

Alexa & ReMe for Formal Care in the Public Sector

Dementia Care & Elderly Care

- 1.25% of the UK is afflicted with dementia and there are 850,000 estimated dementia sufferers in UK in 2012.
- In 2012 283,000 persons were newly diagnosed with dementia in England & Wales. 57% remain undiagnosed.
- 66.5% of sufferers live in the community. There are 7k domiciliary care businesses.
- 33.5% live in 17k care homes at an estimated annual value of more than £8 billion per annum.
- 36% of estimated £18 billion costs of care is borne by families.
- 23.5 million people in UK are aged over 50 and over 70% are serving the care needs of their families.

Learning Disabilities

Whilst not a primary market focus, however our trials with Genesis will include using Alexa in this sector:

- Approx. 905,000 adults aged 18+ (530,000 men and 375,000 women) have a learning disability in the UK.
- An increasing number are living on their own but supported within the community.

Market Value

The total potential market size in our three opening English speaking markets is as follows:

Market Size - Subscription	UK	US	Australia	Total	Revenue Per Sub	Total
Elderly Living Alone	2,000,000	11,300,000	1,500,000	14,800,000	£57.60	£852,480,000
Care Homes	23,000	130,000	3,438	156,438	£1,800	£281,587,500
Family Care (dementia)	532,000	14,900,000	413,106	15,845,106	£57.60	£912,678,106

What does ReMe bring to the standard Alexa?

- Bespoke activities and entertainment, daily self-care management and community engagement tools.
- Family/friends remotely connect with the individual to define and share achievements and experiences.
- An adaptable interface & functionality to match the changing cognitive abilities of the individual.
- A portable profile of care information & routines, developed with NHS, owned by the individual.
- A simple & secure mechanism to invite and remove care organisations' access to an individual's information.
- Integration with some of the UKs largest Care Planning platforms
- A continuous model for recording consent and a user paced transfer of rights to trusted others.
- A graph database storing relationships between personally meaningful content, people, places, events.
- G-Cloud 9 accredited person-centred care system to record and refine a set of preferences.



Our Trial Partner Organisations

The intent is to validate the use of Alexa in each formal care type in the UK. These trials, being held in the largest, most prestigious and high profile care organisations in the country, will achieve this.

GENESIS HOUSING ASSOCIATION

Serves a total of 170,000 residents, the largest provider of shared ownership tenure in the country.

Project contact: Laura.Willans@genesisha.org.uk

Trial sites

- a. Supported living scheme for 18 adults with learning disabilities
- b. Housing scheme for 55 adults

Trial participants

Total of 16 identified adults ranging in age from 19 to 76. All participants are in receipt of care support packages. Half will have an Echo device installed in their own accommodation, half will not.

Both sites will have an Echo device in 2 communal areas for use by all customers.

Trial duration - 14 weeks

<i>Evaluation set up</i>	<i>Pre-pilot</i>	<i>Pilot</i>	<i>Analysis</i>
<i>11.12.17 to 07.01.18</i>	<i>15.01 to 26.01.18</i>	<i>02.02 to 27.04</i>	<i>27.04 to 04.05</i>

Staffing –

Commitment made by Genesis towards trial costs, as follows

Project Manager	0.75 days/week	£3,150
Activities Manager	1.25 days/week	£5,250
Service Coordinator	0.66 days/week	£2,625
Research & Analysis team	4 days	£2,400
Total	44.2 days	£13,425

EXTRACARE CHARITABLE TRUST

Over 3,700 homes in England for over 55s.

Project contact: Michael.Spellman@extracare.org.uk

Trial sites

- a. Retirement village in Midlands with 300 homes
- b. Housing scheme for 90 elderly residents

Trial participants

Total of 32 identified adults ranging in age from 58 to 82.

All participants will be in receipt of specialist support for dementia or mental health issues and enrolled on the Enriched Opportunities Programme under supervision of the Locksmith's team. Participants will be single or living with partner.

Half will have an Echo device installed in their own accommodation, half will not.

Both sites will have an Echo device in 2 communal areas for use by all customers.

Duration - 12 weeks

<i>Evaluation set up</i>	<i>Pre-pilot</i>	<i>Pilot</i>
<i>29.01 to 02.02.18</i>	<i>05.02 to 09.02.18</i>	<i>12.02 to 20.04</i>

Staffing

Commitment made by Extracare towards trial costs

Locksmith team	3 days/week	£11,700
Enriched Opportunities Programme Manager	0.5 days/week	£1,950
Total	42 days	£13,650

Our Costs

Staffing for trial duration

Project manager	4 days/week	£22,400
Trainer		£5,000
Data analysis & reporting	18 days	£7,200
Total		£34,600

Development costs

Development team	94 days	£47,000
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Our Ask of Amazon

Phase1

Architect team analysis & verification	TBD		
Supply Echo devices	4 Echo plus	2 Echo Shows	
	24 Echo dots	2 Echo buttons	
Cover 75% our staffing costs	75% of £34,600		£25,950

Trial Outcomes

Evaluation of this programme will provide a robust and unbiased analysis that can be employed as evidence of impact to the individual's wellbeing and to the care organisation's operation.

Data will gathered ahead of the introduction of ReMe on the Echo devices to provide a baseline. A control group will be established of similar size to the participants living with an echo device installed in their dwelling. Staff have been trained to keep a diary of tasks undertaken which will capture changes in their work patterns.

Measures

- Type of data flow between participants, their family and care staff
- Data flow between participants and commissioning organisations
- Impact on wellbeing and self sufficiency
- Participation in group activities
- Engagement in 1:1 activities
- Patterns of staff tasks. Delivering care, planning, notifying and ferrying participants
- Changes in staff job satisfaction, sick days and staff turn-over

Conclusions

- In depth metrics of how the Alexa device is employed at different times in care provision.
- Identify barriers to introducing this technology into the organisation and domestic setting
- Identify barriers to continued engagement with the device by
- Qualities impacting the system's relevance to the individual and the care setting
- Develop an appropriate communication material
- Develop an appropriate model of consent

Phase 2 trial

A follow up evaluation has been pencilled for commencement in March 2018 with the partner organisations. Based on the interim learnings from the Alexa skills deployment in the initial sites, it will again involve 2 sites for each partner over 3 months, but will encompass all residents of the schemes, with a specific focus on self-management tools that are equally relevant to community care of the elderly and disabled in their own homes. Evaluation of this more ambitious trial will involve two established research organisations; **HACT**, a recognised leader in digital transformation in the Housing sector, will focus on quantifying the return on investment for the service provider and wider local authority whilst the University of **Worcester Dementia Studies Group**, will design methods to quantify impact on the individual's wellbeing and their reliance on medical and social care services.

Others that are currently evaluating their schedule to participate in these trials are **CAREUK**, the UK's largest independent provider of health and social care, **WCS** probably the UK's most tech focused care home group and **ROOFTOP**, a Leading London housing association.

Why support us?

The successful outcome of these trials will enable the next stage of our business strategy, which involves further funding and partnering with key care organisations. We will follow on with trials in community care in the home via our domiciliary care clients and with clients in other care sectors, such as Kingston Hospital.

We plan in July to present an outcomes research paper and ReMe skills for Alexa to the current companies we're working with in the UK and to groups in Australia and the US, as per the table below:

Sector	Clients	Sites	Cared for users	Est. family Echo users	General Data	
DOM CARE	Bluebird care	172	385	963	11 out of 172 franchises	
DAY CARE	Age UK	3	72	180	3 franchises. Partnership being explored regarding a group roll out using Alexa	
HOSPITALS	Kingston Hospital	3 wards	96	240	Leading dementia ward. Evidence based study underway for multiple ward & NHS roll	
	Chelwest Hospital	3 wards	90	225	Early stage trials, will join with Kingston Hospital for trials in February.	
UK	CARE HOMES & VILLAGES	Signature Lifestyle	14	1,200	3,000	13 out of 14 units
		Nightingale Hamm.	3	250	625	1 out of 3 units
		Chelsea Ct. Place	1	24	60	1 out of 1 unit
		CareUK	100	7,000	17,500	Include trials of Alexa with ReMe
		Brighterkind	70	3,700	9,250	1 unit is trialing currently
		WCS	11	250	625	Working to develop new hospital connectivity with WCS and PCS
		Greensleeves	20	1,140	2,850	
		BrendonCare	12	550	1,375	
		Caring Homes	57	2,850	7,125	Will include mental health facilities
		Abbeyfield Care	25	1,500	3,750	Initial start with newly opened sites
		Anchor	105	6,300	15,750	Planned work in association with Kingston Hospital
		Hallmark	18	1,080	2,700	Second round trials planned in February
		Agincare	17	1,020	2,550	
		Extracare	14	2,800	7,000	Trials are for elder care in association with Worcester University
Graham Care	6	360	900	1 home in trial pre-roll out		
HOUSING	Genesis	38	1,900	4,750	Trials are for elder care and learning disabilities and include trials of Alexa	
AUSTRALIA	CARE HOMES	Barossa village	2	120	300	Planned integration with Australian care planning software provider to increase roll out
		Eldercare	13	1,000	2,500	
		Southern Cross	35	7,000	17,500	2 units are in trials
		Helping Hand	12	1,350	3,375	All managed by our Australian Distributor
		LifeCare	12	1,200	3,000	
US	Barrington	Regis	58	3,770	9,425	Proposed roll out in April
		Barrington	32	2,080	5,200	Part of the Arbor group with over 40 care facilities
TOTALS		850	49,087	122,718		

In conclusion, the potential for the roll out of Alexa across this formal care market, with an effective compliment of care support skills, is substantial. We're excited by this opportunity, for since we already have the client base, we believe this can happen fast.