

PRESS RELEASE

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**CARE PROVIDERS FAILING FULLY TO EXPLOIT
BURGEONING DEMENTIA CARE MARKET**

Following on from the February 2009 publication of the government's national dementia strategy for England *Living Well with Dementia*, a brand new report from health and social care market intelligence specialists Laing & Buisson¹ has found that only **57%** of the estimated **142,000** care home residents in the UK for whom dementia is a known cause of admission are receiving care in settings which are dedicated to dementia. Despite evidence of increasing dementia care specialisation in the sector, these findings suggest that care home providers are yet fully to tap-in to potential demand for dedicated dementia services which can offer operators significant fee premiums over non-dementia clients.

The bulk (87%) of the social care expenditure on dementia specific services is spent on care in residential settings (**£4.7bn** out of the total of **£5.4bn** in 2008) and over 90% of residential supply is in independent sector care homes. The report, sponsored by Bupa, outlines the startling estimate that numbers with dementia in the UK will more than triple in the next 50 years – and despite the government's commitment to increased early diagnosis and intervention, the report's projection models found that the absolute volume of demand for dementia care in residential settings will continue to rise, even with an optimistic assumption of a 20% diversion to non-residential care as a result of new government initiatives.

At the same time, there is little doubt that non-residential care services will expand rapidly in the future from a relatively small base (**£0.7bn** in 2008), driven by demography, government policy and the roll out of individual budgets by local authorities.

Author of the report Alex Mitchell said:

"It is surprising that no major operator or brand has yet positioned itself as a 'full service' specialist provider of the entire range of personalised dementia care, from advice and brokerage to low level support, home care, day care and residential and nursing care. It is possible that the government's promotion of more personalised, consumer-orientated care and support, allied with individual budgets, will provide an environment in which such comprehensive and flexible offerings could take root".

Other key findings within this report include the following:

- Growing evidence and awareness around the overuse of anti-psychotic medication has increased the likelihood that the DH will soon urge stricter use of such drugs, prompting a probable fall in their use in residential care settings – this in turn might significantly raise care home operating costs and lead to a shift towards greater segregation within the homes.

¹ ***Dementia Care Services UK Market Briefing 2009***, sponsored by Bupa. Available from Laing & Buisson, 29 Angel Gate, City Road, London EC1V 2PT. Tel: 020 7833 9123. www.laingbuisson.co.uk. Price £450. The Briefing is based upon a unique and extensive Laing & Buisson survey of over 6,000 care homes in the UK registered to care for people with dementia.

- The volume of dedicated dementia care home capacity varies very widely throughout the UK suggesting the existence of a 'postcode lottery' for dementia residents.
- Emphasising another key tenet of the government's dementia strategy, Laing & Buisson's report found that dementia training in care homes is typically fragmented and often ad hoc. Around one third of care homes with dedicated dementia provision reported having no specific dementia training for staff.

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MORE INFORMATION
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