



Adviser Guide



Brought to you by My Care Consultant



What is it?

My Care Hub is a unique online ‘one stop shop’ digital service that provides invaluable information, guidance, and support, not only those in need of care but also the many millions of unpaid carers across the UK looking after an older adult .

Built by My Care Consultant, it contains knowledge accumulated over nearly a decade of helping clients of financial advice firms and their families navigate the complexities of the UK care systems, helping them get the care and support they need.

Based on both an extensive understanding of the rules and regulations that govern social care as well as how these are applied in practice by local authorities and the NHS, it provides a unique and accurate source of much needed help accessible in one digital location.

What's in it?

My Care Hub contains access to a wealth of information in the form of downloadable guides, information sheets, checklists, videos and search engines, all contained within 6 main sections of the site:

1. Financial help for carers.
2. Practical help for carers.
3. Financial help for the person in need of care.
4. Practical help for the person in need of care.
5. Decision making and planning for the future.
6. Financial, legal and property management advice.



Why is it needed?

According to recent data, by the time most clients reach age 50 they have a 50% chance of caring for an older adult. If you then add the chance of most of us needing care at some point in our lives, it's clear that this service will be much needed by the majority of clients. Without it, many will struggle to self-navigate the complexities and inconsistencies of care provision.

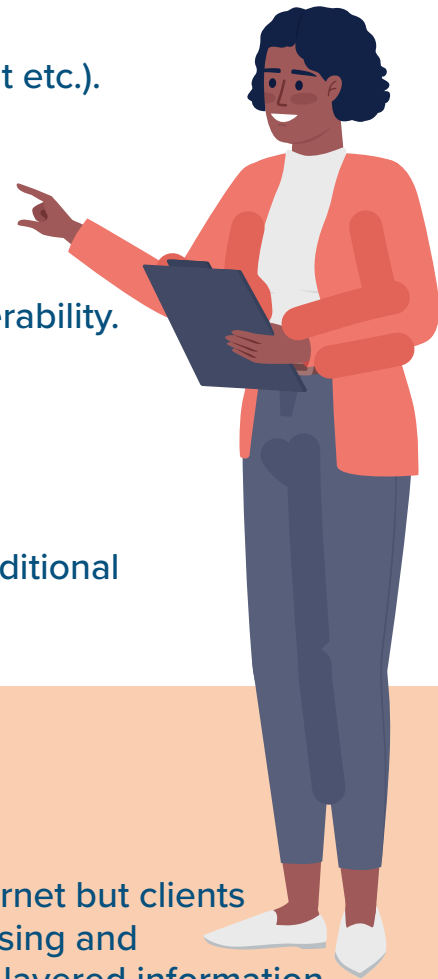
So, it's not simply a supplementary service for firms that give care advice, but for wealth management firms, later life lending advice firms, protection specialists and generalists – in fact the whole intermediary sector.

Client benefits

- The ability to self-navigate and source solutions to all major care needs whatever point they, or their family members are at in their care journey.
- Immediate 24/7 access to accurate and relevant information, guidance, and advice highlighting common hurdles and the potential for unforeseen harm.
- Access to reliable search engines to help find care and the costs involved.
- Email-based care related Ask the Expert user service.
- Promotion of the unique role of regulated financial advice in the paying of care fees.
- Appreciation of the role of, and qualified signposting to, related professional services (e.g., legal, property management etc.).

Adviser benefits

- An added value service for clients.
- Part of a firm's tangible response to Consumer Duty and Vulnerability.
- A value-added tool to develop professional connections and corporate clients.
- Part of a firm's risk management process.
- An opportunity to generate additional client revenue via an additional chargeable service.



What makes it different?

1. Guided Information

There's a lot of great information available elsewhere on the internet but clients of My Care Consultant have for years told us that it can be confusing and overwhelming. They tell us what they need is not only clean and layered information, but simple instructions to help them order and prioritise what they look at in respect of any need they have. This insight has been one of the main drivers of the structure, look and feel of both the layout and content of My Care Hub – something we call 'guided information'.

2. Applicable to the whole of the UK

Social care is a devolved matter. As continued social mobility results in increasingly geographically dispersed families there is a need for a service that is applicable wherever the user lives within the UK. My Care Hub is the first service of this kind.

Why now?

My Care Hub is needed by advice firms now for three main reasons:

1. As a core component of meeting the growing needs within most advice firms' ageing client banks.
2. To provide practical help and support to a significant vulnerable client group – those caring for another adult and those in need of care.
3. A practical response to the requirements of the FCA's Consumer Duty.

In addition, the Carers Leave Act 2023 that came into force in England, Scotland and Wales on the 6th April 2024 requires all employers (including financial advice firms who are employers) to either create or develop carer-related policies for their employees. For those that want to go further than the statutory minimum requirements of the Act, facilitating access to My Care Hub provides a tailor-made next step.

How much does it cost?

The cost to the advice firm of making My Care Hub available to clients is based on the following:

1. **The number of clients the advice firm wants to offer it to.** There are a range of subscription packages available to suit all firm sizes and types, ranging from 10, 25, 50 and 100 licences (referred to as 'seats'). For example, opting for the smallest, 10 seat package means My Care Hub can be made available to up to 10 clients, and their family members.

The Service – With all of the packages, firms can provide clients with access to the full suite of 'Guided Information' plus email based User Support via the 'Ask an Expert' element. This provides email based technical support in respect of care related questions, so users can get personalised answers from My Care Consultant's team of care experts to help them navigate their unique care journeys.

Firms can purchase up to 100 licences (referred to as 'seats'), each of which gives a client and their immediate family 12 months access to My Care Hub.

For details of current costing please see our guide entitled *My Care Hub Pricing Document* <https://mycareconsultant.co.uk/care-hub-pricing/>

My Care Consultant reserves the right to increase costs for new business in the future.

What to do next

If you'd like to know more about My Care Hub go to My Care Consultant's website for more information including how to arrange an online demo of the service.

<https://mycareconsultant.co.uk/care-hub/>

or contact My Care Consultant (quoting My Care Hub) using the following details:

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