



ELDERLY CARE PILOT

VIDEO TRANSCRIPT

00:00 I don't want to be nursing home
00:07 I wanted this independently as I can for
00:10 as long as I can
00:11 we've all seen the headlines the UK is
00:15 facing an aging population timebomb the
00:18 population over 75 is projected to
00:20 double in the next 30 years care homes
00:23 are undergoing a funding crisis their
00:25 numbers have been decreasing over the
00:27 last five years their care homes that
00:29 are left have been struggling to find in
00:30 retain staff impacting the quality of
00:33 care provided on average care homes
00:36 today cost over 900 pounds a week
00:39 needless to say most of us want to grow
00:42 old in the comfort of our own home close
00:44 to our friends family and to the
00:46 community that we've been part of for
00:47 many years growing older allows people
00:50 to take the opportunity of finally
00:52 having the time to get closer to our
00:54 loved ones learn new things stay active
00:57 and make new friends
00:58 [Music]
01:00 Accenture and Amazon advised by Age UK
01:03 London are introducing the elderly care
01:06 pilot created to complement real-world
01:08 care it's helped serve older people's
01:11 needs - a voice alone the elderly care
01:14 pilot helps older people improve their

01:16 physical and mental well-being in a
01:18 number of ways easier access to reading
01:21 and learning materials plus daily
01:23 exercises that they can do at home are
01:25 just a start
01:26 more communication options allow
people
01:28 to stay in touch more easily and
01:30 frequently with friends and family it
01:33 can also help people find local events
01:34 to get out of the house more and meet
01:36 new people with similar interests life
01:39 at home can also be improved from
01:40 answering the phone to opening the front
01:42 door the family and care portal allows
01:47 for family friends and caregivers to
01:49 check in with older people to make sure
01:50 key tasks have been done or to
01:52 coordinate health appointments
01:54 ultimately the pilot offers older people
01:57 another way to make the most out of
01:58 every day in a short time we've built a
02:03 great team and have received
02:04 overwhelmingly positive feedback from
02:06 the people we've shown our solution to
02:08 we achieved this by systematically
02:10 testing with a variety of people getting
02:12 early feedback and improving it as we go
02:14 refining our design and obsessing over
02:16 the many applications all the while



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02:18 keeping our main goal in mind
02:20 connecting the older generation to the
02:22 people they love and the digital world
02:23 we inhabit we've already started working
02:28 with some of the most innovative
02:29 companies in the world to make this a
02:30 reality come and join us to make the
02:32 solution for the older generation a
02:34 seamless and impactful as possible
02:36 [Music]