

## **Welcome to this in Collaboration between the Fairhome and European Knowledge Tree Group (EKTG)**



### **eHealth Symposium From Prophet to Profit - will the digital revolution ever be profitable?**

#### **About us:**

The first meeting of the European Knowledge Tree Group for eHealth (EKTG) took place in Denmark in September 2010 followed up by a Symposium at the London School of Economics (LSE) later that year attended by strategically important invited guests.

EKTG has now been based at LSE for nine years. It comprises a widely drawn group including policy makers, designers and implementers, as well as academics, third sector, central and local government, health and welfare professionals, as well as leaders of large and small businesses. The group shares a desire for fundamental change in the way ageing is perceived and eHealth is delivered.

Our cross-EU activity has identified the need for better understanding and implementation of digital and eHealth technologies by us all. We believe that the changing demography coupled with fast evolving mobile technologies creates a huge opportunity for innovation in delivering services in the community, especially to older and disabled people. There is a growing commitment across Europe to rapid deployment of eHealth services. The strategy of those we work with, is for an ageing population and for effective management of chronic conditions.

Nevertheless, although technologies have been extensively trialed and evaluated creating a substantial and growing evidence base, only some EU Member States have yet established such services nationally. eHealth has not reached educational courses or academic curricula to any great extent. Many people in the associated workforce function without any recognised or formal qualifications or cover for legal and ethical matters.

eHealth is now ready to scale up, demanding active knowledge transfers and process-focused understanding. Potential service and supply partners such as health commissioners, social care providers, retail channels and installers must understand each other's concerns and the value innovations that need to be made. Employers are often unaware of the extent of their responsibilities to employees working off-site. Further educational opportunities are needed.

We welcome your comments. Further information: [m.ellis1.lse.ac.uk@icloud.com](mailto:m.ellis1.lse.ac.uk@icloud.com)

**We are most grateful for the Collaboration**



## **Fairhome Group PLC**

Fairhome Group PLC is a property investment, development, construction and management company specialising in the social care sector. Based in Salford, we build and manage bespoke housing solutions for vulnerable adults with supported living needs. We work in partnership with local authorities, specialist social housing landlords, care providers and NHS clinical commissioning groups.

Fairhome began trading in 2014 and since we started our business, we have created over 1500 homes for the most vulnerable people in our society. A key milestone for the Group was 2016 when we became a PLC. This was due to the success of the previous 12 months.

With the success of the four years behind us, we are continuing to move the business forward and work with a number of partners and stakeholders to provide the necessary property with care and make a difference to the lives of others.

Headquarters: 16 Carolina Way, Quays Reach, Salford, M50 2ZY

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**Web:** <https://www.fairhomegroup.co.uk/about/>

**Chairman for our Event:** Alan Marsland,

**Presenters** will include:

**Robin Sidebottom**, CEO of Valorum Care

**Graham Stoneham and Chris Xavier** of Compassionate Care

**John Russell**, Executive Chairman of Fairhome Group PLC

**Craig White**, Architect, Agile Homes

**Norman Niven**, Protelhealth and EKTG Leadership Group

**Maggie Ellis**, EKTG Coordinator and MD, WSA

**Alan Willis**, EKTG Leadership Group and Treasurer

**Participants** will have opportunities for debating the topics during the afternoon.

**13.00 Registration and refreshments**

**13.30 Start of programme**

**13.30-16.00 Presentations and Debate**

**16.00 -16.30 Refreshments and networking.**

We especially want to thank Clare Greenhalgh, E.A to the Executive Chairman Fairhome Group PLC, and the staff at Quays Reach for their great assistance with this Event.

## **From Prophet to Profit - will the digital revolution ever be profitable?**

### **Programme:**

13.30 **Alan Marsland**, Chairman, Short introduction to our Symposium

### **Presenters:**

13.40 **Robin Sidebottom**, CEO, Valorum Care  
**Our contribution**

14.00 **Graham Stoneham and Chris Xavier**, Compassionate Care  
**Our endeavours**

14.15 **John Russell**, Executive Chairman Fairhome Group PLC  
**The Fairhome message**

14.30 **Maggie Ellis**, EKTG Coordinator and MD, WSA  
**Needs and opportunities**

14.45 **Short Questions**

14.55 **Craig White**, Architect, Agile Homes - **Homes for the Community**

15.10 **Norman Niven**, Protelhealth and EKTG Leadership Group –  
**What the technology Industry can offer**

15.25 **Debate**

15.45 **Alan Willis**, EKTG Leadership Group and Treasurer –  
**Summary of views**

15.55 **Alan Marsland**, Chairman, **Thank you for your Contribution.**

16.00 - 16.30 **Refreshments and networking.**

## **Some more information about our Contributing Presenters:**

**Alan Marsland**, Chairman for event

As a Commissioned Officer in The British Army between 1966 -1973, I have always maintained a strong military ethic throughout my career. On leaving the Army I worked with The Ford Motor Company within their motor finance division and this was my major sphere of work over the next 20 years, including working for Lloyds Bank and United Dominions Trust, dealing with Volvo, Mitsubishi, Mazda and all major motorcycle manufacturers. Latterly I was the International Sales and Marketing director for a Norwegian Invoice discounting company.

I have worked with John Russell at Fairhome Group PLC for some 9 years prior to retiring this year and am now a Director of our family Lettings Agency here in Manchester.

**Robin Sidebottom**, CEO of Valorum Care

**Robin is a healthcare entrepreneur with over 30 years' experience across several sectors within the care industry. He also has over 14 years in a senior executive position, both within SME, PE and PLC businesses.**

With experience in both growth and turnaround businesses, he has worked in domiciliary care, supported living, residential and complex care services across the country. This includes across Europe, with experience of the care sector in Germany and Poland. He was also a member of the executive team of Scottish Care who are the voice of the independent care sector in Scotland for over 13 years.

**Graham Stoneham and Chris Xavier** of Compassionate Care

After working in IT and telecoms for over 8 years, we identified a common challenge facing the care industry today. With digital evolution at the forefront of everyone's day to day lives, Korubu Smart Care has been created to bring the care industry into the future with intelligent networks and new technology.

We consider all parties involved, from the developers at the start right through to the end service user and provide a new way to stay connected whilst reducing costs. Woven into the fabric during the development process our services include pay as you go, superfast internet, smart energy technology, to reduce costs and emissions and telephones & software to keep your home connected. Korubu Smart Care removes the frustration of organising utilities and technology to provide improved quality of service to those living and working in care.

## **John Russell, Group Executive Chairman – Fairhome Group Plc**

John is an entrepreneur and industry specialist. He began a career in the construction industry in 1980, originally qualifying as a bricklayer before developing into project management across both commercial and residential schemes. He then applied his experience into the residential property investment arena in the early 1990s. John has specialised in developing, refurbishing, structuring and managing residential portfolios for a range of investors and high net worth individuals utilising high street and private lending sources. He has also developed an in-depth knowledge of the operational and financial aspects of the residential sector over the past 30 plus years.

As Group Chairman and founder of Fairhome Group, he has been instrumental in changing the provision of supported living accommodation and care support across the UK since 2009 and is currently involved in examining how the model can be used to tackle homelessness.

**Maggie Ellis**, EKTG Coordinator and MD, WSA and in Association with LSE since 1999.

**Maggie Ellis** has been associated with LSE since 1999 where she has Senior Research Fellow and Lead Academic, involved with EU R&D. MonAMI, and SOCIONICAL projects leading to new EU schemes for Contingencies and EU PPI implementation. Originally an occupational therapist, she managed physical disability and mental health services, also being Chairman of the British OT Association, the European OT Committee. Maggie was awarded Fellowships by RCOT and ISPO. She has organised both a Trade and a Ministerial Mission to Japan with their Government. EU and ISO Technical Committee Membership brought wider experience linking user needs, planners and policy makers. Her most recent project at LSE (Enterprise) (2014-2019) was Leader of the LSE Team independently contracted to the Scottish Futures Trust to review and validate calculations and services that Trust provided to the Scottish Government. The review helped deliver £131 million net benefits and savings to infrastructure investment in Scotland.

Maggie uses this background managing Rehabilitation at West Square Associates (WSA). Maggie is a Member of the Cross-Party Groups for Digital Inclusion and Disability, Holyrood and Disability, Smart Cities and Legal Aid in the UK Parliament.

**Craig White**, Architect, Agile Homes

**Craig White is an Architect and Company Director** in the private sector with Non - Executive Director roles and Board & Management Committee and Steering Group of Agile Homes. He has a proven passion and pragmatism for delivering innovative, affordable and sustainable design for a better built environment. Working for clients in the private and public sectors across commercial, education, housing and community sectors.

**Craig** is an experienced leader with experience for organisations in the charity, research and contemporary arts sectors. An excellent communicator and public speaker able to present complex issues simply, elegantly and relevantly to a wide variety of audiences. His academic and research led activity ensures that client's needs are met with leading edge thinking through its practical application.

**Craig's Vision is to create a people-centred housing model as a radical alternative to the current housing market and to help everyone have an affordable home**

**and a better quality of life. From experience Craig knows** innovative legal, financial and land assembly models can enable community-led housing to be delivered at scale.

Housing Is Health - How homes will need to become Agile to meet the health & wellbeing needs of the UK. Craig will talk about innovation in meeting housing need for intergenerational living, using a new housing platform that responds more closely to individual needs than conventional housing. Craig White, CEO, Agile Property and Homes

**Norman Niven**, Protelhealth and EKTG Leadership Group

**Norman Niven is the Director of Protelhealth.** With a background in Pharmacy Norman contributes extensive knowledge, skills, and ability to coordinate the various aspects of the Company. Protelhealth brings together a wide range of expertise through its directors and by working with an advisory board, which draws upon the knowledge of professionals from the health and social care services. Protelhealth takes a true partnership approach with all of the companies they work with, supporting them at every step on their journey to achieve full market potential for their products. Through their website, [www.telmenow.com](http://www.telmenow.com) Protelhealth can provide access to a WIDE RANGE of assistive technology products and services links they assist in the coordination of effective marketing through interaction with Clients. Protelhealth works closely with a number of local authorities providing products, services and advice on assistive technology

Norman is concerned that whilst each generation is gaining confidence in using advanced technology, which opens up new opportunities for providing health and care monitoring and equipment for a wide range of different people. There are a vast number of technology providers who have created excellent products but unfortunately these have not yet reached their full potential or even great consumer awareness.

**Norman also has direct links with Deloitte LLP and is a Member of the EKTG Leadership Group.**

**Alan Willis**, EKTG Leadership Group and Treasurer

**Alan Willis** has been involved until recently in the Banking world based with the National Westminster Bank in the UK. Now he runs a small support organisation for individuals who need financial advice and services, setting up accounts. Alan is also closely involved in the structure and organisation of activities of the City of London and some Livery Companies. Alan takes an active role with the Honorable Artillery Company in the City of London.

**Alan is a long-standing Member of the EKTG Leadership Group.** He is Treasurer and manages the EKTG Website: <https://www.ektg4ehealth1.org>

