

# Using Customer Engagement to Improve lives for those people living with sight loss and a range of other disabilities



LOUISE FERGUSON  
EXECUTIVE ASSISTANT TO CHIEF EXECUTIVE



# Henshaws Background

- Henshaws is a northern charity supporting people living with sight loss and a range of other disabilities to go beyond expectations.
- Henshaws charity in Manchester is 183 years old.
- Henshaws first 'school' was called a Blind Asylum. It was in Manchester on a site with a School for the Deaf, which has developed into the Seashell Trust.
- Henshaws employs over 440 staff (a 33% increase on 330 staff 3 years ago).
- Henshaws has a number of specialist face to face services which include a specialist disability college, community houses and supported living, a specialist Arts and Crafts centre and Community Services.
- Henshaws works with circa 7,000 people through its Community Services and last year a quarter of a million people engaged with Knowledge Village.
- Henshaws has developed an online Knowledge Village which provides a place to share our knowledge and expertise with those experiencing or working with sight loss and disability. People can explore our videos, blogs, resources and eBooks to learn about everything from apps and technology to our useful Life Hacks.
- Henshaws has an annual turnover of £12.5m.

# values



## Informed

Always aiming to increase knowledge through experience, expertise and history



## Inspiring

Through the life changing impact on the people we support



## Sharing

Desire to exchange experience and ideas with others



## Compassionate

Displaying empathy and understanding



## Proactive

Actively helping and supporting individuals



## Empowering

Encouraging and supporting individuals to reach their full potential

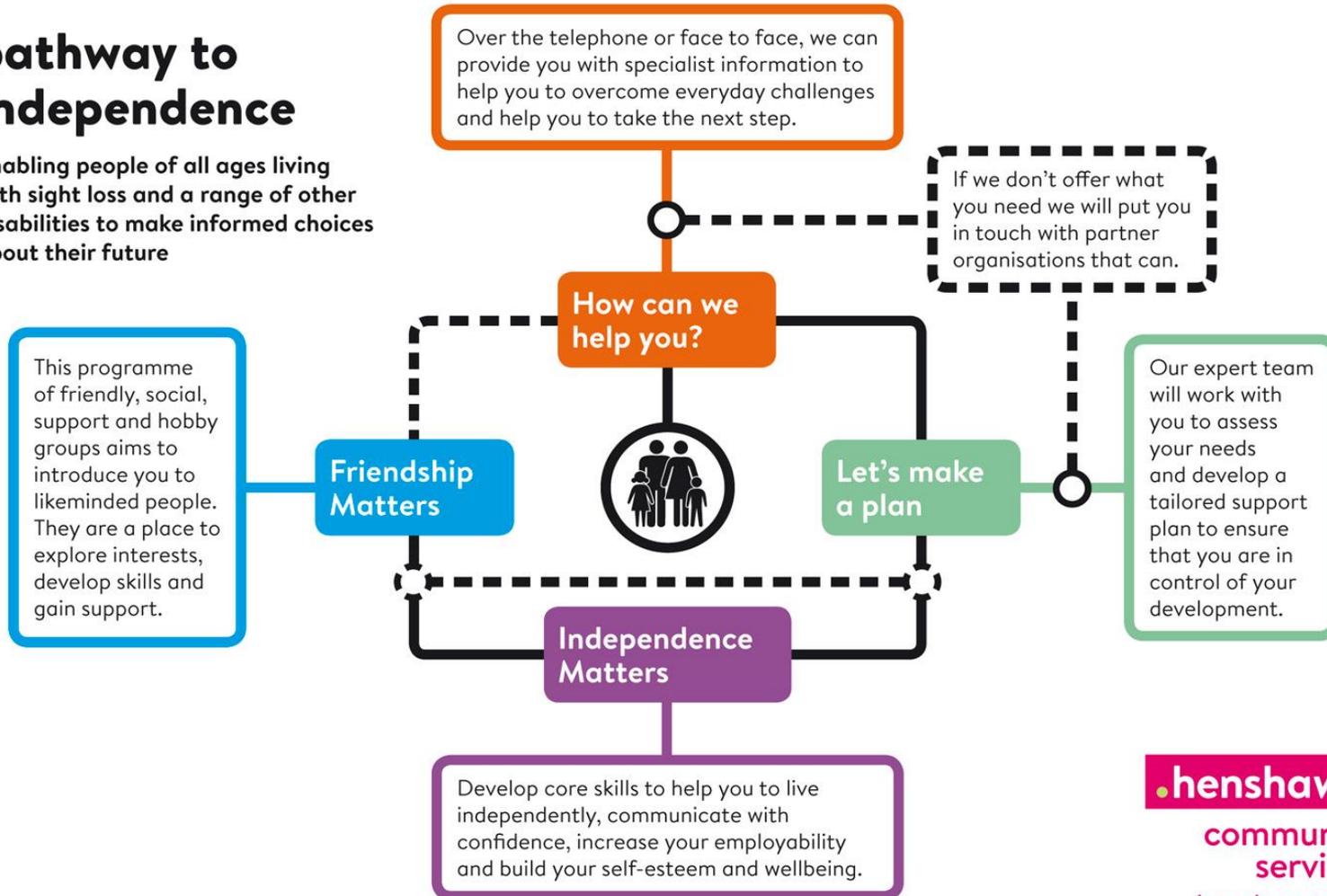
# 2023 - Visual Impairment Growing Numbers

- The number of blind people will triple in the next four decades and approx. ½ billion people will have a VI by 2050.
- The growing ageing population and the growing population in Southern Asia and Sub-Saharan Africa are the main contributors but.....
- Even in 2018, 250 people per day in the UK started to lose their sight and 50,000 people go blind in the US every year.
- WHO estimates 80% of VI can be prevented or cured.
- Henshaws is aiming to deliver to as many people as possible across the World.
- Positive Customer Engagement on a global scale will be critical.

# Our Award Winning Pathway to Independence

## • pathway to independence

Enabling people of all ages living with sight loss and a range of other disabilities to make informed choices about their future



• **henshaws**  
community services  
*beyond expectations*

# Planned Outcomes

## **Customer Satisfaction**

95% of people rating the service as friendly & respectful, professional and knowledgeable at good (4) and above.

95% of people rating for specific aspects of our service at good (4) and above.

Following support from Henshaws through the Pathway to Independence 80% and above are likely to recommend our services to other people.

95% of people will rate a good or above overall satisfaction for services.

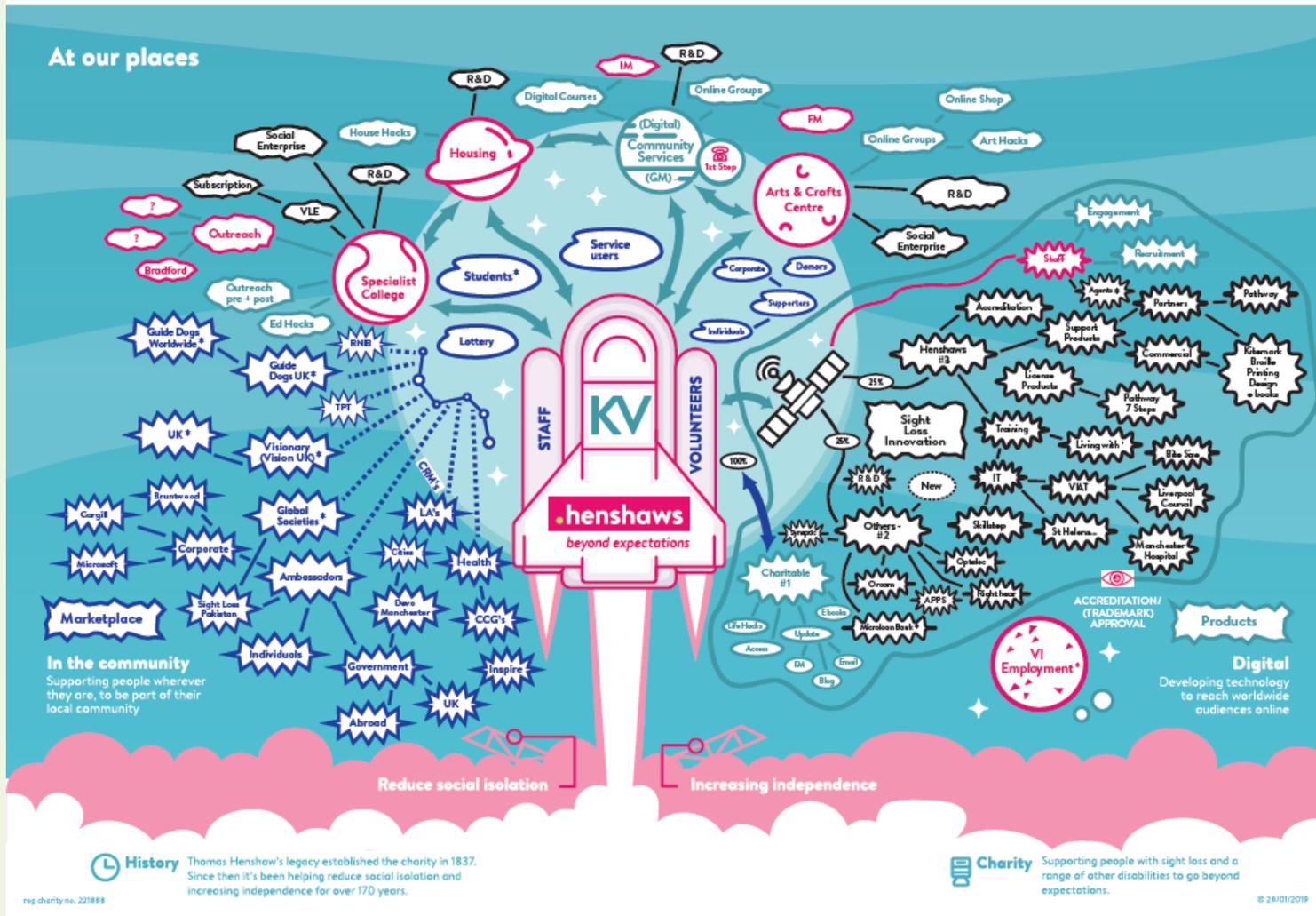
## **Outcomes following more in-depth intervention through Let's Make a Plan and the Hospital Patient Support Service**

At least 80% of people will identify improved emotional wellbeing following access to services.

At least 80% of people will demonstrate increased independence and confidence following access to services.

At least 80% of people will feel better informed about their eye condition, general health and the support available to them following access to services.

# Our Knowledge Village



# The Big Opportunity - Single Point of Access for Eye Services Funded through Devolution Agenda

## Our challenge

In Greater Manchester 77,100 people live with sight loss, which is set to increase by 23% by 2030. GM has a number of key risk factors causing a rise in people with sight loss:

Ethnicity	Deprivation	Lifestyle	Prevention	Falls
				
<p>Higher than national average proportion of people from BAME groups</p>	<p>Over 1 in 5 GM residents live in the 10% most deprived areas nationally</p>	<p>Higher than national rate of smokers and obesity; 16% increase in diabetes by 2030</p>	<p>Only 24.5% of the GM population had an eye test in 2015/16</p>	<p>9,000 falls in people over 65 with sight loss in GM in 2015</p>

## How Vision GM can respond to the GM operating model - Further, Faster

Key feature of public services in GM:	How Vision GM can help to achieve these priorities:
Geographic alignment	▶ Boundaries of service delivery removed, and seamless crossovers between local authorities, healthcare providers and third sector organisations.
Leadership and accountability	▶ Better organised provision, drawing on areas of expertise across GM.
One workforce	▶ Strong connections between organisations, ensuring no duplication; speaking in one voice, collaboratively and co-operatively.
Shared financial resource	▶ Cost-efficiencies due to centralised resources, and commissioning to align front-line services and allow third sector to add value.
Programmes, policy and delivery	▶ Bringing multiple delivery models together, controlled by central point of access, ensuring equity of services across GM.
Tackling barriers and delivering on Devolution	▶ Putting patient at the central focus, supporting accessibility standard, and breaking down postcode barriers of health and social care.

“The framework puts the patient truly at the centre of focus, offering positive opportunities for a degree of choice and independence for individuals, regardless of where they live in GM.”

The GM LEHN Community Sight Loss Framework, June 2019

# What are the other key benefits

- Support would be offered to all Greater Manchester based residents (including those people awarded with a Certificate of Visual Impairment (CVI) and also those currently undiagnosed with an eye condition), members of the individual's caring networks and local eye support professionals.
- A proactive contact model would be adopted and all people issued with a CVI would be directly approached with the offer of help and support within the first year of their diagnosis.
- Overall services would include general advice, information and guidance, personal plans and specialist communications.
- This would enable a person centred approach and would utilise a social prescriptive model of support.

## What does it look like?

- Single point of access for sight loss services would cover all of Greater Manchester through an integrated Customer Engagement Centre solution and CRM solutions
- The service would utilise a triangle of Care model of support with the person with sight loss being at the heart of all services available.
- The service will be delivered using an integrated Omni-channel approach and will be delivered via telephone, video, social media, web chat and email.
- The service would systematically collect patient data and aggregate information collected to ensure the service meets specification and articulate patients outcomes.
- Data captured would enable;
  - Evidence, impact and outcomes of access.
  - Identify and analyse cost savings across the local economy.
  - Identify costs / benefits across individuals, local authority areas and the framework.
  - Identify service gaps in the delivery of services and recommend changes improvements.

# Key Challenges

Putting remote services on the agenda (including with internal audiences)

Funding Infrastructure improvements as a charity

Developing staff skills and finding the right staff

Accessibility for staff and users

Example of web chat accessibility

Importance of IVR for people with a VI

Reinvestment and refreshment of offer

## Meet our service users

<https://www.youtube.com/watch?v=iDBJqYtAyGU&feature=youtu.be>