



CASE STUDY

BlueBird Care

Exploring the effectiveness of the OneTouch system used by partner, BlueBird Care NE



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David Haswell, MD at Bluebird NE, knew that he needed to make a change to the way he was running his offices. Clunky technology was holding him back, so he got in touch with the OneTouch Health team.

After a successful trial with his newest care franchise, David rolled out the platform across the rest of the franchises, improving the efficiency of premium home care, palliative care and complex care across the north east of England.

OneTouch Health has revolutionised Bluebird Care (South Tyneside, Newcastle, Darlington and York) with its all-in-one solution to some of the care industry's most troublesome issues, all while being customisable, staying simple and being easy to use for even the busiest of staff.



Additionally, BlueBird provide community care and also a palliative care service that has been commissioned directly by the NHS in their areas - something that they are incredibly passionate about and proud of.

David's Bluebird team has been using OneTouch for the last two years, with David deciding to kick off their OneTouch journey with a brand new franchise, taking the opportunity to 'start from scratch' and test the system before rolling it out across his other franchises. David's fourth and final franchise started using OneTouch in October 2022 and he hasn't looked back.

"The team at OneTouch are really responsive and they really try to understand and work with us. They understand our point of view, they understand us as a business and that's a massive plus."

David is now responsible for 180 members of staff; he needed a system that was as seamless and had the same quality as the care they provide.











With his director hat on, David told us how he feels like the digitisation of care enables it to be more measurable and that switching to OneTouch allows for data to be processed and used to inform future business decisions - something that he just couldn't do with previous systems.

David said: "We were using an archaic system, and it felt like we were stuck in the 80s. It was flat, not interactive enough, not user-friendly, we just needed a new provider."

He said the digitisation of Bluebird by OneTouch has brought significant benefits to both his staff and their clients. This digitization not only streamlines compliance, making it easier to achieve a 'CQC ready' status, but also improves the care experience for clients and their families. It eliminates frustrations like having to repeatedly ask the same questions or wait for confirmation on new medications.



Key Benefits for David

-  Simple and innovative user experience (UX)
-  Provides everything in one, easy-to-access location
-  Improved cost efficiency throughout the business
-  Is helping to future proof his business
-  Valuable time saved/gained for staff
-  Great customer service, governance and oversight from the OneTouch team

What was the challenge?

For business owners, and particularly those working in care like David, it's difficult to keep everyone on the same page. The transfer of information is so integral to the efficient and safe delivery of care, and that this is something that David really believes in.

“There are bespoke templates for care charts, we can get information without having to ask patients the same thing over and over again. You can even see photographs for the location that our staff are going to - so no more ‘the white house with the red door? But there are five houses with red doors...’. It's so useful and our care teams are seeing the benefit for sure. For them it's things like patient alerts. For me, it's being able to plan a calendar and use live data for business decisions.”

David also explained the difficulty in not only making sure that the businesses are compliant but also being able to prove this compliance at the drop of a hat. According to David, having the opportunity to go paperless has helped tremendously.



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