

HCA

HOME CARE AWARDS



The Winners 2020

HOME CARE
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Welcome

It can take between three to five years for an awards competition to get bedded down and find a place on an industry sector's calendar. The Home Care Awards seem to be kicking against that perceived wisdom. With a home alongside a highly relevant trade exhibition; with the media support of an equally relevant publication, both on and offline; with support from sponsors; and with a growing number of entries each year, the Home Care Awards are rapidly becoming THE awards to celebrate success in the business of home care in the UK.

Thanks must go to Home Care Insight, as media partner and sponsor, to Home Care Expo as the supporting trade show and sponsor, and additional thanks are owed to Care Planner as category sponsor. Without their support the Home Care Awards would be a lacklustre project. The Judges, too, deserve a thank you for using their knowledge and experience, impartially and with diligence, to arrive at the results.

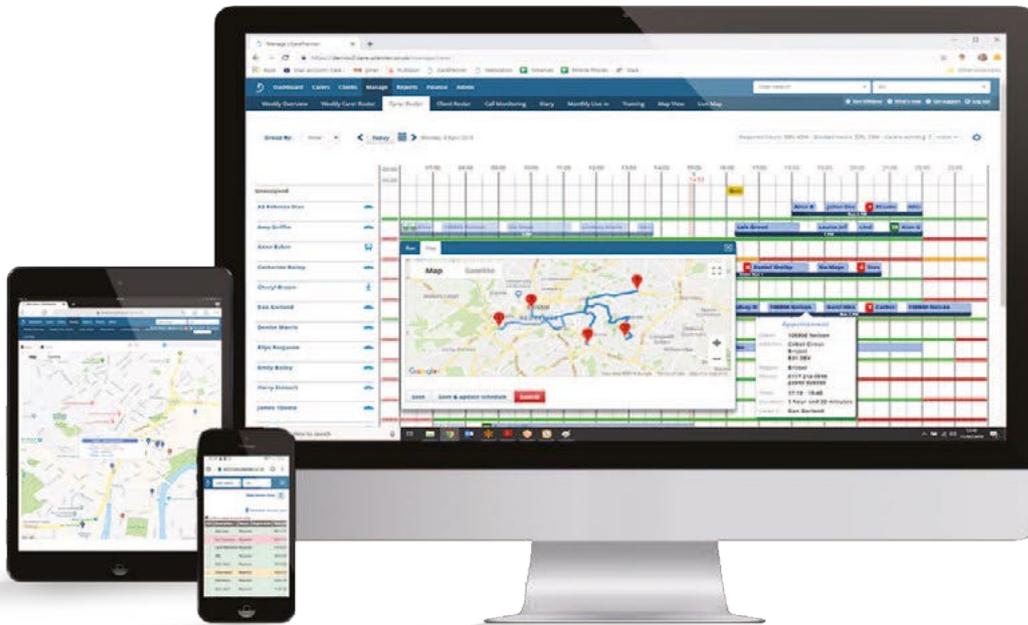
Most of all, though, thanks are due to the entrants who took the time and trouble to make their submissions. Of real interest is the level of competition now showing between different regions or different franchisees, vying to be noted for the same or different aspects of their home care services. The Finalists have turned out in the expectation of moments of glory on stage and, by the time you read this, the results will have been announced and some Finalists will have become category Winners. Others will have performed almost as well and have secured High Commendations. All Finalists are to be thanked for their entries and congratulated on making it to the final stage judging.

The Awards re-open for entries on September 1, 2020 and the closing date will be November 30. Please make a note of these key dates on your calendars.

Congratulations again to all the Winners, High Commendations and Finalists.



Matthew Davies
event director, Home Care Awards



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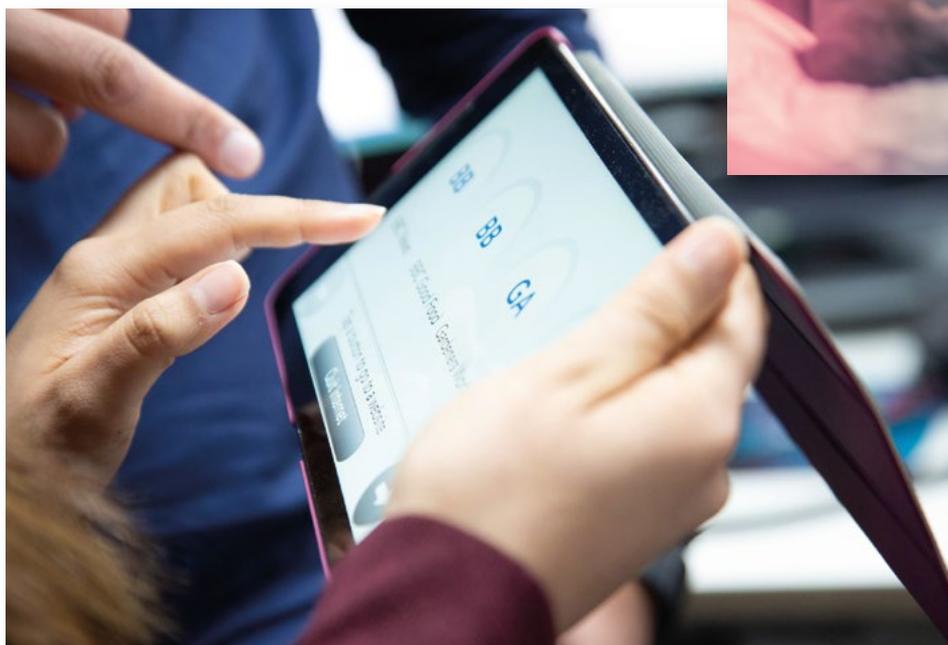
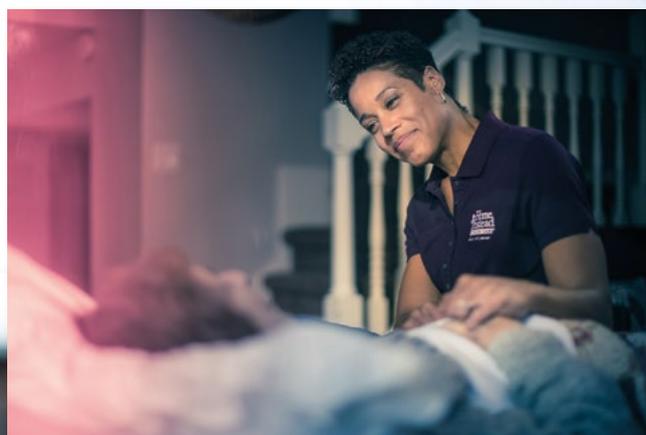


Grand Prix: Most Outstanding Home Care Provider

WINNER

Home Instead Senior Care

With two wins and a Finalist placing, Home Instead Senior Care impressed with the breadth and depth of its services in the UK. Using powerful marketing, making the most of innovative technology and being able to provide evidence of superb care, Home Instead made a real impression on the judges and thoroughly deserves the recognition that the Grand Prix gold award bestows on the winner.



Home Instead
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PROFESSIONAL INSIGHT

14 OCTOBER 2020

NATIONAL CONFERENCE CENTRE,
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For more information contact Josh Waddell
020 3176 5458 | josh.waddell@itppromedia.com

CATEGORY SPONSORS



Gold Award for Outstanding Individual

sponsored by Home Care Insight

WINNER

Trudi Scrivener ceo, Ashridge Home Care

Ashridge Home Care was founded three years ago by Trudi Scrivener who has over 30 years of care experience. Trudi wanted to create a truly caring company where carers had time to spend with clients. Her team of award-winning carers offers a minimum of two hourly visits. Every new client is fully assessed, with a focus on the important 'little things', and is matched with a carer. Quality is managed by monthly visits to ensure everyone is happy.

Regular client surveys shows that 97% would recommend Ashridge to a close friend. Trudi passionately believes that by taking the very best care of staff, they will take the very best care of their clients. Satisfied clients result in a £155 monthly

reward for the carer who is also supported via a 24-hour response service and receives gifts on birthdays and Christmas.

Trudi has an energy and commitment and a 'never say no' attitude reflected in several significant roles.

She recognises talent and has invested in individuals within the team to grow and develop. It is her wish that the future ownership of Ashridge will be shared amongst the staff - a John Lewis style of ownership.

Innovation is key for Trudi and that belief in innovation was recognised by the CQC resulting in Outstanding Improvements in all categories, Outstanding rating in Caring and an Overall Good rating.

FINALIST

- Ken Deary, ceo, Right at Home



Category sponsor

HOME CARE
INSIGHT

Specialist Care Expertise

WINNER

Fresenius Kabi & Calea

Fresenius Kabi & Calea aimed to deliver their existing service through the launch of a dedicated Telephone Nursing Advice Line Team for home care patients, Clinicians and the Clinical Nurse Advisors. A team of highly skilled, experienced nurses were brought together to provide a seamless service for Home Parenteral and Enteral patients, focusing on patient safety and expert knowledge. The dedicated team has significantly reduced hospital admissions and ensured continuity of nutritional therapy through this out-of-hours service. The team on average handles between 600-900 calls per month, which include clinical, troubleshooting, advice, support and order requests.



FINALISTS

- **Bluebird Care, Stafford**
- **Right at Home, Central London**

Day Care Expertise

WINNER

Nest Homecare

Nest Homecare is an independent, privately run company, created and owned by two local businesswomen. The company provides an exceptional quality of day care support to their local community in East Berkshire, with a particular focus on specialist, person-led, dementia care under a unique Memory Support Specialist, who provides professional advice on all aspects of dementia to clients, their families and staff.

Nest believes that high quality care originates with high calibre staff and the company cares as much about its staff as its clients. In addition to their Day Care services Nest also has expertise in elderly care, hospital-to-home care, palliative care, and care for people with disabilities.



FINALIST

- **Bluebird Care, Birmingham East**

Live-in Care Expertise

WINNER

Ashridge Home Care

Ashridge Home Care is an award-winning Buckinghamshire care company rated 'Outstanding in Caring' by the Care Quality Commission during the summer of 2019. Owner and director, Trudi Scrivener has 30 years' experience in the social care sector and is proud to be providing bespoke care for clients living in the comfort of their own home. All care is highly personalised based on the passionate belief that looking after their carers means they in turn will ensure first-class care to clients. Reward and recognition are at the heart of the Ashridge Home Care's business model.



FINALIST

- Home Care Preferred

HIGH COMMENDATION

Promedica24

Promedica24 has grown to become one of Europe's largest providers of live-in care, having cared for nearly 30,000 clients. With a vast network of skilled professionals, Promedica24 can deliver quality care quickly, from point of assessment to care being delivered. Agency staff are not used to provide on-going care and care workers are supported at every stage, including continual support once in place with a client.

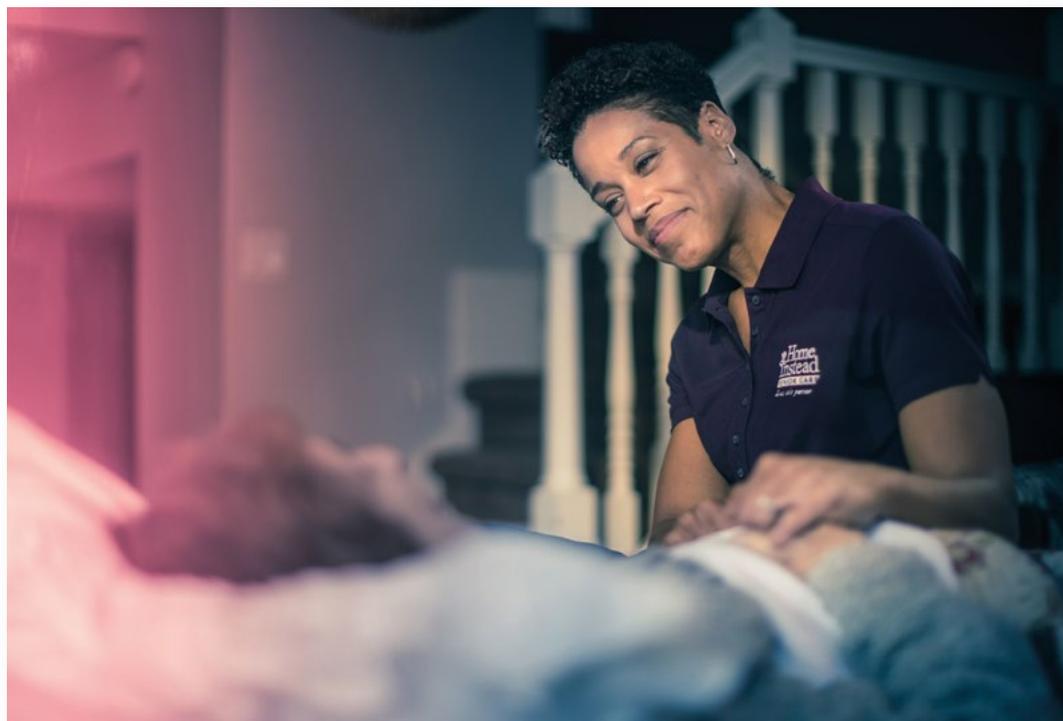


End-of-Life Care Expertise

WINNER

Home Instead Senior Care

With an estimated 70 per cent of people in the UK wishing to die at home, and rising pressure on NHS and social care resources, more end-of-life care is needed in people's own homes. Home Instead has responded with a new service that allows clients to remain in their own homes, even when they have life-limiting conditions or are in the last days of life. This has been made possible through bespoke, City & Guilds accredited and Princess Royal Training Award-winning training, which ensures CAREGivers are fully prepared, both professionally and emotionally, to cope with a very emotional experience.



Innovative Technology Expertise

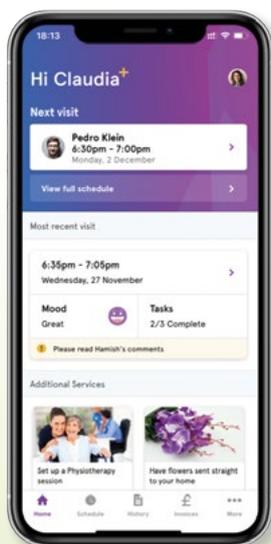
sponsored by Care Planner

WINNER

Cera Care

Cera is a technology-enabled home care provider using digital and AI to improve elderly care services. The company has built unprecedented machine learning algorithms, allowing it to predict health deteriorations before they occur with 83% accuracy.

Cera implemented the rollout of new carer and family apps across all their branches. This was a huge operational effort to set up and demo the apps to all of Cera's carers and customers. The rollout team had to travel across the country to branches outside London and provide training and information to all care workers. It was a huge success and the uptake of the app within the first few weeks was at 90% of carers. The initial feedback received has been immensely positive. Time efficiency has increased massively as all care reports are immediately available to the office support team, who can communicate easily with carers and ensure that customers are receiving the highest quality of care.



HIGH COMMENDATION

Bluebird Care

Bluebird Care is a forward-thinking and innovative organisation. They use all the resources at their disposal to ensure the care and wellbeing of their customers is of as high a quality as possible. The introduction of their new wellbeing kits is revolutionising the relationship between health care and social care and they are already helping to relieve the pressure on the NHS, which is in desperate need of relief and support.



FINALIST

- Home Instead Senior Care

Category sponsor



Marketing Expertise

WINNER

Home Instead Senior Care

Since entering the UK home care market in 2006 with its pioneering approach to relationship-led, person-centred home care, franchise business Home Instead has been an innovator and committed to championing quality home care and the beneficial impact it can have on older people and their families. But this is an emerging market with low levels of awareness. To raise awareness of home care, to celebrate the varied work of CAREGivers and to attract more people to work in the sector, Home Instead launched a national brand building campaign in 2019; the first for a home care company.



HIGH COMMENDATION

Right at Home UK

In a short space of time the up-staffed and solutions-driven marketing team has launched a new website, introduced a network of 60+ franchisees to time-saving tools such as Canva and Airtable and provided support through increased media coverage. As a result, the team has achieved an impressive 19% increase in franchise satisfaction this year, compared to the previous 12-month period.



Recruitment or Training Expertise

WINNER

Promedica 24

Promedica24 has grown to become one of Europe's largest providers of live-in care, having cared for nearly 30,000 clients. With a vast network of skilled professionals, the company is able to deliver quality care quickly, from point of assessment to care being delivered. Agency staff do not provide on-going care and care workers are supported at every stage, including continual support once in place with a client. Promedica24's unique and ambitious aim to grow and develop across the UK compliments the mission to educate and inform the UK of the genuine and affordable option of live in care.



HIGH COMMENDATION

Consultus Care Training

Consultus Care Training Centre facilitates continuous professional development, achieved through in-house courses, Diplomas, BTEC qualifications, e-learning and distance learning opportunities. Learners benefit from guidance and support provided by a focused, cohesive and skilled team of trainers and administrators who inspire, motivate and encourage ongoing learning.



FINALISTS

- **Bluebird Care, Croydon**
- **Good Oaks Home Care**
- **Right at Home UK**

Team Support Expertise

WINNER

Bluebird Care (Head Office)

Bluebird Care puts the quality of care they offer at the very heart of what they do, which is why they have 24 businesses rated 'Outstanding' by the CQC, having celebrated seven of these in 2019 alone. A further 18 offices are rated 'Good' with Outstanding elements and has two excellent businesses in Scotland - rated by the Care Inspectorate. The central part of ensuring they can provide the highest quality of care is through cultivating and developing a strong, informed, passionate and dedicated work force, at every level.



HIGH COMMENDATION

Good Oaks Home Care

Good Oaks was founded as a result of the founder working for a home care company that didn't support their staff. Fast forward eight years, and the team of 100 employed staff and another 100 staff members employed by Good Oaks' franchise partners enjoy multi-level, market-leading support using both technology and the human touch. The Head Office team is experienced, enthusiastic and innovative and partners with other offices to work out solutions in a collaborative, proactive way.



FINALISTS

- **1 Oak Home Care**
- **Caremark (Aylesbury)**
- **Heritage Healthcare**
- **Mobile Care Services**
- **Right at Home UK**

Best Start-up

WINNER

Lifted

Lifted is on a mission to revolutionise home care and transform lives for families and carers, building tech into everything they do. With a big heart and industry leading technology, Lifted does home care differently: better quality carers; exceptional reliability with 24/7 support; and a care platform that keeps clients and carers informed. Since serving their first client in March 2019, Lifted has received exclusively five-star Trust Pilot reviews; a glowing report from the CQC; a 9/10 satisfaction score from Carers; and selected as one of the Top 21 startups to transform the NHS in London.



HIGH COMMENDATION

Cura Homecare

Cura Homecare is a family run-company providing care to people in North Wiltshire. All age groups are catered for and Cura feels that it provides care of a high standard where the needs of service users always come first. Cura ensures that all staff feel part of the team even though a majority of the work is lone working. Training and support help drive internal promotion and the belief that care is a career.



FINALIST

- **SureCare Wolverhampton**



Best Technology, Data or Software Company

sponsored by Home Care Expo

WINNER

Unique IQ

Since 2004, Unique IQ's technology products have been changing the face of the home care sector. The last 12 months have seen celebrations of product innovation, business growth and company success, along with the launch of the eMAR system, built in collaboration with leading home care agencies. Unique IQ software is paving the way for digital transformation in the sector, helping to improve care through better administration and management of medication.



HIGH COMMENDATION

CareLineLive

CareLineLive is a total Home Care Management system that digitises workflows. This increases staff productivity and capacity, improves compliance with the CQC and enables higher quality care provision to clients. CareLineLive digitises client and carer rostering, real-time visit monitoring, task management and eMAR, invoicing and payroll automation and family communications.



FINALISTS

- Care Planner
- eNano Health

Category sponsor



Best Business or Creative Service

sponsored by Home Care Expo

WINNER

Smooth Digital

As the UK's specialist care sector online marketing agency, Smooth Digital helps care businesses maximise their ability to deliver great care to their local communities, by setting up marketing systems that generate consistent and predictable flows of new client or staff leads. The wider sector is falling behind other industries in benefitting from technology and advanced modern marketing methods, however, so it is Smooth Digital's mission to lead the sector forward through education: speaking at care events throughout the UK and delivering educational videos online every week, responding to questions from care business owners and management.

Category sponsor



Care Sector Supplier Awards

The **Care Sector Supplier Awards** will tease out and reward the very best suppliers of products and services to the UK care sector. There are 28 categories to enter and one glorious Grand Prix for the star of the entries. **Start thinking about those entries now**, and make sure you put the key dates on your calendar.

Closing date for entries: **July 14**

Shortlist of finalist companies: **July 31**

Final stage judging: **August**

Awards dinner & ceremony: **November 20**

cssawards.co.uk

Contact Helen Warrilow for more information
helen@cssawards.co.uk or 01789 777612

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