

# Adult Social Care: Inc Impact of COVID-19 - UK - August 2020

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## This report looks at the following areas:

- The impact of COVID-19 on adult social care and how providers and care users will react to the new market conditions.
- How the adult social care market will adapt to the post-COVID-19 environment.
- The value of individual segments in the market in 2020.
- Consumer attitudes towards and interest in adult social care services.

The home care sector is under financial strain as some home care agencies have seen a drop in the number of people they care for due to fears of catching COVID-19, and many have struggled to fund the extra PPE needed to carry out their visits.

This has also led to concerns over the viability of the residential care sector that has recorded a drop in occupancy rates. This has not solely occurred due to the tragic loss of life, but also due to some families removing their relatives from care, or not entering them into care in the first place, over fears of infection.

Higher fees and greater profitability mean the private market is likely to be better insulated to withstand any short-term occupancy dips than providers operating on much tighter margins driven by local authority fee rates.

Although all homes are virus targets, high-quality accommodation allows residents to more effectively socially distance and thereby minimise the risk of outbreaks. There may even be potential for private operators to charge premium fee rates for 'COVID-free' environments.



“Despite the recent tragedies associated with the pandemic, market drivers remain strong as the imbalance between supply and demand for social care services will only steepen in the forthcoming years. The pandemic will result in some long-term changes in how care is delivered and has highlighted the need for new and improved technologies to better support care systems.”

– Lewis Cone, Senior B2B

Analyst, 19 August 2020  
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- ‘Log my Care’ launches tool to improve care plan creation and management
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- National Care Forum
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- Care Home Professional
- Care Management Matters
- Care Talk
- Caring Times
- Caring UK
- Community Care
- Trade events
- Care England 2021
- Care Roadshow London 2021
- Community Care Live 2020
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- Health + Care 2021
- Primary Care and Public Health 2021

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