# Home Instead Senior Care

Background

Home Instead Senior Care is a domiciliary care company with 160 franchises. Each Home Instead Senior Care franchise office is independently owned and operated, but together we employ about 6500 staff who work with around 9000 clients delivering around 365,000 hours of support each month.

The National Office provides support to all the franchises delivering a range of services including information technology (IT) and marketing. In addition, each franchise is linked to a Business Performance Manager.

The most recently revealed league table (taken from LaingBuisson's July Care Compliance Monitor report) shows Home Instead in the same number one position that they have held in every survey so far published.

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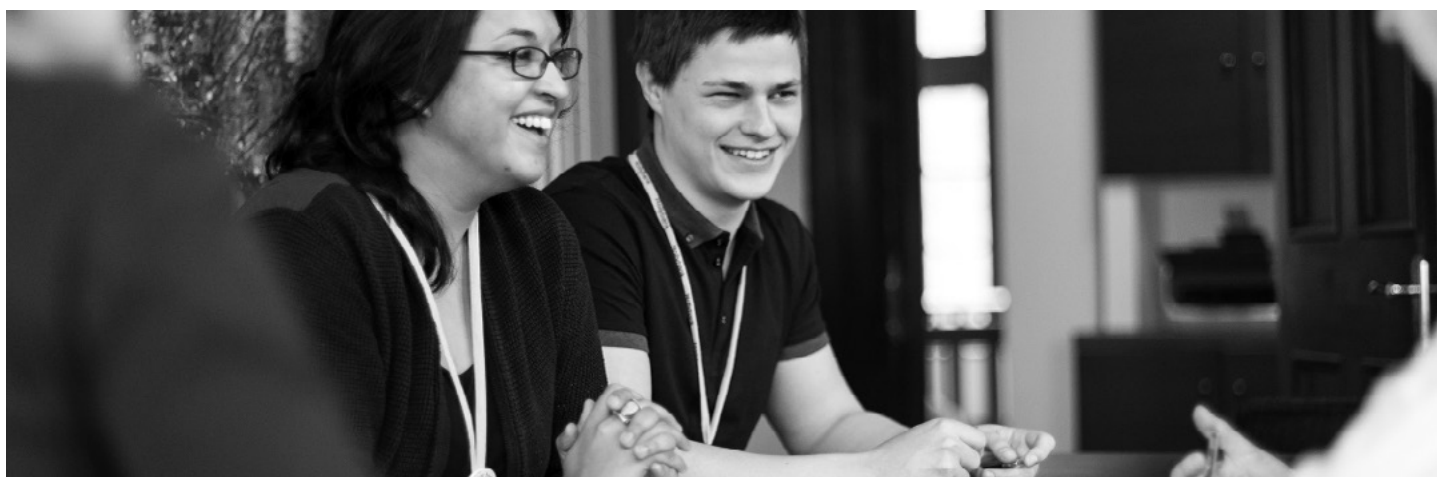
What does the term "informatics" mean to you?

It principally means being able to take information and turn it into action.

What sort of information do you gather and use?

Pursuing Excellence through Advancing Quality (PEAQ)

An independent and confidential annual survey of client and caregiver satisfaction and attitudes. Last year the satisfaction rate was 51% positive which compares extremely well with other large non care service providers.

Monthly database uploads

From the franchise offices, including all reports generated by the system. This includes everything from clients' requirements, business performance, schedules, sources of business and sales activities. We are currently updating the software to provide us with much wider and deeper analysis.

Monthly dashboard

Key statistics consider the financial credits and debits, in addition to staff numbers, hours and costs and client numbers, hours and costs.

Who is responsible for data within your organisation?

The collection of monthly data is the responsibility of the franchise owner but could be delegated to a Care Manager or admin support member of staff. The information is then considered by the 5 Business Performance Managers in the organisation.

The PEAQ is carried out by an external company, Smith & Henderson, who present the data in a variety of bespoke formats.

Tell us about your informatics staff

We do not recruit statisticians who know about social care. We recruit based on attitude and then teach them the skills and knowledge of the business. Our Performance Managers' have different skills sets from different backgrounds and only one of them is from social care.

We train the managers about the social care industry, and in particular, the operation of the domiciliary care business.   Their previous skills, experience and analytical approach offers more to the company than any previous experience in social care. An analytical and questioning mind, together with a desire to improve performance, is the most important.

Ensuring quality and accuracy

The accuracy of data entry is taken very seriously and therefore we need to ensure that staff are trained and supported to do this. The Franchise owners are given a set of instructions on how we collect and input data. Training videos can be accessed via the intranet for reassurance at any time. In addition there is an outward facing IT department to support them in their data entry.
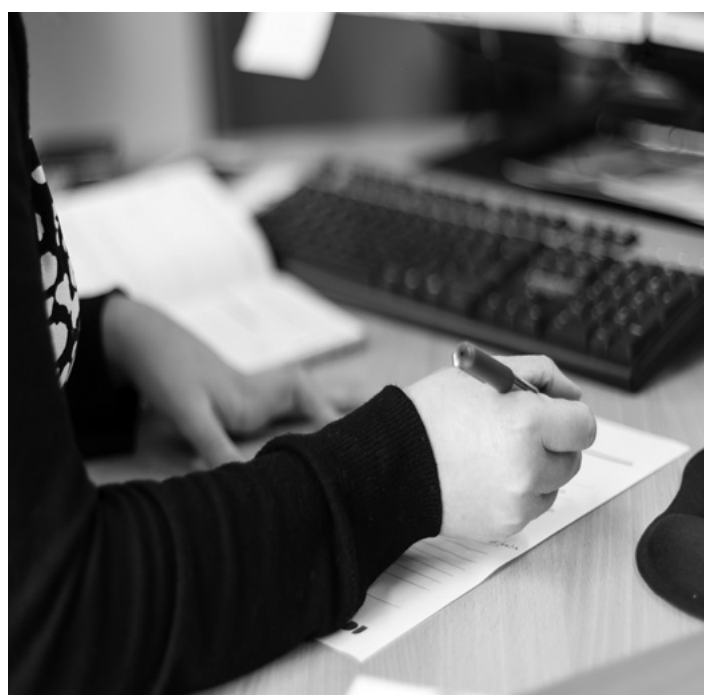
How valuable is the role of information and data to you in any of the following?

Redesigning your service

We use statistical data to inform our plans and to support the franchisees both individually and collectively. The Business Performance Manager conducts an assessment each month with the franchise owner based on the information reported in their monthly data collections. This informs the service and helps change become even more effective.

Redesigning your workforce

Operating an efficient as well as effective business has to be a major motivation for Home Instead. Our data collection has evolved over the last few years so now the company has a much clearer understanding of we are looking for.

Delivering your service

The service operates as a business so needs to make a profit. However, we are clear that if our clients are not satisfied, the company will not be successful. The PEAQ ensures we are able to respond to client's expectations and to build a better service which more closely meets the needs of the people they support.

“ We believe that it is our commitment to providing just what our clients want, that has brought us the award of being the highest rated home care provider for older people ”

How do you think good data collection and analysis adds value to staff, services and ultimately service users and if so, why?

Data collection is not just a counting exercise. It has to be a conversation about what has happened and therefore what the plan is to resolve it.

“ Statistics cannot be seen in isolation. The numbers have to be connected to knowledge. Whether that knowledge is provided by the same person or someone else, without detailed knowledge of the business, they remain simply numbers. ”

The future of informatics in social care

“ We must think outside the box to decide what data to collect, whether the data useful and what does the data actually say ”

I believe that social care needs to collect and use data to dispel some of the myths and to encourage people to drop the preconceptions around the business. We need to ask; 'What is really happening here?' 'Is it working?' 'Why is it happening?' 'Can we do it differently?' to lead an effective and efficient successful company.

The health service model of informatics is probably not totally transferrable to the Social Care Sector because the sector is made up of 35,000 individual businesses that don't share a common language, ways of working, paperwork, standardised processes or common business models.

Business information, management, and financial viability are frequently overlooked and yet they are fundamental to the quality of service delivery and outcome. It is no coincidence that we are rated by Laing and Buisson as the No 1 quality provider of home care for the elderly.

What's the next steps for Home Instead?

Improving the technology will help us do the new things we want in terms of informatics. This will help us to compare and contrast electronically rather than mechanically. We will ask the system a question and it will give us the answer - the new system will answer questions much more quickly.

Skills for Care Recommends

Informatics
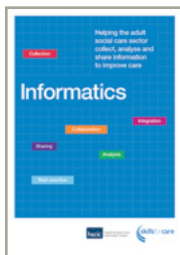
Our leaflet explains all about the project and how data and information can be used to improve services in social care.

www.skillsforcare.org.uk/informatics

Care Act Implementation

A leaflet explaining the implications for employers as a result of the Care Act and how it drives services to deliver good information.

www.skillsforcare.org.uk/informatics

Open access dashboards

Available to anyone across the sector, these screens give you access to a wealth of anonymised data from across the sector.

www.nmds-sc-online.org.uk/reportengine/dashboard.aspx

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