

'Putting People First' – the personalisation of Social Care

Recent focus on shifting social care to a more personalised model of delivery is placing huge pressure on Local Authorities to quickly and efficiently transform whole systems. The challenge is to introduce a personalised system that can cater for increased complexity of need and growing volume of demand whilst putting people and society at the centre, with National milestones now in place for Authorities to deliver on by March 2011.

CHS have proven solutions, products and methodologies that can help Local Authorities achieve this challenging agenda.

CHS Directors recently led the implementation of personalisation in Essex County Council including the introduction of self-directed support, transfer of in-house provision to a commercially successful entity and establishment of a work programme that addresses the four areas of Putting People First – choice and control, prevention and intervention, social capital, and universal services.

We can ensure work-streams do not deliver in isolation, but rather coexist with projects across the Authority, private and public partners. This includes:

- **Strategic Commissioning**
 - De-commissioning strategies
 - Planning for all citizens with social care needs
 - Understanding what customers will want to buy
 - Moving to a commissioning organisation
 - Working with partner organisations (Health, 3rd Sector etc)
- **Market Development**
 - Divesting from Block Contracts
 - Establishing flexible contracts (e.g. Individual Service Funds)
 - Implementing the quick-wins (e.g. making existing contracts more flexible)
 - Understanding and developing provider market capability
- **Finance**
 - Helping to establish financial control points
 - Resource Allocation Systems
 - Ongoing monitoring solutions
- **Cultural Change**
 - Facilitating Authority staff cultural shift
 - Provider and citizen cultural change
 - Understanding and managing performance
- **Efficiency and Effectiveness**
 - Understanding the Target Operating Model and Roadmap to delivery
 - Helping to identify and eliminate waste in systems and process
 - Reinvesting savings into front-line services

CHS can provide a number of readymade established solutions and a robust programme management methodology, helping to keep costs down and implementation timeframes to a minimum, and ultimately helping to deliver personalised services across the Directorate, the Authority and external partners.