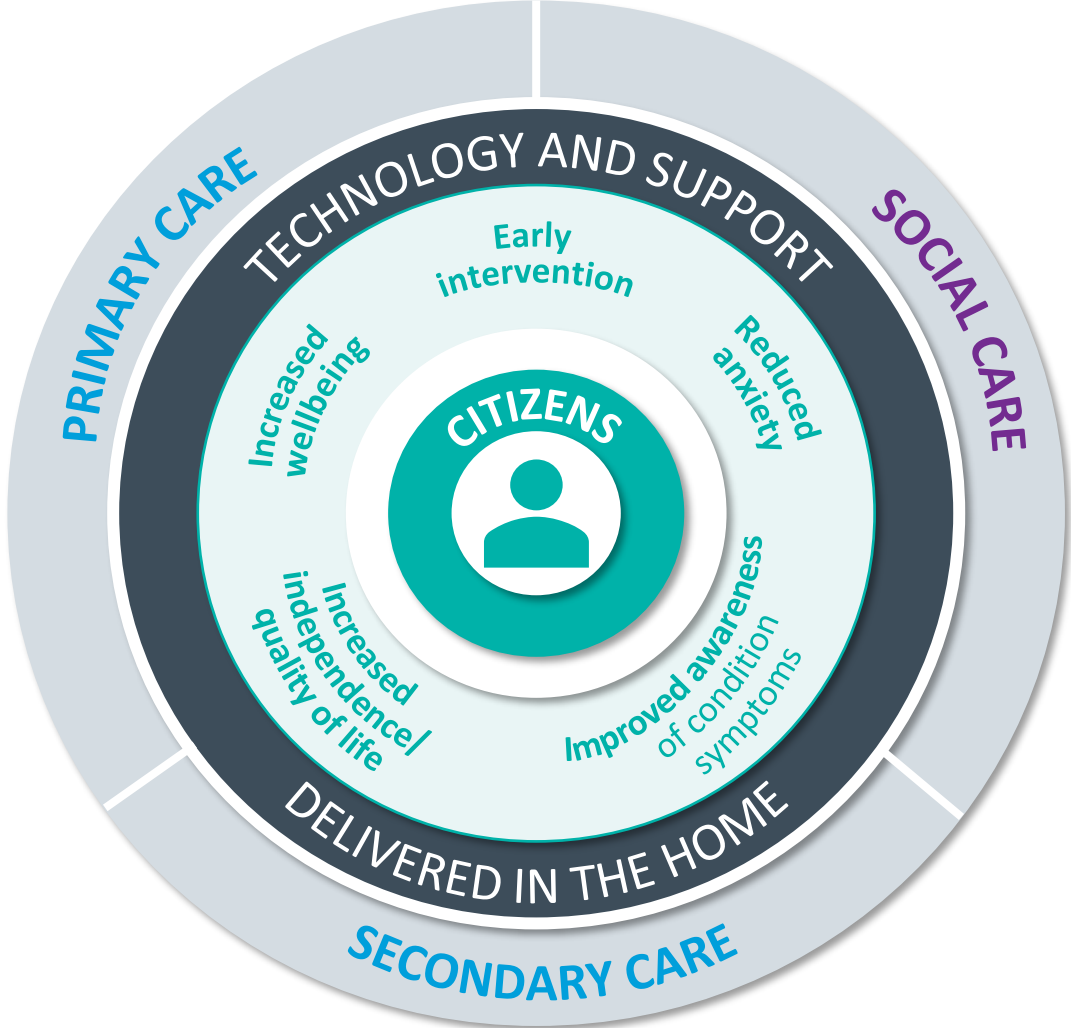


**Technology** has become the accepted norm



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





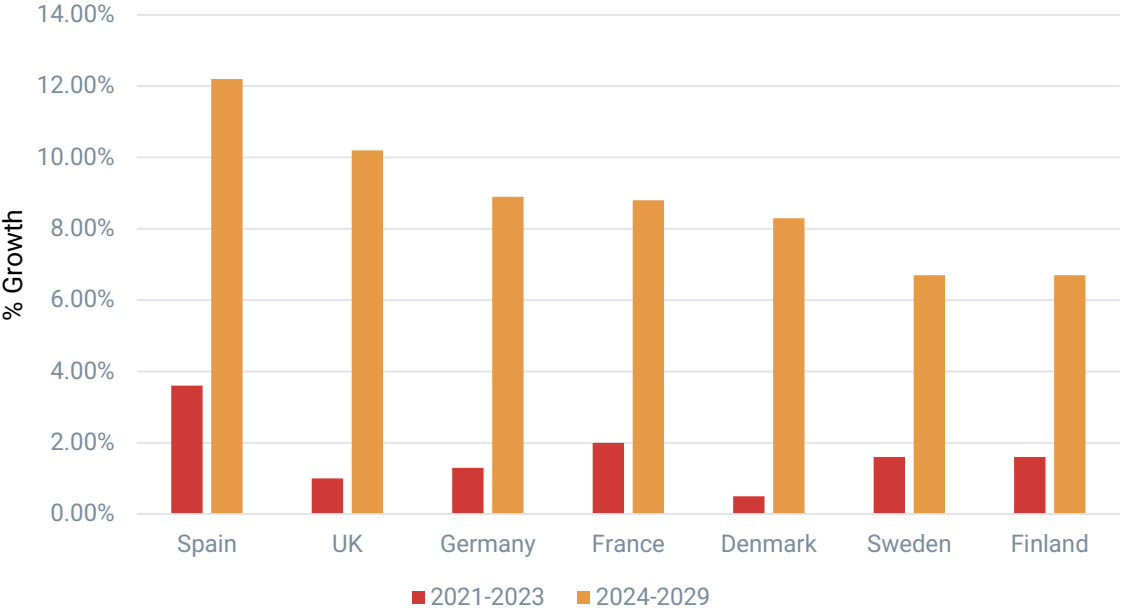
# Outcomes-led Culture Change





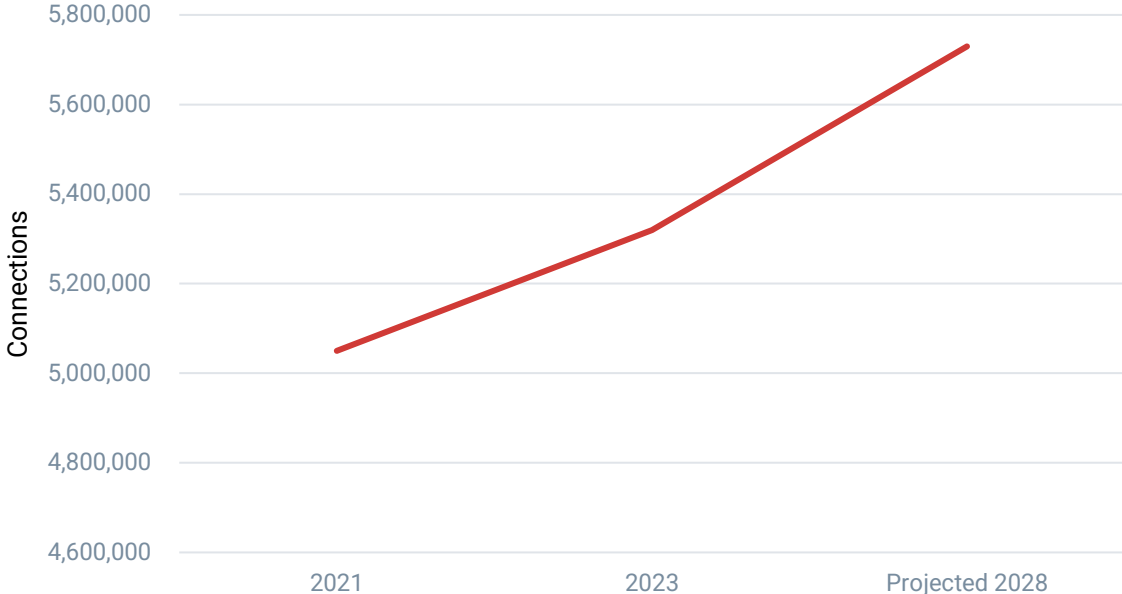
# Giving people the power to choose how they want to live

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

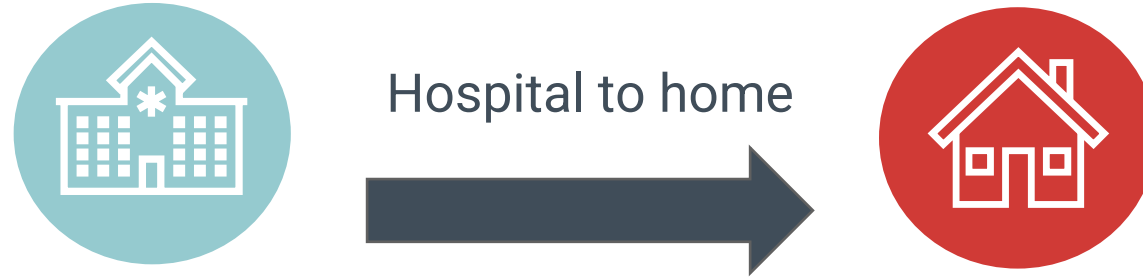


**Telecare Connections**  
 2021 to 2023 +5.3%  
 2024 to 2028 +7.7%

# White Paper Launch – 17<sup>th</sup> March at TSA ITEC Conference



# Influencing Markets: White Paper



Telecare plays an important role in supporting healthcare systems

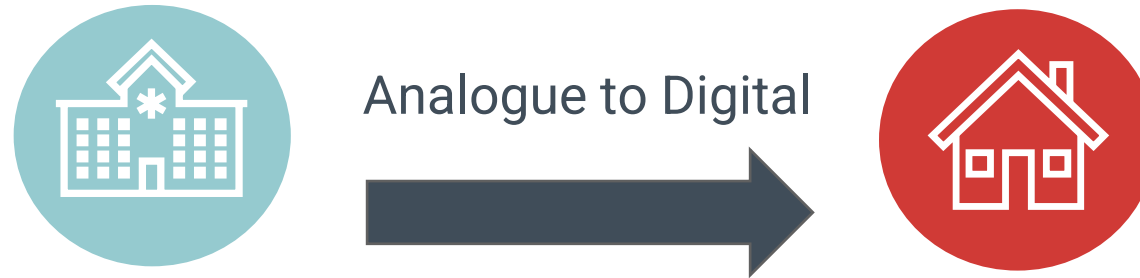
£4,500 per person avoided in other social care costs annually in the UK

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

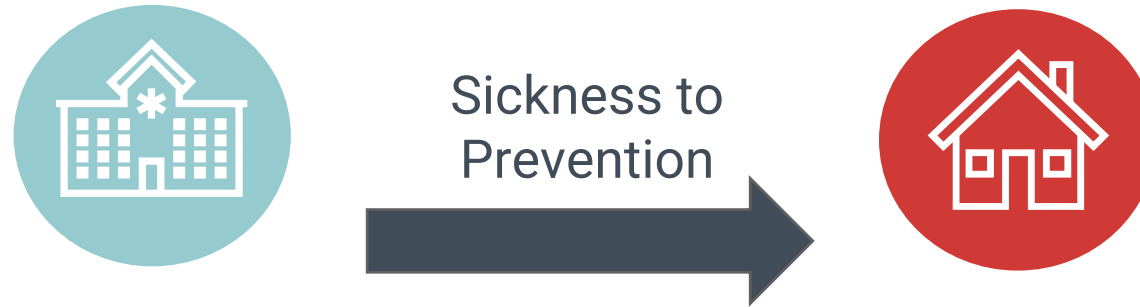


Getting the foundations right is critical

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



Reconfigure and integrate services



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 against a plain white background. The hand on the left is younger, with smooth skin and a small tattoo on the forearm. The hand on the right is older, with visible wrinkles and veins. The word "Tunstall" is written in a bold, white, sans-serif font, centered within a white rounded rectangular box that overlaps both hands.

**Tunstall**