

Social Care Digital Innovation Programme 2019-2021

Application Summary Form

1. Project name: (max 7 words)	Providing a self-service adult social care account
2. Which theme?	Efficiency and strength-based approaches <input checked="" type="checkbox"/> Managing markets and commissioning <input type="checkbox"/> Sustainable and integrated care and health systems <input type="checkbox"/>
3. Lead council:	Kirklees Council
4. Key partners: (include up to 3)	Service users, carers and families
5. Summary of the problem you are trying to solve: (max 25 words)	Without a care account in Kirklees, customers have no direct access to real-time information that we hold about their individual care needs or services.
6. Why is the project of interest to the sector? (max 100 words)	<p>To meet the requirements of the Care Act, all local authorities need to:</p> <p>‘consider how digital approaches can put citizens in control by making systems open and accessible, including online assessment, care planning, access to records and care accounts.’</p> <p>A focussed and detailed discovery of what information customers need access to as well as what frustrations and barriers they face with accessing information currently would enable us to understand what a ‘fit for purpose’ care account should look like and what benefits it would bring to our service users and their carer’s in enabling them to have more control over their care.</p> <p>It would enable Kirklees Council to appraise the various options available for the provision of an online care account and challenge the technology market to provide a truly user focussed solution.</p> <p>The valuable insight gathered would be shared with local authorities nationwide to assist them in understanding the customer’s view and selecting an appropriate solution, in order to meet the needs of the Care Act and the future ways of interaction that our customer’s may expect.</p>

7. Are you interested in exploring collaborative approaches with other councils tackling a similar social care problem?

Yes ☒

No ☐

We fully endorse this expression of interest for the Social Care Digital Innovation Programme 2019-2021

Director of Adult Social Services

Name: Richard Parry

Signature:



Please submit this form and your expression of interest as a PDF by **4pm**, on **7 March** to socialcaredigital@local.gov.uk

Kirklees Council - Social Care Digital Innovation Programme 2019-2021 Funding Bid

Project proposal

Providing a self-service adult social care account in Kirklees



What's known

Without a current online care account within Kirklees, our customers have no direct access to real-time information that we hold about their individual care needs or services. All access to such information must be requested by telephone or face-to-face and this prevents our customers from managing their care services in a self-service manner and taking control of their own care easily, with the full flexibility of time and location that they or their carers might want or need.

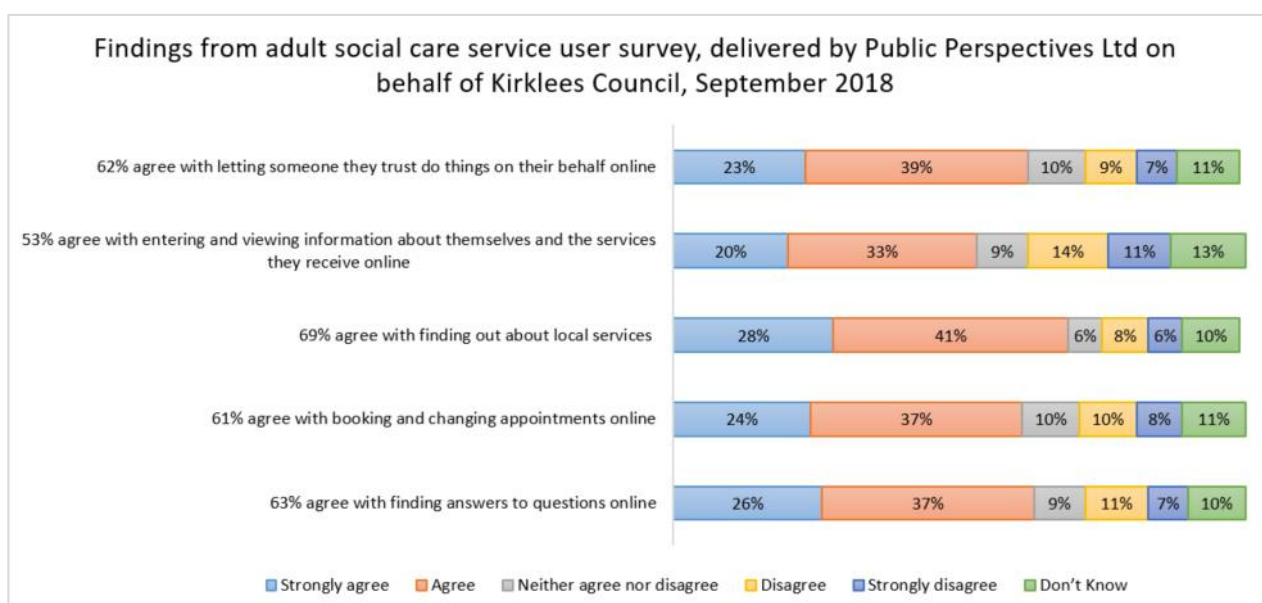
There are 17,000+ registered users of adult social care services and 4000 registered carers within Kirklees. Many carers have complex life situations and for any juggling their caring role with working fulltime or family commitments, our office opening hour based services may be difficult to access.

We are currently undertaking a comprehensive transformation of adult social care service delivery and are looking to give our service users and their carers more control to manage their own care and collaborate in the design and delivery of their care services, in line with the requirements of the Care Act.

The Care Act states that:

- 'In particular, informatics systems for ongoing case management will need to be revised to incorporate the additional requirements for' ... 'care accounts' ... '(for both people with care and support needs and carers)'.
- 'authorities should consider how digital approaches can put citizens in control by making systems open and accessible, including online assessment, care planning, access to records and care accounts.'

We have conducted a range of engagement activities with customers to understand how a future adult social care service could meet their needs. One survey, identified the following:



We have also engaged customers in collaboratively designing our new Adult Social Care Vision which states:

- **The way we think about our health and wellbeing is developing in new ways** - People want to be involved and have a say in how their needs are met; they want straightforward solutions from integrated and seamless care and health services to support them to lead their lives.
- **Social, political, financial, economic and technical influences are shaping the adult social care world** - Advances in digital technology and social media will create new possibilities for providing care and support, with people and families able to co-ordinate their care.
- **Our ambition, through this vision for social care, is for Kirklees to be a place where** - We ensure access to information, advice and support in such a way that it enables people to help themselves.

We operate a number of IT systems to store customer data and manage adult social care services, including our main case management system, CareFirst, provided by OLM. These systems are accessible by internal staff for service delivery only and while our staff have learnt to navigate these systems, we recognise that this may cause challenges within the customer journey currently.

Our telephony team operates between 8am and 5pm, Monday – Friday, with an out of hour's service available over extended hours each day for emergency calls only. Our call recording data shows that we handle over 160 calls per month specifically to manage enquiries about customer's individual care services and information, from updating customer contact details to providing up-to-date respite allocation information.

In August 2018 a discovery workshop, with 22 members of customer facing staff from across our adult social care delivery teams, identified that both our face-to-face and telephony assistance staff repeatedly handle requests from customers, which could be avoidable with improved self-service access mechanisms. Key frequent enquiries identified were:

- Changing telephone numbers
- Checking the allocated social workers
- Updating who we can talk to on a customer's behalf
- Checking their current contribution towards care
- Checking remaining allocated respite allowance
- Providing next planned review date
- Re-arranging booked appointments
- Progress updates for financial assessments

As an authority, we are aware of a range of existing third party solutions providing care account type functionality, including Konnektis, Connect2Support, BetterCare and Liquid Logic's Autonomy product. We have started to investigate the potential of all of these solutions to understand how we might meet the future needs of our service users.

Each solution provides a slightly different offer, with differing levels of interface complexity, security and access methods, support for accessibility, mobile and browser operability. If required as a combined solution, our customers may need to manage up to four separate online accounts to control different aspects of their care services, which is far from ideal.

Whilst most of these solutions are partially customisable, most of the design and functionality is already decided by the supplier. Our customers would have limited control to influence whether they met their user needs.

What's unknown

Whilst we are building a high level understanding of what our customers want from a transformed adult social care service, we have yet to explore what specific needs and outcomes they would like to be met from the provision of an online care account through direct engagement.

A focussed and detailed discovery of user needs, current frustrations and barriers, in this area would enable us to appraise the various solutions available on the market, from both a user and business context. We would understand what a 'right fit' for customers should look like and be able to challenge the market to provide the solution needed. This valuable insight would be shared with local authorities nationwide, who may also be investigating this challenge to meet the needs of the Care Act.






In addition to reviewing third party products, we would also understand whether a bespoke solution could be developed to meet customer needs within our existing MyKirklees self-service account (in use by 93,000+ residents currently). The account enables self-service management of Council Tax, rent, benefits, tip permits and bin collection services online.

Rather than procuring a fixed third party product this could allow us to create a service tailored to the discovered customer needs, integrated with internal systems as required to deliver the key components of information that customers want easy access to through one account, with a single login.

Firmstep, who provide the MyKirklees Account platform, have confirmed they would be supportive of collaborating to deliver such functionality if required. The platform is used by over 150 local authorities nationwide, which would offer an additional opportunity to share any resulting product solution to benefit adult social care users across the UK.

How and what

Our discovery would be delivered through a range of engagement activities, described below:

DISCOVERY PHASE																										
What?	 Who our service users are and what they're trying to do?					 What information they want to access most about their individual care services?					 How they do it currently? (e.g. services or channels used, help or support given)					 What problems, barriers or frustrations they experience now including technology?					 What an improved experience/journey should look like?					
How?	Surveys, face-to-face and telephone interviews					Focus group workshops, telephone and face-to-face interviews					Focus group workshops, telephone and face-to-face interviews, review of existing data held					Focus group workshops, telephone and face-to-face interviews, observation					Collaborative design workshops, prototyping and testing					
Desired Outcomes	A realistic set of user personas representing adult social care users and carers					A clearly documented set of key customer needs / user stories					Documented journey maps of the key 'As is' customer journey's currently					A clearly documented understanding of customer frustration points and barriers					A prototyped vision for a future care account					
April 2019					May 2019				June 2019				July 2019					August 2019				September 2019				
1 st 8 th 15 th 22 nd 29 th					6 th 13 th 20 th 27 th				3 rd 10 th 17 th 24 th				1 st 8 th 15 th 22 nd 29 th					5 th 12 th 19 th 26 th				2 nd 9 th 16 th 23 rd 30 th				
Milestones	Recruit research participants, design survey, plan workshops					Conduct survey, deliver user engagement workshops					Collate insight gathered from user engagement activities to define the key user needs					Hold collaborative design workshop to prototype and test a proposed solution					Present insights and outputs of the entire discovery phase					
Costs	Creating and running a survey (telephone, postal and online) including analysing results																								£12,000	
	Delivering user engagement focus group workshops x 2 and analysing results																								£4,000	
	Creation of personas and user stories																								£6,000	
	Delivering customer journey mapping workshop for key user stories identified and documenting results																								£2,500	
	Creation of discovery report																								£2,000	
	Delivering collaborative design workshop to prototype and test a conceptual solution design																								£3,000	
	Travel and expenses																								£500	
	Costings based on estimates received from two research companies																								Estimated total cost: £30,000	

Why choose Kirklees Council?

We are signed up to the Local Digital Declaration and have support from our Strategic Leadership Team to use innovative approaches in designing services that best meet the needs of our customers. We have an established board in place, responsible for overseeing how we prioritise and focus our efforts to make the most impact and improve outcomes for customers, who could provide the decision making authority needed to support taking forward any identified recommendations from the discovery stage.

Two years into our Digital Programme and 3 years into our Adult Social Care Transformation Programme, we have an established team of multi-disciplinary technology, transformation and user centred design professionals with experience of delivering solutions to problems using Government Digital Service principles and approaches. Our teams have adopted service design techniques, such as Google Design Sprints, to collaboratively design solutions around the needs of users and are not afraid to try new methods to get the right outcomes for customers. We are experienced in workshop facilitation, prototyping and testing ideas early before developing solutions.

We are currently shortlisted for the Local Government Chronicle - Digital Impact Award in recognition of the approaches that we are taking to design solutions with the involvement of residents, partners and services and taking a holistic approach to how digital services are delivered, maximising their impact on the area and our customers.

We have a track record of success and were ranked 6th in the top ten best adult care councils nationally in the recent iMPOWERS report, retaining our place in the top 10 for the 2nd year running for delivering value for money. An invitation to the Kings Fund Outstanding Adult social care event in December saw us showcasing our transformation journey work to date, including how we are effectively managing demand and achieving better outcomes for customers.

We have an established core Adult Carers and Service Users Working Group within Kirklees. They are an active group of adult service users and carers, who meet quarterly and have supported us with a range of engagement activities, giving us useful insight into the needs of our users.

We also have an ePanel of approximately 300 residents from across Kirklees, who are registered to take part in consultation and engagement activity and could add to our range of participants to ensure we have representation from both existing adult social care users and carers as well as those who may be new to care services.