

# Mi<sup>®</sup> technology enabled people



I do it



way

# Mi Background

**Ageing populations and the rise in chronic diseases are major societal challenges for the UK, Europe and beyond. The growing number and proportion of older people are likely to increase the incidence of chronic diseases and place considerable financial and capacity pressures on health and social care services and the wider economy. In Liverpool City Region, these challenges are exacerbated by health and well-being indicators, that despite some notable improvements in recent years, remain worse than national averages.**

Liverpool has been widely recognised, nationally and internationally, as being in the vanguard of developing, implementing and testing policy and practical solutions to these key challenges. This profile is built upon the More Independent (Mi) initiative, led by Liverpool Clinical Commissioning Group (LCCG), that is developing and deploying innovative technologies and integrated services to boost self-care and enable people to live independently for longer. In so doing, LCCG and Mi aim to reduce financial and capacity pressures on expensive secondary care, enhance the efficiency and effectiveness of health and social care provision, improve people's health and well-being and garner the economic development potential of strengthened knowledge and innovative solutions that can promote a healthy and active population.

Mi is one of four *dallas* (delivering assisted living lifestyles at scale) programmes that, following an extensive competitive process that culminated in 2012, received financial backing, from the UK Government's Innovate UK (formerly the Technology Strategy Board). The *dallas* programme has the overarching aim of transforming the lives of people by developing and using innovative technology products, systems and services to improve well-being and increase independence. Reflecting the Innovate UK's economic brief to boost the United Kingdom's (UK) economy through technological innovation, its focus includes positioning the UK as a global leader in care and health technology.

Mi brings together a diverse range of partners<sup>1</sup> and sub-contractors<sup>2</sup> committed to spearheading work, which will increase demand for technology that supports improved health and wellbeing in Liverpool.

Mi approached the challenge of achieving transformation (within health and social care) not from a technological perspective but from a people perspective. Our starting point has not been "the technology doesn't exist or work" – we believe it does but rather that over last 50 years, the Welfare State has become very good at taking responsibility and looking after us. We have moved from a position where the welfare state acts simply as a safety net, to one where there is an expectation that the state is responsible for every aspect of health.

This situation contributes to very "traditional" views of what citizens expect when they become vulnerable (social worker/care home/home care/day centre) or ill (hospital/doctor).

Mi partners initial proposition to Innovate UK was that to achieve scale in rolling out care and health technology, this position and expectations must be changed. Mi has therefore set about engaging citizens to promote the idea that we all have a:

- part to play in disease and condition management, health improvement and care.
- choice in what happens to them when they become ill/vulnerable.

AND that technology has a role to play in care and health provision.

<sup>1</sup> Liverpool (NHS) CCG and Community Health, social housing provider, Riverside, Liverpool based charity, PSS, Hft, a national charity supporting people with learning disabilities, and technology partners Philips, Tunstall and Informatics Merseyside.

<sup>2</sup>Including Liverpool City Council, Merseytravel, National Museums Liverpool, Local Solutions, Liverpool & Everton FCs, Shropshire CC.

# Mi Aims

From this starting point, Mi aims to:

- increase levels of self-care, well-being and independence of Liverpool citizens;
- develop a consumer health and social care market for technology to support healthy and independent living;
- increase individual and community demand for better health and well-being;
- stimulate innovation for self-care, well-being and independent living through new technologies and services;
- raise awareness and improve knowledge, confidence and use of life enhancing technologies amongst citizens and health and social practitioners;
- disseminate good practice and lessons learned locally, nationally and at European level.

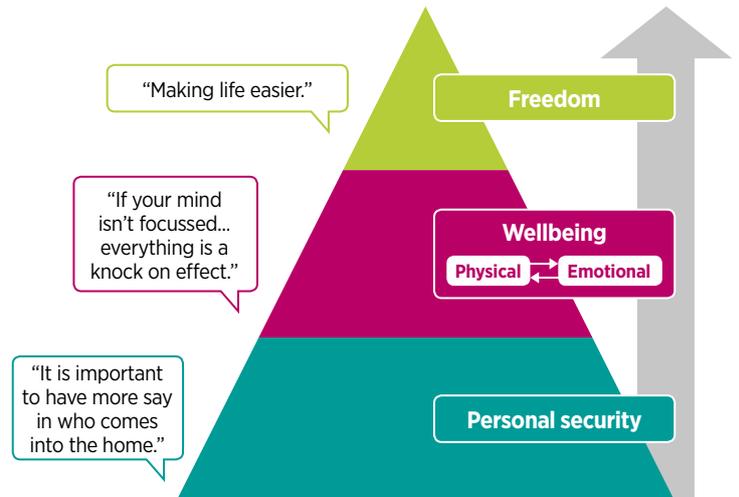
Mi aims to increase population demand for better health and consumer demand for care and health technology.

Mi partners believe that individual demand for good health and consumer demand for technology to support well-being will drive the transformation of health and care (and help remove any organisational/cultural inhibitors).

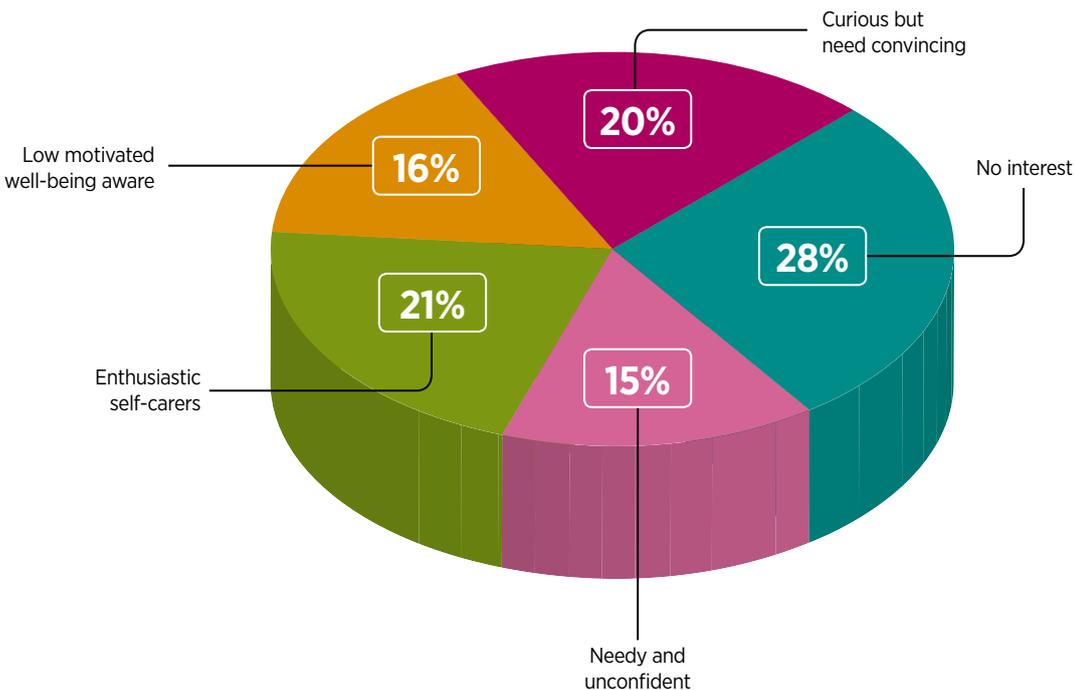
So although Mi is working across a spectrum of need we believe that real change will only occur at scale if we change the mindset of those citizens not in receipt of care and health services i.e. when they are able and in control.

Partners, through the Innovate UK procurement process, highlighted a fundamental challenge to reaching technology enabled care service scale, a challenge that has since been evidenced by Mi insight activity, developed by Public Health Liverpool, As a general rule, people do not prioritise health, usually because they have more pressing things in life that they need or want to care about. These may be issues relating to debt, poor housing, caring responsibilities or it may be things that interest them - culture, art, sport, shopping etc. The key qualitative findings showed:

- A hierarchy of needs (see diagram) where the appeal of Health Technology (Telehealth) and Care Technology (Telecare) depends on meeting needs that are a priority for potential users.
- Citizens seek reassurance that interventions are simple - the word 'technology' often generates fear.
- Where interaction with health and care professionals involves complex needs, delivery must be face-to-face and tailored.
- People desire a holistic approach to adopting Care and Health Technology that involves the person, their family and practitioners.
- Delays between referral and delivery can result in a loss of momentum and citizen appetite for interventions.



Following the qualitative insight a quantitative study followed and bespoke segmentation built of the population combining the DoH's Healthy Foundations segmentation model:



# Mi Engagement & Marketing Strategy

Led by Public Health Liverpool, Mi marketing strategy has been developed using the insight to shape and develop the campaign.

## Campaign Messages

Insight identified motivators and barriers to using Mi technology. For some people, fear of using technology is a deterrent to adoption. Mi addresses these concerns by focusing on the positive benefits that technology can bring such as increased independence, peace of mind and confidence. Mi has also developed a range of stories about local people who overcame their initial concerns by experiencing the benefits technology can bring.

Another key issue highlighted by the insight is citizen concern about cost of technology. To provide choice, Mi now offers and clearly communicates the options to hire, buy or get products on prescription from a GP or through Social Services.

## Health and Care Practitioners

Another important audience that was covered in the insight was health, care and community practitioners who play a vital role in communicating and promoting Mi technology. Mi has developed a “pack” to engage this vital stakeholder group and is working hard to align it to the technology supported self-care agenda. This pack includes both product information and patient stories.

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## Case stories

Developing stories of local people who benefit from Mi has been integral to the campaign, adding credibility and bringing the campaign to life. Stories include Tony who is blind and epileptic and who was living with family and is now able to live independently at home with the help of Mi

technology including a talking watch, talking microwave and easy to use mobile phone. There is also Frank, Mi champion who organises a walking group for residents in his community. You can read more about these stories later in the report.

## I do it Mi Way - An evolving campaign

This takes the message of empowerment and enablement one step further and is all about what Mi can do to help people better self care. The relaunch is marked with a flash mob that uses local people from all ages including those over 60 dancing to a range of songs across the decades, starting and ending with Frank Sinatras My Way.

## Campaign Results

Campaign results to date include over a three month period, 20,000 hits of the Mi website, a substantial increase in previous months. Also, following a radio campaign an increase in calls to the Mi helpline with people wanting to gain more information and buy products.

## Mi Federated Membership

Driven by a commitment to build upon things that are already working in the City, Mi is engaging with citizens about self-care and technology through communications issued by partners and wider stakeholders. There are nearly 70,000 Mi members receiving information about our offer via, for instance Everton and Liverpool Football clubs, Riverside housing, Healthwatch Liverpool, National; Museums Liverpool etc.

**NHS**  
Liverpool  
Clinical Commissioning Group

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# Mi Headlines & People Stories

## Mi Technology

Liverpool CCG knows that there are already many great technology solutions and that the key challenge is enabling citizen access to the equipment and information about it. The market is currently primarily wholesale (between suppliers and public sector buyers). As a result, life enhancing technologies (LETs):

- are not consumer driven.
- stand out as technology for the vulnerable.
- develop slowly – People can find it hard to adapt to them.
- stand alone, are proprietary and NOT interoperable.

Mi is working to scale the level of technology enabled care services by:

- Improving consumer access to products inc. high street (rather than specialist) shops and smart houses; both real and virtual.
- increasing private funding of technology – family, friends, insurance etc.
- shifting to a revenue rather than capital funding model.

We believe that these moves are also likely to result in increased technological innovation that is driven by citizen consumer expectation. As a result of this thinking, Mi definition of “technology” is extremely broad and covers any piece of technology or equipment that:

- makes life easier.
- gives people a piece of mind to the person and their family.
- increases independence and confidence.
- reduces isolation and loneliness.

NOT just technology for those people perceived to be vulnerable, infirm, unhealthy and/or in need of care or health services.

So far, over 30,000 people have viewed the assistive technology in the Mi Smarthouse.

## Technology is a lifeline for Win

75-year-old grandmother Win Cumine suffers from arthritis, which limits her mobility and left both her and her family worried about what would happen if she were to have a fall. This all changed with the help of care technology and now she is able to live more independently and confidently in her own home.

Win, uses an intercom helpline system that connects her to a helpline. This button is housed on a wristband that she wears in her bungalow which, when pressed, connects a friendly voice that's ready to help

She says: “It’s made a huge difference. My family and I were concerned what might happen if something went wrong and ended up stuck at home with no way of calling for help. But now I know that all I need to do is press the button on my wristband and help will be there, 24 hours a day. It’s given me tremendous peace of mind. I don’t need to feel isolated and worried anymore because of the helpline.”



“Just because you’re getting older or have a health problem, you don’t have to give up, or feel isolated or trapped in your own home. The technology is there for to use, I’ve recommended it to lots of my friends! It’s also so easy to use; nothing complicated, just peace of mind.”

See Win’s film here

<http://www.moreindependent.co.uk/news/3647/>

## Tony's brighter future with Mi

61-year-old former painter and decorator Tony Coulter's life changed completely when he was diagnosed with a brain tumour at just 48. A series of operations then left Tony totally blind and epileptic. Care technology has allowed him to regain his independence and live by himself, whereas previously he was heavily reliant on his sister.

Tony now lives in a Riverside independent living housing community, where he is supported by care technology made available through Mi. He uses technology to improve his quality of life. This includes a talking microwave, a talking computer and a talking watch that tells him the time. He also has special device that detects if he suffers a fall, a Lifeline pendant around his neck that he can press for help, and sensors in his bed that raise an alarm if he suffers a fit.

Tony says: "I can't say that life isn't a challenge, but the technology has helped a lot – it gives you reassurance and peace of mind that someone is always looking out for you."



"The last straw would be losing my independence. I have a supportive family but don't want to rely on them all the time. The technology has allowed me to stay in my own home, living alone, and being as independent as I can possibly be."

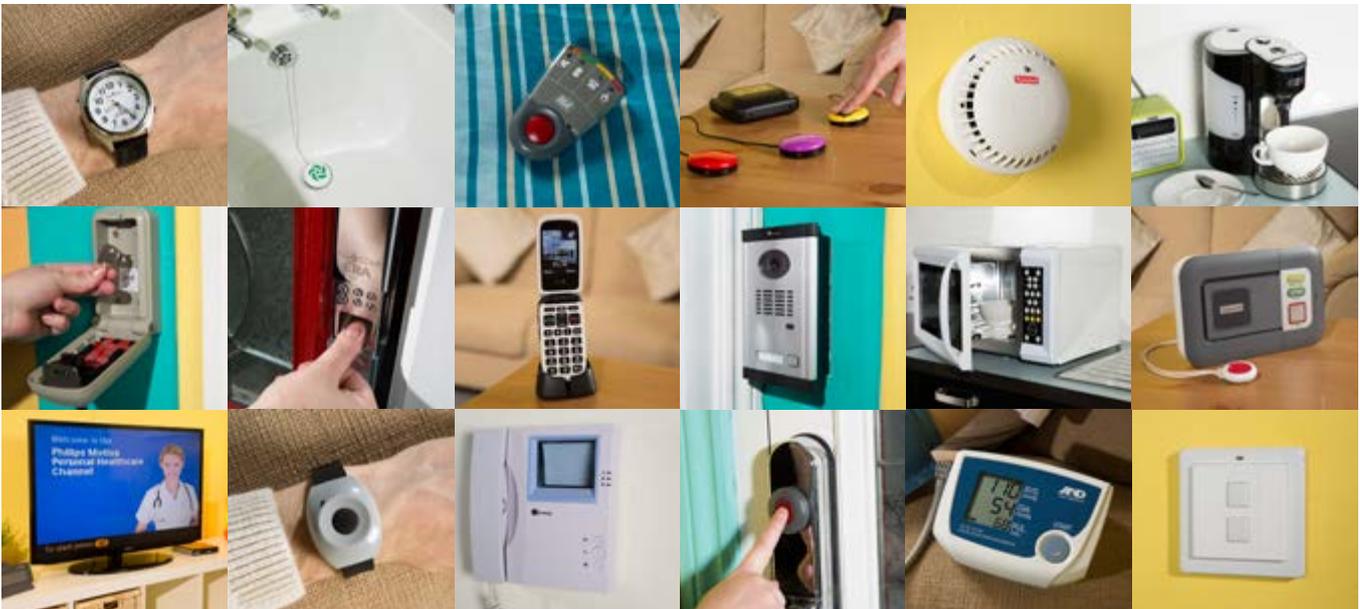
**Find out more about Tony's story**

<http://www.moreindependent.co.uk/successes/tonys-story/>

# Mi Care and Health Technology (Telecare and Telehealth)

For people with a care and health need, Mi partners are supporting people with long term conditions with health technology and supporting GPs to prescribe:

- 40 units per week of Philips Motiva health technology.
- Simple health technology (Flo) for people with or at risk of hypertension
- Care technology including community alarms and falls package for people at risk



Mi technology is being showcased across the City from the impressive Museum of Liverpool that holds the Mi Smarthouse; a mock up house equipped with technology. Mi partners are striving to ensure technology is central to citizen thinking about care and health provision.

Partners drive to increase retail sales of technology has positioned Liverpool as a European thought leader in this area.

Practically, Liverpool CCG is working with an SME to develop a citizen facing, online “Which” guide to technology.



## Dave breathes easier with Health Technology

Dave Haslam's life changed when he was diagnosed with COPD. This left him tired, breathless and constantly coughing, he was also very worried and didn't really understand what was happening to him.

The 67year old grandad was referred to have Health Technology installed in his home and he says it has made the world of difference. The gadget works with existing technology to send key health information through to team of health professionals who monitor his condition. This has saved Dave time, energy and trips to the hospital, as well as giving him peace of mind for him and his family.

The technology has really improved his understanding and helped him come to terms with his condition. He's delighted with how effective and easy to use it is: "It really couldn't be simpler to use, nobody should be put off by the fact that it uses technology, it really is easy to understand. It really works - it's brilliant!"

Dave has spent far less time in hospital (he estimates by about 60%) and says: "Knowing that someone who really knows what they are doing is keeping an eye on me.



"I've only been in hospital twice this year, which is a huge improvement. It's made a huge difference to our lives, and I would recommend it to anyone."

**Find out more about David's story**

<http://www.moreindependent.co.uk/news/david-feels-more-independent-with-health-technology/>

## The Liverpool Community Health Hub

The Hub is a team of experienced nurses monitoring patients and their condition with health technology. The patient enters their weight, blood pressure or other vital signs into the health technology, it is automatically reviewed by a computer system, which highlights any potentially problematic results. The nurses examine the readings alongside other medical data and make a well-informed decision about action required, whether it's giving the patient a call, talking to their GP or contacting their community matron. This helps prevent problems before they start and significantly reduces the risk of hospital admission.

Catherine Gillespie, a nurse at the Hub says: "Reassurance is one of the biggest benefits of health technology for patients, just knowing that there's somebody keeping an eye on them and ready to help if they need it can be a great comfort. It's also great at helping patients learn more about their condition and become more capable of looking after themselves, which can really help to ease the strain on carers. And what's great is that you don't need a computer, you don't need to have broadband and you don't even need a TV!"

# Mi Innovation and Development

Working with academic and industry partners, LCCG is creating an environment in the City region that is stimulating care and health technology innovation. Two examples that are being prepared for market are:

- nanochips, that are small enough to be sewn into clothing and can monitor blood oxygen levels, heart rate and temperature. These sensors don't require batteries as they are powered by microwave radiation in the atmosphere (or WiFi).
- advanced ambient motion detectors that know not only where a person is but if they are standing, sitting or lying on the floor. A solution that will change how support is deployed to those that need it, and put an end to body worn pendants and push buttons.

Mi is investing in the creation of a 'Person-Held Record' (PHR) Platform to enable data sharing and integration between the statutory sector, the citizen, their circle of care, plus third-party Apps and organisations.

The underlying principle of the PHR is that the citizen's personal data is owned by them, and their consent must be obtained before any sharing of their data can take place.

The Mi approach is unique in that we do not wish to create a closed system, but view this as a market place which offers:

- functionality to encourage development of the next generation of third-party health and wellbeing Apps, where data and events can be easily shared with other Apps, people or organisations – according to the citizen's wishes
- a choice of third-party Apps for citizens to access their data (not designed by the NHS)

- the ability for citizens to use an existing social identity, rather than create a separate one
- a secure, encrypted mechanism for data exchange with NHS N3 systems and integration with remote staff
- secure storage of personal data, plus built-in integration with a range of health devices
- a referral mechanism, so that Apps can be recommended by service providers and easily picked up by the citizen.

As part of this development, Mi is hoping to pilot new identity authentication mechanisms to link social identities to an NHS identity, so that the right clinical information can be confidently shared with the citizen. Linked to this, Mi expects to develop a Trust Framework for sharing data with the citizen that will help to crystallise national IG guidance.

# Mi Digital Inclusion

LCCG recognises that technology enabled services will only achieve scale if citizens and communities are digitally included. Mi partners Liverpool Vision and unionlearn, the learning and skills arm of the TUC, are delivering this element of Liverpool dallas programme.

There are 56 Mi digital “hubs” operating from community venues and workplaces across the City. The hubs offer facilities and support to online access. The hub model is very flexible and includes;

- static hubs in community centres, offering online access through desk top computers
- “pop up” hubs in community facilities with wi-fi enabled devices e.g. tablets
- mobile hubs, moving around community facilities using laptops and tablets.

This approach enables wide and deep reach – situated in places that people like and need to go.

So far, 270 Digital Champions have been trained in the community to operate the hubs, and they have coached over 2000 people to get online.

## Mi Digital Champion

Tara Jussa is a project co-ordinator with Granby Toxteth Development Trust and she helps to train Digital Champions.

Tara explains: “A Digital Champion’s role is about encouraging people to get online and show them that it’s not as scary as they think it is. It’s about building bridges with people who are terrified of computers and helping them get to grips with other elements of digital technology too.”

They do this in a number of ways from taster sessions to lessons in community centres. There are loads of other ways to help people of all ages get to grips with technology, whether it’s to try and get a job or improve their social life, both of which can really help improve their health and wellbeing.

# Mi Economy

LCCG is looking specifically for new and novel approaches to address care and health challenges and has over the last 16 months created a unique opportunity in the Liverpool city region for economic growth and development, exploiting links to:

- other innovation hubs that specialise in health and social care sectors research, development and innovation, with
- existing local wealth of technology expertise in the internet, mobile applications and gaming arenas.

Partners recognise that if this activity begins to positively impact the local economy and the economic activity of citizens and communities; this will influence positively their physical and mental wellbeing.

As a result of LCCG activity, care and health is now firmly established as a key foundation of City region innovation and growth. Partnering economic regeneration partners, Mi is now working to:

- ensure that opportunities presenting in relation to a technology supported care and health sector are identified.
- accelerate economic growth, at scale, through this opportunity.
- build upon the synergy that exists with Liverpool's existing industry.

By building the correct relationships between local SMEs, City-region academic institutions, care, health and community organisations and large technology companies, LCCG believes innovation across the care and health sector will accelerate. Engagement with leading edge European partners will add considerable value to this process and, potentially, open up new markets for existing and start-up companies in the city-region. This activity will:

- enable the city region to maximise competitiveness internationally in eHealth markets through market development, capacity building, and facilitating market re-structuring where required.
- facilitate cross sector knowledge collaboration locally.
- create engagement opportunities at the level of citizen, neighbourhood, city and global market.

# Mi Community

**Liverpool is asset rich and Mi partners are committed to taking an approach, which builds upon those assets to achieve its aims.**

Mi is engaging with citizens and communities through the things they need and like to do. To communicate messages at scale, Mi has taken a “federated” approach, working for instance, with Liverpool and Everton FCs, National Museums Liverpool, Merseytravel and registered (housing) providers to piggy back upon current successful engagement of 1,000s of local people.

To engage with those people that are harder to reach, generally people who are less economically active, Mi is building upon existing volunteer assets to develop an army of Champions able to:

- raise the profile of community activity, resources and assets.
- encourage people to get involved to build local assets and resilience.
- provide information, advice and signposting about things that are happening in the City.

Champion activity is community driven and covers a range of areas e.g. education, learning, employment and training, housing and health. Mi messages about wellbeing, life planning and technology are being taken out to the community by Champions.

## **Championing health and wellbeing**

One of these fantastic people is Frank Ford, an Mi Champion who’s been helping the people of his local community for over 5 years now, during which he’s set up a local walking club to help people socialise, get out and about, and improve their fitness.

Frank says that the health and fitness of the members of his group has improved thanks, in part, to his work: “Lots of my members can now walk a lot faster and are a lot fitter than when they first joined.” And with his members ranging from an 87 year old walking enthusiast to a 6 year old bundle of energy, age represents no barrier to anyone getting out there and getting involved.

All sorts of people can benefit from the work of an Mi Champion, but what does the champion actually get out of it themselves? Frank was keen to express that being a champion “gives people the possibility of improving their employment through all the courses you can take. And I’ve seen many people go on to get jobs through it. There’s loads of free courses in health and safety, food safety, first aid and more, which is great if you’re looking to improve your CV and find a job. But as I’m retired I mainly just enjoy getting out of the house, meeting new people and having a bit of a chinwag!”

In recognition of the innovative technological and social solutions LCCG is developing to enhance health and social care, Liverpool City Region, has been awarded 2 Star Reference Site status by the European Commission's first Innovation Partnership, on Active and Healthy Ageing. Neelie Kroes, the European Commissioner for the Digital Agenda, said

“Everyone wants to be independent as they age, and everyone in Europe should have an equal chance at that. By rewarding the most successful ideas we can spread them and give every older person that opportunity.”