

Personalisation – making it work for you and your users

Date: Tuesday 16 December 2014

Facilitators: Alison Ewart, Graham Collins

Community Action Southwark

At Cambridge House

Recap...

- ▶ The meaning of Personalisation
- ▶ Personal Budgets
- ▶ Personal Health Budgets
- ▶ How commissioning in Personalisation is being rolled out in Southwark
- ▶ Potential impact of delivering services to users with Personal Budgets

Today's Aims

- ▶ Identifying your market and defining your user needs
- ▶ Developing a fully-costed pricing strategy
- ▶ Defining and articulating your impact

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Who are your 'customers'/service users?

What is your 'offer' ?

The Person is the 'Customer'!

- rather than local authorities
- not about 'organisational preferences'
- It's about the outcomes *they* want to achieve



'Customer focused service:

- ▶ May require additional training to develop person-centred skills
- ▶ Values and services need to be designed & delivered in a way that allows for more creativity and flexibility – to meet changes in people's needs and goals

Building *'user-focused'* services:



Matching 'need' with 'offer': 1

- ▶ **understand customer needs, wants, aspirations:**
Who are they? How many? Where?



Matching 'need' with 'offer': 1

- ▶ Most organisations base this understanding on conversations between staff and service users
- ▶ Also, through person-centred planning tools for more holistic view eg multi—media tool '*Me and My Life*';
- ▶ Questionnaires/focus groups with ***potential*** customers

Matching 'need' with 'offer': 2

- ▶ *understand the market you're operating in*



Matching 'need' with 'offer': 2

- ▶ Who are your competitors? How do service users/customers perceive them?
- ▶ How similar or dissimilar to you are they?
Prices?
- ▶ What proportion of the market are they?
- ▶ Which geographical areas do they cover?

With this information..

- ▶ Establish demand or potential demand for your service, identify required improvements
- ▶ Need to consider which services competitors are best placed to offer/what already exists, gaps in provision
- ▶ Could mean shift in demand for certain types of support (eg from day care towards shopping, personal assistants etc)



Exercise:

- ▶ In twos, take turns to discuss where you feel your organisation has got to in relation to:
 - ❖ ***Identifying your customers/service users***
 - ❖ ***Identifying your 'offer'***
(using a 'continuum' approach)