



Rethinking the Independent Living Offer

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ASTRALINE OVERVIEW

A business with a strong history within Johnnie Johnson specialists in technology enabled care services

TIMELINE Founded in 2000

“Putting ‘digital’ service at the heart of our offer; enhancing the value and impact of the services we deliver to our customers”

- **Astraline is a division within Johnnie Johnson Housing.** Astraline is a strategic asset and enabler for JJH and is proud to play its part in the ongoing success.
- Early adopter achieving accreditation to the Telecare Services Association’s (TSA) Code of Practice (2002) with accreditation held for 18 years.
- **Quality Standards Framework Accredited 2019 and 2020**

1 million
calls per annum

Supporting
70,000
connections



46 Operators
Innovation Team
Data Team
Technology Enabled Care (TEC)
Responder Team
Centres of excellence (innovation, performance, compliance, talent management, health and partnership, research)



WE'RE YOUR KIND OF PEOPLE

Join an ambitious and pioneering team with bold ideas and a customer-led culture.



85% of our colleagues told us they love where they work

jjhcareers.co.uk



#LOVEWHEREYOUWORK

Digital In-home and mobile Wearables

Passive Sensor Smart Home monitoring



www.Astraline.co.uk



@_Astraline



www.linkedin.com/company/astraline

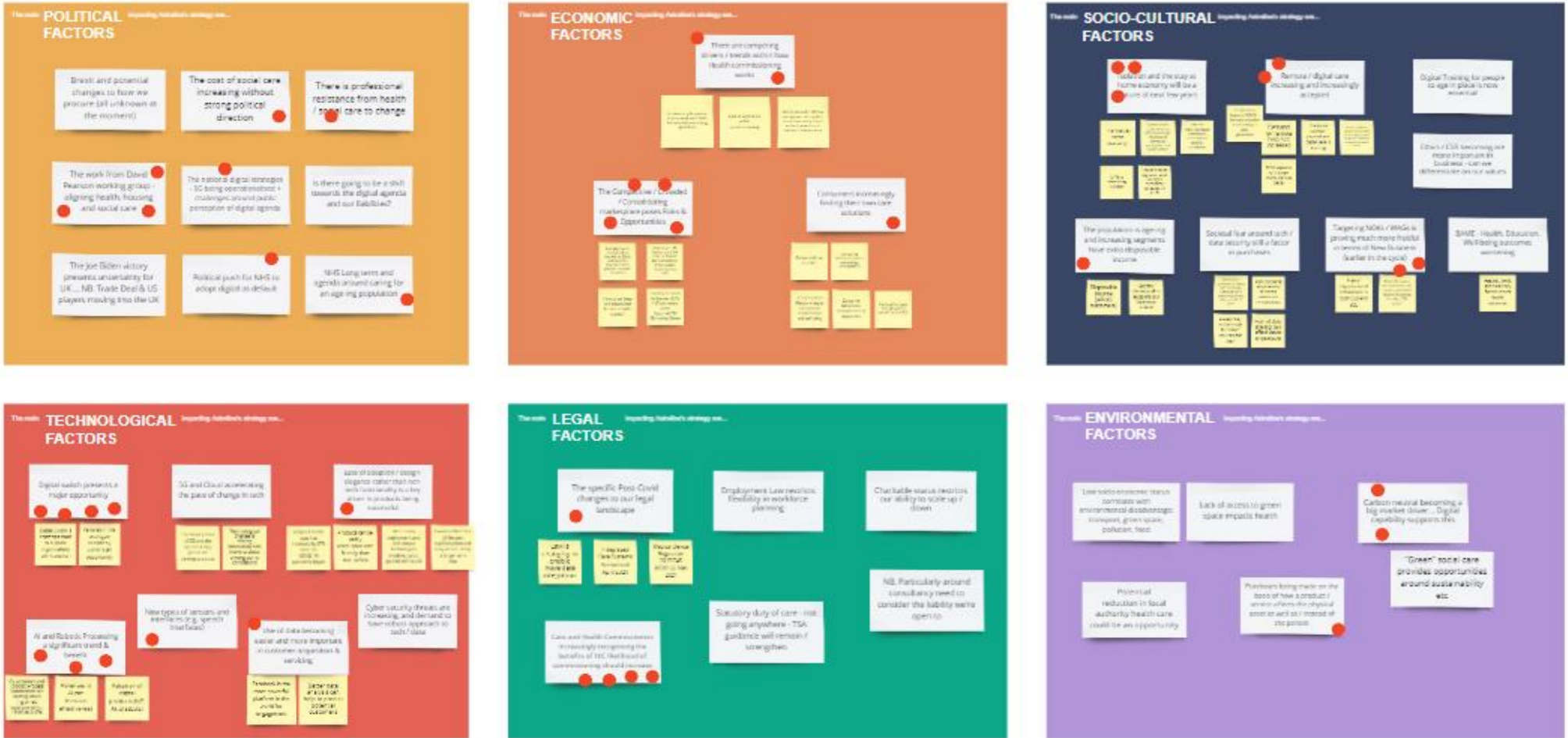


<https://uk.trustpilot.com/review/www.astraline.co.uk>

OUR ENVIRONMENT

Our PESTLE analysis demonstrated 6 core trends / drivers for our work

Astraline PESTLE



Care and Health Commissioners increasingly recognising the benefits of TEC likelihood of commissioning should increase

● ● ● ●

The work from David Pearson working group - aligning health, housing and social care

● ● ● ●

Digital switch presents a major opportunity

● ● ● ●

Isolation and the stay at home economy will be a feature of next few years

● ● ● ●

The Competitive / Crowded / Consolidating marketplace poses Risks & Opportunities

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AI and Robotic Processing a significant trend & benefit

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Each of these 6 trends provide a lens to develop our Post-Covid Work

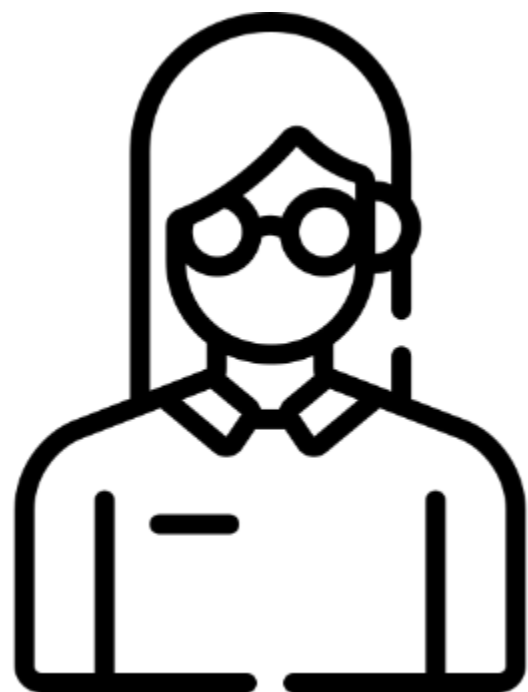
OUR CUSTOMERS

Our customers have a core set of needs & demands. These will only intensify with additional digital requirements / capabilities needed over coming years.

PROFESSIONAL SUPPORT / SPEED / RELIABILITY / PERSONALISED SERVICE / PARTNERSHIP WORKING

2015 Customer of the Past

- Safe secure home and good quality landlord
- Services online
- Communal WiFi,
- Joined up service and reassurance



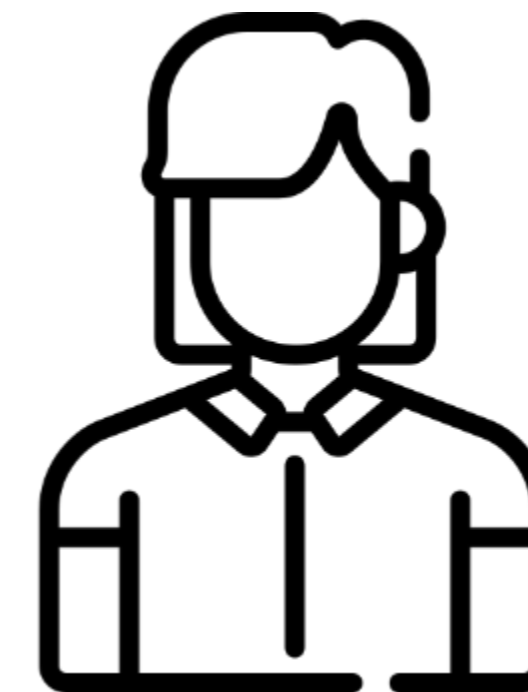
2020 Customer of the Present

- WiFi
- A plan for analogue switch off,
- Response to the digital divide/exclusion,
- Affordable and reliable TECS knowledgably installed and supported,
- Service design and user engagement,
- A network of responders (family, carers landlord, monitoring centre)



2025 Customer of the Future

- Smart cyber-secure home inclusively designed,
- Digitally switched, gigabit Broadband & 5G
- Clear expectations about the TECS and the people response
- 24/7/365 through a frictionless customer journey



The Astraline service design journey to date...

2018

Innovate UK Funded to work with our strategic Partners at Sheffield University Centre for Assistive Technology and Connected Health (C.A.T.C.H) to develop an MVP walking sensor to detect early onset of Frailty. World First

2019

User involvement events facilitated by mHabitat at our flagship Independent Living Scheme Spey

2020

Hubble Project with National Care Forum

Collaborating with Cambridge University who are funded by Dunhill Medical and researching our service design approach. We are evaluating smart sensor passive technology, wearables and voice activated. Feeds into Housing LIN's **Technology to Aid our Ageing Population** (TAPPI) enquiry.

