

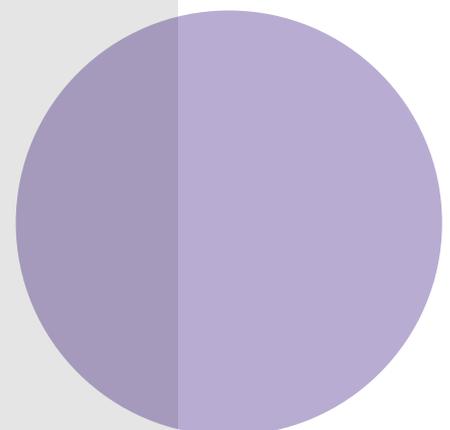
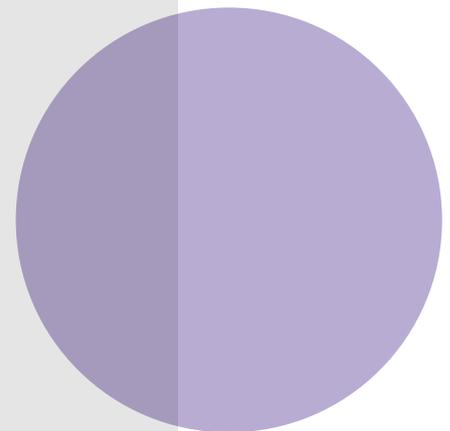


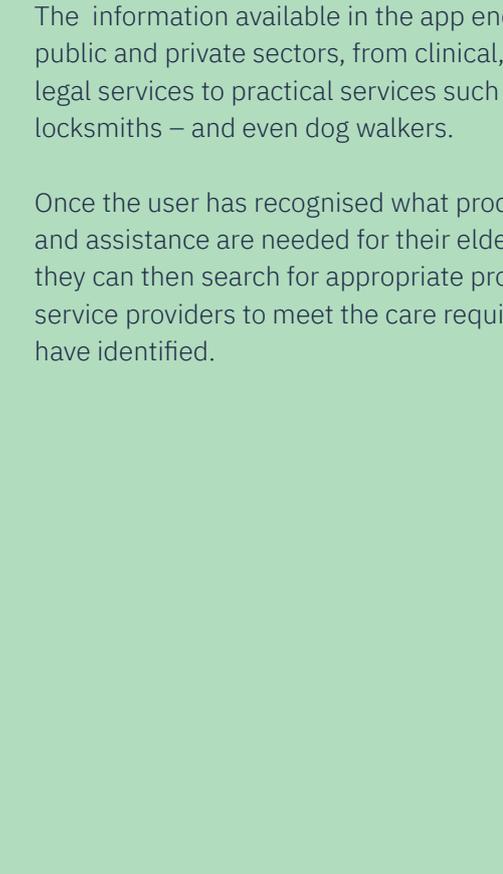
Business background

Consentricare was formed to address the urgent needs of those caring for elderly people.

The company founders had their own negative experiences when understanding and organising care for their own elderly relatives and realised they could use their skills and experience in other industries to improve the customer journey from the initial understanding of the care and support available to the provision of service.

Consentricare's primary aim is to empower those who want to do the best for their elderly relatives. A typical scenario would involve giving someone the information they need to get an elderly loved one home from hospital more quickly, before then making them safer by organising the best support from the best sources at the best price. Delayed discharge or 'bed blocking' is a growing national crisis in the UK and CareHound helps to speed the process by making it less of a mystery.





About the product or service

Consentricare has developed an innovative, free-to-use mobile app called 'CareHound'. It has been designed to assist people who are caring for elderly relatives – often with no prior experience of organising care and support.

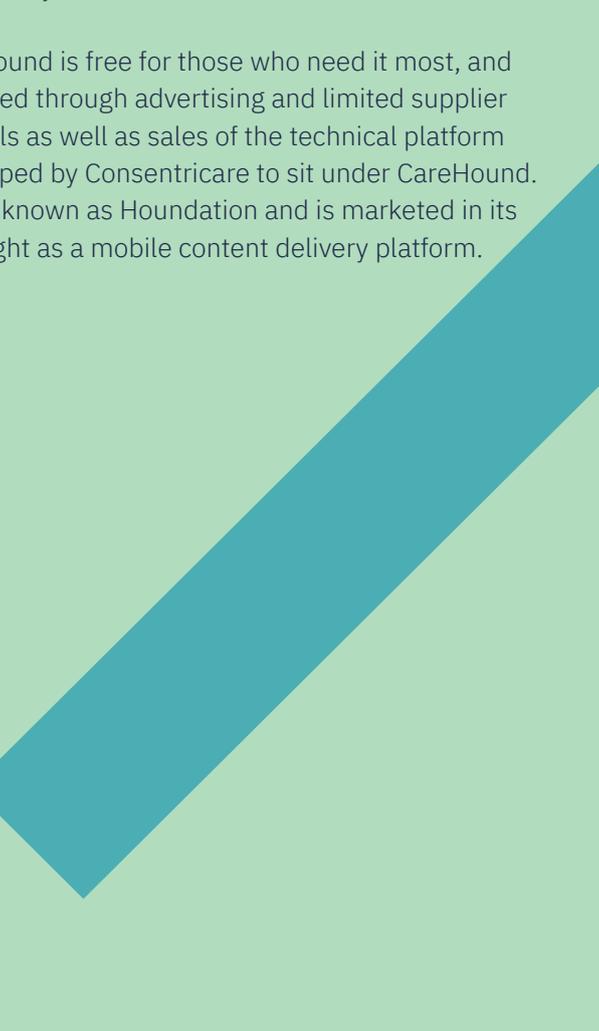
The app works in two stages. Firstly, it provides guided information to help the user understand and start to navigate the elder care ecosystem.

The information available in the app encompasses the public and private sectors, from clinical, financial and legal services to practical services such as builders, locksmiths – and even dog walkers.

Once the user has recognised what products, services and assistance are needed for their elderly relative, they can then search for appropriate product or service providers to meet the care requirements they have identified.

These providers are added to a personal 'care pack' that the user can fully manage from their mobile device anytime and anywhere. By doing this, CareHound puts the process of organising care in the hands of the people who have the greatest interest in doing it right and quickly.

CareHound is free for those who need it most, and is funded through advertising and limited supplier referrals as well as sales of the technical platform developed by Consentricare to sit under CareHound. This is known as Houndation and is marketed in its own right as a mobile content delivery platform.





Why the business joined the Bucks HSC Ventures programme?

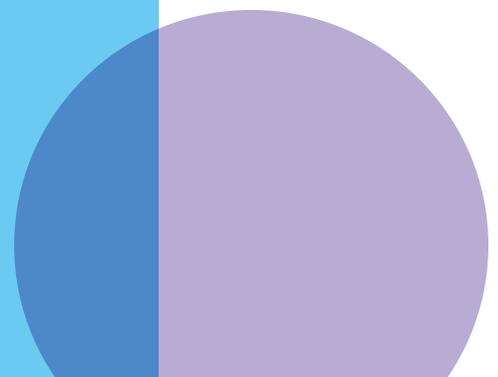
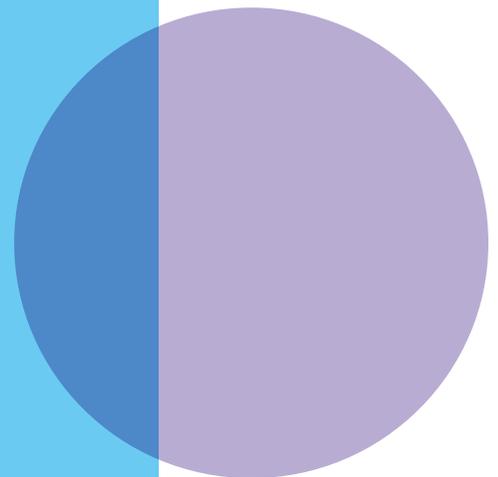
Bill Palmer, Consentricare Executive Partner, said:

“Although the principals of our company have done work in and around the NHS and within local and central government in the past, we are not healthcare professionals and are essentially industry outsiders. That makes engaging with important stakeholders very difficult.

“We do not sell CareHound to the NHS and adult social services per se. But both are important stakeholders and influencers for us. They are the people talking to and interacting with our potential customers.

“We saw the Bucks HSC Ventures accelerator programme as a fantastic vehicle to provide us with valuable insight and to help us get access to the people that it would otherwise take weeks or months to get through to.

“We were also keen to engage with, talk to and stand alongside other people within other SMEs that were undertaking a similar journey to us and maybe experiencing similar challenges.”



How has the Bucks HSC Ventures programme helped the business?

Bill Palmer, Consentricare Executive Partner, said:
“The programme delivered value for us and being a member of a cohort was extremely valuable. It’s enabled us to forge important relationships with people who will play a part in our future growth.

“We are committed to the development of CareHound and we hope the relationships we’ve made will help us to increase the number of suppliers we have on the app, enhance the relevance of what we do for people, help us to tailor the information we present to users, and further develop the functionality.

“Our involvement with the programme has also inspired us to set up a non-competitive collegiate knowledge exchange platform on LinkedIn. We’ve established a group on there called ‘Agents of Change for Elderly Care and Wellbeing’ and a number of the members are from the Bucks cohort. We now have nearly 60 members and regularly share ideas and thought leadership. Although Consentricare is a business, we have a strong social ethos and we firmly believe that the more people we help, the more people benefit. “We were also keen to engage with, talk to and stand alongside other people within other SMEs that were undertaking a similar journey to us and maybe experiencing similar challenges.”

“Thanks to the support of the accelerator programme, we are well positioned to ensure that the growth of CareHound in terms of subscriber and user numbers will soon reach the point where we have sufficient data to provide useful insights to the NHS, adult social services and business about engagement. That insight will be a very useful decision support resource for everyone involved in the delivery of elderly care.”

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