



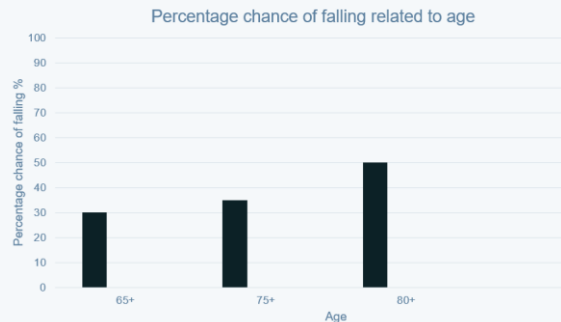
Workshop presentation progress update: ECC and Falls

3rd July 2019

Bringing Ingenuity to Life
paconsulting.com

Background: Falls

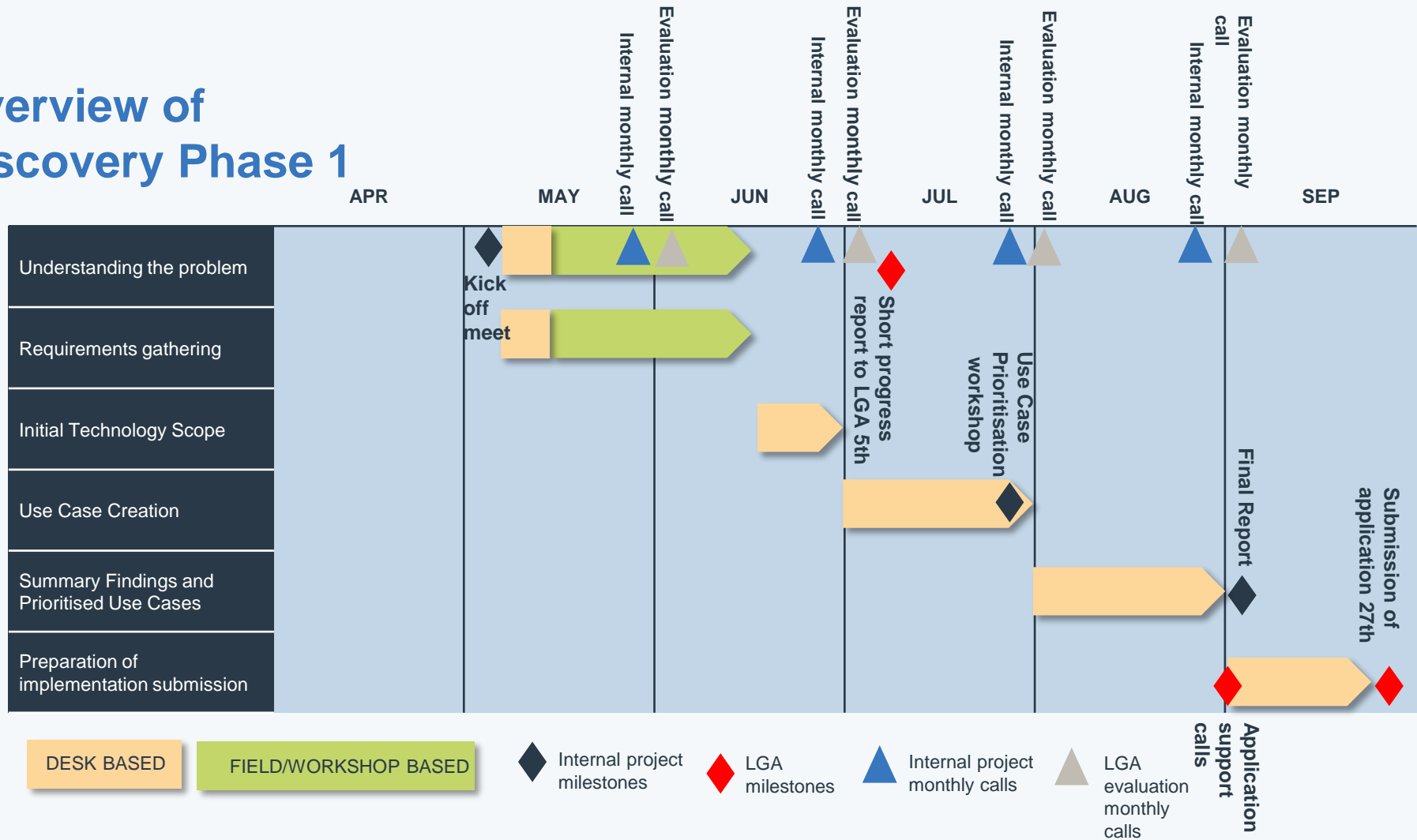
- Leading cause of accident related mortality
- 400+ risk factors associated with falling.
- 30% chance of fall if 65+ years, 35% chance over 75 years, 50% chance of falling if 80+ years
- If you fall once you are 2-3x more likely to fall again
- Leads to loss of confidence, decreasing activity levels and social isolation



£46.1m
Cost to
Essex

Problem statement: “How can we minimise the risk, impact and number of falls by encouraging people to stay active and live life to the full.”

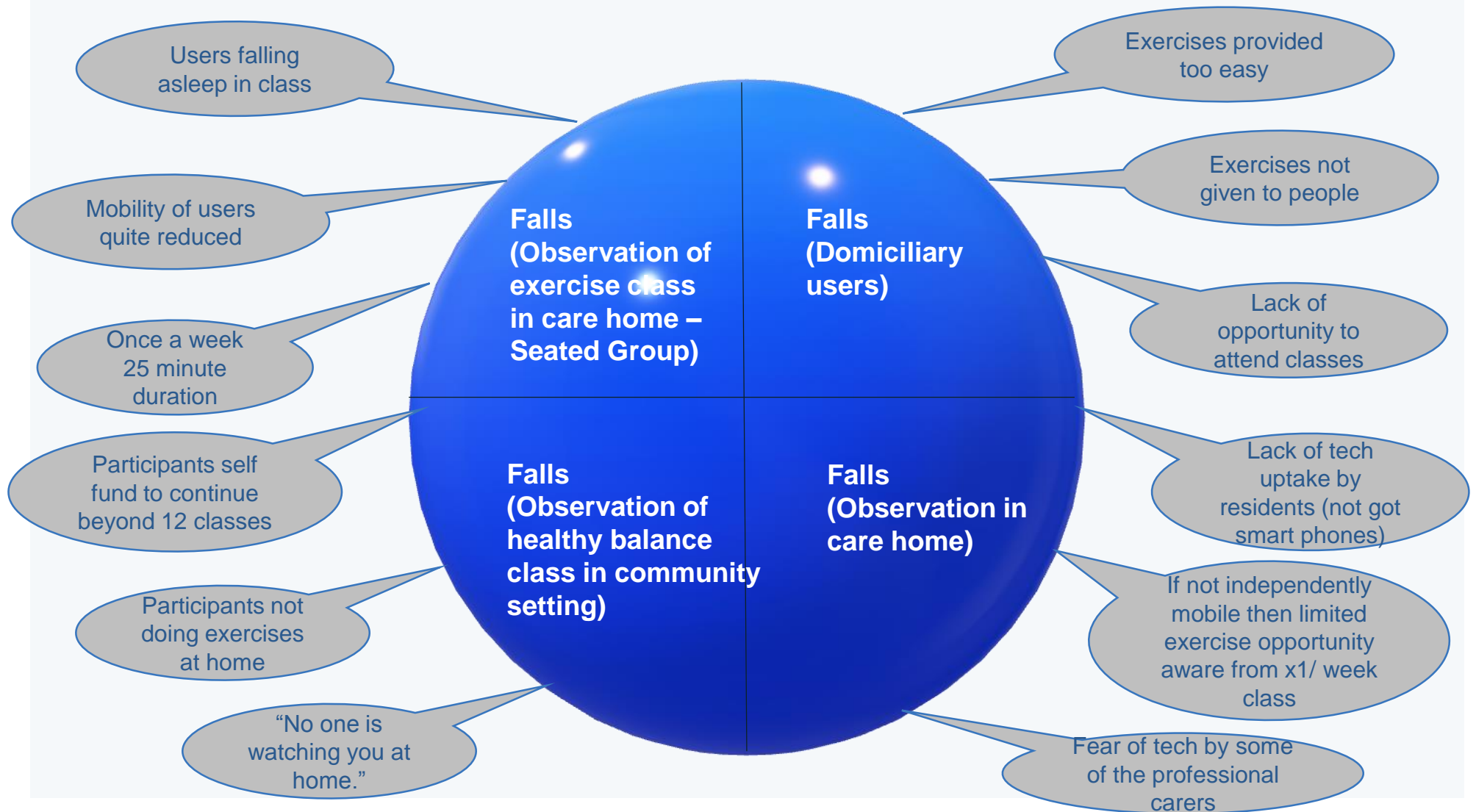
Overview of Discovery Phase 1



Steps

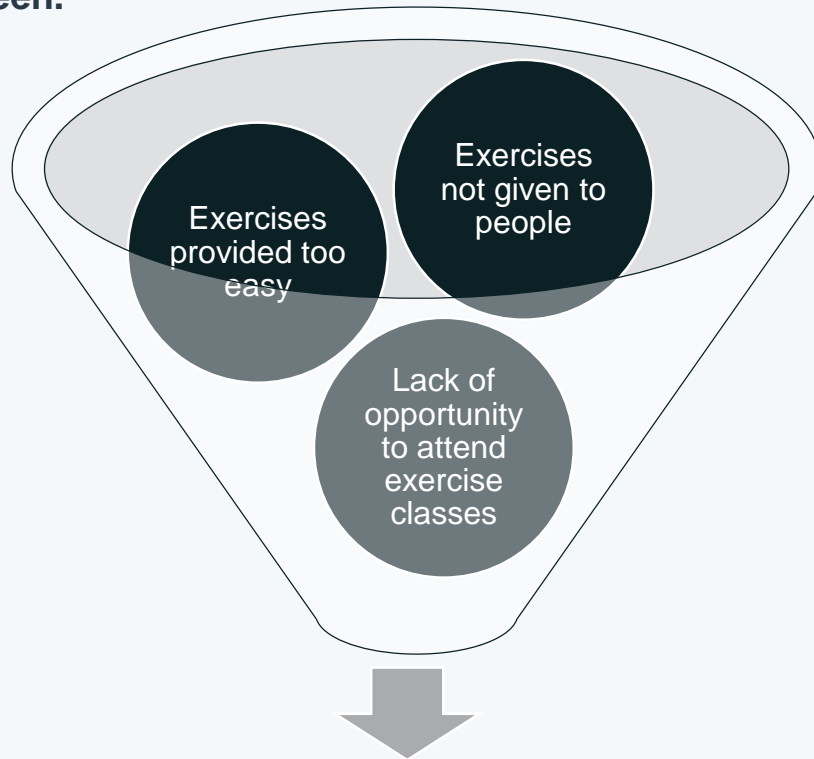


Pain points/ problems for research to date



Problems to Opportunities

Domiciliary setting – residents talking about their experience with falling and any issues there had been.




Opportunity: Digital solution to provide falls rehabilitation program (exercise programs/ printable sheets/ videos live online classes)

Service provider focus group – talking about issues around managing falls



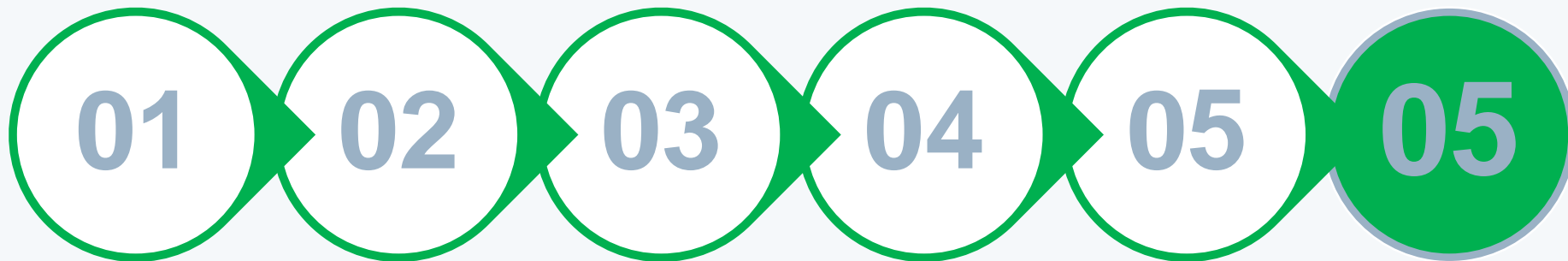
Opportunity: Digital solution to provide feedback re: exercises performing and overall progress. Digital solution to provide information on minimising falls. Digital solution to identify where highest faller rates are so can target resources

A photograph of a person in a dark wetsuit performing a backbend in a pool. The person's head is tucked down, and their legs are arched high over their head, creating a bridge shape. Water splashes around the person's feet. The background shows a sunset over a body of water, with the sun low on the horizon and its reflection visible in the water.

Initial insights: People with a history of falls or who are at risk of falls do not seem to need encouraging to stay active and live life to the full. They already want to do this. The issue seems to be accessing rehab or the right level of rehabilitation.

Being active is not enough to prevent falls – there is a need to do evidence based falls rehabilitation exercise regimes

Next Steps



Internal project
kick off

Write research
protocol

Identify user
groups

Write recruitment
specifications

Write patient
information
sheets and
consent forms

Identify and
arrange
observation
visits.



Identify and arrange
participants for focus
groups

Conduct
observations,
focus groups and
phone interviews

Arrange and
conduct
prioritisation
workshop

Collate data
findings

Write up report

Submit report

Complete

In-progress

Not
commenced