

# THE WAY FORWARD

**MANAGING THE BIGGEST CHALLENGE  
FACED BY THE CARE SECTOR**



**An interview with  
Arnon Rubinstein, Managing Director  
Future Care Group**

**Extract from a report commissioned by:**



Powerful Accounting Software

# Introduction

As yet, the digital revolution might not have taken hold across the care sector – but it's going to happen, probably sooner rather than later.

The impact of robotics, artificial intelligence, machine learning, the internet of things will be significant, and should improve both quality of life for those who are being cared for and the viability of the companies providing that care.

Coupled with technology which optimises operational and administrative tasks, providing information which is of value to the provision of services rather than simply score keeping.

Such change could be the biggest challenge the sector has ever had to address. As one CEO put it, managing technology could be like constantly pressing on the fast-forward button on the television remote and trying to make sense of what you're watching on the screen. But how do we synchronise technology with humanity, a question which is going to be mission critical.

In a report commissioned by iplicit, the cloud accounting software company, to be prepared and published by DECISION magazine later this year, owners and directors in the care sector will be talking about the issues and how they can be reconciled.

This is one of the interviews to be included.



# Knowing what makes a real difference

At face value, for a care home group which started some ten years ago because the founders saw an opportunity to provide care which was much more technology enabled, this might seem a curious statement for its managing director to make.

“Our driver isn’t to find ways to replace having staff,” explains Arnon Rubinstein, whose Future Care Group has eighteen care homes in the south-east. “It’s about enabling them to be more efficient and knowledgeable about providing care.

“Let me explain. The ‘buzzword’ now is that each resident should receive personal care specific to their needs, and that is where technology can really help by providing effortlessly the data needed to verify what that is.

“We chose our name because we believe we have to be at the forefront of technology to deliver the best possible care and at the same time meet our business objectives so the two aren’t mutually exclusive.

“We introduced electronic care planning at the outset, at a time when most independent care homes were still working with





*Arnon Rubinstein*

pen and pencil or a spreadsheet. What does it entail? All of the details of a resident's clinical and personal information sit in the database and we can also include a medication management element as well as other add-ons.

“What makes a difference is having the ability to then analyse that data, to identify what needs attention straight away.

“The system also enables us to communicate directly and digitally with the Care Quality Commission regulator, the NHS and other medical providers as and when needed.



“Nothing I have told you so far replaces the human element, and investment in technology isn’t in place of training.

“What technology means is that we can deploy automated analytical tools which will trigger for example if a resident isn’t taking enough fluids.

“What a technology revolution should deliver for the care sector is an analysis of data in real-time for better resident care.

“What impact is it having on the actual management of a care home? Every element of the building, the service provision, is highly regulated by numerous bodies so as a principle, knowing where you are at any given moment is a huge advantage.

“Systems not only have to facilitate the running of a home and the care for its residents but enable communication with the outside world, so for example relatives can access loved ones by video conference and review their care plans.

“An all-in-one technology solution I don’t think works because it has to cover so many highly specialised areas which can’t be accommodated in a single system or a single supplier, so we identify best of breed for specific requirements and make sure the vendors work together to integrate everything efficiently.

“Families are happy to know that new technology is being introduced because it provides them with more peace of mind. They appreciate having the information they need to hand rather



than having to ask a member of staff at the care home who would then say 'I'll have to look and find out for you'.

“One area where technology can make a significant difference is in sensors, which enable carers to identify if a resident is in their room, if they have fallen, or are uncomfortable in bed. These are blind sensors, not CCTV, and again, it's about technology providing instant information.”

But Rubinstein is less enthused by robotics. “I can definitely see an immediate role for more robots stacking supermarket shelves, but people aren't boxes of cornflakes,” he asserts.

“The deployment of robotics in care homes is likely to be quite limited in my opinion. A robot device like an 'Alexa' can be a companion, enabling a resident to communicate when they want to.

They can say to it that they need to go to the bathroom, please call someone, or play that song I like, but a care home resident's ability to express what they want can be limited.

“A robot can collect food from the kitchen but can it encourage someone to eat? A robot can deliver medication but if the recipient drops a pill or doesn't swallow it, would the robot know?

“Robotics can help with personal care but there will always be the need for a human, personal touch.





*Belmont Castle - part of the Future Care Group portfolio*

“That is a reason why we have been trialling an app which reads someone’s face for any sign of pain which they might not be vocalising. You could call it a form of robotics, but you will still need human intervention to do something about it.

“What this all means is that care homes now have an opportunity to create a USP advantage by utilising technology. Government could incentivise the take-up of technology in the sector for example by enabling care home operators to reclaim VAT, which we can’t because it isn’t something we charge our residents.”

[www.futurecaregroup.com](http://www.futurecaregroup.com)



## About iplicit

Providing a cloud-based finance and management software solution that allows the care sector to focus on what really matters.

Tailored for those frustrated by on-premise legacy software, iplicit provides greater flexibility and enhanced levels of reporting, integrating with other cloud applications for a seamless migration path from a user's existing system, enabling organisations to 'step up' to next generation finance software without losing the functionality they currently enjoy.

iplicit received the Accounting Excellence award for mid-market and enterprise software of the year in 2020, and the top product for enterprise accounting/ERP in the Accounting Web software awards, 2021.

124 City Road, London EC1V 2NX  
County Gates House, 300 Poole Road, Bournemouth BH12 1AZ

0207 729 3260  
info@iplicit.com  
iplicit.com

Unit F7 Riverview Business Park, Nangor Road, Dublin 12, Ireland  
info@iplicitireland.com  
(+353) 1 592 0850



*The interview with Arnon Rubinstein was undertaken with Tim Bryars, specialist at iplicit in working with the care sector.*





## **About DECISION magazine**

First published in 1988, DECISION magazine reflects the business lifestyle, the trials and tribulations, the hopes and aspirations of directors and managing partners responsible for businesses with a turnover of £5million and above.

07737 308371

[mail@decisionmagazine.co.uk](mailto:mail@decisionmagazine.co.uk)

[www.decisionmagazine.co.uk](http://www.decisionmagazine.co.uk)

