



# INNOVATION IN HEALTH AND SOCIAL SERVICES

COOSS PRACTICES IN STAFF MANAGEMENT AND TRAINING

2nd European Thematic Seminar of the Social Employers and EPSU

**Digitalisation in Social Services: defining opportunities for social partners, barriers and how to prepare for the future**

Wednesday, 24th October 2018  
1 Rue Guimard, 1000, Brussels

Francesca Scocchera - COOSS Marche, Italy

# AGENDA

1. Presentation and experience of COOSS
2. Presentation of COOSS practices



# PRESENTATION AND EXPERIENCE OF COOSS

# STATUS AND MAIN OBJECT OF COOSS

COOSS is a private company, providing **healthcare and social services, as well as training and educational services** to the people in need in Marche Region.

COOSS was born in 1979. It counts today about 2.600 partners-employees and 60ML € of turnover.

COOSS mainly operates on the area of **Marche Region**, an heterogeneous territory in the central-east coast of Italy.



# COOSS SERVICES

It directly owns and manages **in-home services** (territorial services) and **facilities** (residential homes, kindergarten, daily centres).

Main users are: elderly, disabled, youths, migrants, unemployed people, minors at risk and, in general, disadvantaged people and **people in need**.

COOSS strictly cooperates with **Public Entities** through the Procurement process of public services tendering.

COOSS is **Service Provider and Contractor** for most of Municipalities of Marche Region.

# RESEARCH AND TRAINING DEPARTMENT

In **1993** COOSS established an internal **Research and Training Department** which deals with the design and managing of research, innovation, educational and experimental projects in order to promote innovation and advancement in the services provision.

The Department is organized into different and interconnected sectors:

Research

Training

Guidance

Networking

# RESEARCH AND DEVELOPMENT

The research area is dealing with EU project (H2020, ERASMUS+, ADRION, Interreg Central Europe, Adriatic IPA CBC, Progress, AAL, EuropeAid, Daphne, Youth in Action, etc.) both as coordinator or partner.

Since 1993, the Department has been surveying, analysing, developing, exchanging and testing best practices. It represents the 'volano' of COOSS, a 'research engine' creating innovation, networking, synergies, know-how, good practices and acting throughout the **design, implementation** and **management** of innovative solutions.

# VOCATIONAL EDUCATION AND TRAINING

COOSS is a **Training Agency** certified by Marche Region as provider of **VET** (Vocational Education and Training) and **AE** (Adult Education).

The Training and Education services concern mainly:

- qualification of unemployed people willing to acquire a professional title to enter the care sector;
- professional re-training of people of health and care sector (Health and Care providers).

About 800 trainees per year participate to VET and AE courses developed and provided by COOSS, for a total of 60/80.000 hours of training.



# EMPLOYMENT AND VOCATIONAL GUIDANCE

Employment and Vocational Guidance Services Area aims at guiding and supporting people in the definition of a **personalized and professional training / educational path and in an active job search.**

This Area develops both researches and analysis of needs in order to constantly monitor social changes and offers coming from the labor market; it cooperates with the support of the Department which has a deep and long experience in the field of social-work aimed at the inclusion of fragile people (disabled, immigrants, prisoners, etc.).

# TERRITORIAL NETWORKS

COOSS offers **EU know-how and local practice** as partnerships, synergies and sharing of experiences, with the aim of:

- ✓ Contribute to the inclusion of people in need or at risk of social exclusion
- ✓ Provide a real and visible impact on the territory, communities, families, individuals

Established **Networks and Cooperation Agreement**, at Local and National Level, include: Universities, Schools, Marche Region, Municipalities, Associations, Cluster, etc.



# PRESENTATION OF COOSS PRACTICES

# DIGITALISATION IN COOSS PRACTICES

**Organisational** level: platform and software for users' services and staff management;

**Research** level: Research Area Department, innovation projects, benchmarking;

**Service** level: integration of innovative processes, tools and devices in the service chain, telemonitoring, care services market place;

**Training** level: introduction of ICT in training curricula and in professional figures, definition of a 'digital mediator' profile.



**... IN ORGANISATION**

# DIGITALISATION IN ORGANISATION - CUW

## CUW – Cartella Utente WEB (WEB User Folder)

It is a web-based collection of information and data referring to a user, namely for residential and daily facilities. It records/provides:

- pharmacological therapies, visits and exams;
- prescriptions of aid, devices and protective dispositive;
- health data management (eHealth Record);
- share of information amongst health and social profiles;
- diary of actions/expected interventions (diario di bordo/consegne);
- warnings and alarms;
- administrative reporting.

# DIGITALISATION IN ORGANISATION - CUW

## CUW – Cartella Utente WEB (WEB User Folder)

It allows to achieve a rational organisation of the daily intervention, promoting the “in real time” information knowledge and update/share amongst all professionals involved.

It allows to reduce the amount of paper version documents, sheets and modules, preserving the function of control and supervision (through a system of authenticated and authorised accesses) .

It allows the safe and profiled access of ‘external’ professionals such as GP and National Health System as well as family members.

# DIGITALISATION IN ORGANISATION - CUW

## CUW – Cartella Utente WEB (WEB User Folder)

Main component of CUW is the **digitalised PAI** (Progetto Assistenziiale Individualizzato) the personalised care plan, that is made of 5 areas: Nursing, Medical, Educational/rehabilitative, Physiotherapeutic, Assistive/caring.

Each area reports the pathologies and needs, identifying:

- Objectives of the care plan in each specific area;
- Intervention to be implemented (with staff and time);
- Actions and activities to provide.



Cartella Utente Web 2016 x +

Utenti

Manaresi Francesca  
Amministratori

Urbino - Residenza Montefeltro > Sommario

- Dossier**
  - > Dettagli dossier
  - > Dati anagrafici
  - > Progetti
  - > Agenda
  - > Documenti
  - > Stampe
- Riepiloghi**
  - > Riepilogo Lesioni
  - > Diario
  - > Criticità
  - > Segnalazioni
  - > Riepilogo Parametri Vitali
- Area Assistenziale**
  - > Alimentazione
  - > Alzata e igiene
  - > Attività podologica
  - > Bagni
- Area Infermieristica**
  - > Catetere vescicale
  - > Clisteri Lassativi
  - > Diario Infermieristico
  - > Elenco delle intolleranze, allergie e reazioni avverse
  - > Lesioni cutanee
  - > Medicazioni
  - > Medicazioni CVC
  - > Parametri fisiologici
  - > PEG
  - > Pianificazione monitoraggi sanitari
  - > Prelievi
  - > Promemoria Infermieristico Agenda
  - > Rilevazione cadute
  - > Rilevazione glicemica
  - > Schede accoglienza
- Area Sociale**
  - > Diario Assistente sociale
  - > Fascicolo sociale
  - > Vita prima dell'ingresso
- VMD - Schede di valutazione**
  - > A.A.D.L.
  - > A.D.L. - Activities of daily living
  - > B.A.N.S.S. - BEDFORD ALZHEIMER NURSING SEVERITY SCALE
  - > B.I.N.A. Nursing Home
  - > BARTHEL Funzionale Esteso
  - > BARTHEL Mobilità
  - > BRADEN
  - > C.A.M.
  - > C.I.R.S.
  - > CDR - Clinical Dementia Rating

Cartella Utente Web 2016 x +

enti/cuw/54

Amministratori

RP Nucleo 1 > Riepiloghi > Diario

Filtro attivo Dal 22/10/2018 al 23/10/2018, Ospite: reparto

Diario di Esporta Stampa Data creazione

Data	Turno	Tipologia	Diario	Operatore
22/10/2018	Pomeriggio	Diario Infermieristico		

Giorni: 1      Tipologie: 1      Operatori: 1

ROSSI MARIA

RP Nucleo 1

Nata il  
anni

Ricovero temporaneo

- Dossier**
- Riepiloghi**
- Riepilogo Lesioni**
- > Diario**
- Criticità**
- Segnalazioni**
- Riepilogo Parametri Vitali**
- Area Assistenziale**
- Area Educativa**
- Area Infermieristica**
- Area Medica**
- Area Sociale**
- VMD - Schede di valutazione**

# DIGITALISATION IN ORGANISATION - MOBWORK

## Mobwork – Assistenza Domiciliare (Home Assistance)

Mobwork is an ICT tool to manage the home care services; it provides to each of the professionals involved in home assistance the information useful to implement the care intervention, reducing management costs.

It is based on the identification of each user with a univocal code (datamatrix), storing personal data as well as social and care information. It also specifies all the details of the individual care plan (PAI) also in terms of hours of services, timing and planning of intervention and single/specific activities.

# DIGITALISATION IN ORGANISATION - MOBWORK

## Mobwork – Assistenza Domiciliare (Home Assistance)

Each Home Carer (Operatore Domiciliare) receives in his/her tablet or smartphone the weekly plan of intervention, as well as any variation incurred.

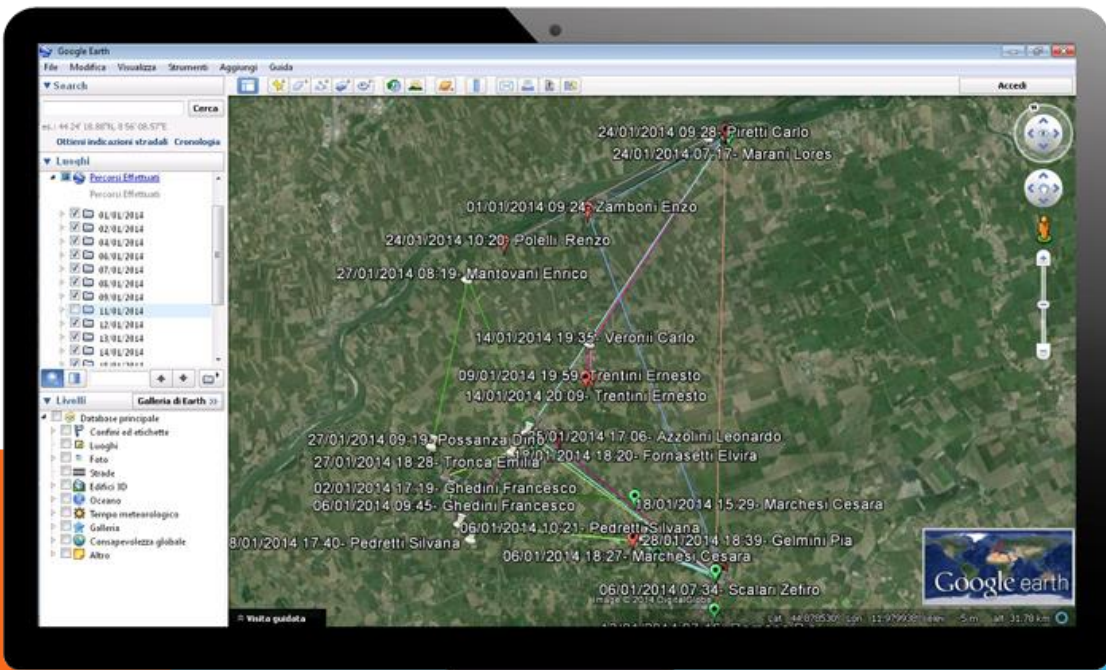
Through it, he/she can easily and quickly record the 'presence' (time card) and the activities (diary); can immediately communicate alarms and warn for any eventual adverse event asking for a revision of the plan. According to the qualification (access profile) he/she can be allowed to read data, insert data and/or elaborate data.

# DIGITALISATION IN ORGANISATION - MOBWORK

## Mobwork – Assistenza Domiciliare (Home Assistance)

Data stored are automatically shifted to administrative units in order to:

- elaborate pay slips of the home carer, based on a complete time card (clocking in, clocking out, services provided, transfers, etc.)
- elaborate invoices of home care service, to the users or the clients, also indicating any eventual co-participation to the amount.
- elaborate reports of services provided, to the clients (local authorities under public procurement).



# DIGITALISATION IN ORGANISATION - INSIGHTS

Both solutions implemented by COOSS ensure:

- GDPR compliance (ICT internal office fully devoted)
- Transparency of services provided
- Increase of efficiency
- Decrease of manual errors or misunderstanding (writing)
- Real time updated information
- Sharing of data, information and plans with all authorised/ authenticated health and care professionals.



**... IN TRAINING**

# DIGITALISATION IN TRAINING - ICT HEALTH TECH

In 2016 COOSS realised the training course for **ICT Health Technicians**, aimed at promoting a first educational initiative associating ICT with the caring/health services.

A total amount of 800 hours of training were provided, with final exam to achieve the professional qualification: 400 hours of theoretical/practical training and 400 hours of stage/traineeship.

Entry requirement: secondary school diploma

Learning outcome: EQF 4



# DIGITALISATION IN TRAINING - ICT HEALTH TECH

The training curricula/programme foresaw (amongst other topics):

- ICT competences and techniques of data elaboration
- Health and social systems
- The information flows (data management)
- Devices and equipment, installation and maintenance
- Software and health ICT application
- Hardware and health ICTs
- New ICTs in health and social environments

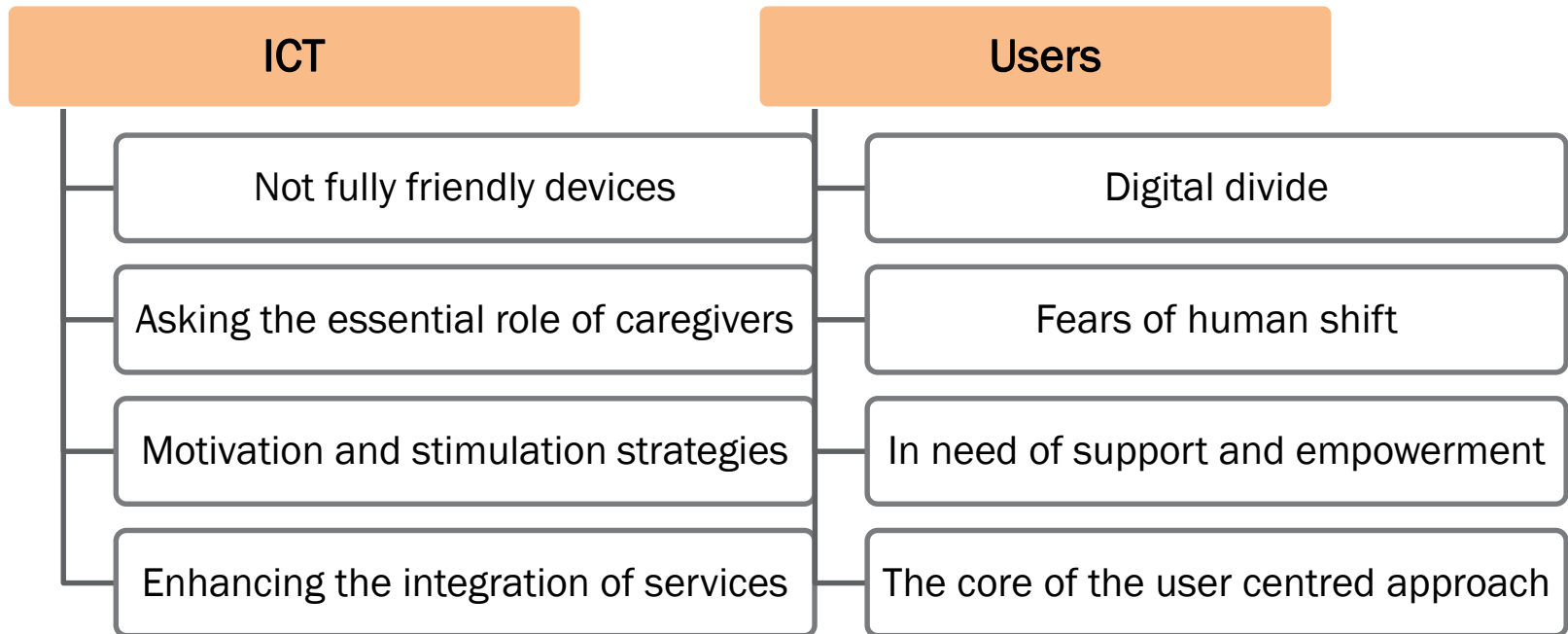
# DIGITALISATION IN TRAINING - ICT HEALTH TECH

The follow up of the training experience revealed strong elements in the **interest** in the new professional profile, in the opportunity to **reduce the gap** between ICT and health, in the achievement of a strong competence in privacy and data management (ante **GDPR**).

On the other hand, weak elements were revealed in terms of **unbalanced** entry requirements compared to job opportunities (ICT experts), **lack of ICT references** in regional/national health curricula, poor advancement of a **cultural change** based on sharing of information and integration of profiles/skills (rather than health).

# DIGITALISATION IN TRAINING - DIGITAL MEDIATOR

COOSS is evaluating the possibility to launch/introduce/promote the professional profile of **Digital Mediator** between



# DIGITALISATION IN TRAINING - DIGITAL MEDIATOR

## *Research and Innovation*

Personal User  
Experience

Services integrated  
to the  
product/device

## *Socio-Digital Mediation*

Social  
competences +  
Digital skills

Innovative access  
to the market

## *Welfare in Smart cities*

Wide and inclusive  
Community Welfare

Innovative and ICT  
advanced care  
services

# DIGITALISATION IN TRAINING - DIGITAL MEDIATOR

It could contribute to face the care services challenges:

- Coping the short fall in recruitment and the increasing service-user demand and differentiation, making the sector **more attractive to young** groups;
- Making long-term care and care for special groups more advanced in terms of resource consumption and quality schemes, enhancing **services integration** and **user empowerment**;
- Expanding the professional boundaries of social services, setting new pattern of **cross-sectoral** and **cross-organisational** collaboration.

# DIGITALISATION IN TRAINING - INSIGHTS

In Italy, the White Jobs are considered a strong case of employability for the next decade, due to **new forms of Welfare** (corporate, community, etc.) as well as **socio-demographic trends**.

The digitalisation of services is not likely to be a risk for carer's jobs or careers, whilst a challenge to wide their action and impact, going towards **relationship, engagement, education, personalisation**.

A new deal of care economy is able to generate **new professions**, such as Socio-Digital Mediator, Welfare Manager, Digital Strategist, Personal Data Manager (from data to service), Rehabilitation / Occupational Therapist 4.0.

# THANKS FOR YOUR ATTENTION

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