



Reardon Consulting

Specialising in the deployment of telecare systems for health and social care



Fred Reardon, Consultant

Fred Reardon is specialist with a wealth of knowledge and experience in rolling out the implementation of telecare in both the health and social care sectors.

He is an excellent 'people person' able to motivate teams to achieve sales, installation or recruitment targets.

With an excellent 'black book' of contacts within the industry Fred would be an asset to any public or private sector organisations wishing to implement telecare and telehealth technologies into their region.

TELECARE SYSTEMS

Management of:

- Stock
- Installations
- Assessments
- Reviews

SALES & MARKETING

- Creation of sales strategies and campaigns
- Recruitment and development of sales teams
- Database management

"Fred has an excellent working knowledge of everything Telecare, from strategy and policy, through to implementation and support ... he will do whatever is needed to ensure the success of a project and I highly recommend him to any business in the industry."

Martin Scarfe, Newham
WSD Programme Director

Telecare Experience

- Delivery of telecare solutions to vulnerable people in the community, working with support organisations, ie Alzheimer's Society, MND, Age Concern, etc.
- Development and delivery of telecare awareness programmes for social and health care managers, together with other carer organisations and support groups.
- Creation, planning and delivery of telecare training courses for health and social care staff including call centre operators.
- Increase of private pay revenue through development of business relationships with private residential homes, housing associations, and organisations that support vulnerable people in the community.
- Management and Rollout of Preventative Technology Grant (PTG).

Sales & Business Management

- Creation of sales strategies for business growth through direct mail, telecanvassing, and exhibitions.
- Input into local national sales and marketing campaigns.
- Initiation of more accurate forecasting and pipeline reporting systems, giving a 90 day expected business picture and more detailed activity reports.
- Contributed to the creation of a business opportunity approval process to facilitate the understanding of sales staff of the profitability and revenue of the business won, or to be won.
- Restructure, training and recruitment of sales staff to achieve all targets. Implementation of induction and reporting processes for same.
- Location, purchase and management of databases allowing more targeted prospecting and individualised sales campaigns.

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In brief ...

Notable Achievements

- Achieved recruitment and installation target for Whole Systems Demonstrator telecare trial in London Borough of Newham under very difficult conditions and despite challenging eligibility criteria
- Successfully implemented telecare/telehealth at Medway Council
- Consistently achieved well over 100% of target as top Field Sales Manager for Orange Mobile and with Hutchison Personal Communications

Services Available

- **Telecare & Telehealth** Technical, situational and need fulfilment
- **Situation analysis** Assessment of local needs and recommendation
- **Project management** Overall management of recruitment and installation
- **People management** Teams ranging in size from 5-25
- **Supplier management** Equipment manufacturers, installation contractors
- **Inter agency liaison** Private, public and third sector organisations
- **Training** Sales, personal development and motivational
- **Reporting** Sales, prospects, stock and utilisation

Previous Clients & Employers



London Borough of Newham



Medway Council



Tunstall Telecom



Orange Mobile





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Details of Telecare Experience

Medway Telecare Implementation

- Implementation, Marketing and Delivery of Telecare in Medway.
- Management and rollout of Preventative Technology Grant (PTG) Responsibility for stock, installations, assessments and reviews.
- Planning and creation of a Telecare awareness training programme to social care and health professionals, along with domiciliary care agency staff.
- Development and delivery of the Telecare awareness training programme to over 200 social and health care managers, along with other carer organisations and support groups.
- Development of relationships with, social and health care professionals, along with other LA departments, i.e. Supporting People, Housing etc.
- Delivery of Telecare solutions to vulnerable people in the community, working with support organisations, i.e. Alzheimer's Society, MND, Mental Health, individuals with Learning Difficulties & others.
- Launch of Telehealth in partnership with Medway PCT.
- Development and training of control centre operators to increase skills when dealing with automatic Telecare sensor alerts.
- Increase of private pay revenue through development of business relationships with Housing Associations, private residential homes, individuals and organisations who support vulnerable people in the community.



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Details of Telecare Experience

London Borough of Newham WSD Telecare project

- Whole System Demonstrator (WSD) Telecare Project Manager, responsible for the recruitment of 700 users into the trial. This was successfully delivered using direct mail contact and obtaining consents, however, to achieve the challenging target I developed the additional recruitment programme using the monitoring centre and the installation contractor to contact people who met the criteria by telephone and arrange appointments for consent and assessment.
- I built relationships with the social care teams at senior levels of management, supported the social care managers and their teams with front line assessments and training, to increase and develop their knowledge and understanding of Telecare.
- Attended social care and OT team meetings, where I demonstrated Telecare technology, including the sensors being used in the project, whilst again providing front line support and advice.
- Visiting and working with the day centres for the elderly and people with learning difficulties and other medical conditions. Demonstrating Telecare and raising their awareness and understanding of how Telecare can support them and their families in their own homes.
- Responsible for the day to day management of the project, providing weekly flash and KPI reports, along with monthly and quarterly progress reports, including risk and issue logs.
- Organising regular WSD Telecare programme meetings, reporting to the SRO responsible for the Newham WSD Telecare project.



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Details of Telecare Experience

London Borough of Newham WSD Telecare project Continued:

- Managed the installation delivery working closely with the installation contractor.
- Managing the team of assessors who were visiting users in their homes to obtain consent and to provide a full Telecare assessment of their risks and needs and recommending the Telecare sensors package for installation.
- Working closely with the monitoring centre, the manager, operators and staff who visited users for assessments. Also, providing support to the control centre staff to increase their knowledge with the alerts received from the new sensors that were used for the project.

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