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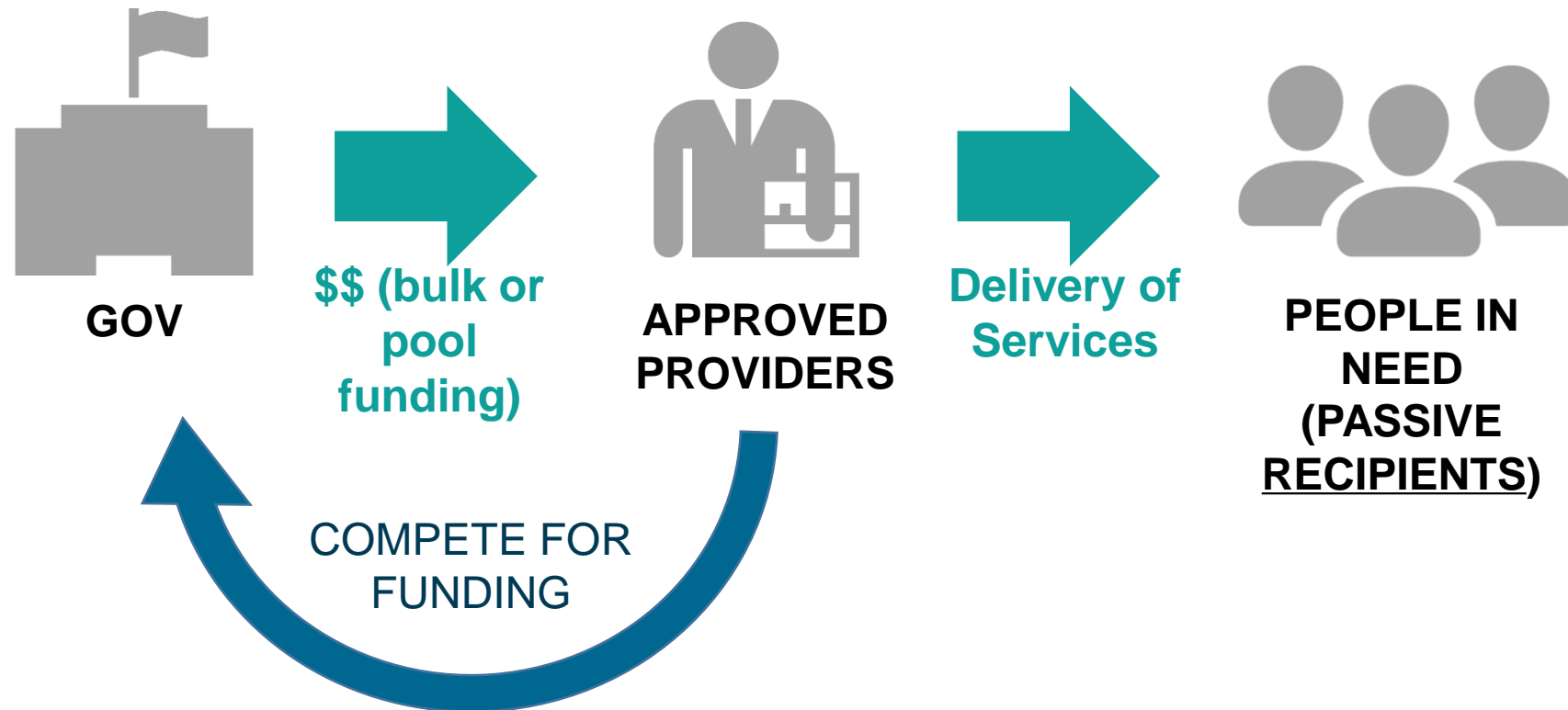
# Technology innovation in aged care

PETER SCUTT  
Founder, Better Caring

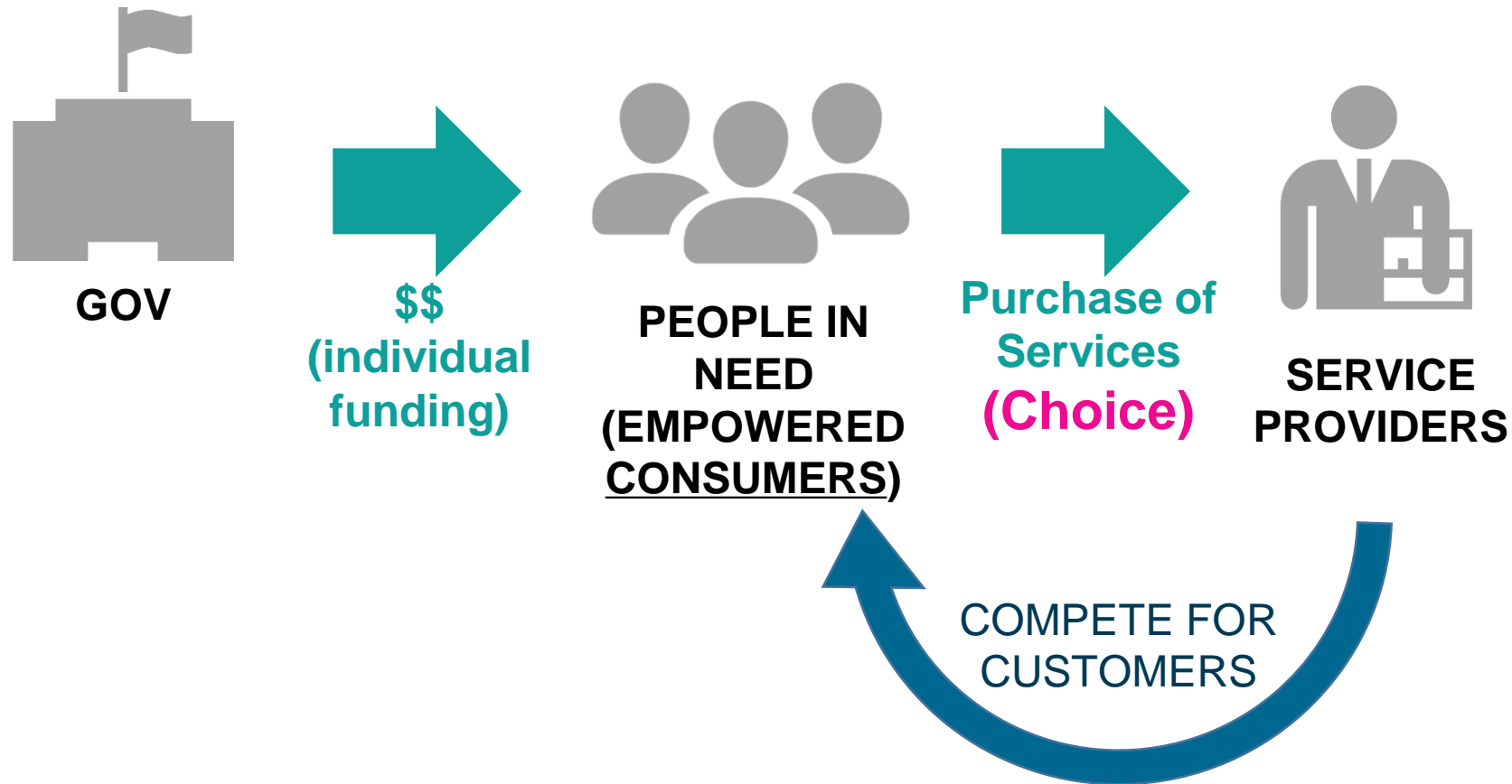
# Aged care is undergoing rapid, fundamental change

- Changing attitudes, behaviour and expectations – for both consumers and workers
- People want to have choice and control over their care and their life – age actively and well
- Regulatory and funding changes - creating an empowered consumer-led market – **“the market of one”**
- Presents challenges and opportunity
- Technology and workforce innovation is a necessary response

# Old model – Providers in control



# New model – Consumers in control



# Choice

**We like having choices because it  
makes us feel in control**

**Choice in itself is valued**

# Giving consumers a **real choice**, not your choice

## Hobson's Choice

Not a real choice at all – take or leave it

## Henry Ford and the Model T

"You may pick any colour, so long as it is black"



# Real Choice has to be:

PERSON-  
CENTRED

INFORMED

DIVERSE

EASY TO  
IMPLEMENT

POSITIVE  
APPROACH  
TO RISK

# Quality

- **It's QUALITY OF LIFE that's important**
- Quality of services and cost of services impact Quality of Life
- Quality as judged by the consumer – shift from old model where quality was regulated,
- Attitudes, motivations and values of workers just as important as skills and knowledge

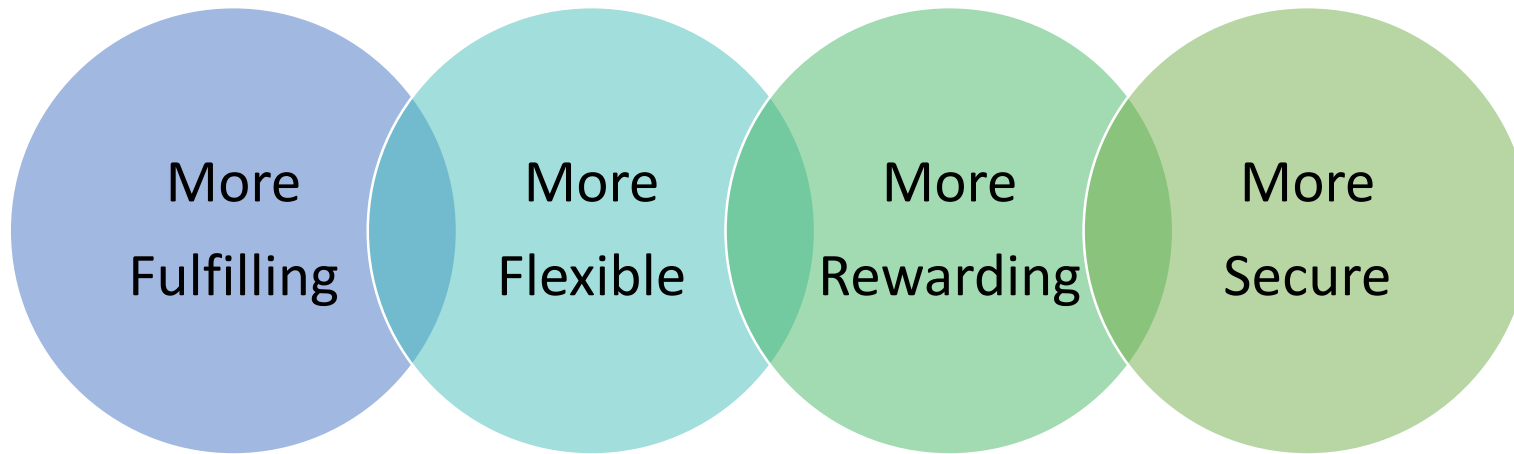
# The changing nature of work....rise of independent sole traders



## Section 3.3 “Your Future Employer: Yourself”

- Steady shift away from permanent, steady status of “employment”
- Attitudinal and cultural shifts:

**“self employment is becoming an aspirational goal”**



# **“Part-time is the new full-time”**

The big Idea, Sydney Morning Herald

Alexandra Cain

Nov 25 2015



# Provider Response: Unbundling of offerings

- Fund holder/Administration
- Case Management / client advice
- Care co-ordination
- **Service delivery – diverse, responsive, flexible – teams recruited specific to an individual**
- Full service, bundled offering

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## EXPECT:

- Specialisation – based on core competency
- New Entrants
- Collaboration to improve choice and outcomes

# What is Better Caring?

An online marketplace that enables a community of **independent** care and support workers, and nurses, to offer our services directly to their clients.

Consumers have **diverse choice and control** over who supports them, while care and support workers also have **choice**, and feel more **valued** and **fairly compensated**.



Transport

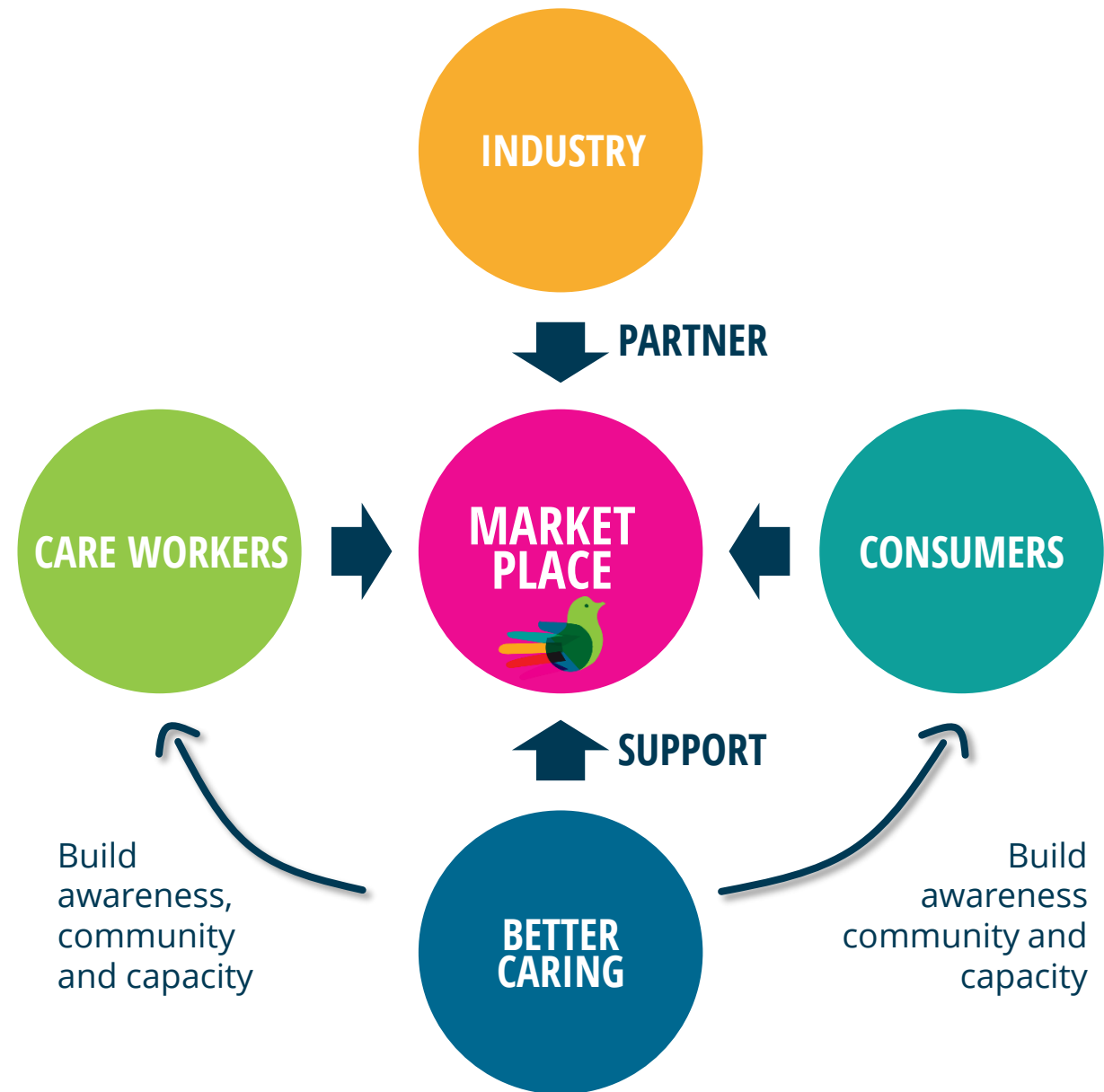
showering



**Better Caring** is a peer to peer marketplace connecting consumers and care workers and providers

With

- Minimum standards
- Policies and procedures
- Oversight
- Real Choice
- Transparent feedback



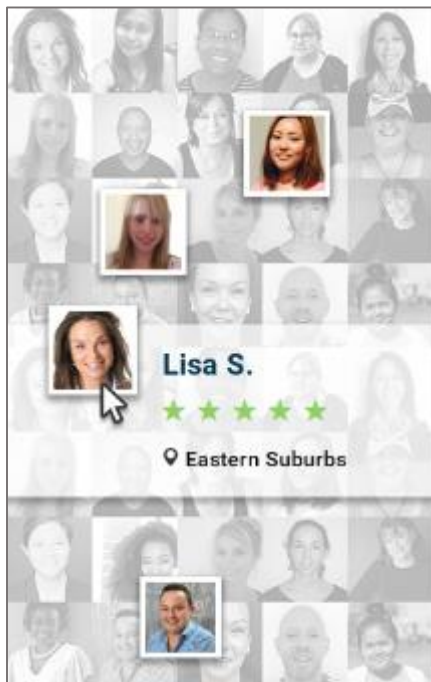
# Peer to peer (P2P) market places are community driven and are built on:

- **Trust** - Individuals earning and maintaining the trust of the community via transparent feedback
- **Convenience** –people can simply and easily find what they are looking for and simply exercise choice
- **Community** – people gathering around the market place to meet, connect, provide transparent feedback and build relationships

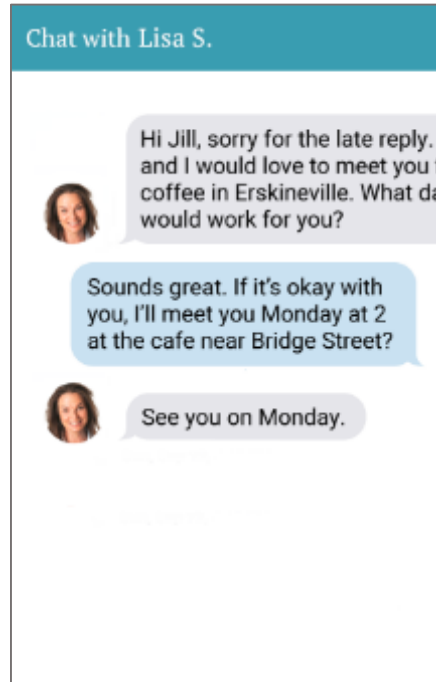
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**P2P Marketplaces empower and are led by its stakeholders**



Step 1 Find



Step 2 Connect



Step 3 Hire



Jessica L.

★★★★★  
2 Reviews



Personal Carer / Social Support & Domestic Assistance

Hello I have been a carer for 10 years and really enjoy my work because my natural skills and qualit..

SUGGESTED

☆ Add to Shortlist

📍 Located 9.1 km from Bondi Junction



Alexandria T.

★★★★★  
2 Reviews



Personal Carer / Social Support & Domestic Assistance

Hello,What I offer my clients is Reliability n Consistency,I work in a Partnership with Tina to ensu..

SUGGESTED

☆ Add to Shortlist

📍 Located 9.7 km from Bondi Junction



Joanne W.

★★★★★  
3 Reviews



Personal Carer / Social Support & Domestic Assistance

Hi. I love helping people and it gives me much joy to make someone's day brighter or easier. The rel..

SUGGESTED

☆ Add to Shortlist



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## Care Worker



**John D.**

Social Support & Domestic Assistance

CONTACT

☆ Shortlist

Member since: 27/10/2015

## Introduction

About John D.

I have earned the respect and trust of parents, disability organisations and participants in a career that spans over 20 years. I have worked with some of Australia's most respected service providers and have given my all in these roles; CSW and respite worker (ADHC), Disability Employment Consultant (Macarthur Disability Services), ADE manager (Windgap Foundation-Growability), and most recently as a Transition To Work (TTW) Trainer and Marketer (House With No Steps). Currently I am a Registered Care Provider (Ability Focused PTY LTD ABN 12601427240) specialising in community participation and flexible respite options for individuals and groups. On weekends I and my Better Caring buddies, Leonardo and Michael, specialise in Social Group Programs and supported adventure tours. I am also a volunteer Tennis Coach for Special Olympics, Sydney East. I also provide unique supported adventure tours to Fiji as well as provide flexible respite for parents travelling overseas with family members requiring support. Every person I work with is a unique and wonderful human being and deserves to be valued, respected and given equal opportunities and quality of life. Let me try and bring out the best in you through my personalised community support programs, flexible respite and exciting adventure tours. I am available for initial consultations with participants, carers and providers and together we can create tailored care programs that focus on learning, fitness, meaning and fun.

## Type Of Care

Social Support & Domestic Assistance

Services Offered:

- Activities, Outings & Community Access
- Home Maintenance
- Cleaning & Laundry
- Companionship
- Life Skills Development
- Lifestyle Co-ordinator
- Light Gardening
- Light Housework
- Meal Preparation
- Personal Assistant (Admin)
- Shopping
- Sports and Exercise
- Transport

This care worker is not qualified to provide medication assistance or medication management.

## Feedback and Ratings

## Reviews

Overall Rating



Excellent

See Reviews

## My Badges



First Aid Certificate



Working with Children Check



Insurance & Police Check



Licensed Driver



LGBTI Friendly



Non-Smoker



Pet Friendly



ABN registered



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## Chat with Lisa S.



Hi Jill, sorry for the late reply. I  
and I would love to meet you for  
coffee in Erskineville. What day  
would work for you?

Sounds great. If it's okay with  
you, I'll meet you Monday at 2  
at the cafe near Bridge Street?



See you on Monday.



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### Accept an offer from Jill Smith

Jill Smith wants to provide care to you. To start receiving care accept the rates below and Jill Smith will schedule care for you after the offer is accepted

This includes first hour for free

Weekday

\$

30.00

Weekend / Urgent

\$

35.00

24 Hour / Overnight

\$

22.00

Agreed Service

*Personal care services*

ACCEPT

DECLINE



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# Timesheet

Your care worker will not be paid until you approve the sessions in their timesheet.

## Sessions to approve

Care Worker	Delivery Date	Hours	Hourly rate	Fee per hour	Final hourly rate	Total due			
Kiranben Chaudhari	09/09/2016	1.0	\$220.00	\$11.00	\$231.00	\$231.00	<a href="#">VIEW</a>	<a href="#">APPROVE</a>	<a href="#">REJECT</a>
Seluvala Fakalata	09/09/2016	1.0	\$180.00	\$9.00	\$189.00	\$189.00	<a href="#">VIEW</a>	<a href="#">APPROVE</a>	<a href="#">REJECT</a>

## Approved sessions

<< 1 2 3 4 5 6 7 8 9 ... 37 38 >>

Care Worker	Delivery Date	Start Time	Hours	Base rate	Hourly fee	Net hourly rate	Total	Approved	Payment collected	Care Worker paid		
Nirmala Regmi	08/09/2016	07:00 pm	1.0	\$220.00	\$11.00	\$231.00	\$231.00	APPROVED	COLLECTED	Pending	<a href="#">SHIFT NOTES</a>	<a href="#">INVOICE</a>
Seluvala Fakalata	08/09/2016	11:00 am	1.0	\$180.00	\$9.00	\$189.00	\$189.00	APPROVED	COLLECTED	Pending	<a href="#">SHIFT NOTES</a>	<a href="#">INVOICE</a>
Analiza Relucio	07/09/2016	07:00 pm	1.0	\$220.00	\$11.00	\$231.00	\$231.00	APPROVED	COLLECTED	Pending	<a href="#">SHIFT NOTES</a>	<a href="#">INVOICE</a>

# Committed to safety



Insurances



Police Checks



Qualifications  
& References

# Core standards, access to training and competency assessment remain important

- Police checks, key qualification checks, reference checks, insurances are minimum core standards and safeguards
- Independent care workers are motivated to invest in training to build their knowledge and skills so they can better deliver to their clients. Many will develop areas of speciality
- New models of training and competency assessments will emerge
- Workers have “living, breathing” profiles on Better Caring reflecting who they are, skills and qualifications, experience and transparent client feedback

“Better Caring gives me  
the flexibility I need to  
live my life.”

- Grant





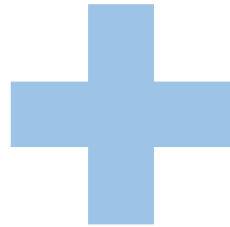
At 91, it's a new life for my  
father. It's marvellous!"

- Carol



“With Better Caring,  
mum has twice the  
hours of care each week.”  
- Francene

# Opportunities to collaborate



**Real Choice, Better Outcomes, Better Value**

# Ability to respond to consumers based on their preferences



Service  
Providers

Service  
Providers

Desire and  
capability to take  
control

Desire to take part  
control, but  
prefers/needs a level  
of hand holding

Prefer a “one-  
stop-shop”  
solution

No one model suits everyone



# Peter Scutt

Founder

Better Caring

[peter@bettercaring.com.au](mailto:peter@bettercaring.com.au)

