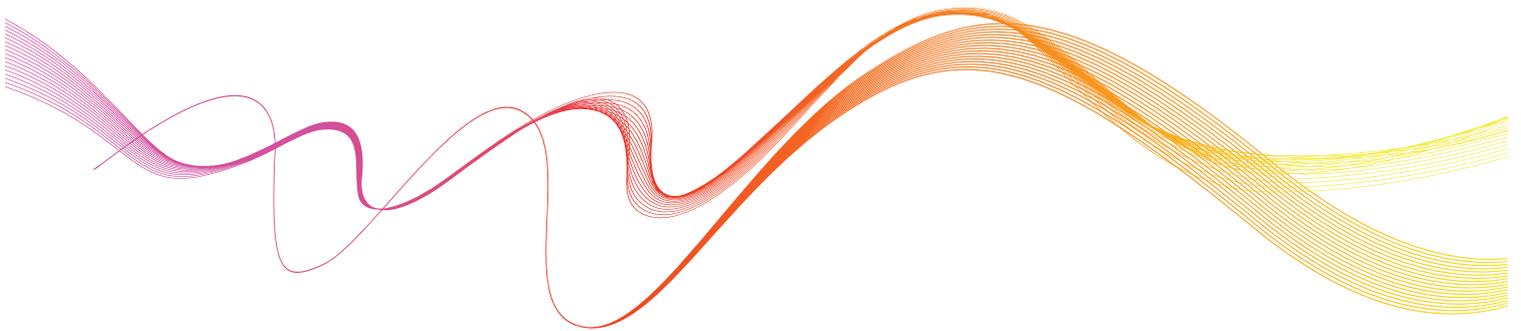




Media Kit



**Tunstall**

## About Tunstall

Tunstall Healthcare is the world's leading provider of telehealthcare solutions, operating in over 30 countries and supporting more than 2.5 million people worldwide.

We work with local authorities, healthcare commissioners, housing associations and charities to bring care into the home, helping people to stay out of hospital or residential care. We monitor vital signs remotely and unobtrusively manage risks to people and property, keeping people safe and independent.

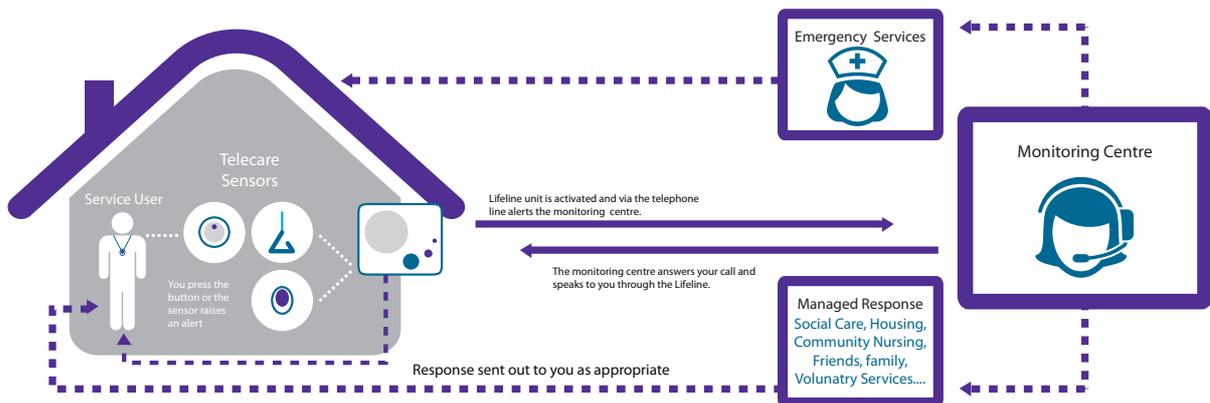
Our solutions help bridge the gaps between health, housing and social care, re-designing care pathways and enabling providers to deliver more efficient, integrated services that offer value for money for the taxpayer and a better quality of life for the individual.

Tunstall provides comprehensive telecare and telehealth solutions for home, assisted living and specialist care environments, along with associated support services, response centre software systems and monitoring services.

## Definitions

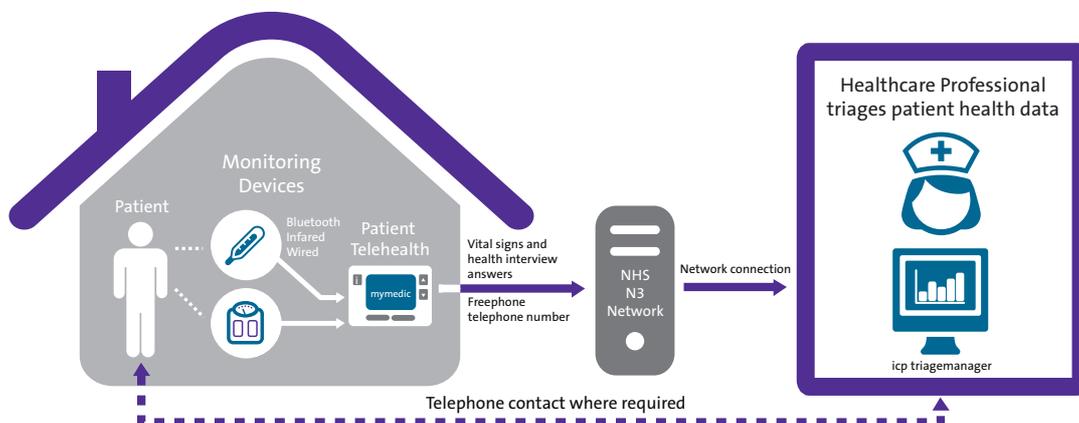
- **Telecare** - the continuous, automatic and remote monitoring of real-time emergencies and lifestyle changes over time to manage the risks associated with independent living

### How does telecare work?



- **Telehealth** - the consistent and accurate remote monitoring and management of a patient's health condition including vital signs monitoring, health settings and advisory information, enabling reductions in hospital admissions, early discharge and improved self care

### How does telehealth work?



## Key facts

### Tunstall

- Over 2.5 million people around the world are supported by Tunstall solutions
- Tunstall is based in Yorkshire, UK, and the company operates in over 30 countries around the world
- Tunstall offers a full suite of products and services including hardware, software, manufacture, installation, service, monitoring and response, support, training, technical and clinical triage and fully managed services
- Tunstall invests around 4% of revenue on research and development per annum
- Approximately 2,000 people are employed globally, 615 in UK, with 400 people Yorkshire based

### Health and social care challenges

- 70% of NHS hospital bed days are taken up by people over 65
- ¾ of hospital bed days are attributed to long term conditions
- Half of GP appointments are dedicated to long term conditions (LTC)
- People living in the UK with LTC is expected to rise by 42% by 2025
- 23% of the UK population is projected to be 65 and over by 2034
- 1 in 6 people over the age of 80 are affected by dementia
- There are 600,000 fall related A&E attendances in the UK each year for people over the age 60 and this is reputed to cost the NHS £4.6m

### WSD results

The Whole Systems Demonstrator Programme (WSD) was established by the Department of Health to evaluate how telecare and telehealth can support people with long-term health and care needs to live more independently. The three year study covered 6,000 patients in the largest randomised control trial of its kind in the world. Findings in a peer-reviewed paper published in the British Medical Journal show:

- 45% reduction in mortality rates
- 20% reduction in emergency admissions
- 15% reduction in A&E attendances
- 14% reduction in elective admissions
- 14% reduction in bed days
- 8% reduction in tariff costs

## Case Study

Numerous case studies are available at [tunstall.com](http://tunstall.com) including:

### Essex County Council

The Council offered a mainstream telecare service free for over 85s, and an evaluation showed for every £1 spent on telecare £3.58 was saved in traditional care.

### North Yorkshire County Council

In the first year NYCC's telecare service saved over one million pounds and a 38% reduction in care costs, and is playing an essential role in future strategic development.

### NHS Gloucestershire

This project aims to provide telehealth support for up to 2,000 patients with long-term conditions and is proving to be one of the most successful GP-led programmes in the UK, with 80 out of the 85 practices in the area referring.

### NHS Halton and St Helens and Sefton Council

NHS Halton and St Helens is working with Sefton Careline to deliver a telehealth service which has reduced hospital admissions, length of hospital stay and reduced the total cost of hospital admissions by 42.6%.

### Walsall Metropolitan Borough Council

Walsall's integrated telecare and telehealth services support joint health and social care priorities of health management, targeted commissioning and personalisation.

### Birmingham City Council

Birmingham City Council has invested £14 million in a largescale, city-wide telecare service in partnership with Tunstall which will provide support and reassurance for over 25,000 older and vulnerable citizens over a three year period, maximising their independence and reducing or preventing the need for home care or a move into residential care.



## Quotes



Telehealth has literally changed my life. After I was admitted to hospital last year I realised I had to evaluate my lifestyle completely and telehealth has made the whole thing much easier and given me the confidence to manage my illness.

Pauline, telehealth user, Yorkshire

I was thrilled to hear these things were being developed to help protect vulnerable people and help them maintain their dignity so they can feel like they are still capable of carrying on themselves. Now I can have a bath on my own. I feel safer and it helps me to retain my independence.

Jill, telecare user, Newham



We are pleased to see the results of WSD support Birmingham City Council's pioneering decision to invest in telehealthcare to provide better quality and more efficient support and care to the people in our communities. It is an accepted fact that the current system of delivering health and social care is simply unsustainable and innovations like telehealthcare are key to transforming services, helping us to achieve better for less.

Peter Hay, Strategic Director for Adults and Communities, Birmingham City Council and President of the Association of Directors of Adult Social Services



By keeping people out of hospital, by reducing the time they're there when they have to be and by being far more targeted and efficient with the use of NHS resources, we estimate the widespread use of telecare and telehealth could save the NHS up to £1.2 billion over five years.

Paul Burstow, Minister of State for Care Services, King's Fund International Congress on Telehealth and Telecare, March 2012



The potential of telehealth is nothing short of astounding. Dramatic reductions in mortality, hospital admissions and emergency visits and the number of hospital bed days. To make the most of this, we will support the NHS, work in partnership with industry and councils to dramatically spread the use of telehealth over the next five years. In doing so, we will transform the lives of 3 million people in this country.

Andrew Lansley, Secretary of State for Health, Financial Times Pharmaceutical Conference, December 2011

### Press contacts

Context PR Craig Coward, Director, [tunstall@contextpr.co.uk](mailto:tunstall@contextpr.co.uk) 01625 511966

Tunstall Healthcare (UK) Ltd  
Whitley Lodge  
Whitley Bridge  
Yorkshire  
DN14 0HR

t: 01977 661234

f: 01977 662450

e: [marketing@tunstall.com](mailto:marketing@tunstall.com)

[tunstall.com](http://tunstall.com)

