C is a support worker with a background in digital sociology. After completing his degree, he started working from home as a social media strategist. This made him feel isolated, and he decided to find a more meaningful and lively position. Many similar jobs in his field however excluded face to face contact with people, being increasingly mediated by technology and automation. Instead, he felt drawn to a career in social care where he could combine his experience and knowledge of social science and media with his desire to work with others and make a difference in society. Social care has been an attractive field for him as he feels fulfilled and rewarded when he is supporting people. He can use and develop his soft skills such as compassion, empathy, and dealing with the unknown. This makes him feel more secure and valued in his employment as such skills cannot easily be automated and replaced by technology.

C aspires to give a TED talk one day to inspire more young people to work in care. He has been invited to speak about careers in care at several universities due to his popular Instagram account “just-a-carer”. Many followers love the way he documents the rewarding and unique aspects of the job, as well as some of the challenges.

Helping his client Margaret to set up her Etsy account and sell traditional knitted jumpers online. As her patterns are so popular, C is now helping Margaret to find and take part in an online course because she would like to learn how to create and share digital instructions to knit her patterns. C is very proud that he can support Margaret to do something she loves and to have another growing source of income.

Accompanying his client Robert to the first offline meet-up of the online citizen science group that C helped him to find and join. Robert used to love gardening, but now that he cannot work in the garden due to health constraints, he enjoys watching and counting birds from the window instead. He reports his results to the RSPB bird survey online. C considered it a great achievement to be part of Robert’s new hobby and help him meet new people offline as well as online.

CARE CONNECTOR SPECIALIZES IN:
facilitating meaningful relationships - both physical and digital - for people receiving care at home and supports clients to work towards their aspirations and goals.

CAREER HIGHLIGHTS
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Noticing an anomaly in the health and biometrical data of one of her clients led N to prevent an emergency. She promptly informed the GP as her training suggested. N was proud that she was able to use her data analysis skills to identify this opportunity for early intervention.

Convincing her client Emma’s family to share their personal calendars with Emma’s digital assistant. This has allowed N to keep an eye on when Emma’s family is coming over to keep her company. N was then able to provide more support to Emma when her family was too busy to drop by, and to free up resources for other clients on other days.

N has a PhD in data science and maths. She is only working as a care navigator part-time while devoting the rest of her time to researching matching problems. L’s research project is developing artificial intelligence further by allowing it to experiment with and solve difficult real-life problems such as matching staff, care packages, clients, and travel time. N is also using the experience of care planners to improve her artificial intelligence programme. Her role at the care provider is funded by the university, as they are very interested in applied case studies to be able to publish their research. Theoretical articles have become unpopular, and there is a new focus on how technology can be valuable for human life. Personally N is happy to be able to combine her research with a more practical and applied role, as she feels both fields can learn from and teach each other.

N aspires to further develop the company’s artificial intelligence programme. She hopes it might be able to figure out a more effective route plan for her team so that less amount of time is spent on travelling. This could be used for training or for the team to get together more often to discuss their clients and how to best provide care between their specialties.
Configuring and adapting the automatic speech recognition of her client Suzanne to her specific voice intonation as she noticed that Suzanne was struggling to benefit from the technology. T was really happy to notice how this small change made a big difference for Suzanne. She feels more in control of her digital companion and is gaining confidence in using it to videocall her family and arrange GP appointments through voice control.

Helping her client John, who is unable to leave the house, to set up his drone to order and pick up essential food items each week. T is delighted that not having to pick up the weekly shop herself has freed up more time to listen to John who is a great storyteller and used to be a comedian. She also felt that it was a big achievement as she noticed how John was now more aware of his dietary requirements and managed these independently.

Before starting her degree in product design, T took part in a one year intergenerational program where she developed a strong interest in the social care sector. This program not only gave her experience in providing good care, but also important life skills such as improving her communication and interpersonal skills, and learning how to cook. Many of the older program participants shared their family recipes and secret ingredients. When studying for her dream career in product design, T started to recognize that many care activities she had learnt about could be supported by technology. This could free up valuable time for more relational care as well as prevent hospitalisation and injury. Realising that she can combine her passion for technology and design with a career in care, helped her to find the motivation and drive for studying product design.

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THE CARE TECHNOLOGIST SPECIALIZES IN:
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