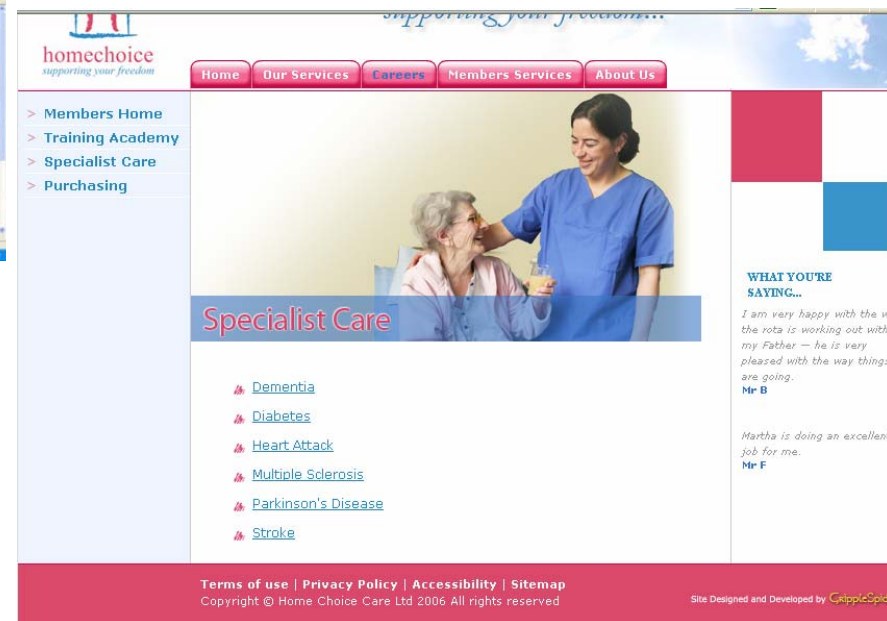
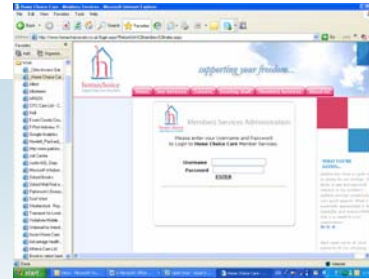


# Home Choice Care ON LINE

Our website [www.homechoicecare.co.uk](http://www.homechoicecare.co.uk) is currently under development with some fantastic additional features for you all to enjoy. We will have information and training on various diseases, illnesses and conditions (see sample below) and our care workers will soon be able to train on line, gain certification and even view their very own training log.



In the very near future we'll have our very own chat rooms and even shopping on line. If you have any other ideas of services, or use for our website please call me on **07920 752041** – I would like to hear from anyone who wants to be part of the development discussions on the our website - **so don't delay, call me today.**

*Patsy Daeche  
Marketing / Communications Manager*



## Home Choice Care **HITS** on Radio

This year we decided to try radio advertising, starting with Q103 FM in Cambridge and Huntingdon. Our first radio advertising campaign began on 7<sup>th</sup> January with 2 ads running every day for 2 weeks. One ad was directed at existing care workers wanting a change and the other at local people wanting to become a care worker. The ad was so successful we decided to move it to Essex

FM, from early February, for a 3 weeks advertising campaign. We had a staggering 134 enquiries in total from both ads.

If you haven't heard the ads then log on to our website at [www.homechoicecare.co.uk](http://www.homechoicecare.co.uk) . Take a couple of minutes to listen to them.



home choice  
supporting your freedom

# Open House

ESSEX APRIL 2008

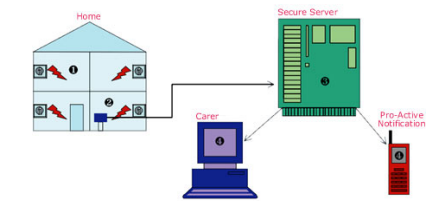
ISSUE 09

**Welcome** to Open House, the Newsletter especially for Service Users. It's our way of letting you know what's happening right now - the latest news and event where you are.

Home Choice Care now provide over **20,000** visits per week to clients and patients. We deliver over **30,000** hours of care per month.

Some good news this spring is that Home Choice Care are introducing more training courses for your care workers to help them get more knowledge about a variety of illnesses and conditions-we are launching our own training Academy on our website [www.homechoicecare.co.uk](http://www.homechoicecare.co.uk), please look at it or get any of your family to look if they are interested.

We are also looking at new services that can include the use of Telecare monitors and aids. There will be a lot more news about these services after May.



Justin Jewitt, Chairman

## HOME CHOICE CARE ARE ON THE MOVE!

We have plans afoot to move the main office to a new modern, high spec environment, situated in Springfield Lyons Business Centre, Chelmsford. This move is planned for the weekend 3/4 May 2008.

Please be assured that all our services will remain the same - the only thing that will change is our address and telephone number.

We will send out full details to each individual soon. If you have any questions please feel free to contact me on 01277 354111.



Springfield Lyons Business Centre, Chelmsford



John Giffney, Care Director

# Essex Branch News

01277 354111

**Out of Hours Telephone Number**

It seems such a short time since Christmas and yet Easter has also come and gone. The good thing is that we managed to maintain all essential services over both holiday periods. I am sure that you would want to join me in thanking all the staff who ensured that the service to you was so well delivered.

## Prize Draw Winners

I'm sure that you all want to know about the lucky winners of the luxury chocolates in our recent Christmas Prize Draw.

They were Mr D. G of Chelmsford, Miss M. W of Chelmsford, Mrs F. H of Hutton and Mrs S. L of Brentwood. Congratulations and thank you to everyone who participated in the survey.

## Care Worker Achievements

HCC is proud of its commitment to the training and development of its workforce to ensure that we have staff who wish to extend their skills and knowledge to benefit themselves and the service users they support. I'm sure that you would wish to join me in congratulating the following staff on their recent/pending achievements.



Well done to the following staff on the successful completion of their NVQ 2 programme: - **Theresa Cross, Carly Exley and Anthea Last.**

A special mention for those who are within touching distance of completion, **Michelle Covington, Anita Evans, Lorraine Hardy, Pam Feathers, Mark Norman, Karen Smith and Donna Warner.**

Support from a new Assessor from Braintree College is now imminent!! HCC will also have two new groups embarking on our next NVQ programme in March.

## Service Quality

Dissatisfaction with the service delivery continues to reduce and regular compliments continue to be received. Please do not hesitate to contact the office if you have any queries or complaints. Don't feel you have to 'suffer in silence'. We really are interested in everything you have to say and can only fix things if you let us know what the problems are.

As well as any concerns you may have, I would love to hear from any of you who have praise or would like to thank any one of our Care Workers.

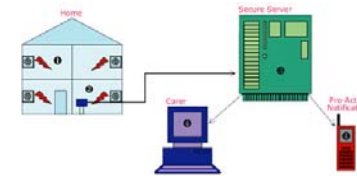
## Individualised Budgets

Essex County Council is currently working to finalise their processes to roll out this exciting programme which is the future for care delivery. It will offer service users much more say in how their care requirements are met and is a framework which will enhance service user choice and control over their support arrangements. Please discuss this new process with your local social services contact. I'm sure that you will have the opportunity to discuss this major new service development in the course of your Annual Review.



## Service Developments

HCC is currently looking to working in partnership with ECC to be responsive to service user need not only in relation to the development of services in order to meet the needs of service users accessing Individualised budgets but other initiatives such as Rapid Response a service to support service users being discharged from local hospitals, facilitate care at home and reduce the risk of longer term hospitalisation or re-admission.



## Telecare

In these days of rapid technological advancement this is an emerging market which can supplement existing traditional care delivery to support Individuals to exercise their freedom to choose to remain as independent as possible within their own home.

HCC's own Remote Care service functions as a 24/7 early detection and warning system that lets care workers and family members know that a loved one is safe. It recognises emerging problems before they become full blown emergencies. The system utilises small, unobtrusive, strategically placed wireless sensors to monitor the person(s) in their own home. It is virtually invisible and no pot video camera or audio intrudes on the person(s) life. Changes to the persons activities are analysed so care workers can be alerted to problems by call centre professionals, or via e-mail, phone, text message or pager or by checking a password protected web site.

**CONGRATULATIONS** - HCC has supported yet another service user who is about to celebrate their centurian year. Well done on this huge milestone and hopefully there will be many more to come. Enjoy your special day.

