Bringing in the ‘not so loud’ voices of social care: How can we use AI to make personalised, integrated care, become a reality?

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The Health Foundation

About us

The Health Foundation is an independent charity committed to bringing about better health and health care for people in the UK.

- We identify, support and fast-track promising ideas to improve health care, bridging the gap between policy and practice to help create the right conditions for change in the NHS.
- We use data analytics to tackle real world problems in health and social care, for tangible public benefit. We work to create a future where everyone's health and care benefits from these developments in analytics and data-driven technology.

We shine a light on how to make successful change happen

The Health Foundation

The landscape

To use AI to make personalised, integrated care, become a reality we need to:

1. Collect data that reflects lived experience
2. Build strong data and tech infrastructure
3. Build a safe, skilled, resilient workforce
4. Address inequitable access to services and unequal outcomes
5. Develop a culture of trust and collaboration across the sector

UK social care plan criticised for not addressing staffing crisis

White paper's promise to 'fix' sector undermined by its failure to deal with workforce issues, say critics

"While increasing numbers of care providers welcome digital technology – they are not data and digital experts. Small and medium-sized providers, in particular, need support to manage the data protection and cyber security issues that come with the increased use of data and digital tech.

Michelle Corrigan, Programme Director of Better Security, Better Care

Health inequalities: Learning disabilities and COVID-19

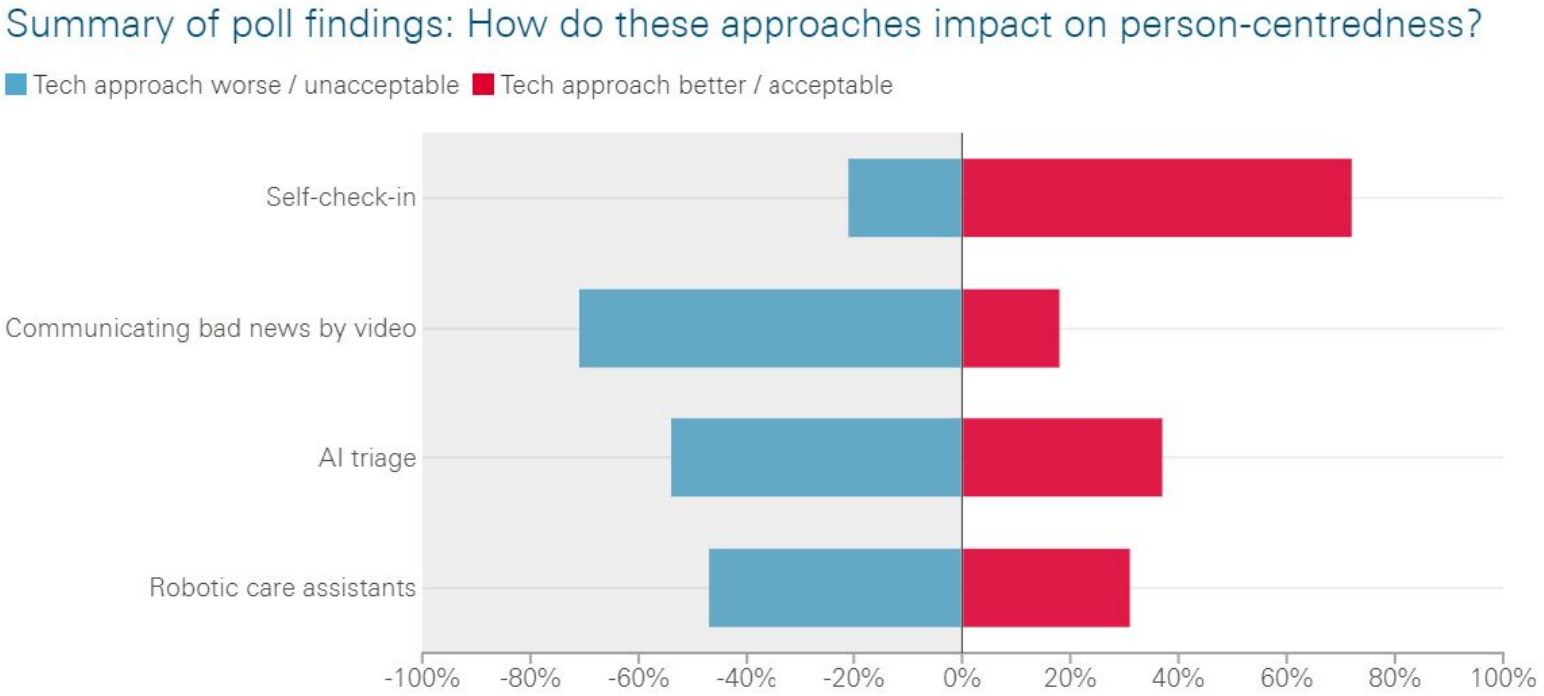
For people with an intellectual and developmental disability (IDD), the COVID-19 pandemic saw a traumatic loss of routine, activities and contact with family

105,000 vacancies

were being advertised on an average day in 2020/21

Skills for Care, 2022

Does technology help or hinder empathy and person-centred care?



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Source: UK public survey fieldwork carried out online by YouGov, 26–28 October 2020; total sample size 4,326 adults (85% from England, 8% Scotland, 5% Wales and 3% Northern Ireland); figures have been weighted and are representative of all UK adults (aged 18+). • The statements given differed for each technology-based approach (see further charts for the wording in each case).

Case studies

Developing data analytics to improve how social care is monitored and understood for those with the worst outcomes

Manor Community

Analysing quality of life for people with a learning disability using the Personal Outcome Scale

Royal Mencap Society

New funded programme

- Health Foundation's Improvement team designs and delivers funding programmes to support change on the ground to improve health and care.
- Currently scoping a new £2m programme on ***technology enabling new models of care at home or in the community.***

Current example programmes:

Four innovation hubs to be established as part of the Health Foundation's programme to improve the adoption of health care improvements

23 June 2021

Four partnerships chosen to be part of the Health Foundation's programme to improve health care services through collaborative communities

28 October 2020

News / Community and voluntary / Inequalities / Common Ambition

Bringing together health and care, and technology

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Webinar: Speeding up NHS service transformation – how can we do better?

Wednesday 23 March 2022, 11.30-12.30

Event / Analytics and data / Digital technology / Improvement research / Quality improvement

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Patients and machines: does technology help or hinder empathy and person-centred care?

About 15 mins to read

Tim Horton / Tom Hardie

Chart / Digital technology / Improvement research / Patient experience

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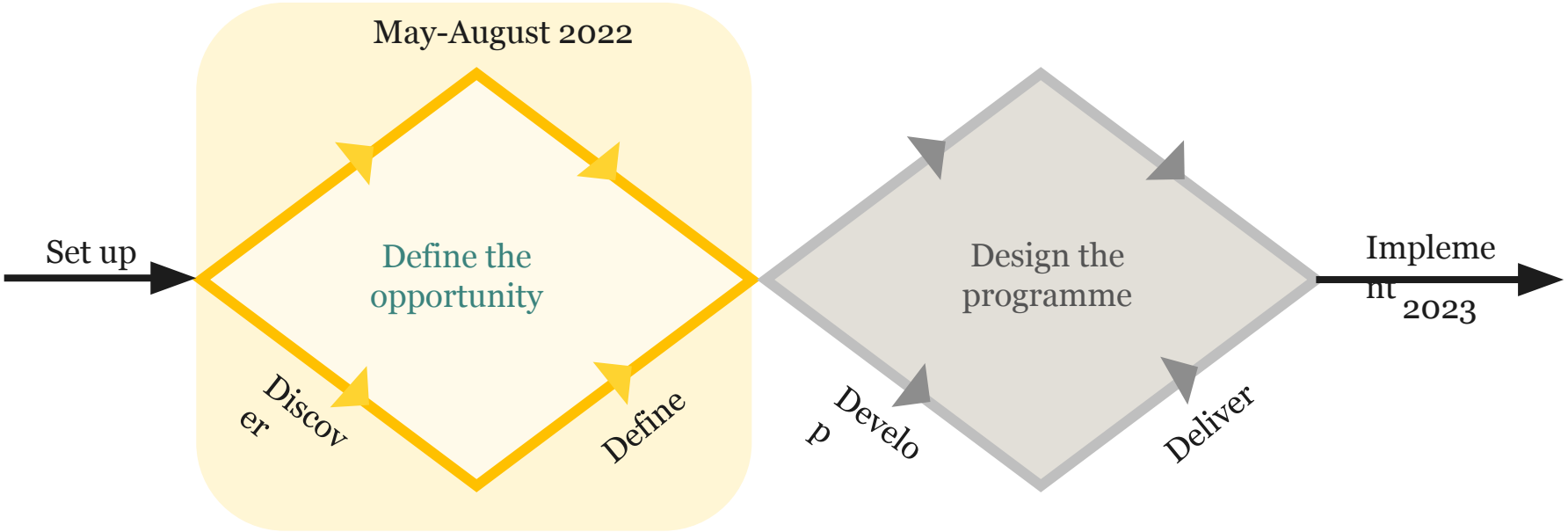
Key points

- New technologies in the fields of automation, artificial intelligence (AI), robotics an communications are creating a range of opportunities to improve health care, from diagnostics to remote monitoring. However, they could also create challenges for delivering empathetic, person-centred care by reducing or mediating human interac
- Through an online YouGov survey in October 2020, we asked more than 4,000 UK adults how four different uses of technology (self-check-in, robotic care assistants, triage and communicating bad news by video link) might impact on the person-centredness of care and whether they would be comfortable with such approaches. these, self-check-in was the only one that a majority of respondents were comfortal with, and the only one where a majority thought the technology-based approach w better.
- Our results suggest that, to get technology-enabled care right, policymakers and practitioners will need to: engage with the public and NHS workforce to inform decisions about how best to develop and deploy technology; co-design new approac with patients and staff to ensure they are tailored to user needs and preferences; and allow for differentiated approaches, taking into account who technology works for when, and ensuring alternative options are available where feasible.

Scoping approach



- Broad topic to be narrowed down to a small number of opportunities.
- Working collaboratively, drawing on diverse perspectives and experiences.

The challenge

How can we ensure that the use of AI in social care highlights and addresses inequalities, rather than further embedding them?