Personalised Care and Support In Harrow
My Community e-Purse (MCeP)

Presented by:
Jon Manzoni
Programme Director, Adult Social Care
jon.manzoni@harrow.gov.uk
A complex and challenging health and social care context

Growing population

Five Year Forward View

Personal budgets

NHS funding gap

Sustainability and Transformation Plans

Prevention agenda

Self Care initiative

Financial pressures

Disjointed health & social care experience

Rise in chronic conditions

Personal Health Budgets targets

Increase in complexity

The Care Act

Fall in real term spending

Collapsing care market
Harrow’s personalisation journey: from personal budgets to the IBM Watson Care Manager

- **2008** Personal Budgets
- **2009** First local authority to commission and develop online directory
- **2010** Expanded directory
- **2010** Dismantled block commissioning
- **2011** First local authority to partner with PayPal
- **2013** MCeP introduces dynamic purchasing
- **2015** Project Infinity
- **2016** Harrow partners with IBM Watson Health to replace MCeP with Watson Care Manager

Harrow’s personalisation journey: from personal budgets to the IBM Watson Care Manager.
Co-produced benefits

- Removes barriers to personalisation
- No need to provide statements, invoices and receipts
- Improved audit and governance – Council has full view of all personal budget transactions in real-time
- A co-designed user-friendly interface
- Quality standards improved safeguarding
- Streamlined automated processes – improved customer journey
- Service user empowerment
MCEP also meant greater client choice because of competitive & more diverse provision.
MCeP saved Harrow £1M y-o-y savings

- Market transformed through open competition which has driven overall unit costs down by around 7%
- Reduced the reliance on traditional (more expensive) care and support and introduced more preventative, community-based services
- Back-office savings were made by re-aligning our brokerage – no cash monitoring review officers (£350K)
- Introduced ‘care navigator’ role to help people set up their support plans online
- No need for external third-party to train and set up
- Reduced Council aged debt position
Challenges & insights

Challenges
• Internal commissioning culture
• Developing joint care strategies with health and community-based organisations
• Strategic development of the care provider market

Insights
• Harrow’s personalisation story can be useful for other local authorities and health organisations such as CCGs, who are serious about integrating health, care and managing personal budgets in a single place
• Third sector and community-based organisations are key to delivering greater citizen control and providing care for less cost
• A ‘prevention’ strategy is key to delivering more for less
Want to learn more?

- About Harrow’s personalisation journey  
  jon.manzoni@harrow.gov.uk

- About the IBM Watson Care Manager  
  lizzyohare@uk.ibm.com

THANK YOU