



NEWS RELEASE

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Minister welcomes 3millionlives approach

'3 million lives' will extend the reach of telehealth and telecare, to improve the lives of many people with long term conditions and social care needs

Paul Burstow MP, Minister of State for Care Services re-affirmed his commitment to working with industry to improve the lives of millions of people today by publishing a Concordat with the four trade associations representing the telehealth and telecare industry. '3millionlives' is about transforming service delivery for people with long term conditions, and/or social care needs, by utilising telehealth and telecare within health and social care services, enabling millions of people to receive the significant benefits evidenced in the UK's Whole System Demonstrator trials (the largest randomised control trial of telecare and telehealth in the world). The trials resulted in:

- A 15% reduction in A&E visits;
- A 20% reduction in emergency admissions,
- A 14% reduction in elective admissions
- A striking 45% reduction in mortality rates.

But the benefits are not just related to the individual recipient and their families. These services are also cost-effective, and the WSD trial proved that telehealth could provide a 14% reduction in bed days and an 8% reduction in tariff costs – significant indeed with our increasingly aged population and the inevitable impact on already stretched resources. Care Services Minister Paul Burstow said: "This new approach is set to improve the quality of care for 3 million people, increase their independence and dignity as well as reduce the time they spend in hospital. It is only by the telehealth industry working together with the Department of Health and other stakeholders, that this will be possible. In addition, UK industry will gain a competitive edge in a marketplace where many millions of people worldwide could benefit from this technology, helping to generate income and jobs in the UK"

This is good news for individuals and also for the economy. The UK is a world-leader on the development and delivery of telehealth and telecare technology assisted services – and the world will be watching 3millionlives with great interest. The four industry trade associations: Telecare Services Association (TSA), the largest telecare and telehealth specific industry body in Europe, representing over 340 organisations; Intellect, representing the IT sector; Association of British Healthcare Industries (ABHI), the industry association for the UK medical technology sector ;and Medilink UK, the life sciences industry organisation with specific interest in telehealth and telecare, have been working with the Department of Health to pull together the initial plans for 3millionlives. The first post-launch stakeholder meeting is scheduled, and there is already wide support from a range of stakeholders including RCN, RCGP, NHS Confederation and patient and carers representatives. Angela Single, Chair of the 3millionlives Working Group stated, "Industry is committed to working with relevant

stakeholders to overcome the barriers that have so far prevented the NHS from fully adopting telehealth and telecare. This unique partnership-led campaign between health and social care, a world-leading industry and representatives of patients and service-users will provide the impetus needed to make a real difference – any changes to service delivery takes time, but time is not on our side as we are faced with an aging population who should be benefitting now from telehealth and telecare services that have been proven to work. “

The 3millionlives website is now live, and anyone who is interested in finding out more, or how to become involved, can find details at www.3millionlives.co.uk

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Notes to Editors:

What is telehealth?

Telehealth – often referred to as remote patient monitoring - refers to the use of various point-of-care technologies to monitor a patient's physiological status and health conditions. When combined with personalised health education within a chronic disease management programme, it can significantly improve an individual's health and quality of life. Typically, it involves electronic sensors or equipment that monitors vital health signs remotely from home or while on the move. Readings are automatically transmitted to an appropriately trained person who can monitor the health vital signs and make decisions about potential interventions in real time, without the patient needing to attend a clinic.

What is telecare?

Telecare is a service that enables people, especially older and more vulnerable individuals, to live independently and securely in their own home. It includes services that incorporate personal and environmental sensors in the home, and remotely, that enable people to remain safe and independent in their own home for longer. 24 hour monitoring ensures that should an event occur, the information is acted upon immediately and the most appropriate response put in train.

About TSA

Telecare Services Association (TSA) is the industry body for the telecare and telehealth industry. It works with government, commissioners, suppliers and service providers in the development of national telecare and telehealth strategy, and promotes the benefits of telecare and telehealth, which helps older people and vulnerable adults to lead independent lives, and stay more in control of their long term health issues . It's membership of over 340 organisations deliver the majority of services to the current recipients of telecare and telehealth in the UK. It developed, and maintains, the Telecare Code of Practice – the only customer-centred code of practice available for telecare. This independently audited Code was designed in the UK by telecare experts and undergoes regular updates to remain current and relevant. TSA is currently developing the integrated quality standard for Telehealth and Telecare. www.telecare.org.uk

About Intellect

Intellect is the trade association for the IT, telecoms and electronics industries in the UK. Its 850+ members account for over 80% of these markets and include blue-chip multinationals as well as early stage technology companies. Intellect is a not-for-profit and technology neutral organisation.

Intellect's Healthcare Programme work to develop the UK's capability to support a strong and growing information and technology industry operating in the health and social care sector. To work with policy makers, decision makers and practitioners to facilitate the delivery of improved health and high quality care for all enabled by information and technology. To provide a collective voice for over 270 member companies operating in the health and social care sector to maintain the industry's reputation and champion its strategic importance to our stakeholders. To use our expertise and knowledge to provide the highest quality of service and intelligence to our members in the health and social care sector, helping them to make the right business decisions to drive growth and profitability. www.intellectuk.org

About ABHI

The Association of British Healthcare Industries (ABHI) is the industry association for the medical technology sector in the UK. ABHI's mission is to champion the benefits and use of safe and effective medical technologies to deliver high quality patient outcomes. With over 240 members, ABHI leads the advocacy of the industry in order to advance access to medical technology. ABHI's membership includes some of the leading multinational businesses in the sector in the UK right the way through to small and medium sized enterprises (SMEs). www.abhi.org.uk

About Medilink UK

Medilink UK is a national health technology business support organisation, with a strong track record in increasing the viability of manufacturers, service providers, designers, OEMs and suppliers of medical technology. Confronting the day-to-day issues that face businesses, Medilink UK helps companies from concept through to commercialisation, nurturing collaborations and providing bespoke market research. Businesses have four easy ways to access Medilink's expertise: Subscribe to specialist online business support, join a local Medilink for personalised assistance, buy market reports or leads, and attend a Medilink event. www.medilinkuk.com

