



**Preference for new models of care  
research study: variations and trade-offs  
Phase Two**

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# **Preference for new models of care research study: variations and trade-offs**

## **Phase Two**

### **Briefing Summary**

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## The challenge

The growing number of older people, in particular older people with high care needs, has increased demand for social care and a range of housing options to accommodate these needs. The policy emphasis is to offer person-centred models of care, provided in a holistic and integrated way, that value and involve older people, their carers and family members in decision making, to ensure people can express and hopefully achieve their preferences.

## Our approach

- Survey of a sample of people aged 50 years or older living in England, drawn from the general population.
- Discrete choice experiment: to explore how participants would trade off different features of care and housing arrangements when thinking about their own (current or future) circumstances, if they were to have high care needs.

## Key findings

- Choice of **care provider** was the top priority for our study participants, with the majority wanting care provided by their local authority. This was followed in order of importance by **receiving care from someone who respects their beliefs and values**, and then location of care. Participants expressed a preference for **living in their own home with appropriate adaptations** if required.
- These three top preferences were followed by choice relating to technology, for which the preference was not to use technology devices, and then lower weekly cost and living closer to community facilities.
- There were marked variations in preferences for care between people with different individual characteristics.
- A sizeable proportion of people **do not have enough information about their care choices** or where to find that information. There is an important social gradient related to availability and access to information, indicating inequalities between socioeconomic groups.
- People value having **access to community assets** and infrastructure when planning their care. Important variations between groups (gender, ethnic and socioeconomic groups) need to be considered when planning models of care.
- There were differences in the preferences and importance of some of the components of care between socioeconomic and ethnic groups.
- When people reach the stage of requiring care support, they value having flexibility in their choices about care, wanting to maintain as much control and independence over their lives as possible.

## Implications

- Our study provides novel evidence on the importance people attach to their preferences for care, by quantifying the order and strength of preference.
- Targeted outreach and support initiatives are important to ensure equitable access to care information and resources.
- It is essential to ensure that care arrangements align with individual preferences, beliefs and values.

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