

Embracing Technology – The Challenge Facing the Industry

Just how do you encourage people to pay for technology-based products and services?

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NO ifs, NO buts, NO maybes, NO choice

The public must be encouraged to access and PAY for new technology products and services for relatives who need community support

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It is simply a matter of when, not if, the Government will fully embrace the need for new technology-based products and services and champion their use as a standard for all services

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Without new technology – based products and services, provision of health and social care services will grind to a halt

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New technology – based products and services are essential to cope with the increasing demand from an ageing population

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New technology – based products and services are essential to cope with limited financial resources that will become even more stretched by environmental spending

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Fact 1 : The public do not like paying for health or social care products

Fact 2 : The public believe that all health and social care products should be free at the point of delivery

Fact 3 : Many family members do not see why they should be paying for technology products or services for “wealthy” parents

Fact 4 : Most companies selling technology-based products fail because of poor consumer sales and the slow development of new products

Fact 5 : New technology products are cyclical

- Rapid development of new products, followed by
- Developmental plateau