

New online marketplace helps self-funders to better manage their own social care by improving access to care industry suppliers

London, 2nd November, 2015: mycaresupermarket.com, a new national online marketplace that better connects citizens and suppliers of social care, will be launched at the Care & Dementia show at the NEC, Birmingham, on the 3rd and 4th November. Driven by requirements of The Care Act, the e-marketplace enables self-funders and those receiving direct payments to access the right information and advice to make better informed decisions about their own care and support. They are also able to purchase a choice of high quality care products and services from a wide range of suppliers. myCareSupermarket recognises the increased online activity by seniors and the need for relatives to arrange local care even if they live distant from their dependents.

Currently one in five of the adult population needs social care support. With cuts to local authority funding and the introduction of direct payments, more people are sourcing their own care solutions. myCareSupermarket provides a user-friendly experience similar to the online consumer shopping sites with which everyone is familiar. Users enter their postcode to search for and purchase services such as personal and domestic support, rather than relying on local authorities to signpost citizens to suitable providers.

Citizens accessing the marketplace can also manage their individual budgets from one resource, keeping track of what they have spent and identifying support for their future. Family members can manage accounts on behalf of loved ones unable to do so themselves, from anywhere in the world.

Care suppliers of all sizes including NRS, Carver Care, Suresafe and Homecare Mellor have already joined the myCareSupermarket e-marketplace. It is increasing their market visibility and empowering them to build more personal relationships with the public in a market that is worth £24bn.

William Carver, Director of Carver Care, said, “myCareSupermarket provides Carver Care with a unique opportunity to receive enhanced visibility with those responsible for managing their own care. We want the public to know, wherever they are based, that in addition to buying essential supplies, we can also provide them with expert advice and assessment – and that’s what this new marketplace delivers.”

myCareSupermarket is powered by cloudBuy, the global provider of cloud-based e-commerce solutions, and managed by Salvere, the social enterprise CIC focused on helping people to organise their care and support. It has G-Cloud approved status and is the only fully managed e-marketplace listed on the UK Government Digital Marketplace.

cloudBuy CEO Lyn Duncan said, “We know how important the changes driven by The Care Act are to citizens making care choices for themselves or loved ones. The intelligent use of technology to allow people to manage their own care, or that of their dependents, is critical to Government plans for a modern care system that will meet the needs of an ageing population. I wish this had been available to me when I needed to quickly arrange care for my own parents, when I was hundreds of miles away and could not access traditional local information sources.”

Salvere’s Chief Executive Stephen Sloss said, “At a time when the system is crying out for more innovative ways to improve social care, the combination of digital technology with service has to be key. However, until now, no-one has been talking to the care market and the citizen. If self-funders are not well informed from the outset about the preventative support services and care options available to them, the result may be premature loss of independence and increased strain on NHS resources.”

For further information please visit www.mycaresupermarket.com Twitter: @mycaresupermkt

Note to Editors:

Suppliers registered on myCareSupermarket.com include:

NRS, Carver Care, Sure Safe, Homecare Mellor, A1 Stairlift Services, Ableworld, Accessible Bathroom, Advanced Homecare, All about U Care Services, Attentive Homecare, Bay Home Care, BCM Community Meals, Briars, Bubbles Brushes & Wipers, Calvert Trust, Clarriots Care, Cumbria Mobility Ltd, Disabled Holidays, East Lancashire Deaf Society Ltd, Fairmeadows Home Care Ltd, Fylde Community Link, Gentle Touch Services, Glenthorpe, Hazelwood Homecare, Highfield Scheme Ltd, Homecare for You Oldham, Homecare Services, Integrate Preston & Chorley, Lifeline 24, Local Care, Meadowhead Physiotherapy, Mobility Choices, Mocare, My Step up Care Farm, Napier Homecare, North West Community Services, Northern Chair World, Priors, Quality Care (North West) Ltd, Scenario Management, Shaw Living Quality Care, Social Adventures, Sonacare Residential Care Home, Spring Cottages Care, Sure Safe, Thames Homecare Services, Watch Home Care.

About cloudBuy plc

cloudBuy (AIM: CBUY), provides cloud solutions for buyers and sellers – and brings them together to trade securely and ethically via an increasing number of public e-marketplaces and private purchasing portals around the world, which are powered by cloudBuy technology

About Salvere

Salvere is a community interest company focused on helping people to organise care and support. Established in 2010, it works with Local Authorities, the NHS, care suppliers and the public.

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