

A NEW APPROACH TO QUALITY CARE

In February this year, a brand new approach to all-in-one care management is being launched in the market. We speak to founders of OneCare Platform, Kay Morley-Cooper and Frank Molony, to find out how they have used their experience in social care to create an advanced software solution for providers and how they intend to launch a business-beneficial community around their platform.



Tell me about your background and how you ended up working in the care sector.

I was born in Zambia, southern Africa, and I came to England around 25 years ago after I got married to my husband and now business partner, Frank.

My father sadly died when I was growing up and, at the time of moving to the UK, my mum suddenly became really ill. There was no institutional care for her in Africa – on the whole, the majority of the care over there happens in the community. You pull all your resources together and provide care to your family friend or relative. It’s very natural, intrinsic, and different from the West, but the approach to care in Africa has had a huge impact on my values.

Now, I always knew I wanted to run my own business. I’m a great believer in contributing wherever you can make a difference and once I arrived in the UK my desire to deliver great care in the community grew. I studied for my Social Care Level Four, qualified as a care manager and launched my own

“ONE OF THE KEY STRENGTHS OF ONECARE PLATFORM IS ITS USER-FRIENDLY INTERFACE, DESIGNED WITH SIMPLICITY IN MIND.”



“TOGETHER, WE WILL HELP PEOPLE DELIVER BETTER CARE AND BUILD A WEALTHIER, HEALTHIER BUSINESS.”

As we continued down this route and watched Frank’s input really working we realised our new approach would work even better as high-performance software.

We entered into discussions with existing software developers and found that lots of companies seem to think they understand what it’s really like to be a carer. They think they have a solution that they can just tweak here and there to fit care businesses’ needs but, actually, that doesn’t work. We’ve been there and tried that. We’ve bought software that has been adapted from different sectors to try and suit home care or for supported living providers, without the developers properly thinking things through from the bottom up about how software really has to work for care. I’ve had many frustrating meetings with people who claimed they knew better about social care than me and my staff... they didn’t properly understand the sector at all. So, with a little persuasion, Frank launched into action and started planning the creation of a software solution that would work for my business. The idea for OneCare Platform was born and developed into the foundation of Care 1st’s excellent care delivery.

What was the priority behind the build of the platform?

OneCare Platform has been constructed to focus on best practice, high quality care, and relieving any issues that come your way which, in turn, accounts for the creation of a profitable business. We built the platform to work as a non-intrusive, effective technology that carers and service users understand and love. For me, it was important that I share my experience and knowledge throughout the software’s development so that everyone can successfully care for more people and grow their business.

The build involved a lot of back and forth. We spoke extensively to our staff and dived into my own experience to ensure OneCare Platform is able to put people first. We have achieved this by prioritising support, respect and innovation in the model.

We also took into account that the age of carers is very, very varied. With a mix of younger and older

care service, Care 1st, in Bristol – which has been running for 20 years now!

Since then, the company has expanded and grown significantly across Bristol, Swindon, Berkshire, Surrey and Gloucestershire. It’s fantastic.

How did OneCare Platform start and where did the idea come from?

Honestly, OneCare Platform is a result of Frank and I becoming exhausted with all the issues, problems and unnecessary complications we’ve experienced from software we’ve been paying thousands of pounds for.

We hit a turning point. Frank, a chartered accountant, a mathematician and a data expert, quit his job in the City and joined me in social care. The sector has surprised him, to say the least.

Life in care just doesn’t stop. Your phone can ring at any time of day, the job is quite literally 24/7.

Frank and I started talking about how, and why, there needs to be a solution to fix this. We knew we weren’t alone in wanting to have some of our own time and family life back.

So, utilising his skills, Frank started coming up with new ways of monitoring our operations and ensuring high quality care at Care 1st which turned out to make our lives, as well as everybody else’s involved with our care service, a lot easier.



employees, different age groups can find technology easier or harder. So again, you have to start from the bottom of what is involved in our sector specifically. That's why we've kept OneCare Platform simple. You don't need a PhD to use it!

Frank stayed up all night on many occasions building the model and working with developers who certainly had their own opinions. It wasn't easy to communicate that what makes sense to them doesn't make sense for the care sector.

Ultimately, at the heart of every home care business is the carers. They need effective and quick access to all the necessary information to carry out their work successfully. We've responded to these industry demands and have recognised the need for a solution that facilitates this, as well as ease of compliance with CQC inspections. That's why we've built OneCare Platform to be innovative in its design and function. It is tailored to streamline task management and carer schedules, the platform is rooted in best practices, and ensures each carer remains on track and accountable.

Can you explain specifically how the platform will work to deliver real care?

The efficiency and ease of the platform means, as a provider, you are able to take on more clients and properly retain your staff. The software offers a truly transformative advantage as it plays a pivotal role in contributing to the growth of your business.

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One of the key strengths of the OneCare Platform is its user-friendly interface, designed with simplicity in mind. Care workers, coordinators, and managers can navigate the platform effortlessly, eliminating any confusion and maximising productivity. This accessibility is particularly important in the fast-paced and dynamic field of home care.

The software has been crafted to account for real-life scenarios that care workers frequently experience. By addressing these practical challenges, the platform ensures that the system aligns seamlessly with the daily workflow of care providers which improves the care being delivered massively. This consideration for real-world situations enhances the platform and resonates with care workers because the system meets their needs.

For example, let's say a carer is at Mr Smith's home for a call and they've got another appointment in 15 minutes. Just as they're leaving Mr Smith suddenly has a fall, instantly meaning the carer is going to be late to their next call.

The carer needs a simple, quick way of communicating the issue to the office so that they can get guidance and help. The carer doesn't have time to be hanging around on hold, choosing this option and then the next option. They need quick instruction so that they can deal with the situation – this problem occurs all too often and is one of the main reasons why appointments get messed up and things go wrong. OneCare Platform's communications and flexible, cross-organisation functionality manage the off-plan situation how a care provider needs it to be managed, smoothly and without disruption. Sudden issues have a negative impact on the rest of the carer's visits, which is dangerous, unless things can be dealt with quickly and efficiently. OneCare Platform deals with it. In essence, OneCare Platform goes beyond being a just tool; it becomes a strategic asset for providers looking to enhance their care delivery, increase staff retention, and expand their client base.

What are some of the issues you have experienced that you have made sure OneCare Platform tackles?

One of the software providers we were using was hacked and it was awful – I can't even describe how terrible it was. Luckily, because my business has been running for such a long time, we had the skills to cope with the problem.

In the development of OneCare Platform we've done everything we can to make sure issues like this are prevented – safety was one of our key priorities. The Cloud has been key in the development to tackle this, all the data is safely backed up.

We have also ensured that providers using the platform will be able to provide good reports easily and quickly when needed. This part of OneCare Platform focuses on everything the CQC wants to see, which is also all the good stuff you want to see as a business too.

Over the years, my home care business has done really well with regards to CQC ratings and we've always received either an Outstanding or Good rating. However, in the early days, we did actually receive a Requires Improvement rating and it was a pretty traumatic experience.

It was a tiny, simple communication and documentation occurrence, and in the end the CQC actually took their rating back and gave us the Good rating we deserved. But you see, this is what happens when you don't have robust systems in place. Showing yourself off simply and clearly is very important, and throughout the year with care delivery and mishaps you must always be able to triangulate; what happened, what you learnt, and the outcome.

The best success is shared success, so I, Frank or someone else from the OneCare Platform team have committed to giving free workshops online or in-person for people to show everyone how they can use OneCare Platform to improve their care operations, financial results, and tackle all the issues that come their way. We intend to build a mutually beneficial care community around OneCare

“THE SOFTWARE HAS BEEN CONSTRUCTED TO FOCUS ON BEST PRACTICE, HIGH QUALITY CARE, AND RELIEVING ANY ISSUES THAT COME YOUR WAY.”



Platform where people will share knowledge and best practice and discuss the real experience of real care delivery and how we can improve care quality. People will have meaningful input into our development roadmap but we will never let our platform get over-complicated or unwieldy. It will stay light-touch but seriously effective. OneCare Platform is everything you need and nothing you don't!

Overall, why should care providers choose to work with you?

We know and are familiar with all the pressures and pain points of running a business. Our industry experience and personal approach to social care and its challenges makes OneCare Platform the best all-in-one care management system for medium and smaller care providers who want a single software solution that keeps pace with their ambitions. We've built something bigger than software – OneCare Platform is a whole new approach which will put you in control. We are simply offering a new way to deliver outstanding care quality and business success.

Together, we can deliver better care and build wealthier, healthier businesses so get in touch. We're all very approachable!

For more information visit: www.onecareplatform.co.uk or contact the team on 01483 370130, getintouch@onecareplatform.co.uk.