

# Living made easy

The AskSARA  
online guided  
advice programme

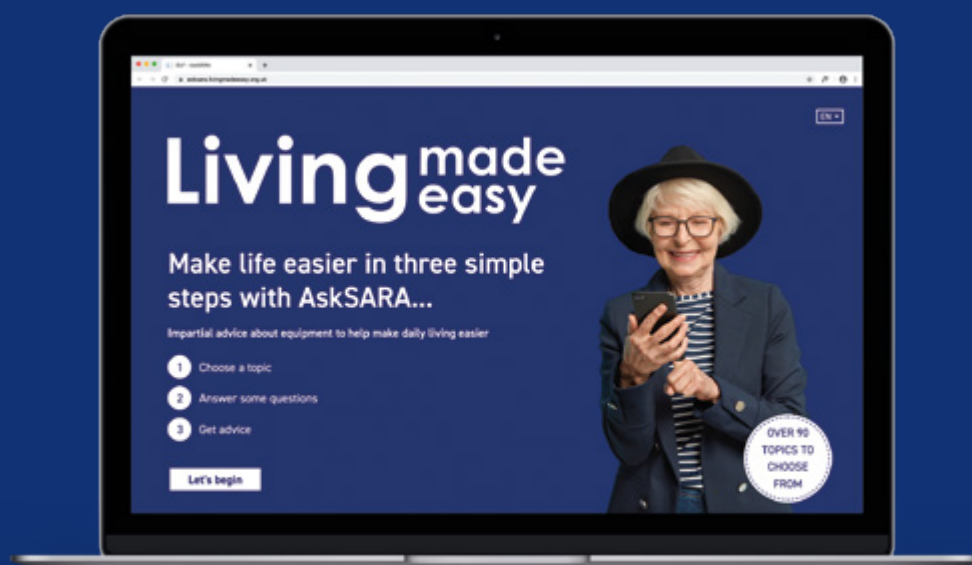




# The AskSARA online guided advice programme

AskSARA is an online guided advice tool for the public; part of the DLF's Living Made Easy programme it aims to provide impartial advice about suitable assistive technology solutions that enable older and disabled people to live independently and maintain their chosen lifestyle.

We passionately believe that people's choices about where to live and what to do can often be enabled by simple aids and minor adaptations. Our role is to reduce the risk of poor product selection and provide the confidence needed to self-purchase. Service providers can confidently integrate AskSARA into their service portfolios knowing that it is being continuously improved and updated, is founded on best practice and latest thinking and leads to the Living Made Easy marketplace that has the fullest product range and supplier listings of any of its type in Europe.



AskSARA is part of the Living Made Easy suite of information and advice services from DLF [asksara.livingmadeeasy.org.uk](https://asksara.livingmadeeasy.org.uk)





# AskSARA can be easily integrated into your existing services



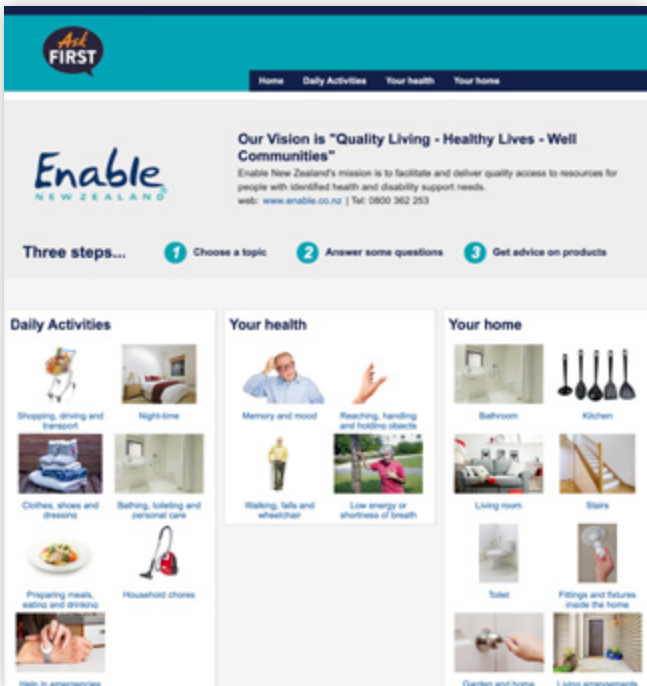
Medequip’s Manage@Home versions are offered to their CES partners and integrate with Medequip’s equipment portfolio.



Dudley’s AskSARA is integrated into their Living Well Feeling Safe health and wellbeing programme.



Newport City Council were our first Welsh-language licensee in 2019.



AskFirst are proud to provide our advice in New Zealand.

User-generated reports include impartial advice about types of products, links to the Living Made Easy marketplace and custom tailored advice and signposting.



Monthly reports of usage and traffic are provided to licensees and responses to satisfaction surveys are shared quarterly.

Licensees can be confident that AskSARA will indicate when a formal assessment is needed and they can direct users to their preferred pathway.

| XYZ's AskSARA - 'Entrances' (minus DLF)     |        |        |        |
|---|--------|--------|--------|
|   | Jan-19 | Feb-19 | Mar-19 |
| New   | 301    | 101    | 125    |
| Repeat                                      | 82     | 26     | 21     |
| Browser = Chrome                            | 74     | 55     | 42     |
| Browser = Int Explorer                      | 241    | 30     | 71     |
| Browser = Edge                              | 27     | 9      | 4      |
| Browser = Safari                            | 34     | 23     | 3      |
| Browser = Firefox                           | 1      | 2      | 6      |
| Browser = Other                             | 6      | 8      | 20     |
| Desktop                                     | 287    | 78     | 115    |
| Tablet                                      | 47     | 15     | 14     |
| Mobile                                      | 49     | 34     | 17     |
| Geog = xxx                                  | 308    | 76     | 96     |
| Geog = xxx                                  | 4      | 2      | 1      |
| Geog = xxx                                  | 13     | 5      | 10     |
| Geog = Other                                | 58     | 44     | 39     |
| Average time on page                        | 1:13   | 0:32   | 1:14   |
| Bounce rate                                 | 34%    | 29%    | 35%    |
| TOTAL ENTRANCES                             | 383    | 127    | 146    |
| Reports completed by users of XYZ's AskSARA | 198    | 62     | 77     |
| Source: DLF server statistics               |        |        |        |
| Source                                      | Jan-19 | Feb-19 | Mar-19 |
| Direct                                      | 178    | 26     | 74     |
| xxx   | 93     | 0      | 3      |
| xxx   | 55     | 53     | 39     |
| xxx   | 17     | 5      | 5      |
| Google                                      | 12     | 8      | 15     |
| xxx   | 10     | 22     | 2      |
| xxx   | 7      | 3      | 1      |
| xxx   | 4      | 0      | 0      |
| xxx   | 1      | 0      | 0      |
| xxx   | 1      | 0      | 1      |
| facebook.com                                | 1      | 8      | 4      |
| xxx   | 1      | 0      | 0      |
| xxx   | 1      | 0      | 0      |
| xxx   | 1      | 0      | 0      |
| xxx   | 1      | 0      | 0      |

### Important Information

#### Recommendation for individual assessment - bathing



Everyone is unique, for example in strength, balance and agility and has a unique home environment including their bathroom layout. Consequently it may be a good idea for you to arrange an assessment with an appropriate health care professional to discuss your difficulty getting in/out of the bath. We only show basic bathing equipment and accessories on this website as it can be dangerous to the user if it is not suitable for them or not installed to the correct setting / height.

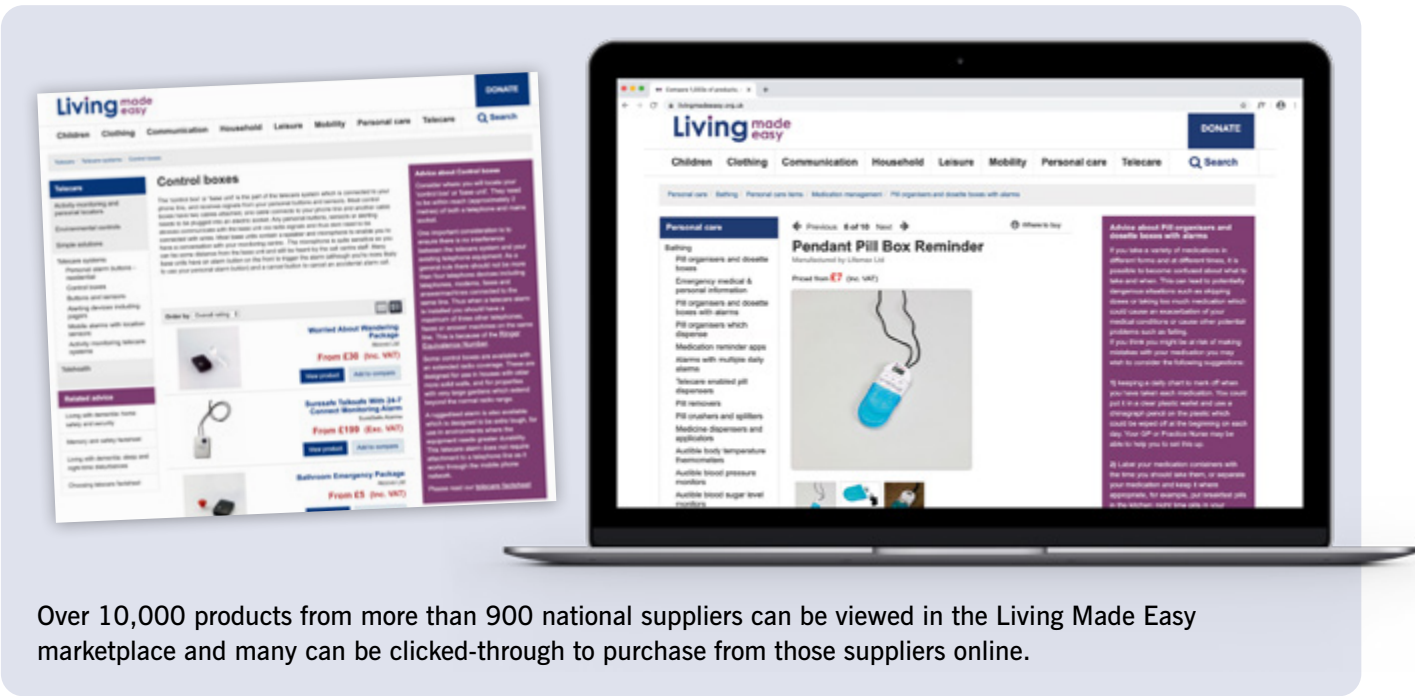
It may be important that you have an individual assessment as there are many factors that may affect what is appropriate for you. For example, you still need to be able to lift / straighten your legs at the knee and turn your body whilst transferring onto a bath board or bath lift. Thus you may wish to discuss your difficulties with a health care professional before considering purchase of this kind of equipment. You can contact your local social services and ask about an occupational therapy assessment. [www.gov.uk/apply-needs-assessment-social-services](http://www.gov.uk/apply-needs-assessment-social-services)

If you wish to request a private appointment with an occupational therapist then you can obtain details of local Health Care Professions Council (HCPC) registered private occupational therapists from the 'College of Occupational Therapists Specialist Section Independent practice' (COTSS-IP) website. [www.cotss-ip.org.uk](http://www.cotss-ip.org.uk) or phone their enquiry Line: 0845 129 7699.

Further information can also be obtained by phoning the Disabled Living Foundation helpline 0300 999 0004 or visiting our Living Made Easy website [www.livingmadeeasy.org.uk/bathing](http://www.livingmadeeasy.org.uk/bathing)



Over 90 topics covering common daily activities, health and wellbeing and specialist topics:



Over 10,000 products from more than 900 national suppliers can be viewed in the Living Made Easy marketplace and many can be clicked-through to purchase from those suppliers online.

### For health and social care providers

With inevitable budget pressure, waiting times for assessments are often a real issue. Health and social care service providers report that when the AskSARA tool is offered as a ‘front door’ triage service it can help residents quickly find solutions for themselves that they are often happy to self-fund.

This allows those with more complex needs to access formal assessments more quickly and efficiently. AskSARA's user analytics can also provide useful pointers for future service development.

### For housing providers

Housing options should not be determined by poor accessibility. Aids and adaptations can be a key factor in determining the actual viability for preferred housing choices. Trusted Assessors and other professionals can use AskSARA to support good conversations about housing choices with both individuals and their carers.

Used proactively AskSARA can be an important component of reviews to determine the best housing options for individuals. AskSARA can also be incorporated into wider systems and applications. Talk to us about this.

### For independent living advisors

Vital work is carried out every day around the UK by thousands of voluntary and professional people working in the community. Outreach and specialist providers such as veterans and condition-focused charities can easily integrate AskSARA into their armoury of tools.

Mobile-responsiveness can enable in the moment on the spot discussions using whatever device is on hand. Tablets, phones, laptops at the user's home or supplied to workers can be used to access the service and reports can then be shared if the user chooses.

### For commercial suppliers of products

The AskSARA platform can provide a value-added layer to enhance a supplier's online proposition. Offering topics and impartial advice can lead seamlessly into suggested products, improving the branded experience and reducing the likelihood of dissatisfaction with the customer's choice of product.

We recommend that AskSARA is offered anonymously to increase engagement and we can work with commercial providers to present a tailored set of topics that integrates with their live product inventory.



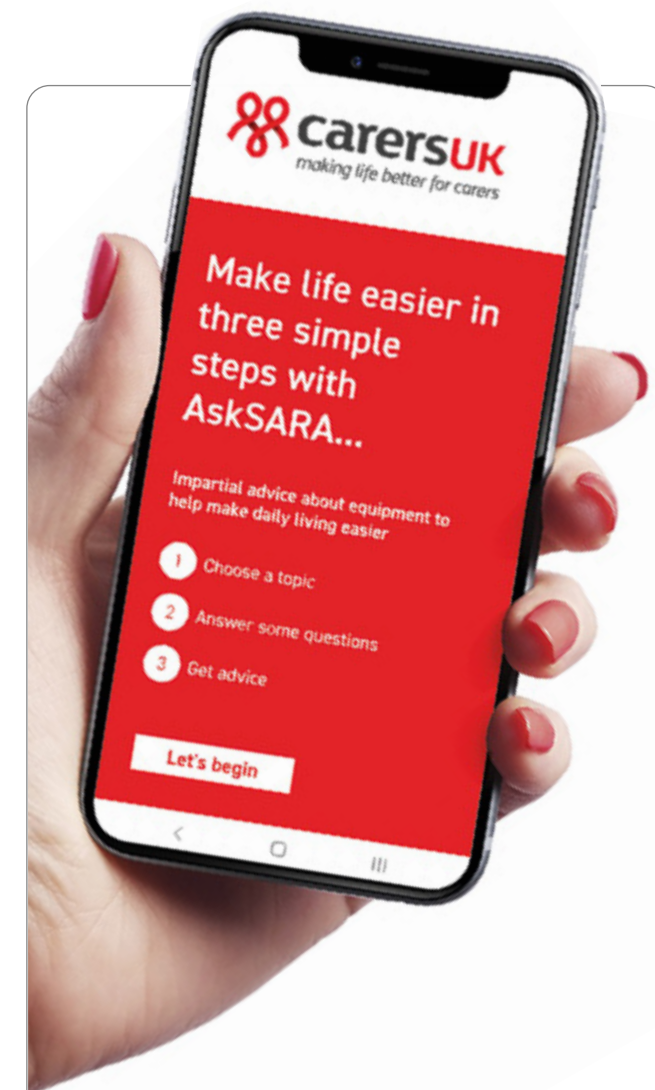


## Future Development

The Living Made Easy programme will continue to evolve with new advice topics in the pipeline and new user features for users. In 2019 we introduced our Welsh-language version and in 2020 the mobile-responsive platform debuted. As new product solutions are launched to the market we will continue to ensure that impartial advice is matched to those new ideas. The question streams are devised by healthcare practitioners to mimic best practice standards in assessment and users will always be directed towards professional support when their answers indicate it is needed.

We have invested in flexible technology that enables AskSARA and other information and advice assets to be integrated into wider platforms and applications. Licensing using APIs has been introduced in 2020, talk to us about integrating it with your plans.

We welcome feedback and we have robust procedures to ensure that all feedback and recommendations are thoroughly reviewed. We rely on our active users to raise suggestions and challenge us. DLF was a founder member of the NHS (formerly DoH) Information Standard, although no longer an active scheme we continue to adhere to the principles of impartiality, recency and technical validity.



### Usage on mobile devices continues to increase

One of the first versions based on the new mobile-responsive design is for Carers UK the national charity [carersuk.livingmadeeasy.org.uk](https://carersuk.livingmadeeasy.org.uk)

## Online user surveys conducted in early 2020 tell us that:

- ▶ **Informal carers are playing a vital role** – 64% of users were looking on behalf of someone else
- ▶ **The top-mentioned relationships are parent, spouse, child, friend** and grandparents also figure strongly
- ▶ **People are in the market to buy** – 60% of users were intending to buy a product today or in the near future
- ▶ **Self-funding is the top planned source** – 71% of planned purchases are going to be self-funded with 12% expected to be health and social care-funded
- ▶ **User are overwhelmingly satisfied with their experience of the service** and 85% would recommend it to others.





AskSARA can help structure good conversations.

## About the DLF

We are 50 this year and we have come a long way since the ubiquitous Hamilton Index ring-binders that were part of the OT's daily life. But Lord Morris's call to 'Add Life to Years' through practical advice remains valid so many decades later. More remains to be done, attitudes to assistive technology need to be shifted by the sector working together to promote the benefits and encourage early adoption before people's needs become critical. Too many people are still saying 'I wish I'd known this earlier'.

We continue to offer a range of free services for the public including our Living Made Easy telephone helpline open daily from 9am to 5pm on 0300 999 0004 and our online supported forum Youreable. Our work to support professionals continues to evolve with our DLF for Professionals programme including extensive specialist training, specialist prescribing tools and support. We are market leaders in the Trusted Assessor arena and we have over 25 years of running moving and handling people flagship events.

It is DLF's aim to reach five million people by 2022, with our impartial advice, information and training on equipment for daily living. Help us to reach more people by working together with us.



[asksara.livingmadeeasy.org.uk](https://asksara.livingmadeeasy.org.uk)



# Living made easy

## Talk to us

To find out more about the Living Made Easy and AskSARA programme please call our national Partnerships Team on **0207 289 6111** or email [\*\*marketing@dlf.org.uk\*\*](mailto:marketing@dlf.org.uk)



Shaw Trust is registered as a charity in England and Wales 287785 and Scotland SC039856 our company number is 1744121. The DLF is a wholly owned subsidiary of Shaw Trust.

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