Adult Social care Scrutiny Commission

**Adult Social Care
Customer Portal 6 Month Update**

Lead member: Cllr Rory Palmer
Date: 12 December 2016
Lead director: Steven Forbes

City Mayor

1. Summary

1.1 To provide an update on progress and future development plans for the Adult Social Care (ASC) Portal which was launched on 12 April 2016.

1.2 The portal is an interactive website that links directly into the ASC case management system.

1.3 Since the portal was launched, there has been a targeted marketing and communications campaign to raise awareness throughout the Council and the third/voluntary sector services.

1.4 The portal offers the public the opportunity to:

- Understand whether they are likely to be eligible for ASC support
- Calculate any financial contribution they may have to make
- Discover what services are available to meet their needs, without having to speak to Council staff

1.5 The portal also offers a range of benefits to ASC staff, including:

- Customer and financial details are imported directly into the case management system removing the need for Council staff to duplicate inputting
- Links to the online directory of available services
- Diverts those not eligible to other services

1.6 The implementation of the portal was Phase 1 of creating an interactive customer focussed system and Phase 2 will consider any enhancements or changes that are needed arising from customer and staff feedback.

2. Recommendations

2.1 To note the report and to provide feedback and suggestions on the implementation of the portal.

3. Supporting information including options considered:

3.1 The report provides an overview of :

- Marketing and advertising of the Portal
- Challenges
- Usage statistics
- Phase 2

3.2   Marketing and advertising (April to September 2016)

3.2.1 During the marketing and advertising phase, the following were achieved:
- Official launch attended by 80 council staff
- 773 individuals attended a briefing session
- 65 briefing sessions / portal demonstrations were delivered to a range of internal and external agencies
- 5000 leaflets distributed to various VCS and other organisations
- Health providers engaged – including information on displayed in GP waiting rooms and direct to GP's via a regional GP conference.

3.3   Usage/statistics (number of visitors to the website)

- During the period April to August, it was not possible to differentiate between access to the portal from a legitimate interested customer or not. This is due to staff training and familiarising themselves with the portal
- As all external staff demonstrations and training ceased in August it is more likely that usage during September and October represents use from the public. It is not possible to quantity this with 100% accuracy however as we anticipate that there will always be a small proportion of exploratory use by staff and others who are accessing for interest rather than using the Portal for funding

3.3.1 Appendices 1 and 2 provide analysis for September and October 2016 which in summary show that:
- Between 670 and 805 people accessed the portal each month during the months of September and October (i.e. after the marketing launch period)
- There were approximately 450 new visitors to the portal in each of the months
- Portal users were being directed to immediate online advice and information – i.e. "self-helped"
- Of those that completed a financial assessment, approx. half did not submit it (assumption is that they would seek further information or that the potential charge could have made them re-consider care and support services)
- An average of around 15 submissions (requests for assessment) per month to ASC made via the portal, with around half progressing to an active case

3.4   Phase 2

3.4.1 Phase 2 will focus on:
- A move towards engaging current [as well as new] customers
- Implementation of 2-way communication that will allow the portal to be used

by ASC to send documents (such as financial review requests or support plans) to the user in secure, timely and cost efficient manner
- Using the portal to receive documents from individuals
- Simplifying the functionality and layout of the portal to enhance the customer experience, such as reducing the number of clicks required to move through the needs analysis section to the information and advice pages
- Improving management information extractable from the portal
- Engaging with ASC staff to encourage use of the portal by all service users and carers that may be capable of digital communication
- Further communication drives and publicity to increase and develop awareness
- Gathering and using customer feedback for influencing future improvements

3.5 Conclusion

The portal initial launch was completed with a 6 month promotional campaign covering council staff and external partners (including voluntary and community sectors.) It was successful in so far as it reached 525 internal staff and 248 external staff through a total of 74 visits and demonstrations. This is however only the first step and increasing awareness will require further direct promotional activity in 2017; continued referencing to the Portal in communications with partners, service users and the community as a whole. Awareness of the portal will hopefully widen through 'word of mouth' knowledge within our partners in the community, service users communities and individual to individual awareness raising as more people use the system and make others aware of its presence.

3.5.1 We are beginning to see a greater use of the portal through the statistical data over this initial launch period and would anticipate that usage numbers will steadily increase through the remainder of 2016 into 2017.

3.5.2 Of the average 750 portal customers who currently access the site during the months of September and October, less than 1% have so far gone on to submit their details for an assessment of need. This could be an early indication of the potential that the portal has in reducing contact with our current front line services and enabling channel shift into this new way of accessing information and initial contact re care and support. We have set a target of reducing initial case work contacts by 10% at access points (predominately our Contact and Response Team) in 2016/17 and would seek to carry this target through into 2017/18. The Portal is one contributing element to this targeted reduction.

3.5.3 The portal further improves our information and advice offer by providing a link to the on line service directory, council webpages and to national providers of advice and guidance such as ASKSara. This brings accessible advice and guidance together helping staff and customers alike.

3.5.4 The portal will continue to be developed based on technical feasibility (e.g. 2 way communications) and customer feedback (usually related to navigation and layout), with priorities driven by the needs of the ASC service.

4. Details of Scrutiny

> To be discussed at the scrutiny commission meeting on 12th December 2016.

5. Financial, legal and other implications

5.1 Financial implications

5.2 Legal implications

> There are no direct legal implications arising from the contents of this report.
>
> Pretty Patel, Head of Law, Social Care & Safeguarding Tel: 0116 454 1457

5.3 Climate Change and Carbon Reduction implications

> No implications

5.4 Equalities Implications

> Equality impact statement was complete as part of Phase 1 of the project and is due for review in 2017.

5.5 Other Implications (You will need to have considered other implications in preparing this report. Please indicate which ones apply?)

6. Background information and other papers:

7. Summary of appendices:

Appendix 1: Portal usage analysis September 2016

Appendix 2: Portal usage analysis October 2016

8. Is this a private report (If so, please indicated the reasons and state why it is not in the public interest to be dealt with publicly)?

No

9. Is this a "key decision"?

No

10. If a key decision please explain reason