

Press  
Release  
October 2009

## Software solutions needed for social care 'silver tsunami'

The chief executive of a UK software company has warned that the global social care 'silver tsunami' can only be overcome with use of all available technologies and software solutions

Stewart Maxwell, chief executive of Cerrus Limited - the UK's leading provider of care and support management reporting systems to the health and community care arenas - was one of a delegation of British industrialists sharing healthcare software solutions with their Catalan counterparts in Barcelona last month (October). He was joined by colleagues from the NHS and other UK suppliers at an eHealth workshop examining the British experience of delivering strategic eHealth.

Mr Maxwell is a regular ambassador for UK Trade & Investment and is renowned throughout the world as a leader in the development of health and community care software solutions.

At the Barcelona event, Mr Maxwell and his UK colleagues offered their experience and expertise to a delegation of Spanish healthcare and telecare organisations. In his presentation, Mr Maxwell reaffirmed that community and social care contributes to a large percentage of a healthcare delivery, so it was important that systems and software were developed to enable organisations to manage their services effectively for the rapidly-growing number of service users.

Mr Maxwell said that the UK shares many of the challenges in healthcare faced by Spanish and other governments, namely the demographic time-bomb, or 'silver tsunami' which will see a rapid growth in the number of elderly and vulnerable people requiring care; outmoded and poor methods of transferring data between care sectors; a lack of system integration between primary and acute care and social and community care; an increasingly complex array of diverse systems with limited data exchange.

*"The real challenge faced by governments, provider organisations and solutions providers like Cerrus into the future is to consolidate the research and development of the last decade and develop a single social care system that will manage both the continuum of care and high quality business operational processes,"* Mr Maxwell said.

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***If we can embrace all the tools and technologies at our disposal, ally them to the social care sector's great tradition of high quality care, then governments, both now and in the future, will surely see the service improvements needed to fulfil the increasing burden of care they face***

- Stewart Maxwell, Chief Executive, Cerrus Ltd

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He told his audience that improving the processes, and the tools, is central to service enhancements and will deliver governments economies alongside the traditional values of patient/service-user care.

*"If we can embrace all the tools and technologies at our disposal, ally them to the social care sector's great tradition of high quality care, then governments, both now and in the future, will surely see the service improvements needed to fulfil the increasing burden of care they face,"* he added.

## For more information

### About Health & Care

Advanced Health & Care is a leading supplier of IT management systems for urgent & unplanned care, homecare, residential care, hospices, mobile information for community carers and back-office management systems for NHS trusts, local authorities and care providers.

Working with partners in the NHS, local government and the private sector, Advanced Health & Care is delivering IT solutions in support of safe, efficient care delivery with integrated management information. Advanced's unique proposition is its range of integrated care solutions offering visibility of information for both the commissioner and care provider.

The Advanced Health & Care suite of products includes: Aداstra, iNurse, Crosscare, eFinancials Smart Business Suite, Saturn & StaffPlan.

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### Legal information

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