



Date: For release on Wednesday, 3 November 2004

The Best Care Possible? **CCC's Policy Healthcheck for Long-term Care**

The Best Care Possible?, CCC's long-term care policy healthcheck, proposes a wide range of measures needed to enable people to get the best care possible to meet their needs.

CCC argues that an integrated approach to care planning, commissioning, provision and funding is needed to achieve:

- a rise in standards across the board
- an expansion in care provision, and
- a much-needed climate of stability and security that encourages tomorrow's older citizens to start planning today.

CCC acknowledges positive developments, including new forms of care, but warns that support for existing forms of care must be maintained if genuine, affordable options for older people are to be extended.

Speaking about the importance of consistent assessment and re-assessment of care needs, Dr Clive Bowman, CCC's Chairman, called for a single standardised national assessment instrument, transparency in decision-making and a structured system of review and appeal.

CCC believes that the biggest challenge for policy makers will be the rising number of people with high dependency levels due to 'brain failure', as well as physical disability. A recent census* of 15,000 care home residents revealed that 64% were confused and that 27% were immobile *and* incontinent *and* mentally impaired. Clive Bowman said,

"We need a system that delivers the care people need at **all** levels of need, and the system must be easier for everyone to understand. The present system of care entitlement is difficult even for experienced practitioners and advisers to understand. It must be extremely daunting for people dealing with it for the first time, at a time of great stress and personal crisis."

On care finance and funding, CCC calls for an overhaul of present approaches to commissioning and funding of care, and recommends an audit to establish the actual costs of care provision, with funding levels that reflect those costs.

CCC recognises the need for innovative financial products, including flexible annuities and equity release mechanisms, to enable people to plan for their care, but warns that progress in developing markets for appropriate products will be limited unless the system of entitlement is simpler, fairer and more transparent.

Clive Bowman added,

"CCC's long-term care policy healthcheck pinpoints the essential criteria for good care".

- Are policies clear, consistent, cost-effective and carer-friendly?
- Will they deliver fair, affordable, integrated and reliable care?
- Do policies promote independence, rehabilitation, dignity and choice? "

- ENDS -



Notes for Editors:

1. Contacts from Wednesday, 3 November for further information:

Dr Clive Bowman	020 7222 1265 / 0771 278 9117
Helen Nicholson	020 7222 1265

2. *The Best Care Possible?*, CCC's long-term care policy healthcheck, identifies a wide range of issues and outlines measures needed to enable people to get the best care possible to meet their needs.
3. CCC launched *The Best Care Possible?* on Wednesday, 3 November 2004 at the Institution of Mechanical Engineers, 1 Birdcage Walk, London SW1.
4. CCC is a broad-based, independent coalition of commercial, charitable and public service organisations with a shared interest in providing better long-term care for older people. CCC has been acting as an advocate for managed change since it was established in 1992 as the Continuing Care Conference with the objectives of:
 - increasing awareness and developing understanding of long-term care of older people as a political issue
 - raising the standards of care available to older people
 - developing the standards of financial products used to fund long-term care
5. CCC believes that all older people in Britain should live their lives in dignity, comfort and in a place of their choosing. We want all elements of society to make the necessary individual and social investment to ensure that happens. Our task is to ensure that policy-makers pursue this goal and to encourage the public to join with us in our mission to persuade them to do so.
6. CCC's Chairman is Dr Clive Bowman FRCP, Medical Director, BUPA Care Services. More information about CCC, including its members and Steering Group, are available at www.ccc-ltc.org.uk.
7. *BUPA Census. Bowman C, Whistler J, Ellerby M, *Age and Ageing*, November 2004.