



the care forum

The Care Forum Annual Conference

12th September, 2018

Digital Partnerships – Facilitator Simon Daisley (Digital Gaps)

Digital enables, only partnership delivers. How can we align our objectives and our motivations with new entrants to 'our' market to make sure that digital adds value for the service user not simply cost-efficiency for the supplier?

Workshop Feedback

DIGITAL

Opportunities

Very inclusive
Instant answers
Digital native parents
Constantly changing

Threats

Info overload
Intrusive
Not inclusive
Security
Fear
Partial response
Addiction
Lack of connection
Lose control

OPPORTUNITIES

Google Translate	Skype
Sat Nav	What's App/Facebook
Google Maps	You Tube
Buying Stuff	Social Media
Weather Forecasting	A1 – Smoking cessation
Gaming (Time Stealers)	Photos
Fitness (Calorie Counters)	Access to Content
Banking	Dating
Shazam	Sportify
Startracker	Bluetooth