



Home Instead

SENIOR CARE®

To us, it's personal.®

Relationship-based Home Care for those living with Dementia

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OUR BEGINNING

Helping Grandma Manhart remain at home, where she enjoyed life past age 100, wasn't always easy for her family, but it was always important.

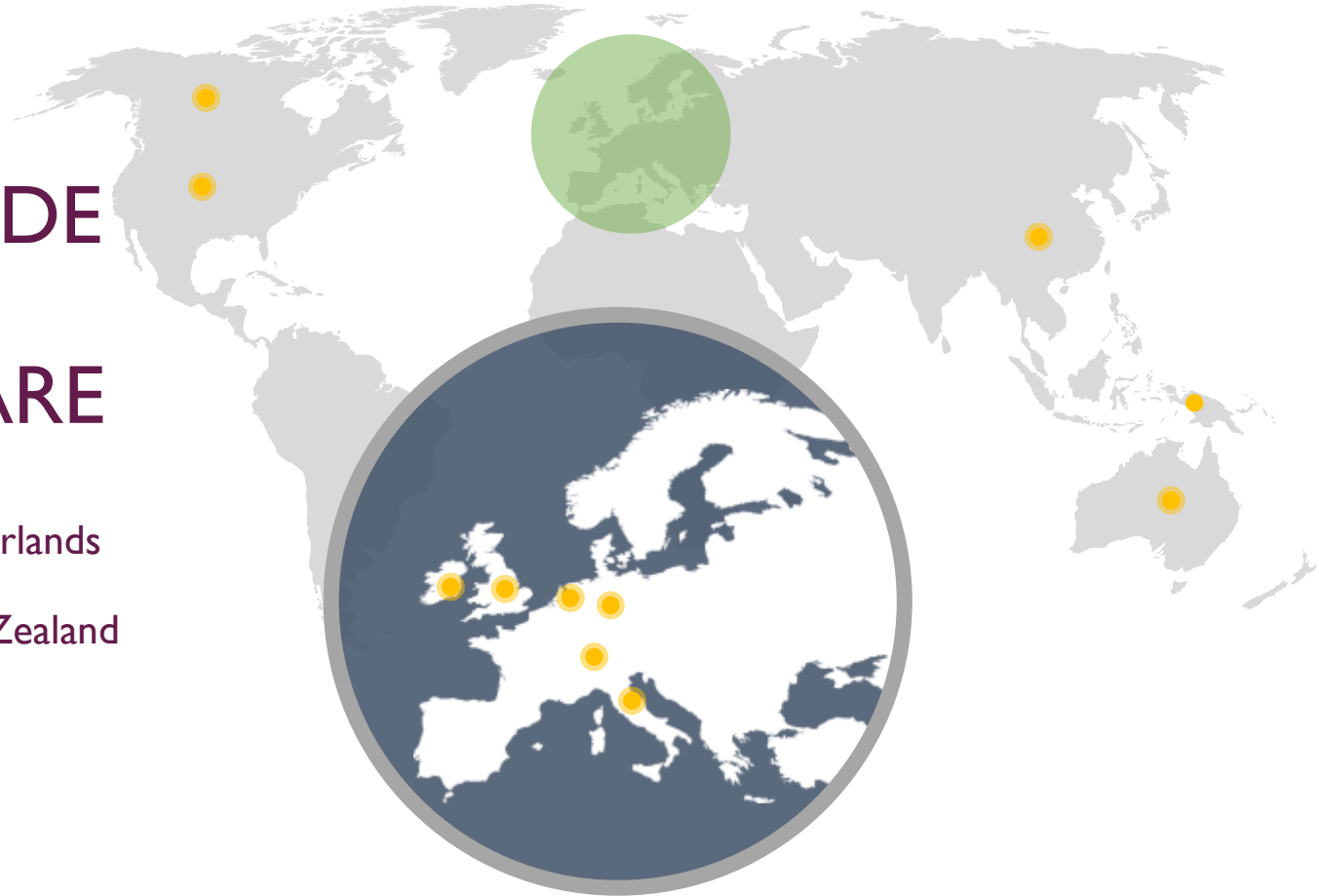
This experience gave her grandson Paul Hogan and his wife, Lori, the desire to help other families with aging loved ones. This desire soon became a mission. And that mission led to the founding of Home Instead Senior Care® in 1994.



Fulfilling a WORLDWIDE NEED FOR SENIOR CARE

United States
Canada
Australia
Ireland
United Kingdom
Switzerland
Germany

Italy
Netherlands
China
New Zealand



Enhancing the Lives of Ageing Adults and Their Families



1,300

Franchise offices



65,000

CAREGivers



70 Million

Hours of care annually

Our Mission

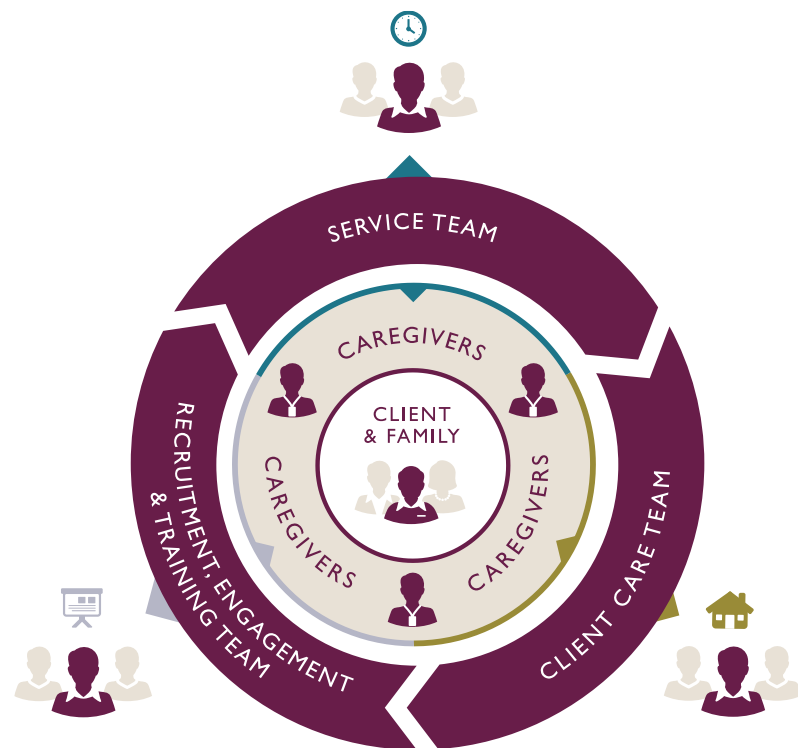
To become the UK's most admired care company through changing the face of ageing.

To become an employer of choice by changing perceptions of working in care.



Person-Centered & Relationship-Based

- 71% of seniors prefer to live at home as they age
- Focus on relationships, not tasks
- Personalised care solutions, including care coordination
- We assist people to remain at home where they are most happy and comfortable



What makes us different?

- We are pioneers of relationship led care
- We take time with our clients – 1 hour min
- Highly selective CAREGiver recruitment processes
- We invest in the training of all our staff - includes specialist dementia training for CAREGivers
- CAREGivers and clients matched and continuity maintained
- CAREGivers are always introduced to a client

RBHC Benefits Individuals, Families, and Society



Enhanced Emotional Well-Being



Better Care for People Living with Dementia



Greater Flexibility and Peace of Mind for Families



Better Care Coordination



Improved Care Safety and Quality



Lower Healthcare Costs



Relationship-Based Home Care Delivers on Our Promise of High-Quality Care

Relationship-based home care (RHBC) is an innovative type of care organized around the needs of the care recipient, rather than the completion of a predefined set of tasks. Home Instead is delivering this innovative type of care in more than 75,000 homes around the globe.

Relationship-based home care:

- Is **person-centered**
- Is **outcomes-base**
- Keeps care recipients **healthy and independent**
- Embraces the philosophy “**relationship first—task second**”
- Engages care recipients **collaboratively and purposefully**, while also connecting emotionally

How we provide care

Person-Centered and Relationship-Based

- 71% of seniors prefer to live at home as they age
- Focus on relationships, not tasks
- Personalized care solutions, including care coordination

Specific Focus on Alzheimer's and Other Dementias

- Alzheimer's training for our professional CAREGivers
- Free Alzheimer's training for the public
- 10,000+ in-person trainings completed and 50,000+ by e-learning course

Care for the Family Caregiver

- Free training and resources for family caregivers and care partners
- Focus on family caregiver wellness
- Alleviates physical and emotional burdens, provides peace of mind



OUR CARE OBJECTIVES

**Active &
Healthy Living**



**Extended Life
With Quality**

Home Instead Is Improving Quality of Life for Seniors with Alzheimer's



Double the Care Time

AOD patients with paid home care received 97.1 hours per week, compared to 51.7 for those without.



Nearly 50% Fewer Doctor Visits

AOD seniors with home care averaged 10.2 doctor visits per year versus 19.2 for those without home care.



Fewer Hospital Admissions

AOD seniors receiving home care had a 58% rate of in-patient hospital admissions, compared to 66% for those without.



Overall Better Quality of Care

73% of families using professional home care rated the overall quality of care for their family members with AOD as “very good” or “excellent,” compared with 62% of non-users.

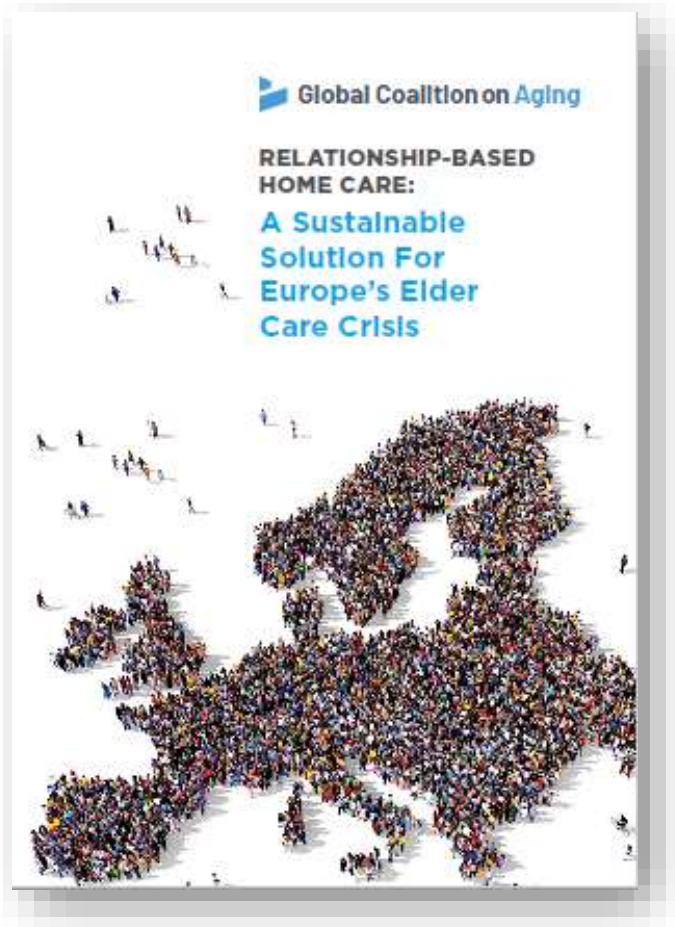
SOURCES: “The Value of Caregiving at Home” – Conducted by the Boomer Project for Home Instead, Inc., franchisor of the Home Instead Senior Care franchise network, this major national study surveyed more than 1,600 family caregivers across the U.S. Results described here refer to the “more serious” AOD group evaluated.

The current system isn't working

“Specifying tasks rather than outcomes.
Not having the time or continuity to
develop relationships between individuals
and care workers.”

Personalised Approach Needed

- See the person, not the ailment or task
- Personalised care plans not based on task but on keeping the person happy, engaged and independent
- System needs to be reliable, flexible and imaginative



Home care has a key role to play globally as our societies age.

Essential to change perceptions and grow public confidence in quality of care delivery and quality of care providers.

Thank You!

Any Questions?

