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Dedicated Home Care Ltd





Business Overview

ESTABLISHED: 2016

LOCATION: London, UK

LISTING: Unlisted

TYPE OF COMPANY: For profit

BUSINESS AREA:

Specialised Residential Care Homes;
Supported Living;
Environmental Sustainability

COMPANY WEBSITE:

www.dedicatedhomecare.org

BUSINESS OVERVIEW

Dedicated Home Care Ltd (DHC) is a high-quality homecare provider with a focus on the issues faced by elderly people who wish to remain in their own homes and be able to enjoy an independent life as much as possible. Demand in this area has been growing for a number of years, increasing the pressure on already overstretched social and healthcare services in the UK.

DHC is led by a board comprising the three founders, who have relevant experience in the provision of care, property maintenance and financial products. The team will be reinforced with other appropriate appointments as required. DHC is currently in its developmental stage with a pilot launching during H1 2017. The company will provide a blend of services, and the core activities will include:

- Personal care for elderly people
- Maintenance of the dwelling
- Local area care managers who will directly coordinate all services
- A 24/7 call centre staffed by care professionals and based in the UK
- Access to funding for those who are asset rich and cash poor

The company uses technology as an integral part of the management and communication structure.

SOCIAL MISSION

In many cases, modern families no longer live in close proximity to each other, and those that do may also have time constraints of other family members, employment or mobility issues. This can make the management of care for a relative an extensive burden which can affect the relationship between relatives. This results in functional care or maintenance taking precedence over spending time with loved ones.

To address this DHC is committed to providing a responsible and reliable service to improve the quality, health and enjoyment of peoples' lives and the quality of the environment in which they live. This will benefit the individual, their friends, relatives and the community by reducing the burden on Local Authority services. DHC aims to create a positive social impact through achieving the following objectives:

- Improve the care of the elderly
- Enable the elderly to remain in their homes for longer
- Improve clinical outcomes for the elderly
- Provide reassurance concerning care to relatives through regular communication
- Reduce the burden upon Local Authority services
- Maintain and improve the quality of housing stock.

WHO BENEFITS?

ELDERLY PEOPLE: Through client controlled improved service provision. This allows them to lead more independent lives and to remain in their homes for longer. It also helps them to better manage their medication routines.

RELATIVES AND FRIENDS OF CLIENTS: Improved care of the client with better communication. Taking care of maintenance work in clients' homes gives more relatives and friends more quality time with the client.

THE NHS: DHC staff can improve communications between clients and Primary Care Services. Should a client need treatment this can be communicated whereas otherwise this may go unreported.

LOCAL AUTHORITIES: Indirectly receive benefits, by combating the deterioration of health and housing maintenance which can otherwise result in an increased burden.

HOUSING STOCK: Providing routine maintenance of housing stock is important in preventing depreciation in value.

Commercial and Financial Summary

BUSINESS PLAN TIMELINE

DHC intends to initially launch the service in the South East of England. The demographics show that this is where the largest number of potential clients are likely to reside. As a growth company DHC is concentrating resources and personnel on a smaller geographical area to prove and refine the business and service model. This will enable a controlled expansion through the use of retained profits and the support of funding and care providers.

PHASE 1: The start-up to pre-launch phase was concluded during 2016, including setting up the operational structure. In addition, contract agreements and service costings have been put in place for: Care Services; Household Services, Finance Processes; Marketing; Recruitment

PHASE 2: The South East pilot product launch is planned for for early 2017, which will enable the company to develop and refine its core activities including: Marketing; Staff Training; Customer Liaison and Sales; Administration; CRM Systems.

PHASE 3: The company plans a national roll-out in Year 3, when it will be in a position to scale up the operation.

FINANCIAL PERFORMANCE

Financials are yet to be reported.

Impact Assessment Matrix

ECONOMIC IMPACT

| | MEASUREMENT | REPORTED DATA |
|------------------------|---|----------------|
| Health System | Number of annual visits to the GP per 100 clients set against National average based upon age | To be reported |
| | Quantum and cost of medication against National average based upon age | To be reported |
| | Number of calls to Emergency care services set against the National average based upon age | To be reported |
| Local Authority | Number of DHC clients multiplied by average LA care cost | To be reported |
| | Delay in average age entering LA care home against National average multiplied by annual cost | To be reported |
| Housing Stock | Increase in value of assets passing to beneficiaries | To be reported |

SOCIAL IMPACT

| | MEASUREMENT | REPORTED DATA |
|--|---|----------------|
| End User | Annual Satisfaction survey on a scale of 0 to 10 | To be reported |
| | Number of complaints per 100 clients | To be reported |
| | Time remaining in own home against National averages based on age of leaving | To be reported |
| | Number of annual visits to the GP per 100 clients set against National average based upon age | To be reported |
| Relatives and Friends of Client | Measurable onset and progression of dementia | To be reported |
| | Annual satisfaction survey on a scale of 0 to 10 | To be reported |
| | Estimated reduction in time supporting elderly relative with routine tasks | To be reported |

ENVIRONMENTAL IMPACT

| | MEASUREMENT | REPORTED DATA |
|----------------------|---------------|---------------|
| None reported | None reported | None reported |

GOVERNANCE

| | MEASUREMENT | REPORTED DATA |
|-------------------|--------------------------------|---------------|
| Governance | No. of Non-Executive Directors | 2 out of 4 |

MUST READ

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