Summary of NCF and S4C Managers Conference
Session on AI in Social Care Group 2
Date: 11 March 2025
Speaker: Daniel Casson
Introduction

- **Daniel Casson** led the workshop, emphasising its interactive nature and the importance of participant input.
- The session explored the role of AI in social care, focusing on practical applications and potential benefits.
- This summary was taken from Copilot transcribing the meeting, doing a summary and then Daniel reading the full transcript and editing the summary.

Key Themes and Discussions

1. **AI in Social Care: General Overview**
   - **Companionship**: AI can provide companionship to reduce isolation among care recipients.
   - **Recognition and Prediction**: AI can help in recognising patterns and predicting health declines.
2. **Data Utilisation**: The vast amount of data generated can be used for better care management.
3. **Efficiency and Automation**
   - **Robotic Process Automation (RPA)**: Used for back-office tasks like invoicing, improving efficiency
   - **Generative AI**: Tools like ChatGPT and Copilot are used for report writing, summarizing information, and generating ideas. Important to take care with sharing information.
4. **Practical Applications and Examples**
   - **Monitoring in Care Homes**: AI is used for monitoring health metrics and automating reports.
   - [PainChek](): AI tools like PainChek use facial recognition to assess pain levels. It is extremely useful in some areas and needs thorough checking to see if it is appropriate for your clients.
   - See also [Meet Sentai - The voice enabled digital companion - Sentai]()
   - **Policy and Procedure Management**: AI can help in making policies and procedures more accessible and dynamic. An example being that an AI system can scan procedures and policies and help you find the relevant parts of any policies/guidelines. In some systems this can mean that policies and guidelines become an active tool which people can refer to as an active agent in helping them care.
   - **See also** [CareBrain - The care app that uses AI to provide real support in real-time]().
5. **Challenges and Considerations**
   - **Trust and Accuracy**: There is a need for trust in AI tools, and their outputs must be proofread and validated.

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- **De-skilling Concerns**: Over-reliance on AI might lead to a loss of clinical skills among professionals – good discussion on whether the main focus is deskilling or freeing up people to focus on other skills.
- **Arte the younger generation using AI to help them work more effectively and efficiently[1]** or are they lazier and prone to avoiding consistent work practices – full discussion needed.
- **Ethical and Data Privacy Issues**: Ensuring data privacy and ethical use of AI is crucial.

6. **Future Directions and Innovations**
   - **AI Companions**: Development of AI companions for providing support and interaction.
   - **Voice Recognition**: Use of voice-activated systems like Alexa for providing information and assistance.
   - **CareBrain**: An AI-powered app designed to support care professionals with guidelines, policies, and procedures.

Conclusion
- The session highlighted the transformative potential of AI in social care, emphasising the need for careful implementation and continuous evaluation.
- Participants were encouraged to share their experiences and insights to foster a collaborative approach to integrating AI in social care.

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[1] Peter Drucker, a renowned management consultant, educator, and author, made a clear distinction between efficiency and effectiveness: https://www.shortform.com/blog/peter-drucker-efficiency-and-effectiveness/

- **Efficiency**: This is about doing things right. It focuses on the process and aims to maximise productivity with the least amount of wasted effort or resources. In other words, efficiency is concerned with how well something is done.
- **Effectiveness**: This is about doing the right things. It emphasises achieving the desired outcome or goal. Effectiveness is concerned with the results and ensuring that the right objectives are being pursued and accomplished

In summary, while efficiency is about the means, effectiveness is about the ends. Both are crucial, but effectiveness ensures that the efforts are directed towards the right goals, making it a priority over efficiency.