

# PERSONALISATION

Thinking Outside of the Box  
Equipment, Innovation and  
Choice



## What is Personalisation?

- Government Agenda – White papers
  - Our Health, Our Care, Our Say – 2006
  - Putting People First - 2007
  - Valuing People – 2001 (original)
  - Independence, Wellbeing and Choice - 2005

**Personalisation means thinking about public services and social care in an entirely different way – starting with the person rather than the service. It will require the transformation of adult social care.**

Julie Jones, Chief Executive, SCIE



## What does it mean?



- finding new collaborative ways of working and developing local partnerships, which produce a range of services for people to choose from and opportunities for social inclusion
- tailoring support to people's individual needs
- recognising and supporting carers in their role, while enabling them to maintain a life beyond their caring responsibilities



## Personal Budgets



- Not new previously used in only one way
- Now can be used in 3 ways
- Original way - traditional service provision (prescriptive)
  - or as a Cash alternative (direct payment)
  - Or combination of both (Salford Equipment Services)
- Personal budget = Indicative amount



## Worries, Misconceptions and Myths



- Negatives
  - Equipment stores will shut because everybody will opt for Direct Payments (DP's)
  - Inappropriate spending of D P's
  - How do we police it?
  - Tracking clients to avoid reassessment for same problem when DP has been taken previously
  - Client solution doesn't meet need fully
  - Responsibility and risk?
  - "We know best", as professionals



## Salford Equipment Pilot



- Invited to take part in larger pilot
- Aim to offer clients personal budget as alternative to equipment provision to allow clients greater choice, flexibility and solutions that safely meet functional needs
- 5 months to meet NI130 target = 200 qualifying assessments



## Re-inventing the Wheel



- Needed to establish if any other authorities nationwide were already implementing personalisation within equipment services.
- Research found that;
  - Many authorities were implementing personalisation, however the only format we identified in equipment provision was;
    - A retail model – prescriptions

**It was felt that within our service this model would not offer the client enough choice or control related to their desired outcome.**



## How we did it - A Pilot project



- Business as usual – all referrals into the service were potential participants and assessed in the usual way
  - Tailored computerised assessment
  - Introduced complimentary paperwork for assessors (Occupational Therapy and Sensory Teams)
  - Explanatory leaflet for clients
  - Comprehensive list of equipment with costings



## Case study group work



- Within your groups start to think ‘outside of the box’ in relation to the case study you are allocated
- Remember:

## Equipment – Innovation - Choice



## Case Study A Outcome



- A young female client who has Motor Neurone Disease was struggling with bed transfers and needed a profiling bed. As our profiling bed is a single and the client and his wife do not wish to sleep separately for the time that is remaining they opted to take a direct payment of £639. This money allowed them to purchase a specialised double electric bed instead of the profiling bed and mattress that we could supply.



## Case Study B Outcome



- A client with severe arthritis was having problems lifting her existing kettle and was offered a kettle tipper as a solution. As she did not like the look of the tipper and thought it may be too complicated for her, she opted for a direct payment of £15 in lieu of the kettle tipper. She was able to purchase a small light weight kettle (travel kettle) that is easier for her to lift.



## A Perfect Example of the Future - Innovation



- A young man with low mood due to a back injury struggles to get in and out of his bath. His GP has advised him to increase his core strength by using exercise as a therapy/treatment. This gentleman has not been working due to his injury and is no longer able to work – he now receives benefits.
- Solution: A - Neptune bath hoist? or
- Solution: B – £200 in lieu of bath hoist to pay to join the local gym which will allow him to get out and socialise (lifting mood), exercise (increase core strength) and to use the showers at the gym several times per week (personal care)?



## Worries, Misconceptions and Myths Revisited



- Positives
  - No equipment stores need to shut on the strength of DP's being offered – the outcome of our study supports this – out of 235 assessments only 6 people chose DP's.
  - Sense of achievement when being innovative and 'thinking outside of the box'
  - Client has more autonomy, choice and control
  - Truly client centred
  - Holistic approach
  - Dignity and respect for client and carers
  - Reduces feelings of 'disability' and of feeling 'disabled' for many clients especially the younger client group



## And Finally



- Be aware of services within your locality such as communities, neighbourhoods and leisure, before implementing personalisation within your equipment service – its good practice, it informs the client and allows 'you' to be more creative within your thinking.
- Encourage joint working – regular in-service briefings from other service providers and;
- Be aware of what is happening Nationally.



## Question time



Thank you for your time and interest today:

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