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Message from the UK Country Director

As the new Country Director for Doro Care UK I am delighted to be introducing the 2018/19 Welbeing Annual Review. Having only joined the business at the beginning of April 2019 I thought it would be useful to share with you some of the things I have discovered in my first few weeks.

"We understand the complexity carers face when trying to organise services to support their loved ones and we are keen to find ways we can enhance our support."

It is clear that Welbeing and Doro Care UK are very proud of the services and products supplied to the Technology Enabled Care market in the UK. One thing I noticed straight away was the passion and commitment of all members of staff for the provision of first class products and services. There is, undoubtedly, an ambition to support more clients by being "there for you, anytime". The desire to reach more customers to provide these lifesaving services demonstrates the belief the teams have in the excellent services they deliver. I am proud to be working with such an inspirational and dedicated team.

It is also clear that I have joined the business at a time of exciting new opportunities. As we develop our roadmap for the transition to digital technologies there is a recognition that this is still a very cloudy area for a number of providers in the UK. With Doro's extensive experience of digital transformation in Europe we believe we can support our customers to ensure their services remain consistent and resilient during the transition, as well as providing a platform for new services moving forward.

Over the course of the coming year we will start our own journey to utilise cloud-based technology to develop unified services. Prevention is clearly better than cure and we want to ensure our offer provides customers

with the ability to remain at home, safely and securely for as long as possible. By developing our capability to recognise and manage risks we aim to bring peace of mind to clients and their carers and loved ones. The business also recognises the pressure on the public sector to provide care services to a growing number of people with a range of different needs. Many organisations are signposting clients to providers, such as Welbeing, and we already have relationships with nearly 25,000 individual customers, many of whom were referred to us in this way. We understand the complexity carers face when trying to organise services to support their loved ones and we are keen to find ways we can enhance our support.

Over the past few years, many telecare monitoring services have felt the impact of the increasing demand on ambulance services with telecare clients having lengthy waits before the emergency service arrives. Welbeing recognise the acute need for a complementary service. We are looking to provide a consistent, high quality mobile response service across the UK and have already established provision in Cumbria, Cheshire and Sussex and I am keen to see this rolled out in other areas. In addition, we are piloting enhancing this service, to include lifting people who have fallen, potentially removing the need for the ambulance call at all.

Having worked in the Technology Enabled Care sector for nearly 20 years I, like many, have felt the frustration of working with great technologies in terms of functionality, but where aesthetics have taken second place. It is great that Doro has recognised this issue and has developed its mobile phone portfolio to provide modern, desirable products that can be used alongside the monitoring service to provide an emergency service to more people. In addition, the new Doro dispersed alarm, due to be launched later this year also promises to offer a great user experience, with a broad range of services, in a modern, attractive, versatile product.

Wendy Darling
UK Country Director

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Visionary solutions delivered with care

Welbeing is a leading provider of technology enabled care services in the UK. We offer high quality, fully integrated managed services and work closely with our customers to develop innovative, cost effective solutions.



Doro Group

Since June 2018 Welbeing has been part of the Doro Group – the global leader in telecoms for seniors. The acquisition was important to Doro as they gained representation in Europe's largest telecare market, the United Kingdom. Welbeing has benefited from Doro's access to research and development, its unique understanding of digital technology and its experience of the mobile phone sector.

Our vision

To be the number one service provider of technology enabled care services in the UK. To achieve this goal, we set high standards for ourselves and our partners. We rise to challenges by growing our business and championing our people.

Our main activities

- 24-hr telecare monitoring and response service co-ordinated through our two contact centres: at our head office in Eastbourne, and in Dereham, Norfolk.
- Supply, installation and maintenance of community alarms and advanced telecare devices e.g. smoke detectors, fall detectors, flood detectors and medical alerts.

Other community services

- Visiting and telephone check calls for individuals
- Lone worker protection
- Out-of-hours contact centre for housing providers and local authorities
- Telephone answering services
- Emergency Mobile Response

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Our key achievements

Our headline objectives for 2018 were to continue to grow our customer base and to develop our product and service offer in response to the emerging requirements of our customers.

Customer base

Our customer base grew significantly during 2018 as a result of organic growth, tender wins and acquisitions. We were delighted to be awarded the contract with Cheshire East Council to help 3,200 households to enjoy their independence through a comprehensive, fully integrated technology enabled care service model. The model includes person centred assessments and support planning, installation and maintenance of equipment together with 24/7 alarm monitoring, telephone support and emergency mobile response. We were also thrilled to welcome the telecare businesses of our Cumbria service delivery partner Eden Housing Association, and of Norwich City Council to our Group. Organic growth has been driven mainly by private pay individuals and relatives seeking affordable ways to help support people to maintain their independence. It has also been from health and social care

practitioners referring people to the service to support transfer of care from hospital to home and to prevent the need for people to be admitted to hospital or residential care. The growth has led to a 25% increase in employees.

Development of new products and services

By joining Doro, Welbeing now benefits from ongoing investment in next generation technology enabled care solutions. Our knowledge of the UK market ensures Doro targets investment towards meeting the needs of UK customers. This focus has led to the development of digital applications such as Doro's new digital carephone range and SmartCare - a cloud-based technology care solution with sensors in the home that notify relatives or care providers of changes in behaviour or if the senior needs assistance. Our equipment catalogue has been updated to include the extensive range of Doro products.



"The launch of SmartCare by Doro will be a milestone and an important strategic move for our business. We know that seniors want to stay at home and be independent for as long as possible and SmartCare by Doro is developed with this in mind."

Carl-Johan Zetterberg Boudrie, CEO and President of Doro

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The outlook for 2019 and ahead

During 2019 we aim to increase the range and scope of the products and services we are able to offer to meet the needs of our customers now and in the future.



We aim to develop and grow our mobile responder services, in recognition of the essential support it provides clients when no one else is around. We are keen to work with local ambulance services releasing pressure on them by dealing with calls where a medical intervention is not required.

Consideration will be given to enabling our teams to lift people who have fallen using a lifting cushion, a service we have already rolled out in parts of Cumbria and Cheshire.

Digital transformation

We will be integrating the Doro product range within our service model and anticipate that Doro's range of mobile phones and GPS trackers will add a compelling new dimension to our service.

Our Response by Doro service, due to launch later this year, will enable mobile phone users to access our services using an alarm button on the back of their Doro mobile phone. We believe this will finally bring together the features and functions of a mobile telephone with the reassurance and security of Welbeing's "there for you, anytime" service.

Prevention

We are committed to broadening our service to our customers. We believe the ability to provide prevention rather than reactive services is paramount to improving the support and care of our customers. To start on our journey we will be upgrading our calls handling facility to provide full digital and analogue capability.





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We know our customers best

As part of Doro we strive to continually deepen our knowledge of the senior market. This ensures we develop technology solutions that give them a sense of belonging to, feeling safe in and being a natural part of society – just like everyone else.



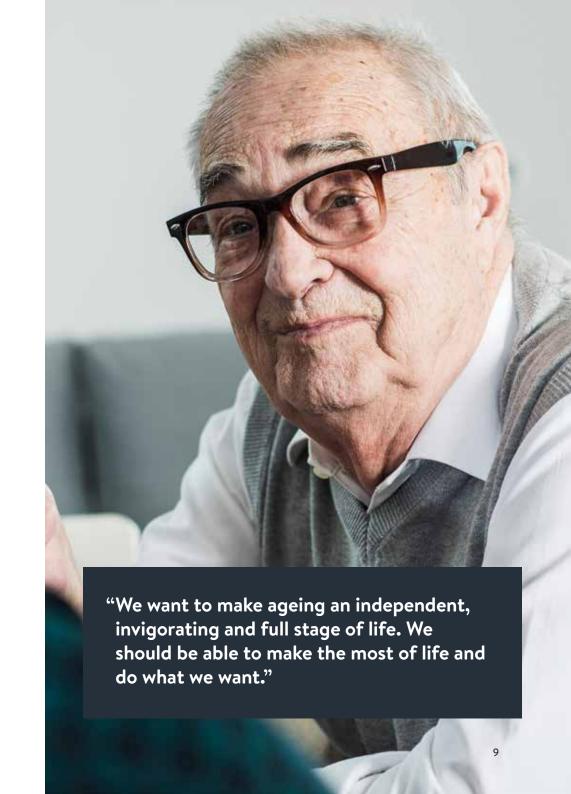
Driving forces for our offer

- Demographic changes in society mean that the proportion of seniors is increasing, both in absolute terms and in relation to the population as a whole.
- Demand is increasing for new technologies and innovative solutions that encourage a healthy lifestyle, prevent accidents and proactively help reduce costs in health care.
- A growing need for care in society leads to a greater cost burden for government, local and county authorities. There is therefore a great need to find new and effective solutions to counteract the rising cost.

We all want to live at home for longer

Today, it costs society almost five times as much to care for a person in a care home than if he or she lives in their own home. The possibility of living independently and safely at home longer is also something that is usually in line with our own wishes. We all want to live an active and independent life. The need to find innovative solutions that make it possible to live at home longer is therefore of great importance for increasing the quality of life.

Doro holds a strong position in this growing market. We are the market leader in mobile phones for seniors and a leading player in security solutions in Sweden, Norway and the United Kingdom. The combined knowledge of our customers needs means that we can offer everything from individual products to complete and customised solutions that combine hardware and software, service and support. These are aimed at seniors, relatives, health care providers and carers.



Customer satisfaction survey results

We sampled 5% of our customers via telephone interviews with a £50 prize draw incentive of M&S vouchers or a donation to a charity. The fieldwork was carried out between April and May 2019.

Highlights

- 99% of customers said our operators were polite and helpful
- 99% of customers would rate the overall quality of service as good/very good/fair
- 98% say the service is good value for money
- 97% said they feel safer as a result of having telecare in their home
- 99% would recommend the service to friends and family

We have recently introduced Trustpilot as a further way of gaining valuable insight into our products and services.





Performance for 2018 and targets for 2019

In 2018 we aimed to match or exceed Telecare Services Association (TSA) key performance requirements.

Our key call handling target was to answer 97.5% of calls within one minute and greater than 99% in less than 3 minutes. We met or exceeded the 99% target across the year but performance against the one minute target was compromised early in the year as a result of increased ambulance times and at the end of the year as we took on additional customers in an emergency situation caused by the closure of another provider's monitoring centre. We developed new processes and increased resources to underpin performance going forward.

Installations

Our target for 2018 was to meet TSA standards for responding to installation requests (90% of urgent requests in 2 days and 100% in 5 days, 90% of non-urgent installation requests in 15 days and 100% in 20 days). These targets were met and we were able to carry out all installations within 5 working days. Our target for 2019 is to continue to comply with and exceed the TSA standard.

Faults

Our target for 2018 was to comply with TSA standards (90% of urgent maintenance within 48 hours and 100% within 96 hours, 90% of non-critical faults attended to within 5 working days and 100% within 10 working days). Overall these targets were met throughout the year and our target for 2019 is to continue to comply with and exceed TSA standards.

In-person response

Where Welbeing provides an in-person emergency response service we aim to comply with TSA standards of 90% mobile response call outs to be achieved within 45 minutes and 100% in 60 minutes. These standards were achieved in 2018. In 2019 the scope of this service is being reviewed, however we aim to perform to the same standards as 2018.

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Welbeing

3-4 Technology Business Park, Moy Avenue, Eastbourne East Sussex, BN22 8LD

Telephone 01323 644422 info@welbeing.org.uk www.welbeing.org.uk

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