



SPONSORED BY

# Artificial intelligence is helping to transform the way elderly people are cared for

Anmar Frangoul

Published 3:28 AM ET Thu, 3 May 2018



## Artificial intelligence is helping to transform the way elderly people are cared for

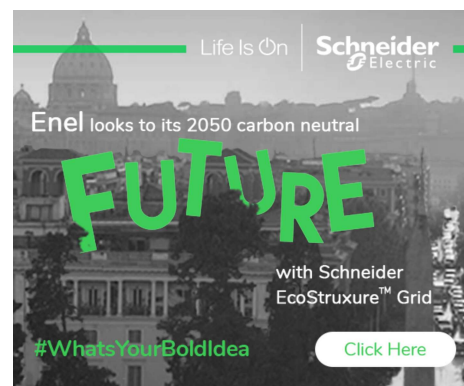
3:25 AM ET Thu, 3 May 2018 | 04:20

Thanks to improvements and advances in health care, many people around the world are living longer. While this is undoubtedly good thing, it inevitably follows that people will require more assistance as they get older.

As a greater number of us reach old age, the stresses on health services increase. NHS England data from 2015, for example, showed that between 2007/08 and 2013/14 the amount of accident and emergency attendances by people aged 60 or over grew by two-thirds. This, it noted, represented a "steeper increase than is expected by demographic change alone."

In the U.K., one business, Cera, is using technology to offer care services for older people who require assistance with day-to-day living and would benefit from professional home care.

"We use digital to streamline the matching of patients and carers based on a number of characteristics — where they are, the type of care they



### FROM THE WEB

Sponsored Links by Taboola

[Cougar Gaming - For The Love Of Gaming | Buy online at takealot.com](#)

Cougar

[How to Win the Lottery](#)

theLotter.com

[The only tips you need to prevent remote jamming](#)

King Price Insurance

[The government of Canada needs more workers from all over the world!](#)

Canadian Visa Expert



by Taboola



need, what time they need it, the skill mix of care workers, language, whether they have pets or not," Ben Maruthappu, the company's CEO, told CNBC's Nadine Derez.

Maruthappu, who is a doctor, explained that data was analyzed using artificial intelligence to predict if a patient was going to deteriorate. "We can act much earlier on and intervene should they have early signs of, let's say a urine infection, so that they get the right treatments on day one or two of that deterioration as opposed to day five or six, which may mean that they're too ill and they need to go to a hospital."

As the business looks to grow, the challenge of maintaining a quality, consistent service becomes an important matter. "This is the big challenge, the big question," Maruthappu said. "The way we think we do it is firstly through robust recruitment. So we select the top five to 10 percent of people that apply to work with us, we can ensure that the carers themselves are of a high quality."

Among other things, Cera will also leverage technology to ensure that its users are getting a good experience.

"Our system can predict the risk of deteriorations in patients — the risk of a fall, the risk of a hospitalization," Maruthappu said. "This means that as we get bigger  an see which patients are high risk and which ones are low and therefore who needs more care and who doesn't. And this again allows us to  much more proactive."

Additionally, the platform  allows the business to monitor other details, including whether care workers are arriving to appointments on time and if they are filling  their reports as they should be.

Follow CNBC International  on [Twitter](#) and [Facebook](#).

---

[Anmar Frangoul](#)

Freelance Digital Reporter, CNBC.com

---

## MORE FROM CNBC

by Taboola

---

[Jeff Bezos: This is what you are going to regret at 80](#)

---

[Warren Buffett responds to Elon Musk's criticism: 'I don't think he'd want to take us on in candy'](#)

---

[If you invested \\$1,000 in Apple 10 years ago, here's how much you'd have now](#)

---

[Billionaire Ray Dalio says people with these 3 skills will be successful in the future](#)

---

[Market correction of 30-40% could be coming soon, investment guru Mark Mobius warns](#)

---

[Allison Mack tried to recruit me into sex cult, actress tells Megyn Kelly \(Today\)](#)

---

[Buffett doubles down on doing business with gun owners, and Berkshire's crowd erupts in applause](#)

---

[These are the states doing the best under Trump's administration](#)

---

[Warren Buffett: 'I don't have to do a thing' to own more of Apple](#)

---

[A little-known Warren Buffett investment just had its best earnings ever](#)

Promoted Links

Warren Buffett explains one thing people still don't understand about bitcoin

---

These two classic cars will soar in value over the next decade

---

FROM THE WEB

Sponsored Links by Taboola

How To Trade Online In 2018. The Simple Way

ThinkBig

Biggest Mistake We Make When Buying Car Insurance

MzansiReview

Elon Musk New Early Stages Venture Is About To Change The AI Industry

News Lagoon

You'll start speaking a new language in 3 weeks thanks to this app made in Germany by 100+ linguists

Babbel

Check if you are eligible for a U.S Green Card

U.S. Green Card - Free check



3 Good Reasons to Invest 3000 Rand in Trading

za-trading.com

