

# Personalisation

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# What is Personalisation?

Both a way of working and a  
process

# Personalisation

Individuals not institutions take control of their care. Personal budgets, preferably as direct payments, are provided to all eligible people. Information about care and support is available for all local people, regardless of whether or not they fund their own care.

DoH - A vision for adult social care: Capable communities and active citizens Nov 2011

# A little bit of history

Woodlands

Local Area Co-ordination

Direct Payments – 1996

Steve Dowson, NJAM

'In Control' & the first pilots – 2004

Care Act 2014

Social Prescribing

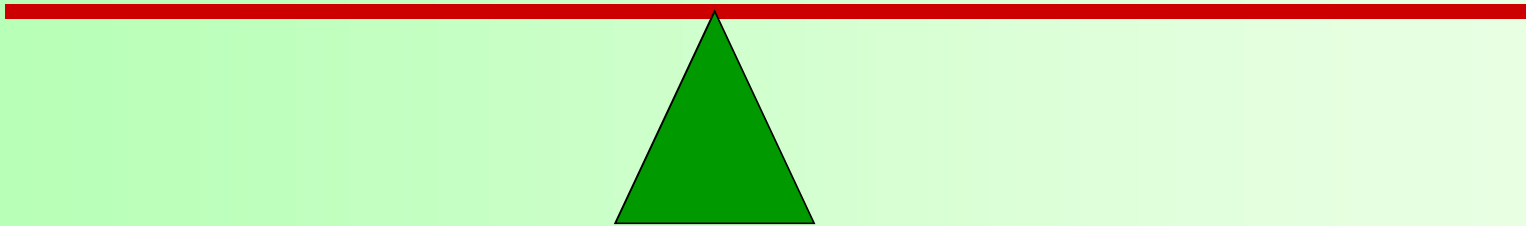


# Not Just about Money

- When people who provide services are involved in individual planning, they will find it difficult to admit that the person would be better somewhere else.
- Care managers who organise services for someone who they probably don't know very well, are likely to prefer a set of services that is easy to organise, and not risky.
- There is a way of organising the system differently. It's called **Individualised Funding**

# Personal

# Professional



# Jargon Quiz!

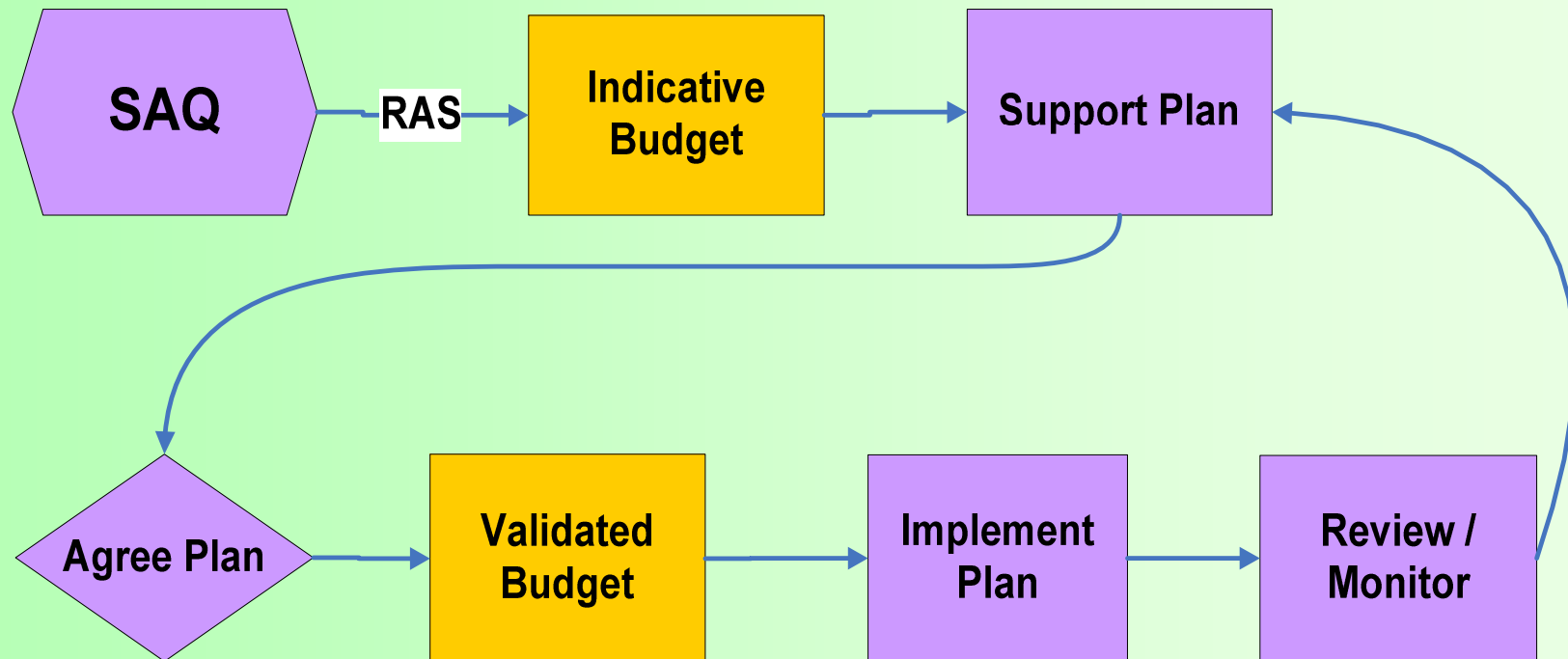
What do these initials stand for?

RAS - SAQ - PB - PHB - CHC -  
ISF - DP

# PB vs PHB



# The Process



# defining brokerage

Brokers have the role of helping people plan and organize any support they need and do not have the job of rationing resources or the role of providing services.

# **Comparisons**

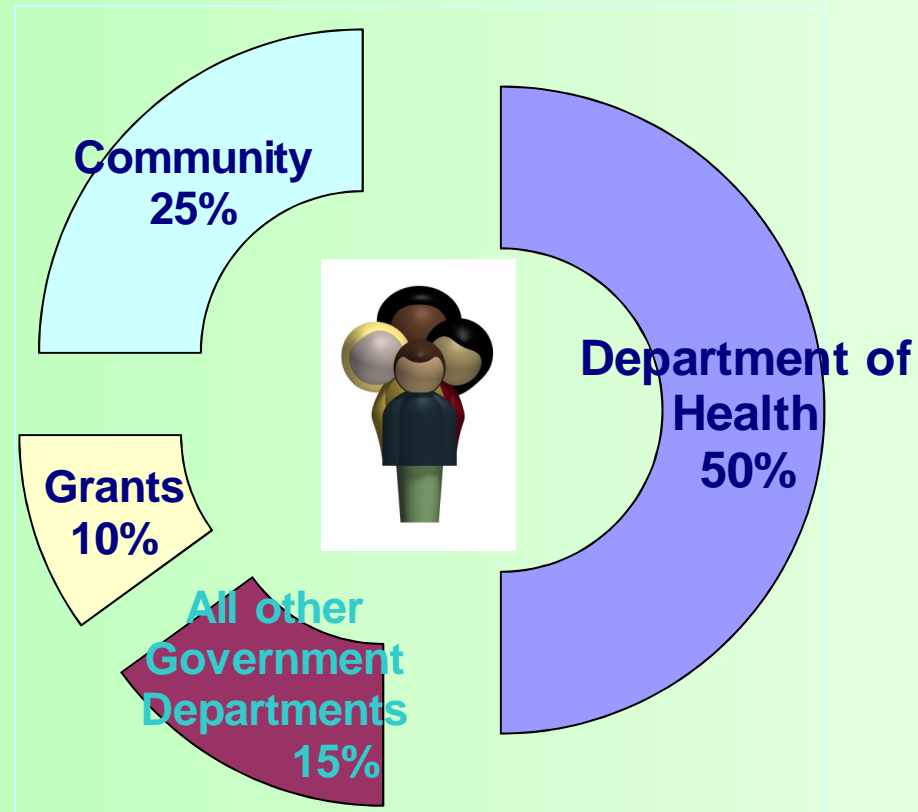
**Brokerage**

**Advocacy**

**Care Management**

**Social Prescribing**

# Individualised funding - Citizenship Model



# Personalisation and autism

- Care Act eligibility
- Lack of community services and specialisms
- Discharge PHBs being piloted in London
- Annual Health Checks being piloted may see rise in referrals to social prescribers



# Fred

Just back from school

Autistic with co-occurring  
learning disability

Wants to volunteer at Steam  
Museum – risky?