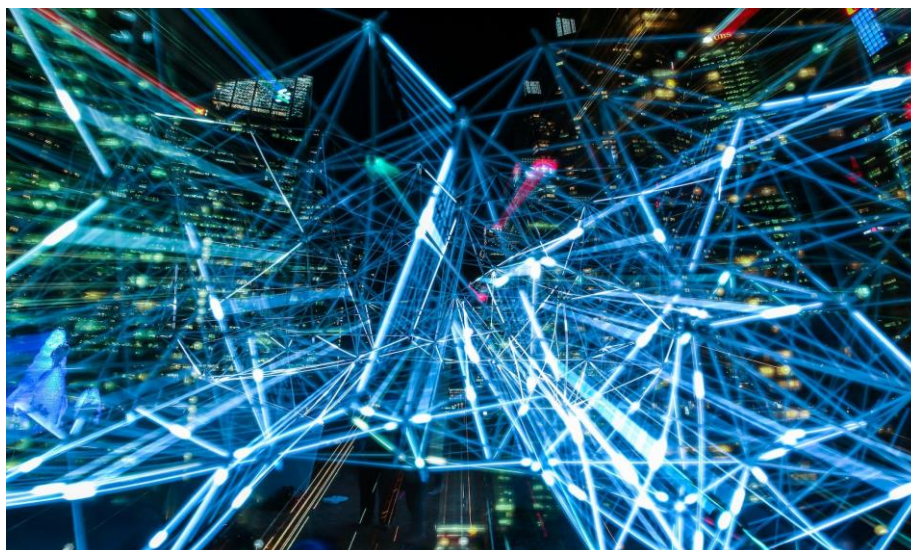




Touchpoint Change – discussion document for Health & Housing partnership workshop

A Future For AI In Housing And Healthcare: Keys To Delivering The Transformation!



A future ripe for transformation. Imagine a world where AI not only predicts but prevents. Where healthcare transcends mere treatment to embrace total well-being, and where housing is more than shelter—it's a foundation for health. This is not just a vision; it's a tangible future, ready for crafting. The world of AI has suddenly taken a leap forward, presenting practical new opportunities for us.

Opportunities abound. To facilitate the profound changes we are seeking, we will need to use every technique and tool at our disposal, including emerging AI technologies. In the next project stage, we should explore:

- AI's role in transitioning from a reactive to a predictive, preventive approach in both asset maintenance and healthcare.
- The remarkable functionality of Generative AI in facilitating community communication/participation and reshaping local relationships.
- The growing impact of AI-enabled personalised healthcare and environmental tracking in setting the stage for healthcare transformation.

Key starting points are an understanding of what AI can do now, and clarity on what our communities want for themselves; framed in a way that 'we' (public service, industry, third sector etc.) can respond to enable a healthier and happier life.



1. Embracing AI in service redesign

There are many types of AI already at work in the NHS and social care, but new technologies are about to play a major role. Co-creation of services should become simpler, faster and more inclusive with tools such as Generative AI that can engage users more effectively and assimilate their views more quickly.

AI can also act as a policy advisor, harnessing data to craft policies and priorities that genuinely resonate with community needs. These can be turned into pathways, processes and even ICT integrations with new automated approaches being released in 2023/24.

2. Community engagement and empowerment

AI can empower communities to be involved in the co-creation of their health and housing solutions. Generative AI puts a natural language layer on top of all our business processes to make them accessible to all. This can widen the scope of consultations, speed up the assimilation of views and feed directly into new service designs.

Digital exclusion could be reduced, with easy access via chat and voice - including for vulnerable people or those with language difficulties. AI can write in any language, draw, talk and even sing so no one should remain out of the loop! Patients could 'chat' to their care plan 24x7 to gain reassurance, information and confidence.

3. Planning and coordination for public, private and local resources

We don't underestimate the challenge of shifting our health and care services further into the community. It has been a huge challenge for many years. Together with a new vision and a new resolve, AI can help produce the building blocks for this change. We will need to establish new pathways across multiple organisations, redesign the processes and then coordinate in real time to serve the needs of patients, service users and the supportive community. We need to ensure the right resource is deployed at the right time in all situations, regardless of employer.

In time, AI will help personalise healthcare (access to care, the care process itself and aftercare); it's a radical way of re-organising traditional healthcare, offering bespoke health solutions tailored to individual needs. Personalised journeys are only feasible with the real-time configuration and communication made possible by AI.

4. Connecting patients and carers – better action through better data

AI can act as a personal health assistant; always there, always vigilant, ready with insights and advice, revolutionizing the way we accept personal health responsibility, unveiling the unseen impacts of our surroundings on public health, escalating damp and mould issues and even challenging long-held public health paradigms.

Patients are already embracing this in their personal apps. A rich source of data, support and intervention is developing organically. Care at home can be connected to the hospital in real-time, enabling new models of hybrid care. Generative AI can make this accessible to people in novel ways, for instance serving as a coach, responder and virtual paramedic for individual patients and the community members who assist them.



Touchpoint Change Consulting
AI project success.

The challenge of change. Many organisations are starting to explore the revolutionary features of AI. Technology will be more than a discussion in housing and healthcare; it will trigger a brainstorm on shaping the future. Until now it has often been used in specific areas of our organisations such as data analysis and image processing, but Generative AI offers much more. As we explore the possibilities, the disciplines of managing change will be required as we engage stakeholders, overcome resistance and establish effective governance of our projects. Successfully achieving adoption at scale will be hard work, but the benefits will be significant. And, as with all technology, adoption is inevitable in the end!

Conclusion. A new approach is not just technically feasible. Its challenge to us is provocative and holds the potential to redefine the very fabric of society's approach to health and well-being. Let's not just embrace change; we can use AI to help us lead the change we have been seeking for so long.

2024 will be a pivotal year for us all!

James Crawford.

Touchpoint Change Consulting/ Ethos Partnership.

December 2023.

www.TouchpointChange.co.uk or message us on LinkedIn.

#AI, #ResponsibleAI, #AIstrategy, #AItraining, #BusinessTransformation