Self-funders and advice

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Self-funders: in context

- Proportion & population increasing*:
  - 175,000 (43.4%) paid full costs
  - 56,000 (14%) relied on 'top ups'
- Wellbeing = health + financial
- Pathways to care or 'drunken walk'?
- Capital depleters = cost to Local Authorities c.£1bn/annum**
- Draft Bill sets new obligations
- Dilnot recommendations sets a new framework

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* Laing & Buisson, Care of Elderly people UK market survey 2012/13

** LGIU Independent Ageing & Partnership 2011

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Increasing complexity?

- Dilnot contribution limit £75,000?
- National assessment, monitoring, measurement & portability
- New thresholds £100,000? and contribution rates
- Increasing diversity of consumer choice
- Increased longevity & increase in dementia sufferers
- New financial regulatory landscape (RDR)

Do we need new solutions?

- Too much focus on product as the panacea?
  - Dilnot ‘Cap’ plans
  - Deferred Payment Scheme
- Care is a pathway not a ‘pick n mix’
- The Care journey = Crisis management for most

Do we need new solutions?

Information AND Advice

including regulated financial advice

NOT

informationandadvice

What is: PAYING FOR care

a not-for-profit company

- ‘Airgap’ between citizen, local Authority & regulated financial advice
- Freephone **information AND advice** service
- Interactive consumer **information AND advice** website
- Embedded service to add value to Local Authority services

PAYING FOR care
a not-for-profit company

Citizens

Local Authority

Care supply chain

PAYING FOR care

'Airgap'
Information & Advice service

Regulated financial advice & solutions

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PAYING FOR care
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: case study

- 3 stage implementation
  - Local Authority citizen touchpoints
  - Local Authority community touchpoints
  - PayingForCare touchpoints

- In 4 months:
  - No citizen has declined service offering
  - numbers of self funders wanting regulated financial advice up from **7% to 22%**
  - All outcomes measurable and reported

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What is & what is not working

What works:

- Process led
- Guide/steer citizens
- Embedded service
- Doing the little things
- Measuring outcomes

What doesn't work:

- Doing nothing!
- Signposting
- Over-engineering
- Ignoring culture & bad habits

Summary

- Self-funders - an increasing challenge for Local Authorities
- Clear pathways for all
- Information AND advice is the key product
- Do the little things

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