

Oxford AHSN case study

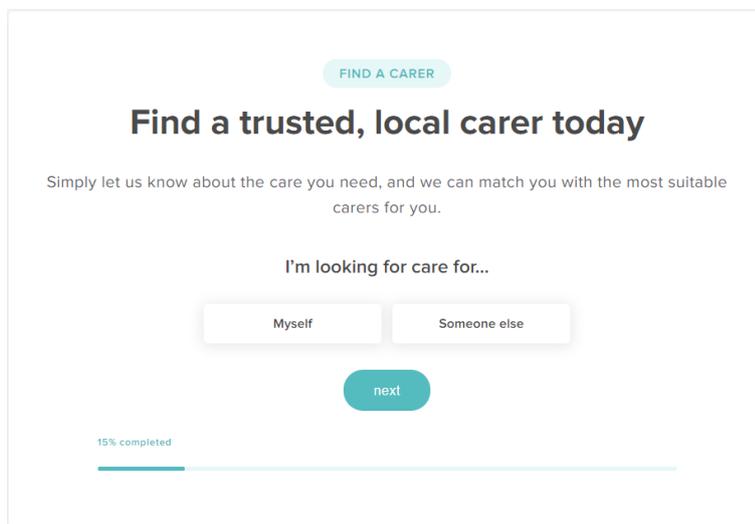
Date: Q3 2019/20

Programme / theme: Strategic and Industry Partnerships

Title: Oxford AHSN commercialisation workshop leads to carer's app from Trust on Tap being adopted by Buckinghamshire County Council

Overview Summary

Trust on Tap is a digital homecare business that supports elderly people to live independently, with all the services they need in one place. They provide trusted and affordable care and support, by connecting elderly people and families with carers without the need for a care agency.



The screenshot shows a web form titled "Find a trusted, local carer today". At the top, there is a teal button labeled "FIND A CARER". Below the title, a subtitle reads: "Simply let us know about the care you need, and we can match you with the most suitable carers for you." The main question is "I'm looking for care for...". There are two input fields: "Myself" and "Someone else". Below these is a teal "next" button. At the bottom left, there is a progress indicator showing "15% completed" with a teal line.

The platform has been adopted by Oxfordshire County Council and, as a result of participation in the first cohort of the [Bucks HSC Ventures](#) programme in 2019, Trust on Tap has also now been adopted by Buckinghamshire County Council.

The Oxford AHSN provided a business insight workshop (Lean Strategyzer) to help develop Trust on Tap's value proposition and further their product development.

Trust on Tap valued the experience

and expertise in driving adoption within the networks and insights on how the local health and social care ecosystem works.

By connecting families directly with carers, Trust on Tap improves relationships between carers and families. Not only are there significant economic benefits for the families, but the carers are well rewarded. This results in a better quality of care and a reduction on the price to the customer.

How is the AHSN involved?

As a key part of the Bucks HSC Ventures programme, the Oxford AHSN ran a Strategyzer workshop with Trust on Tap to help develop and articulate their value proposition and identify their key stakeholders within the social care environment. The workshops involve the use of a Value Proposition Canvas, which looks at identifying stakeholders and their requirements to allow innovators to see how well their product matches up. The workshop also uses the Business Model canvas, which allows companies to visually map out their business structure, in a light touch way, and see if they have a viable model. Companies are encouraged to go out and test all their key assumptions on these canvases, as part of their customer discovery.

When using Trust on Tap, customers select what support they most need and then are shown carers profiles. Customers pay 30% less than agency fees, £15.50 an hour for care and carers are getting better rewarded. Carers receive £12 an hour instead of £8 an hour. This benefits both care recipients and carers as it potentially provides more choice and convenience and speedy introduction.

Impacts and outcomes of the AHSN involvement to date

The Oxford AHSN provided a Strategyzer workshop, which allowed the company to test their value propositions and business model.

The Oxford AHSN also provided Trust on Tap with insight into the challenges facing adult social care commissioners and found some valuable potential new markets for the business. Trust on Tap has since also been adopted by Buckinghamshire County Council.

Through the Oxford AHSN, Trust on Tap were provided with an NHS perspective on how their solution meets the clinical need, supplemented with input from a social care perspective provided by Buckinghamshire County Council. This helped Trust on Tap to develop a plan of action of how to work with the Council, and they have since been adopted by Buckinghamshire County Council.

Supporting quotes

Innovator

The workshop provided by the Oxford AHSN helped us to look at our customers through a different lens, this made sure we were along the right lines and hitting the customers correctly.

William Cotton, Trust on Tap

AHSN

Trust on Tap is enabling people or their family members to find and choose trusted carers. By participating in the Bucks HSC Ventures programme, the Oxford AHSN was able to help Trust on Tap gain greater insight and access to the local health and social care system.

Nicki Bromwich, Head of Commercial Development, Oxford AHSN

Plans and timescales for spread and adoption

The plan is to increase product uptake and spread across Buckinghamshire in the next six months.

There is an opportunity for interested AHSNs to run a real-world evaluation of the impact of using Trust on Tap in a social care setting.

Start and end dates

2019 – ongoing

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