Adult Social Care Front Door Discovery
and user journeys into care- London Borough of Redbridge

Partners

London Office of Technology and Innovation (LOTI)
London Borough of Barnet
London Borough of Sutton (shared with Kingston)
London Borough of Southwark
Dorset Council
London Borough of Waltham Forest

Designing solutions that **connect the dots** for **Adult Social Care**

- **Explore user journeys into Adult Social Care to improve the experience**
- Opportunities for **early intervention** models through innovation
- Front door models - **core** to all councils, **unique** to others and **three conversation** model
- **Using** the **Three Conversation Model** to drive **innovation** and support channel shift
- **Future Cap on Care** implementation and the opportunities for the **Three Conversation Model**
- Making **Conversation One** Digital to support demand
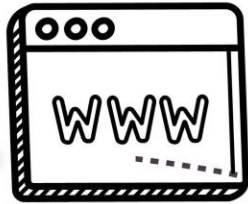
Redbridge Adult Social Services Data

Social isolation support is provided to **99** residents

564 residents in residential care

72% of adults with a learning disability who live in their own home or with their family (aged 18-64)

297 residents require nursing care

3063 residents based in the community receiving care at home

2,524 people are supported over the age of 65

303 residents receive support for mental health

263 residents receive long term support for mobility and access disabilities

26% The proportion of people who use (long term) services who receive direct payments

653 residents receive support for learning disabilities and are supported through day opportunities and other community networks

98% The proportion of carers who receive direct payments (includes joint Direct Payments)

1400 people are supported between the ages of 18 to 64

Data Nov 21 to Nov 22

Demand data from **Redbridge** Adult Social Services

92k
web page views

860
Average monthly calls to the First Contact Team

32%
increase in calls over the last three years to the First Contact Team

CONTACT US

only 3
e-forms

63%
bounce rate

LOGIN

26%
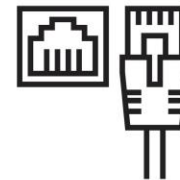Monthly page views increase due to Pandemic

58%
visited the contact us page and form

20%
searching how to stay at home

41%
Exit rate from MyIlfe

NEXT

Data Nov 21to Nov 22

5795
visit to My Life a month

Increasing population - who will need our future services?

London Borough of Redbridge

26%
Increase in over **65 year olds** by 2030

27%
Increase in **over 80 year olds** by 2030

4%
In Redbridge the **total population** growth is only expected to be **4%** by 2030
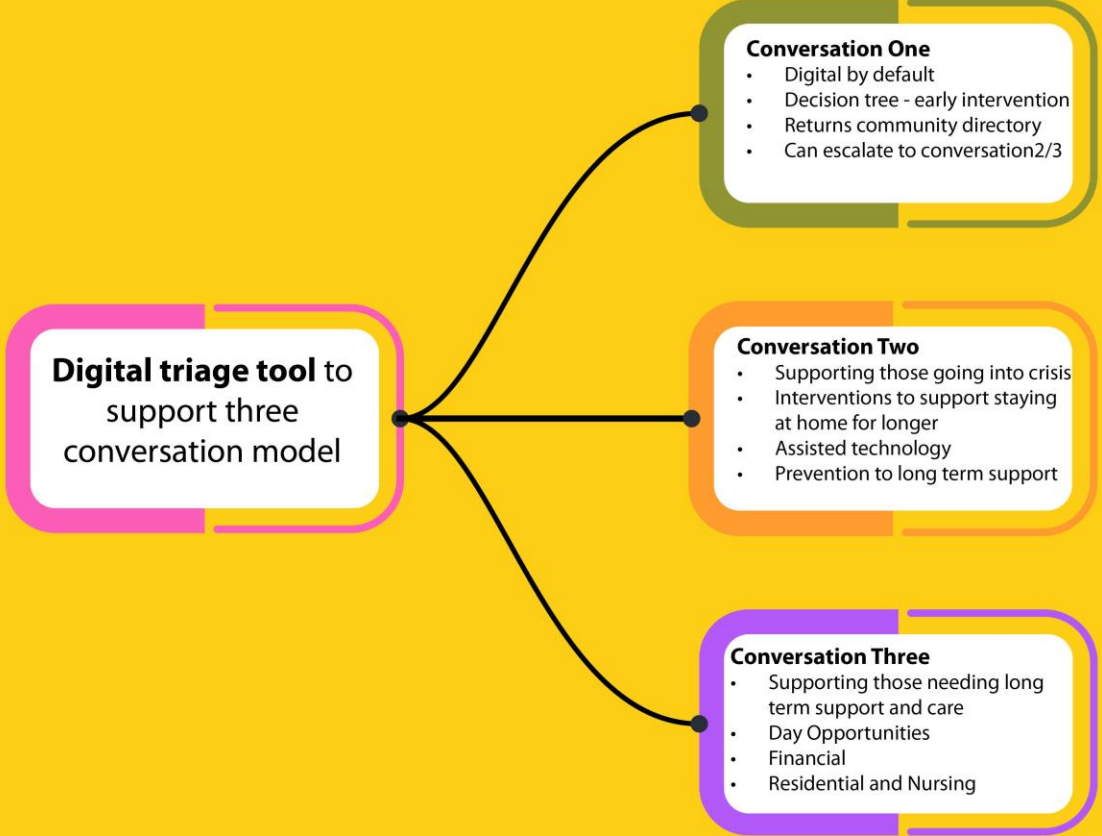
Data for LB Redbridge

CONTACT US

Opportunities around the Three Conversation model in Adult Social Care

Traditional and expensive channels to our front door

Digital triage tool to support three conversation model

Conversation One
- Digital by default
- Decision tree - early intervention
- Returns community directory
- Can escalate to conversation2/3

Conversation Two
- Supporting those going into crisis
- Interventions to support staying at home for longer
- Assisted technology
- Prevention to long term support

Conversation Three
- Supporting those needing long term support and care
- Day Opportunities
- Financial
- Residential and Nursing
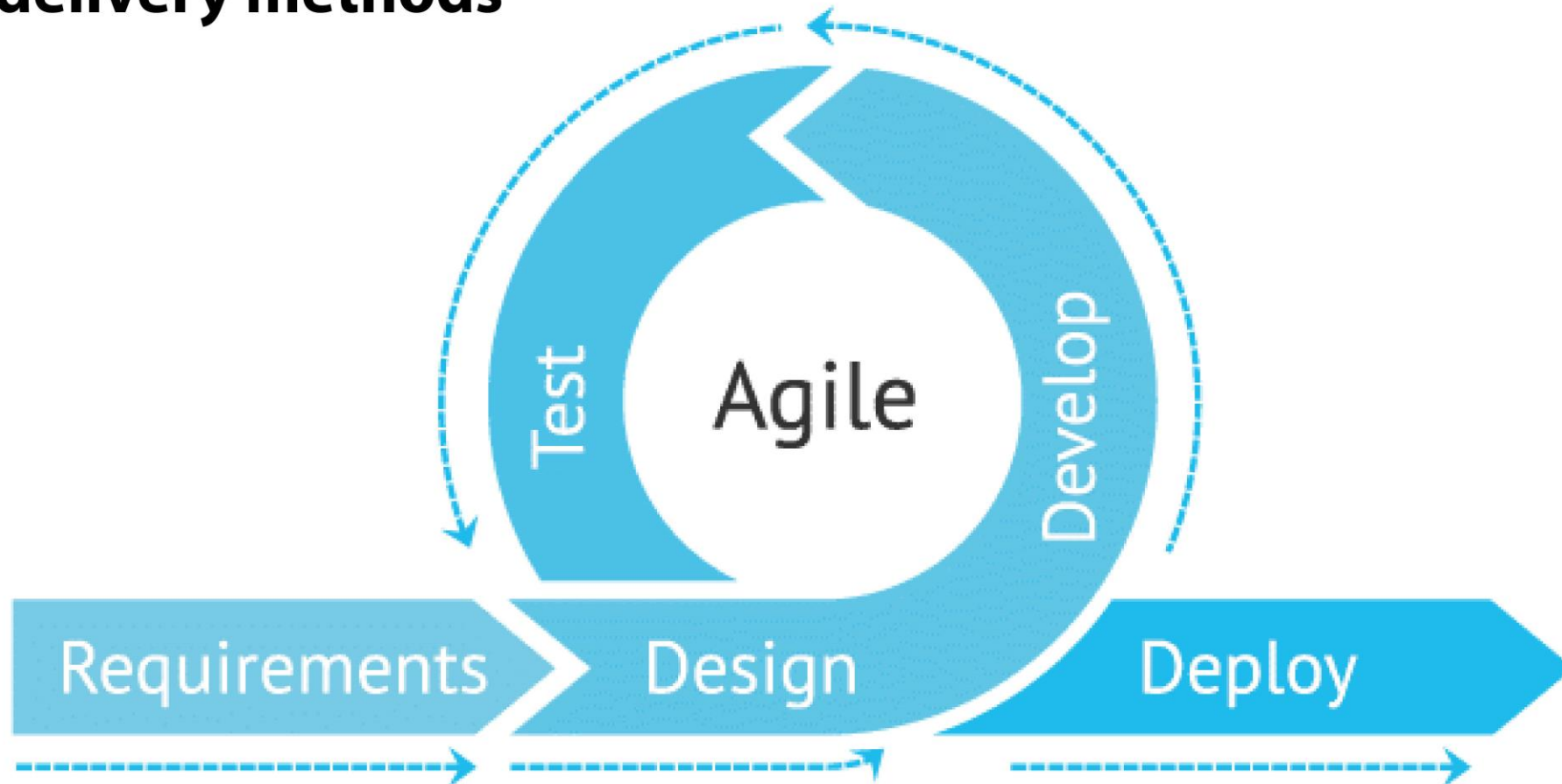
London Borough of **Redbridge**

Agile delivery methods

Agile delivery methods

Set a goal for your discovery
Exploring user journeys into Adult Social Care to improve user experience and support early intervention, increasing opportunities to innovate services.

Define the problem
Increased demand and where to place resources, how to engage better with our users across different front door models and how to create a digital first approach without leaving people behind.

To define the type of users and specific needs or the future model.

What to find out in discovery
Universal problems for councils
Specific and unique problems for councils Boomerang journeys

Understanding users and their context
Who are our users
How do they access services
What are they looking for
What are the pain points

Understanding constraints
Processes and legacy systems
Legislation
Up and coming Social Care Reform

Identify improvements you might be able to make
Opportunities to reshape Adult Social Care
Obvious touchpoints to reduce future demand and delay to accessing services

How you'll measure success
Benchmark key users and journeys
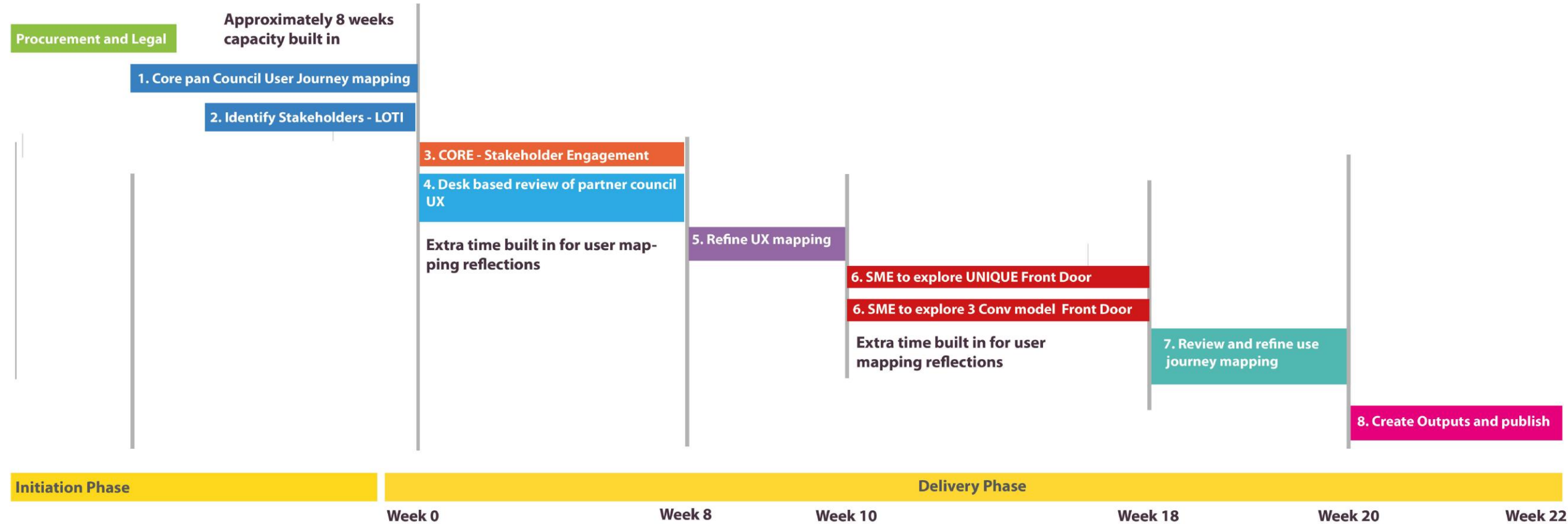Data on ineffective journeys
Data on expected population and users for 2030
Components core front door for all councils
Components for unique front door
Components for Three Conversation model front door

Sharing what you learn
Show and Tells
LOTI - increased reach and audiences through their channels and social media to engage further
Partner councils channels and stakeholder engagement

Timeline - ASC Front Door Discovery and user journeys into care

Procurement and Legal

Approximately 8 weeks capacity built in

1. Core pan Council User Journey mapping

2. Identify Stakeholders - LOTI

3. CORE - Stakeholder Engagement

4. Desk based review of partner council UX

Extra time built in for user mapping reflections

5. Refine UX mapping

6. SME to explore UNIQUE Front Door

6. SME to explore 3 Conv model Front Door

Extra time built in for user mapping reflections

7. Review and refine use journey mapping

8. Create Outputs and publish

Initiation Phase

Delivery Phase

Week 0   Week 8   Week 10   Week 18   Week 20   Week 22

- Longer Discovery period to support the three areas - Core, Unique and Three Conversation model
- Enable engagement and reflections with users to ensure we understand the user need

London Borough of Redbridge

Potential outcomes

Our digital bid is an opportunity along with other supporting bids: Cap on Care, Services and Systems, Predictive data modelling

- To create a **long term mode**l, to do things differently, support demand and create better conversations with those that need our help the most.

- Establish a **sustainable, adaptable model** suitable for universal ASC adoption

- Identify technical '**building blocks'** requirements

- Develop adoptable **Signposting** content **Define Route Maps and Navigation** for content

- Establish **'tiered'** methodology aligning to end-user needs

- Clarify **end-user requirements**, for instance sparse, practical web-content or fully loaded content

- Identify **channels' delivery** models

- List of requirements for **Alpha**

London Borough of **Redbridge**

Outputs

- **Qualitative** and **Quantitative** research to support **early interventions**

- Building blocks to a possible **Alpha phase** - technical requirements at a web based level

- Key **components** for each council around specific front door

- Identifying core journeys and users for Core, Unique and Three Conversation

- How specific journeys need to **improve** and develop integrations into back end processes or systems

- Ideas around brand and **tone of voice**

- Moving from typically **municipal** council web front doors, to an **empathetic, conversational** front door

- **Humanising** digital first approach - usability

- **Wire-frames** of a new front door

- Using partners and **LOTI** to publish and promote findings to support a pan-council approach to Adult Social Care

- Innovating the work and appetite nationally to re-shape Adult Social Care for the incoming care reforms and increased demand
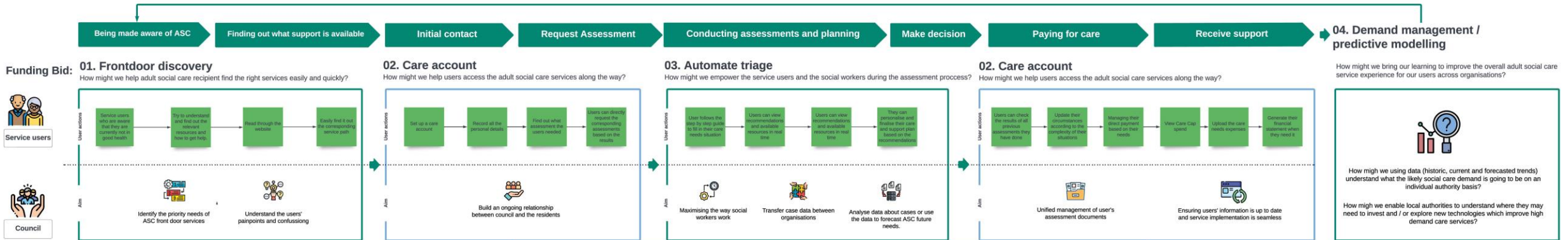
ASC Front Door Discovery and user journeys into care

London Borough of Redbridge

Adult Social Care - "To be " User Journey

Being made aware of ASC	Finding out what support is available	Initial contact	Request Assessment	Conducting assessments and planning	Make decision	Paying for care	Receive support	04. Demand management / predictive modelling

Funding Bid:

Service users

Council

01. Frontdoor discovery
How might we help adult social care recipient find the right services easily and quickly?

User actions:
- Service users who are aware that they are currently not in good health
- Try to understand and find out the relevant resources and how to get help.
- Read through the website
- Easily find it out the corresponding service path

Aim:
- Identify the priority needs of ASC front door services
- Understand the users' painpoints and conflussing

02. Care account
How might we help users access the adult social care services along the way?

User actions:
- Set up a care account
- Record all the personal details
- Find out what assessment the users needed
- Users can directly request the corresponding assessments based on the results

Aim:
- Build an ongoing relationship between council and the residents

03. Automate triage
How might we empower the service users and the social workers during the assessment proccess?

User actions:
- User follows the step by step guide to fill in their care needs situation
- Users can view recommendations and available resources in real time
- Users can view recommendations and available resources in real time
- They can personalise and finalise their care and support plan based on the recommendation

Aim:
- Maximising the way social workers work
- Transfer case data between organisations
- Analyse data about cases or use the data to forecast ASC future needs.

02. Care account
How might we help users access the adult social care services along the way?

User actions:
- Users can check the results of all previous assessments they have done
- Update their circumstances according to the complexity of their situations
- Managing their direct payment based on their needs
- View Care Cap spend
- Upload the care needs expenses
- Generate their financial statement when they need it

Aim:
- Unified management of user's assessment documents
- Ensuring users' information is up to date and service implementation is seamless

How might we bring our learning to improve the overall adult social care service experience for our users across organisations?

How migh we using data (historic, current and forecasted trends) understand what the likely social care demand is going to be on an individual authority basis?

How migh we enable local authorities to understand where they may need to invest and / or explore new technologies which improve high demand care services?

London Borough of **Redbridge**

What an Alpha phase might be

• Identify what partners may be needed - Commissioners, LOTI, existing partners, community agencies

• Incorporating Finance or Economist to support financial modelling for future demand

• Testing the market, SME's, user groups, community voluntary sector

• Moving from typically **municipal** council web front doors, to an **empathetic, conversational** front door

• Incorporating **ideas and learning** from other bids and programmes

• **Driving innovation** to create the art of the possible in Adult Social Care

• How a Front Door model could be utilised for all areas of council services

• How to engage with an **omni channel** model with digital first as a driver for change

References

Health and Social Care Reform: https://www.gov.uk/government/publications/people-at-the-heart-of-care-adult-social-care-reform-white-paper/people-at-the-heart-of-care-adult-social-care-reform

SCIE (Social Care Institute for Excellence) - Recommendations for the future of adult social care reform https://www.scie.org.uk/care-providers/coronavirus-covid-19/beyond/adult-social-care/recommendations

Residents to receive better, more joined-up care under new plans to improve the links between health and social care

https://www.gov.uk/government/news/patients-to-receive-better-care-as-nhs-and-social-care-systems-link-up