

Care Beyond 2020



FUTURE
FOUNDATION

Scope

An elderly woman with short, light-colored hair is seated at a desk, focused on a laptop. She is wearing a light-colored, long-sleeved top. Her hands are positioned on the keyboard. The laptop is open, and the screen is visible. The background is softly blurred, suggesting an indoor setting with large windows. The entire image is overlaid with a semi-transparent green filter.

Demography is changing....

**By 2020 there will be 2m
more people aged 65+**

Care 2020+

Some working assumptions

- ▶ Most care users will have to fund some, or all, of their own care.
- ▶ Our increasingly **ageless society**, will be reluctant to think about the personal impact of ageing and disability.
- ▶ Public misconceptions about responsibilities of state and citizen will inhibit advance planning for care needs

Care 2020+

Some working assumptions

- ▶ More families will need to balance work with informal caring, with knock on effects for employers and Government
- ▶ The cost of care will fuel the need for more community-based voluntary support and low cost care.
- ▶ The formal care workforce will need to expand to meet rising demand.

Drivers of change beyond 2020



Changing demand

Demand for **bespoke**, more consumer focused, care will grow

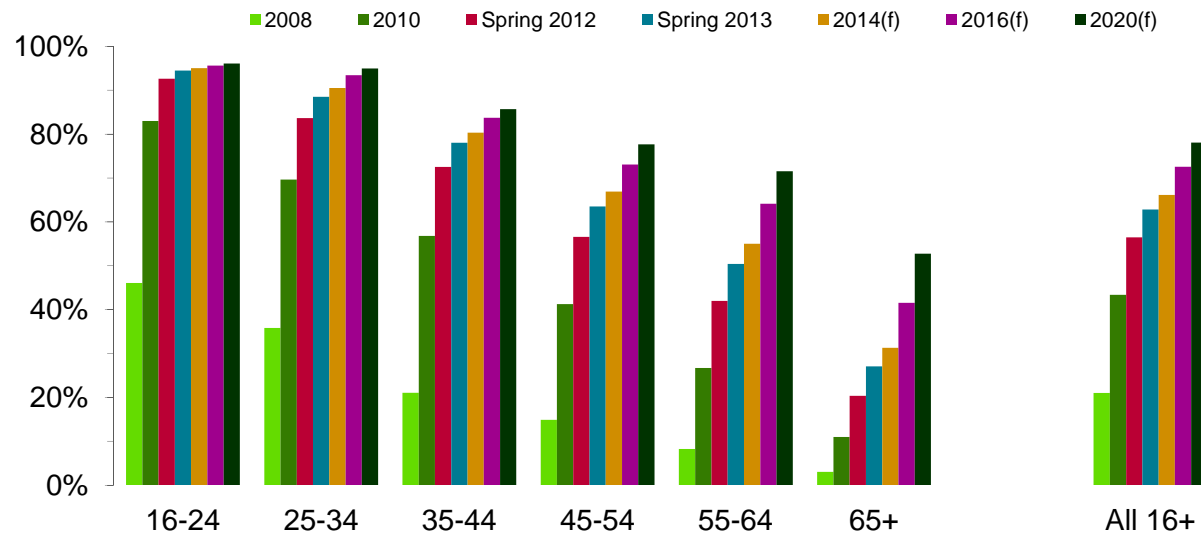
Luxury care options will emerge



The high cost of care will drive low cost, **frugal innovation**

The connected care user

Social media usage growing rapidly amongst over 65s



Quantified self-health

Older people are interested in devices that monitor blood pressure, cholesterol and heart rate

TICTRAC



Scope

Frugal care



'Do It Yourself' approaches to care will take care users outside the regulated care sphere

Independent mobility



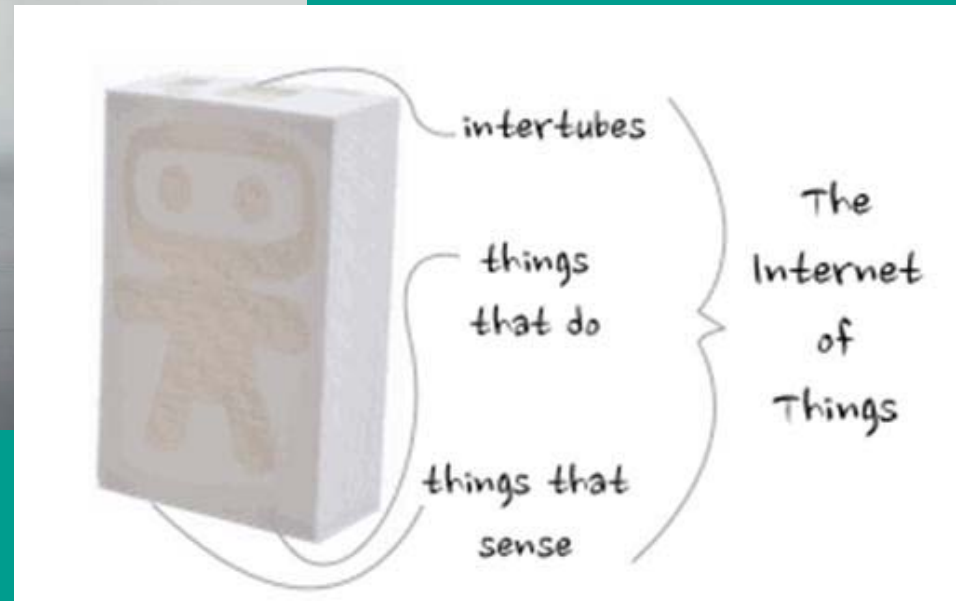
“You can count on one hand the number of years before ‘ordinary people’ will be driving autonomous vehicles.”

Google co-founder,
Sergey Brin, 2012

A glimpse of the future?



Super smart homes



Robot Care



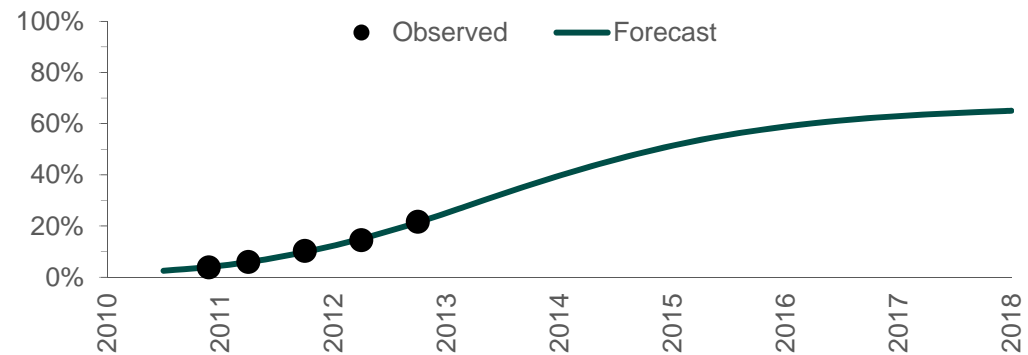
Digital (micro?) care workers



Outsource any task, any time



UK Tablet PC ownership



Caring communities



Runners



Good Gym runners are anyone who wants to get fit. We help them get fit by giving them a good reason to run and keeping them motivated.

Good Gym runners run at least once per week.



Coaches



Though we target the most lonely, anyone over 65 can be a Good Gym coach.

Coaches motivate people to run by providing a destination and share their wisdom with runners.

"It cheers her up no end, I'm definitely seen an improvement. She really looks forward to seeing him."

-Linda, relative of Good Gym Coach

"I feel I'm really making a difference to her life. I see her face light up when I walk in, which is lovely" - Ben, Runner

Care tourism





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To futureproof care beyond 2020 how can we...?

Harness the potential of new digital technologies and community contributions to care.

Provide clarity on the personal costs of care, and support citizens to plan ahead for future care needs.

Support future families to balance work with caring for older and younger family members simultaneously.