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Changemakers: Creativity and Value Creation

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Component 2: Written Assignment (Poster and Pitch)

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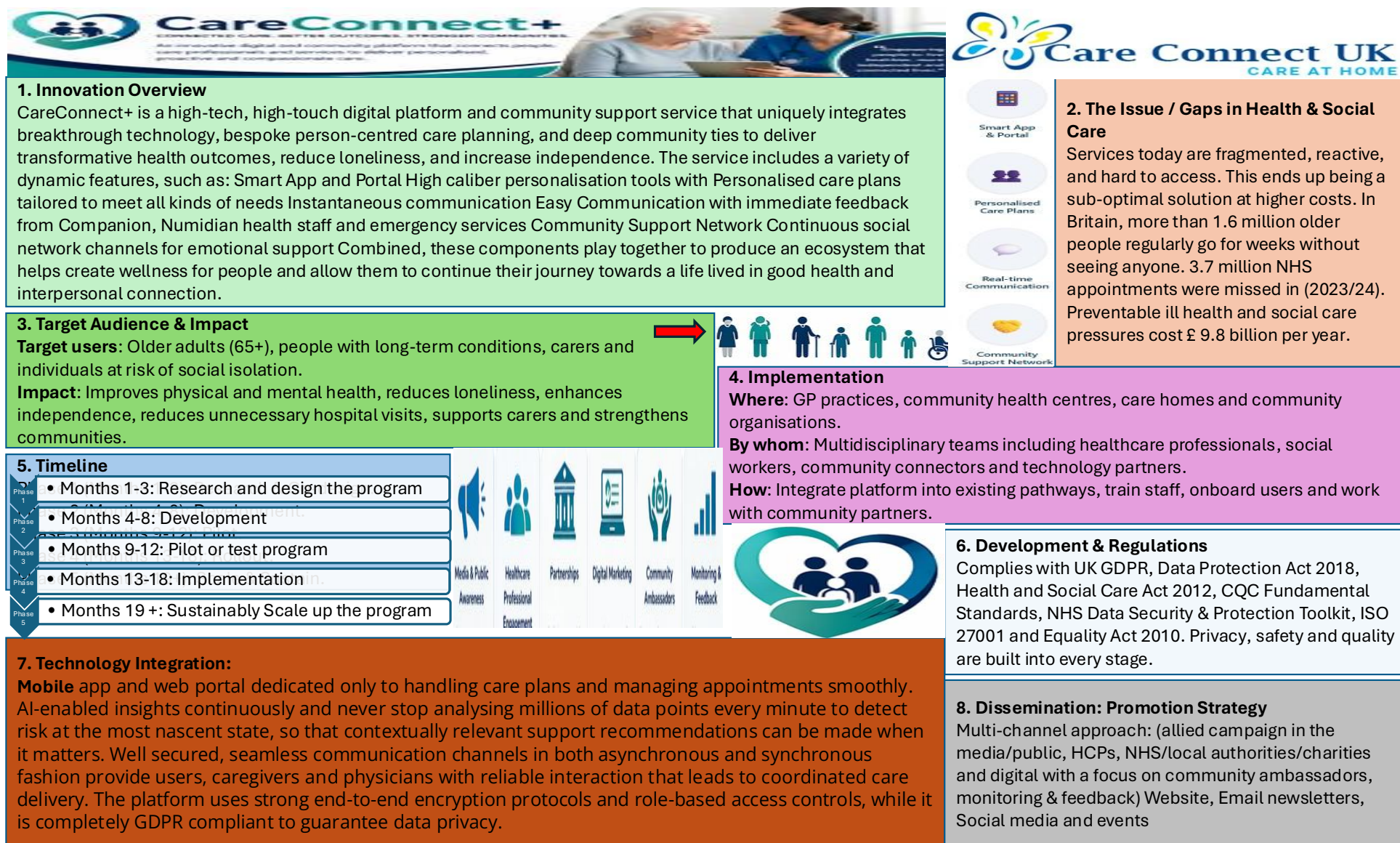
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The Poster: Care Connect+ Innovative Health and Social Care Solution

Care Connect+ Pitch – Innovative Health and Social Care Solution

Introduction

CareConnect is a digital health and social care solution that combines proven elements of personal, coordinated care with multifaceted community support networks for vulnerable people, informed by years of research. It deals with what we are told are some of the main gaps in the UK health and social care system: fragmentation of services, delays around getting care, rising demand and increasing levels of loneliness and mental ill comorbidity delays. Existing systems, to this day, work in siloes and cause inefficiencies and poor patient experience. CareConnect+ helps bring together service users, carers, healthcare professionals, and community organisations into a coordinated platform. Most of this work benefits older adults, those with long-term conditions, disabled people and unpaid carers. CareConnect+ improves both health and care outcomes by empowering early intervention, increasing engagement, facilitating proactive communication, whilst allowing supported independence, reducing the burden on already stretched services. This matters because we need far more integrated, preventative and person-centred approaches to the sustainability of health and social care in the UK.

Background

Demographic and structural challenges are putting increasing pressure on the UK health and social care system. With an ageing population, there are increasingly more people living with multiple long-term conditions (often referred to as multimorbidity), such as diabetes, cardiovascular disease and dementia (Office for National Statistics, 2023). It raises demand across both healthcare and social care services. Simultaneously, workforce shortages and funding constraints remain barriers to service delivery (Skills for Care, 2024). Such pressures result in delayed discharges from hospital, missed appointments and poor integration between services.

The Social Isolation. So, another major issue. According to Age UK (2023), more than one million over-65s in the UK experience loneliness regularly; loneliness is associated with adverse mental and physical health outcomes. Loneliness increases the risk of depression, cognitive impairment and premature mortality (World Health

Organisation 2021). In addition, lots of the unpaid carers are suffering from emotional and physical fatigue. Unpaid carers provide an estimated £132 billion worth of care to the UK each year, Carers UK (2022) states, but often struggle with getting support.

The policy frameworks are built on integrated and preventative care. NHS England (2024) promotes integrated care systems (ICS) to facilitate innovative models of service working together; Public Health England (2021) focuses on prevention and addressing health inequities. Nonetheless, gaps in communication, accessibility, and coordination between these entities still exist, and solutions such as CareConnect+ will help to address.

Innovation Description

CareConnect+ is a technology-based, community-driven platform that aims to bridge the care gap between health and social care services. The system integrates a mobile application, web portal, advertised monitoring tools with artificial intelligence support and a local community services directory all into one secure network. The platform allows access to care plans, appointment scheduling, medication reminders and wellbeing activity. It enables users to send secure messages between service users, their carers, and professionals, including GPs, nurses, occupational therapists and social workers.

Unlike reactive systems, CareConnect+ is innovative in that it pairs technology and community support to invest upstream compared to systems that intervene later. It detects early skips in medication or activity, alerting professionals to intervene before deterioration occurs, and reducing hospital admissions and improving outcomes. It enables individual involvement and live records sharing among professionals, which helps avoid service duplication, allowing person-centred care. CareConnect+ connects health and social care for a sustainable, holistic solution with greater efficiency, accessibility and collaboration.

Effects on Health and Social Care

CareConnect+ can leverage considerable improvements in outcomes experience across health and social care. These include older people, those with long-term conditions and disabled people, as well as unpaid carers and people who are

socially isolated. Many of these populations encounter barriers to coordinated care and, as a result, experience worse outcomes.

CareConnect+ gives back time for healthcare professionals by enhancing communication and reducing administrative burden. An up-to-date data sharing helps to help make more informed decisions and carry out resource utilisation efficiently. On the patient level, reducing avoidable hospital admissions is one of NHS England's (2024) priorities, and this system directly feeds into that.

Data on CareConnect+ will lead to healthier ageing and less health inequality, contributing to more coherent communities. It is also sustainably improving the NHS and social care systems by preventing deterioration and reducing demand on emergency services.

Engagement of the Public and Interested Parties

Centre: Getting involved by the public and other stakeholders is at the core of CareConnect+. It will be co-produced with service users, carers and professionals throughout its design and implementation. This allows us to ensure accessibility, usability and responsiveness of the platform to real needs.

Public engagement will include community workshops, surveys and pilot programmes to gather feedback to improve it. You will be trained with healthcare professionals through dedicated training sessions, ongoing CPD workshops and consultation. Wider adoption and trust will be enabled by partnerships with local authorities, charities and voluntary organisations

And the advocacy will be in the form of awareness, ambassadors from different communities and working with charities like Age UK. This holistic combination means CareConnect+ is both effective and broadly adopted.

Policies, Services and Professional Links

CareConnect+ is relevant to important pieces of UK legislation and policy. It reflects values enshrined in the Care Act 2014, focusing on wellbeing and integrated care, and enhances compliance with the Equality Act 2010 by ensuring accessibility for all users. It also complies with the Data Protection Act 2018 and UK GDPR, which provides for transparency in the processing of personal data.

The product complements the work of other services, including GP practices, hospitals, social care teams and voluntary organisations. This will enhance collaboration between these services and support integrated care systems (NHS England, 2024).

Conclusion

CareConnect+ is the working example of an innovative solution right now in your country challenge. With the use of technology, community support and a personalised method towards care, it improves access, reduces fragmentation and augments health outcomes. It is not just effective — its emphasis on prevention, collaboration and user involvement makes for a sustainable model. With CarConnect+ in place, we can build an interconnected, efficient and more person-centred care system for the future.

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