



Using the Bus Pass as a Personal Data Store

Mobilising the Bus Pass Army To Build a
Multi-Purpose Individualised Data-Base

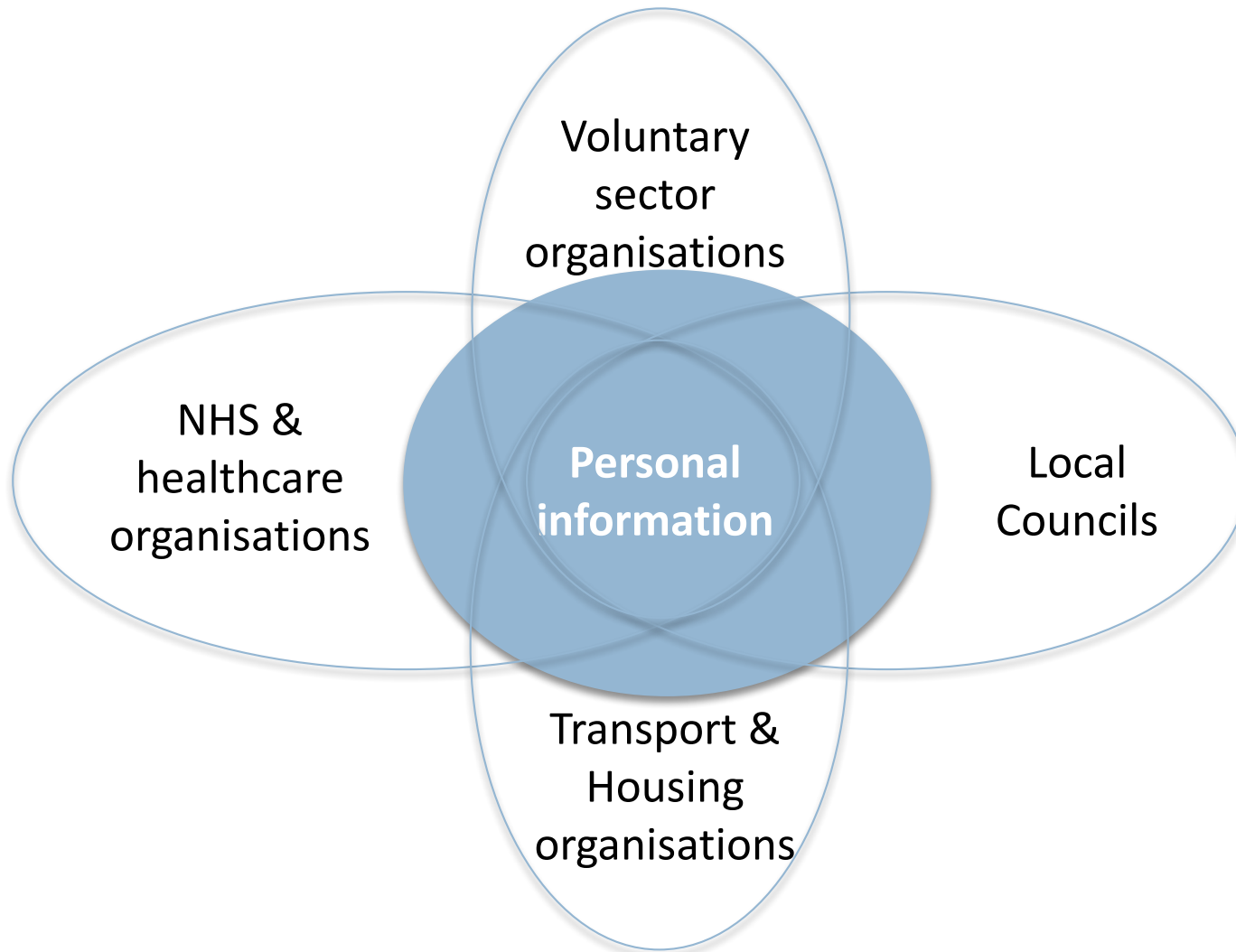
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Data Sharing Between Organisations



Introducing The Bus Pass Army

- Retired and elderly are 20% of the population
 - Half of all medical and care costs
 - Social care – no longer a family affair - now a state-provided service
 - NHS is reactive not preventative
 - Costs in state sector are unsustainable

- The Bus Pass Army has:
 - Energy, experience, skills and compassion
 - Capacity to reduce burden on state services
 - A vested interest in improving quality of life

- We provide this resourceful group with a new raison-d'être

Introducing The Bus Pass Army



We are the Bus Passers

- We leave our cars at home
- We are pretty fit
- We do not think we are old
- We go on holidays
- We have free time
- And there are **12 million of us!**

BUSPASS⁺PLUS

Introducing The Bus Pass Army



We have many decades of experience

- And an abundance of useful skills
- We feel sidelined by the domination of youth
- And overlooked by the politicians
- We have no significant role in the future
- We know more than the media
- We are the news
- And economically, **we are the strongest group in society**

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I like my Bus Pass

- Perhaps not my picture on it
- I always carry it with me
- And I trust it

Introducing The Bus Pass Army



Make your Bus Pass work for you

- Bus Pass Plus can store your medical data
- Bus Pass Plus can connect you to other Council facilities
- You can make your opinion known
- You can make a real difference
- You can use your time and skills to help others
- And you will earn rewards for helping

BUSPASS⁺PLUS

Introducing The Bus Pass Army



We will not be ignored

- We will set the agenda
- We will rebuild society
- We will correct the wrongs
- We **will** be heard and seen
- We **are** the Bus Pass Army

What Evidence That It Really Works?

Cambridge Care Card Trial 2014

A limited scope test of technology, logistics and interest

- ❑ Results - Very positive:
 - ❑ Ample space on card for care & social data
 - ❑ Enthusiastic response from users
 - ❑ Popular contactless card technology
 - ❑ Easy data collection

What About Data Security & Privacy?



- All data 3DES encrypted
- Data stored under Midex Model
- Data used with owner's permission
- Much data is demographic
- Secure transfer to wrist tag
- Card Data may be locked or open

On The Isle Of Wight...

Isle of Wight As Test Bed



Age UK IoW local lead

Single integrated healthcare system

Island = 23 miles wide x 13 miles long accessible only by sea/air

Population of 142,000

Aging population; 26% 65+ (17% England) & 75+ 12% (8% England average)

£300m health & social care budget

2.5m visitors p.a.; 2 large music festivals

Higher than average long term unemployment

20% children live in poverty

Low GCSE attainment (45%)



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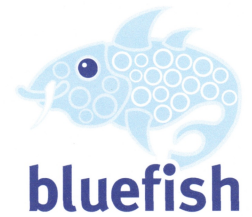


Partners for Wight Card



- ❑ GIS/Bluefish:
- ❑ AgeUK IoW
- ❑ MLAFL/NHS Isle of Wight
- ❑ Isle of Wight Council
- ❑ Bus company Southern Vectis (Go-Ahead Group)
- ❑ Wessex NIHR CLARHRC

Blue Fish



- ❑ Builds self-awareness and reduces dependency
- ❑ Generates resources and enhances charities without encroachment
- ❑ Incentivises and builds the charity membership
- ❑ Creates a channel for marketing innovation
- ❑ Creates an outlet for latent ability and goodwill
- ❑ Stimulates an active consumer market
- ❑ Builds a burgeoning new Economic Sector

How Does Bluefish Work With The Bus Pass?



- ❑ Bluefish is a Club
- ❑ Bus Passers have common interest (not young)
- ❑ Members get rewards
- ❑ Rewards stored on Card
- ❑ Card acts as secure identifier

How Do We Enhance Lifestyle & Well-Being?

- ❑ Club creates interactivity like Facebook for elderly
- ❑ Talking shop for ailments/ medicines and LTCs
- ❑ Marketing medium for ALT
- ❑ Creativity outlet for skills in retirement
- ❑ Reduces isolation
- ❑ Enriches social services
- ❑ Speeds hospital exits and reduces re-admissions

Next - A Modest Trial

The Bus Pass **AS A**:

- Portable medical record – it can be done
- Social environment record – it is acceptable
- Lifestyle monitor – pre-emptive intervention
- Badge of respectability and achievement
- Symbol of community spirit
- Resource store for community incentive
- Flagship for national adoption

