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Global Coalition on Aging

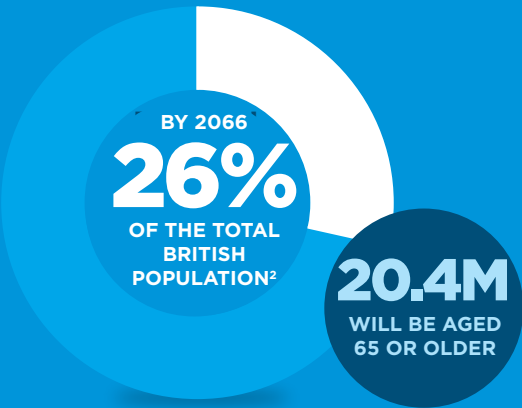
## RELATIONSHIP-BASED HOME CARE:

# A Sustainable Solution For The United Kingdom's Elder Care Crisis



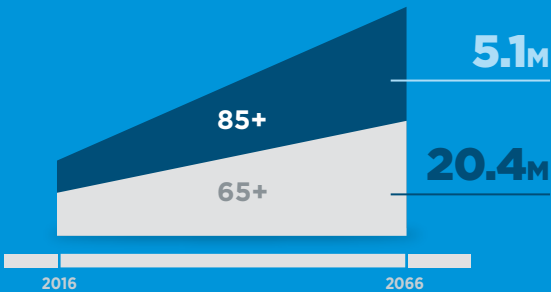
The United Kingdom's Population is Rapidly Ageing, Leading to an Increased Demand for Care

The British population is the oldest it has ever been.<sup>1</sup>



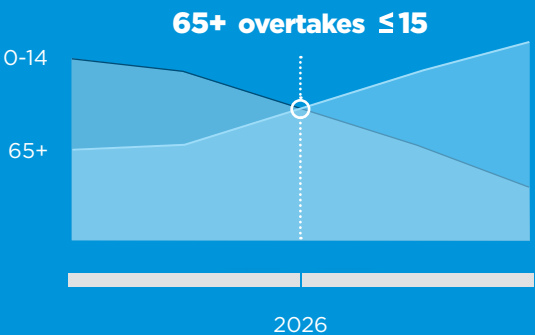
Life expectancy across the UK continues to increase.<sup>2</sup>

GROWTH IN POPULATION  
65 AND OLDER



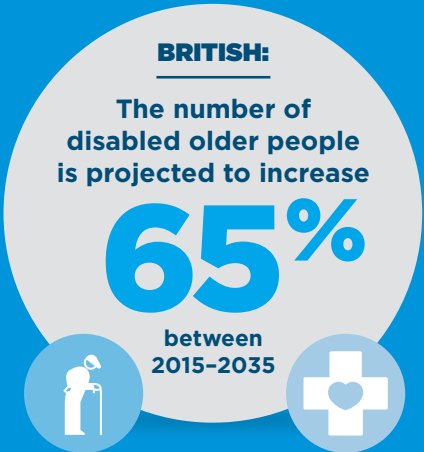
The ratio of old to young is steadily increasing.<sup>3</sup>

BY 2026, THERE WILL BE MORE  
PEOPLE IN THE UK WHO ARE 65 AND  
OLDER THAN 15 AND UNDER.

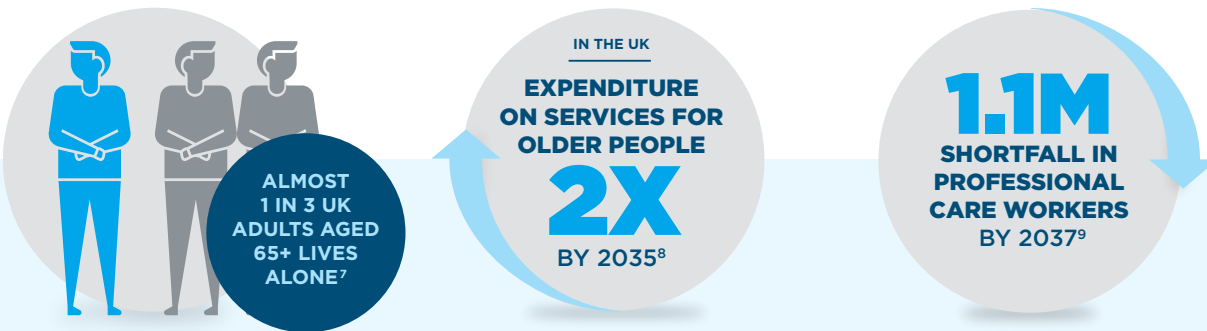


More seniors are living with disabilities and chronic conditions that affect their care needs as they age.<sup>4</sup>

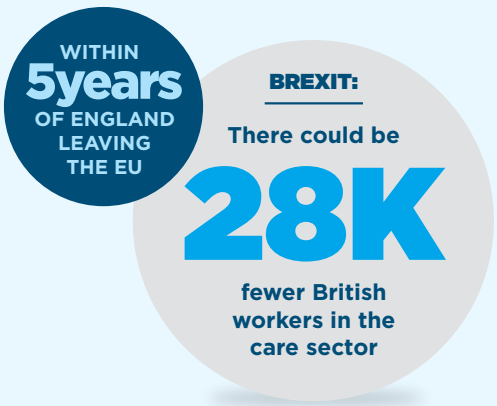
THE NUMBER OF THOSE  
WITH SEVERE DISABILITY WILL  
INCREASE BY 74% FROM 1.15 MILLION  
TO 2.0 MILLION BY 2035.



Population Ageing is Creating New and Complex Challenges for the United Kingdom



BREXIT MAY CREATE ADDITIONAL CHALLENGES IN THE CARE SECTOR.<sup>10</sup>



As a result, more women are expected to leave the workplace to provide care for ageing family members.

“I know that my weekly visits with my client Wendy, who lives with dementia, and her husband David, are a lifeline. Being a full-time carer for your spouse means 24 hours a day, seven days a week.

SALLY BRADFORD CARER, HOME INSTEAD SENIOR CARE UK



## Relationship-Based Home Care Delivers on the UK's Promise of High-Quality Care

### WHAT IS RELATIONSHIP-BASED HOME CARE?

Relationship-based home care is an innovative type of care organised around the needs of the care recipient, rather than the completion of a predefined set of tasks.

Relationship-based home care:

- is person-centred, putting relationships first
- is outcomes-based
- supports families & family carers
- recognises evolving needs

### BENEFITS OF RELATIONSHIP-BASED HOME CARE

#### CARE ECOSYSTEM

  
Reduced Health and Social Care Costs<sup>11,12,13,14,15</sup>

  
Better Coordination Across the Care Team<sup>16</sup>

#### SOCIETY

  
Increased Gender Equity<sup>26,27,28</sup>

  
Increased Employment Opportunities<sup>29,30</sup>

  
Greater Job Satisfaction & Retention of Carers<sup>31,32,33</sup>

#### INDIVIDUALS

  
Enhanced Emotional Well-Being<sup>18</sup>


  
Greater Trust & Comfort in Caregiving<sup>19,20,21</sup>

  
Better Care for People Living With Dementia<sup>22,23,24</sup>


  
Greater Flexibility & Peace of Mind for Families<sup>25</sup>

## We Urge Policy-Makers and Influencers to Expand the UK's Capacity to Care by Integrating Relationship-Based Home Care into the Care Ecosystem

**BUILD** a body of evidence that quantifies the value of relationship-based home care, and make it a standard offering within the care ecosystem.


 support outcomes-based research

Support greater alignment between the health and social care systems and budgets


 establish person-centred, outcomes-driven care standards

integrate relationship-based care as a central part of the care ecosystem


**MAKE** a highly skilled caregiving workforce the heart of the solution.

 promote caregiving as a career opportunity


provide professional training and establish training standards

 invest in current and future workforce

**INVEST** in high-quality care as a solution for people living with Alzheimer's disease and other forms of dementia.

 recognize the value of Alzheimer's care in the home

promote continuity of care for Alzheimer's patients

 Ensure a portion of funding allocated for combatting Alzheimer's is invested in care

The time to act is now.

**ANDREA SUTCLIFFE CBE**  
CHIEF INSPECTOR, ADULT SOCIAL CARE,  
CARE QUALITY COMMISSION, ENGLAND

“

When evaluating quality care, we have created a clear structure that moves beyond a 'compliance' or 'tick-box' approach to a more holistic, person-centred assessment. Care should focus on the impact rather than on the inputs because people want a life, not a service.”



SOURCES

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## Global Coalition on Aging

The Global Coalition on Aging aims to reshape how global leaders approach and prepare for the 21st century's profound shift in population ageing. GCOA uniquely brings together leading global corporations across industry sectors with common strategic interests in ageing populations, a comprehensive and systemic understanding of ageing, and an optimistic view of its impact. Through research, public policy analysis, advocacy, and communication, GCOA shapes the dialogue and advances solutions to ensure ageing is a path to health, productivity, and economic growth.



Home Instead Senior Care (HISC) is the world's leading home care service. We are specialists in non-medical care of older people in their own homes. HISC was founded in 1994 in the USA by Paul and Lori Hogan, after they had cared for Paul's grandmother in her own home for several years. HISC in the UK started in 2005 and today has over 190 locally owned and operated offices, who together deliver over 5 million hours of relationship-led care to over 9,000 clients and employ over 8,000 people.

For 5 of the last 6 years, HISC in the UK has received a 5-star rating in Smith & Henderson's annual Franchisee Satisfaction survey. According to the survey, 93% of franchisees said the products and services the franchise provides are better than the local competition, and 97% of caregivers said they would recommend Home Instead as a great place to work.

HISC in the UK received the Queen's Award for Enterprise: Innovation in 2016 and, as of 1 September 2018, had 36 outstanding rated home care services in England, the highest percentage (18%) of any registered provider in the country and comfortably ahead of the national average of 2% rated Outstanding. HISC was also the home care provider to receive an inaugural Princess Royal Training Award, which demonstrates outstanding training and skills development programmes. HISC in the UK is also recognised as one of the top 100 employers in the UK by The Sunday Times 2018 and the number one franchise operator in the UK 2017.

