

# Case study

*A partnership between YourLink and ADSSI Limited*



*Ada is a client on ADSSI Limited's Digital Connection program*

## How ADSSI Limited transformed the digital literacy of their clients, their organisation and their people



ADSSI Limited is a not-for-profit home and community care business. Established on the Central Coast of NSW in 1987, they trade as Adssi In-home Support on the Central Coast and Northern Sydney, and Maitland Community Services and Beresfield Community Care in the Hunter Valley.

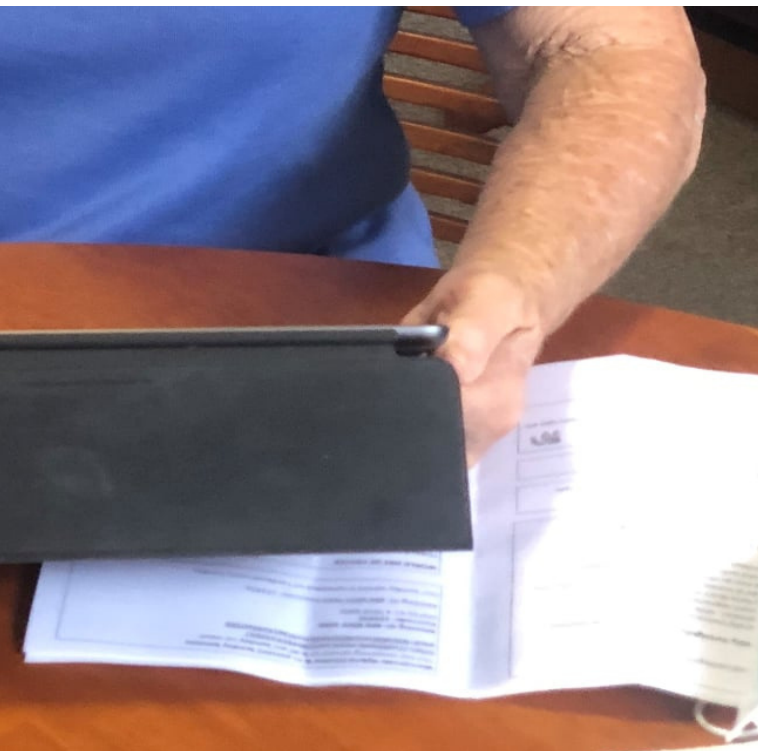
Over 400 staff and volunteers support 25,000 clients through a variety of in-home and community aged care programs including Home Care Packages, the Commonwealth Home Support Program, Meals on Wheels, and others.

## The issue

Social isolation and loneliness, exacerbated by COVID-19, were two issues being experienced by ADSSI's clients. Surrounding this was a perception that seniors do not want or are unable to learn how to use technology, and that it is out of scope for aged care providers to bring this type of support into the service offering.

But ADSSI thinks differently. They know that seniors want to do more with technology but the real struggle for them was knowing where to start or who to turn to for support.

Even before COVID-19 struck, ADSSI began to establish the essential building blocks to make the transition to digital easier for their clients.



## The solution

Partnering with YourLink, two programs were designed to enable digital inclusion to come to life within the organisation and for the clients in need.

The 'Digital Connection' program provides clients with a new iPad, the vital training and personalised support needed to use the iPad, and the ongoing support and remote management tailored to suit those who live independently at home.

The 'Connect with Tech' program involves training for over 100 care workers across three sites to become Tech Mentors. Tech Mentors already have a personal connection with their clients as Community Support Workers, and bring their own individual qualities of empathy, care and understanding. These care workers were now upskilled with digital mentoring capability with the aim of providing client-friendly technology support in the home. Clients enjoy the comfort of home, and peace of mind of learning something new with someone they trust.

The considerations at the core of the service design:

- Supporting clients and staff to stay physically safe and healthy
- Aligning with day-to-day living budgets
- Building exposure and confidence in using technology
- Addressing concerns and fear over online privacy
- Accommodating various personal health conditions, accessibility or mobility requirements
- Supporting in a way that is personalised
- Being fun, practical and engaging.

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"The training and ongoing support for the team of Tech Mentors is the centerpiece of this client focused initiative. Without this personalised support, delivered by people with established client rapport, the initiative would be missing a key aspect of what consumers want - someone to help them."

*Jenni Allen, Chief Executive Officer, ADSSI Limited*

# The impact

Working together with YourLink, ADSSI designed and built a service delivery that offers options for a cross section of clients.

The 'Digital Connection' and 'Connect with Tech' programs have provided professional development and new skills for over 100 ADSSI staff and enabled over 100 clients to live a more connected life.

By increasing access to digital technology and bringing digital into the service delivery, ADSSI addressed the lack of digital access and literacy by resolving the prohibitive cost of a device, the perceived or actual expense of data and the lack of exposure and knowledge.

By introducing Zoom as a platform for social learning, social support programs and exercise, the evolution to telehealth is a more seamless and logical addition for ADSSI clients. When clients were unable to visit the shops during lockdown, Tech Mentors integrated online shopping into their service delivery.

ADSSI clients have access to a range of digital support which then integrates into face-to-face programs such as the 'active @ adssi' exercise program, which is available online.

By creating the space for care workers to spend one-on-one time with their clients as Tech Mentors, they are able to sit, listen and respond to client requests in a personalised way which accelerates clients' learning and engagement with online services, their community, family and friends.

COVID-19 has had a significant impact in bringing more services online. The future for service delivery will be business models combining in person and online streams, catering to a blended life for clients. Digital delivery will be a vital evolution to health and wellbeing, social support and telehealth.



Jennie (Tech Mentor) and Ada



"The 'Digital Connection' and 'Connect with Tech' programs have been developed with clients at the centre of the design, making this about more than just devices. Our programs focus on the digital transformation and literacy needed for clients, staff and within our organisation, by bringing skills, training and support together with smart devices."

*Richard Scenna, Director and Co-Founder, YourLink*



"A client relied on his family to communicate with our Beresfield office. As a Tech Mentor, I was able to teach him how to email the office, giving him much more independence in managing his care and support. I have also been able to show our clients how to be more interactive on social media, including sharing and saving photos from family events they have missed out on during the pandemic."

*Tech Mentor, ADSSI Limited*

*This program was recognised by the  
innovAGEING National Awards 2020*





# Get started with YourLink

YourLink recognises that aged care providers work in a dynamic environment faced with many challenges. Embedding a digital inclusion program might seem like a large and challenging task, especially when you don't know where to start, how to fund it, resource it, or manage the delivery so that the program is truly a success.

We have trained over 2,500 seniors and care workers and bring this unique experience to co-design the right solution for you. Our approach is to simplify things through an integrated offering. We partner with you and provide a unique managed solution enabling your program through strategy, program design, training, coupled with devices and data connecting seniors living in aged care and independently at home.

We also assist in guiding you in what Government funding might be available to achieve a cost-neutral solution.

Our partnerships with other organisations can complement your program and we are the leading Apple Consultants Network member for the Australian Aged and Community Care sector.

To achieve our mission of opening up the digital world for seniors, let's talk about what we can do together.

[www.yourlink.com.au](http://www.yourlink.com.au)

2,500

seniors and care workers trained by YourLink

96%

would recommend us to friends and family

96%

would attend another training event with us



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