THE BUPA AND ADI PARTNERSHIP.
BUPA’S SCALE, VISION AND CREDENTIALS

Bupa Board
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Professor Graham Stokes
Director of Dementia Care and Global Dementia Care Lead, Bupa
Visiting Professor of Person-Centred Dementia Care, University of Bradford
ABOUT BUPA

LONGER, HEALTHIER, HAPPIER LIVES

This is our purpose. It drives everything we do. Our sole focus is on healthcare.

We have no shareholders, meaning we reinvest our profits to provide more and better healthcare.

AROUND THE WORLD

We have 22 million customers in over 190 countries. We employ more than 70,000 people, with operations principally in the UK, Australia, Spain, New Zealand and Chile.

PERSON-CENTRED DEMENTIA CARE

We care for more than 32,000 people in 480 care homes and retirement villages in the UK, Spain, Australia, NZ & Poland.

We are the largest international provider of specialist dementia care, caring for more than 24,000 residents living with dementia.
BUPA’S CURRENT CONTRIBUTION TO GLOBAL DEMENTIA CARE
Five national care home businesses providing dementia care

- Bupa cares for approximately 24,000 residents with dementia across the world, most with advanced Alzheimer’s disease, complex behaviours and/or multiple morbidities.
- In the UK 171 care homes provide specialist dementia care.
The vision is to innovate and provide end-to-end solutions

Disease awareness
- Reducing stigma
- Risk awareness and reduction
- Health promotion programme
- Promote and participate in dementia friendly communities

Disease stage
- Pre-symptoms
- Early Symptoms

Timely diagnosis
- Increase diagnosis rates
- Sustain outcome of diagnosis with bespoke follow-up
- Provide people with the opportunity to ‘Live Well with Dementia’

Integrated care service
- Reduce the crisis use of hospital beds
- Reduce premature entry to a care home
- Re-shape care home provision to be a resource hub providing both stepped-permanent care (progressive move from home care to care home) and upstream community engagement.

Objectives
Bupa Private and Confidential

Diagnostics services provided in hospitals, clinics and at home

Clinical and social care specialists in ‘care at home’ and care homes

Care manager (e.g. Admiral Nurse)

Adapted from: Graham Stokes’ Integrated Model of Dementia Care: 7 Centres of Excellence. An initiative for Staffordshire. 10th April 2013
BUPA’S CONTRIBUTION TO THE PARTNERSHIP WITH ADI
What we bring to the partnership

Bupa is a respected and international brand, with global reach, dementia expertise and advocacy capabilities

Bupa specifically brings:

• **Unique experience in international dementia provision** that we can draw on to advise governments and healthcare professionals on ‘how’ to deliver good dementia care

• **Strategic capabilities** that ensure we focus our efforts on tangible outputs and outcomes

• **Communication expertise** that ensures we effectively communicate our work at the right time

• **Our funding and resource** means we take ideas, put them into action and take them to scale
Our Global Dementia Charter: Making our joint global stand

First Global Dementia Charter of its kind, focusing on the person, not the condition.

What we’ve created:

• A joint 10 point Global Dementia Charter, called ‘I can live well with dementia’, that sets out the rights of people with dementia and what they should be able to expect from society to enable them to live well. The Charter is available in 7 languages and counting.

• Supported by ‘Enablers’, a list of actions and accountabilities that will allow the Charter to become embedded in policy and become a reality in care.

Why we have done it:

• Sets out core fundamentals of high quality person-centred dementia care and support for people living with the condition. This has not been done before, on a global level.

• Acts as a benchmark against which countries can be judged.

• Supports our advocacy/campaigning – National Dementia Plans would enable these outcomes to become a reality.

• View the full Charter video here.
How we brought the Charter to life

It was endorsed by people living with dementia around the world

• We found 10 people – four from our care homes and six via ADI members – representing our geographies to each verbalise one of the Charter points

• We produced a two minute film and complementary booklet in English and Spanish with a joint foreword from Stuart Fletcher, Bupa’s CEO and ADI’s Executive Director, Marc Wortmann
How our national businesses have used it

Joint launches with national ADI members

- Each Bupa care home market secured supportive quotes from their national ADI member – Alzheimer’s Society in the UK, Alzheimer's Australia, Alzheimer’s New Zealand and Confederación Española de Familiares de Enfermos de Alzheimer (CEAFA) in Spain.

- Sanitas held a national event held in Puerta de Hierro care home in Madrid with the CAEFA President. 40 other events were held at Sanitas’s other care homes on the same day.

- Bupa Care Homes UK internal launch happened on 21 June, when the Charter and booklet was distributed to all dementia care homes to support the first UK National Care Home Open Day.

- Alzheimer’s Society showcased our global film at 13 internal roadshow events across the UK in May and June.
Why we will help countries develop National Dementia Plans:

- A National Dementia Plan is the **single most powerful tool** to secure political commitment and drive forward investment and reform in dementia care and support, which will help address future need and transform dementia care for a generation.

- Currently **only 14 countries** around the world have National Dementia Plans yet many more countries say they want them.

- Our global charity partner, ADI, has the expertise and global network to help us to help countries. National plans are traditionally developed jointly by a national dementia charity and the national government, so the ADI and its membership is key to our campaign.

- And **we can measure our impact** – if a country develops a National Dementia Plan, there is the potential for the lives of all those people living with dementia in that country to be positively impacted.

**Our joint commitment:**

By 2015, at least three countries will have developed National Dementia Plans in the PAHO (Pan American Health Organisation) region as a direct result of our involvement.
OUR PARTNERSHIP: WORKING TOGETHER TO ENABLE PEOPLE TO LIVE WELL WITH DEMENTIA

‘I can live well with dementia’ Global Dementia Charter
Outlining the rights that people living with dementia around the world should be able to expect.

Making the charter a reality: National Dementia Plans
We’ve developed reports to provide governments with the evidence and practical tools to put policies in place to help real people live well with dementia.
THANK YOU

For copies of the Global Dementia Charter video and reports please visit www.bupa.com/dementia