

# Cera Care

## Importance:

Cera Care has improved the carer recruitment process by reducing the process from 40-50 days to less than 20 days. By partnering with universities, Cera promotes the upskilling of carers to nursing assistants, allowing existing resource to develop and learn, rather than taking skilled workers out of a limited NHS. Cera's digital-first approach will influence how care is commissioned moving forwards.

## Innovation:

Cera Care aims to expand the pool of available support by seeking out individuals to recruit as professional carers. Cera provides them with innovative training methods including e-learning platforms, apprenticeship opportunities, and university partnership programmes. Additionally, they use a digital platform to replace paperwork and use technology such as Machine Learning (ML) and Internet of Things (IoT) sensors to predict potential care needs and diagnose early.

## What is it:

Cera Care was founded in 2016 with the aim of bringing digitisation to the fore of healthcare. They are transforming the way health and social care is being planned, delivered and received using smart, digital technology to leverage data, empower carers and improve outcomes for those receiving care.

For those delivering care, Cera reduces the burden of 'pen and paper' working, with digitised operations (i.e. an online scheduling system, 1-2-1 messaging app, electronic mask system, improved algorithms and data experience) designed in a user-centric way, and the opportunity to develop and upskill from carer to nurse.

Cera Care builds its own technology, rather than relying on off-the-shelf systems. This allows them to create bespoke technology using agile and iterative working methods that can be applied to different care needs. At the same time,

Cera consumes data gathered by the technology to both prevent (prevent hospitalisation) and predict (predict health deterioration). This data is then triaged through nursing services to spot the start of an infection and get a prescription to service users' homes within a 24-hour window.

Cera Care has a number of technology pilots ongoing across the UK. In Barnet, Cera is testing the use of IoT sensors to alleviate pressure on local GPs. The IoT sensors monitor patient behaviour, for example, the number of trips to the toilet for a potential UTI patient, and relays data to a nursing team to triage the data. Currently, the focus is on diabetes, long COVID, and UTIs.

Currently, Cera Care is being used by more than 2000 companies and is made up of >10,000 professionals, providing >40,000 in-person care visits to homes in the UK every day.

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## How it creates impact:

The work of Cera Care reduces hospitalisation by 45% through technology that detects when hospitalisation may happen up to 5 days before it does, and recommends intervention. It also empowers carers and care-receivers with evidence showing that this model improves mental health across both groups.

## Admin Management:

Cera reduces the burden of administrative tasks with digitised processes and tools, allowing carers to do what they do best: care.

## Costs:

Cera Care's cost model is much more effective than current models. 95% of its funding comes from local authority contracts, while 5% is privately invested. They use a subscription-style model whereby the carers are not dependent upon the care they are providing on the day to day to receive payment. Ultimately, the cost savings from prediction and prevention allow Cera to pay their carers more and reinvest cost savings in local authorities.

## Patient Benefit:

For those receiving care, by monitoring their condition digitally Cera's carers can predict and prevent changes to their condition and respond to deterioration 30-fold faster than traditional methods, reducing hospitalisations, and keeping people well in their homes.

## Provider/Carer Benefit:

For those delivering care, Cera reduces menial administrative work allowing workers to feel empowered. By changing the language around the attraction strategy of carers, Cera empowers carers through innovative learning and development opportunities. It provides individuals with the opportunity to work on 0-hour contracts, and train whilst working, moving along a clear trajectory from carer to nursing assistant to nursing associate to professional nurse.

**45%**

Reduction in hospitalisation



**Respond to deterioration 30-fold faster than traditional methods**