

# AI in Social Care

How Social Care organisations can harness the power of AI

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Sona.

HELLO  
FRESH

Goldman  
Sachs

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CCH

CIVICA

## AGENDA

**We are covering 3 key areas today**

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**1 Introduction to AI**

**2 AI in Social Care**

**3 How AI can help Social Care**

**What is AI?**

WHAT IS AI?

The Artificial General Intelligence (“AGI”) race has begun.

The goal of AGI is to build machines that can think and reason.

Machines are expected to become smarter than humans; superintelligence.

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WHAT IS AI?

# Technological breakthroughs

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1995

Internet



2007

Smartphone



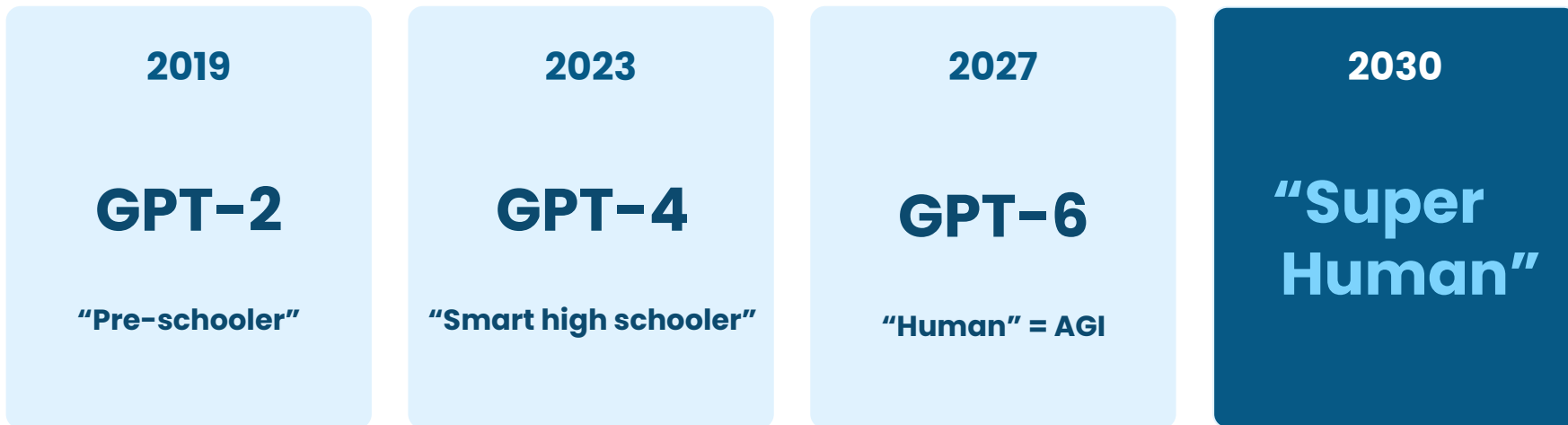
2023

AI



AI is the biggest technological breakthrough we will experience

# The evolution of AI



AGI expected within 4 years, superintelligence shortly thereafter

What will AI mean for  
us as humans?

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What will AI mean for  
our **businesses?**



# Take AI seriously!

History shows grave consequences for those who ignored the last technology wave...

... but also huge rewards for those who leaned into it

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The graveyard of those left behind

 BlackBerry

palm

NOKIA



**£3.5TN**  
Market Cap

# AI in Social Care

# AI Building Blocks

## 1 Safety first

- Surveys
- AI policies

## 2 Data ready

- Clean data
- Consents

## 3 Applications

- Own analysis
- Vendor tools

## 4 Fleshing out your AI strategy

# 1. Safety first

- ❖ What tools are already used?
- ❖ What will you allow?
- ❖ Write AI policies
- ❖ Control LLM access



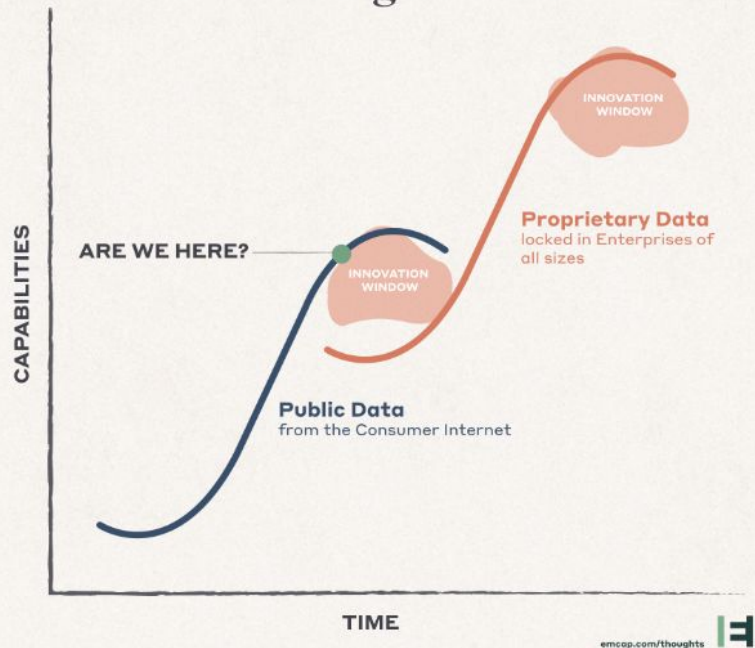
## 2. Data ready

- ❖ The business value of AI is unlocked by proprietary data
- ❖ Extract, clean and store data
- ❖ Check consent

**Your data is gold!**

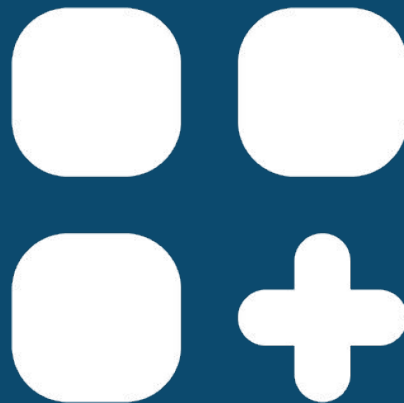
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### GenAI: Public Data Harvesting is Reaching Its Limit



### 3. Applications

- ❖ Support chatbots
- ❖ PWS wellbeing
- ❖ Staff wellbeing
- ❖ Admin: job specs, policies
- ❖ Workforce management



## 4. AI Strategy

- ❖ Your **AI Project** (~5 year plan)
- ❖ Prepare your org for AI
- ❖ Building blocks in place
- ❖ AI skills needed by role / area
- ❖ AI training programme



**AI can help Social Care**



# AI can be a positive force in Social Care

## 1 For Carers

→ **Carers want to deliver care**

→ AI will minimise admin work

## 2 For PWS

→ Predictive tools will **increase wellbeing**

→ AI will allow services to deliver more targeted care

## 3 For the Economy

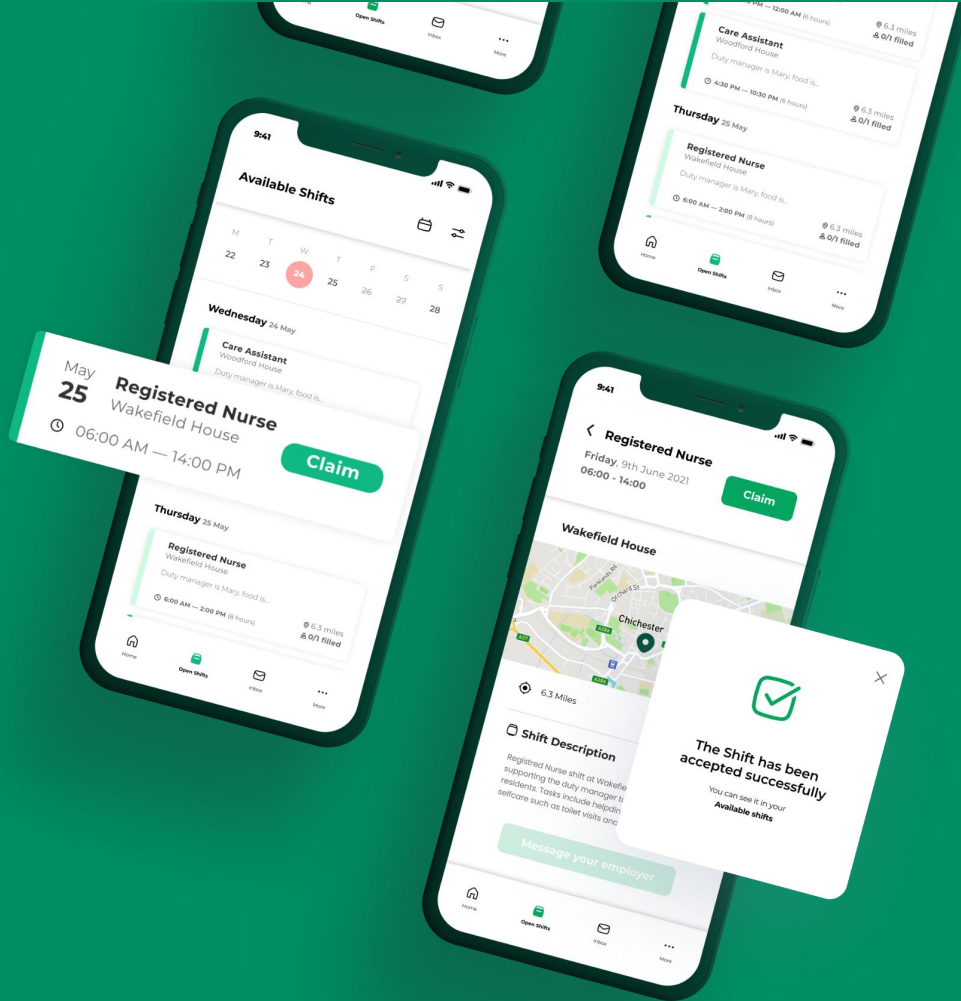
→ Demographics -> **more people will need care**; while fewer carers

→ AI can bridge the cost gap via efficiencies

The risks of AI must be managed, but the upside of AI is 'worthwhile'

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## Intro to Sona



## WHAT IS SONA?

# Backed by Google to build the 3rd generation of frontline workforce management

- **Company:** Founded in 2021, London HQ, 100+ employees
- **Backing:** Over \$40M of investment from Google's AI-fund (Gradient Ventures), Felicis, Northzone, SpeedInvest, Antler and Notion Capital
- **Focus:** Enterprise customers in Social Care & Hospitality in the UK
- **Product:** All-in-one WFM solution for large frontline businesses, sector focused and AI-powered

### BACKED BY



NORTHZONE  ANTLER

## Our customers



and many more...

# THE WFM MARKET

Sona is powering the 3rd generation of the WFM evolution

## GENERATION 1

Coldharbour  
Part of the China Group

Careheans

access  
peopleplanner

CIVICA

**Legacy systems** built in 90s  
& 2000s

Significant **upgrade from  
Excel and paper**

**Poor UX, broken  
integrations**, no mobile, end  
of lifecycle

## GENERATION 2

Quinyx

deputy\*

Planday

**Point solutions** with **good UX**.  
The right decision five years  
ago

**Caters to everyone:** All  
sectors, all company sizes, all  
geographies. **That's also the  
drawback.**

**Standalone module:** only  
does one thing - and limited  
integrations with sector  
vendors.

## GENERATION 3

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**End-to-end solution**, with  
core workflows natively  
integrated

Slick UX and in-built  
**intelligence/AI**

**Highly specific** to use case.  
Focused on sector, country  
and company size

**Integrating with key  
systems/partners**

nourish

radar  
healthcare

# End-to-end intelligent software to advance your business

## Sona product modules

Now Roadmap

### SCHEDULING CLOUD

All the rostering tools you need to run your business effeciently

Scheduling

Time & Attendance

Forecasting

Productivity engine

Auto-scheduling

AI Assistant

### HR CLOUD

HR built for frontline teams, integrated with your schedule and payroll

HR & Employee Records

Documents

Custom Forms

Flexible Reporting

ATS & LMS

Automated workflows

### ENGAGEMENT CLOUD

Delight and engage your workforce with consumer grade tech

Messaging (Group & 1-1)

Newsfeed

Wellbeing: Check-in & Praise

Staff Directory

Resource Hub

Pulse Surveys

### PAYROLL CLOUD

Ensure your financial and payroll operations are running efficiently

Payroll Software

Payroll Bureau

Time to Gross Pay Engine

Early Wage Access

## CORE PLATFORM

Reporting

SSO

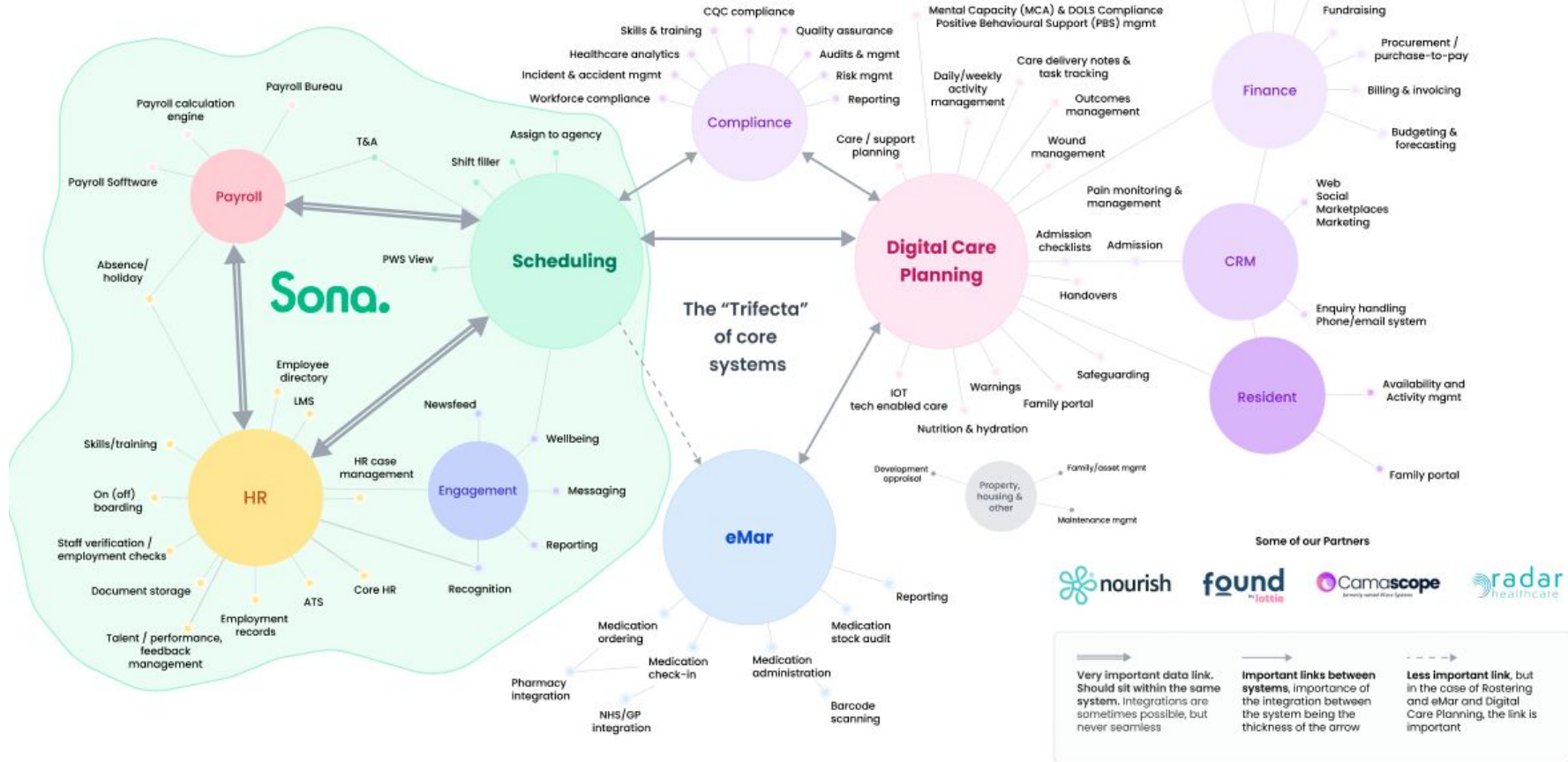
API Access

Notifications

Database

Integrations

# THE SOCIAL CARE TECH ECOSYSTEM Sona in the care tech ecosystem



# SONA WFM

Sona WFM is built to handle the complexities of Supported Living

## SONA WORKFORCE MANAGEMENT

### Scheduling

Scheduling that helps social care organisations schedule effectively

### HR & Absence

HR features that reduces admin of managing large dispersed workforces

### Payroll

Payroll & time tracking that reduce labour costs and improve P&L

Why Supported Living organisations like CIC, United Response & Involve Group went with Sona for WFM:



#### Rostering built for Supported Living

Roster by PWS so commissioned hours are met



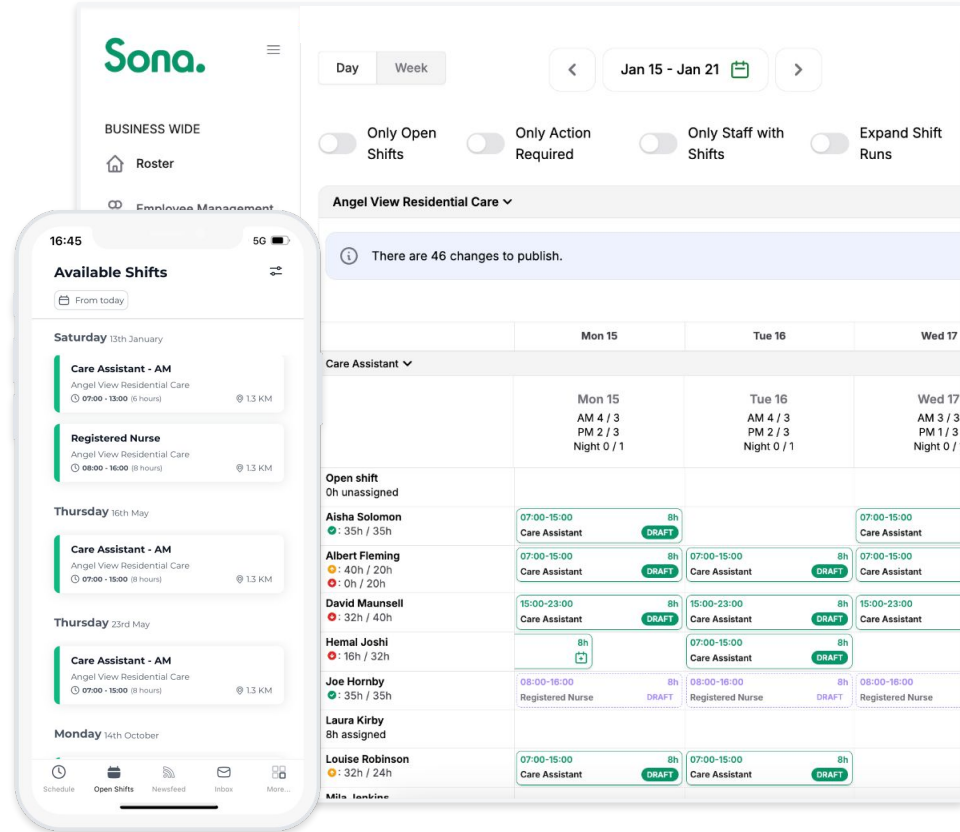
#### Reporting for supported living

Stay on top of individual care requirements



#### Can handle Shared care complexity

Takes complexity out of shared care provision



## CUSTOMER SUCCESS STORY

# Yorkshire Care Group hit 100% of their profitability forecast

### Results from implementing Sona:

- 17% reduction in agency hours
- 14% reduction in employee churn
- 100% of expected care hours delivered
- 95% of shifts filled by internal staff
- 10 hours saved per manager per week



**Nick Swash**  
Deputy CEO

*“Labour costs are 85% of all Social Care businesses therefore you have to manage 85% of costs well. Sona provides us with a mechanism to do that.”*



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# Thanks for listening

# Sona.

