



# Connecting care tech suppliers with a hard to engage market

Care Tech Guide helps care technology software, services and device suppliers connect with UK care service providers. This market has a significant and growing need for care technology and digital change to unlock efficiencies and embrace Tech Enabled Care, but it's not an easy sell. It is fragmented into different service types ranging from care homes to home care, assisted living facilities and more.

**Software • Services • Devices • Platforms**

### What's the problem?

Selling into businesses under growing financial and operational pressure is hard. Is it any surprise that traditional sales methods aren't cutting through?

When owner/operators and facility directors are juggling challenging care, scarce staffing and extreme budgetary stresses, engaging them by phone or email is high on impossible. Care provider businesses often lack technology confidence and expertise to recognise opportunities or evaluate solutions.

**You struggle to reach those who need you most.**

### Our platform was designed to change things

Care Tech Guide is an independent trusted platform built to support digital transformation in care. It connects care technology suppliers with care providers who are actively seeking solutions, helps to educate this marketplace, and facilitate feedback and communication between the two groups.

### Proven ability to reach market

- ✓ 15,000 care provider database
- ✓ 700+ regular care decisionmaker users
- ✓ 70,000+ page views to date

### The opportunity is now

Opportunity momentum is accelerating in UK care. The UK Government has committed £150 million to digital adoption in social care. Its first focus is to encourage care provider to adopt Digital Social Care Records to support care planning and delivery — part of a broader push for digital transformation across the health and integrated care system.

It is empowering and encouraging care providers to invest in their digital future. Many have never had the resources or impetus to do this before. Today, more care providers are seeking ways to boost operational efficiency as the ageing population and growing social care demand increases day-to-day pressure.

Opportunities abound for those fielding solutions supporting better management of workforce, finance, medication, compliance, remote care and beyond.

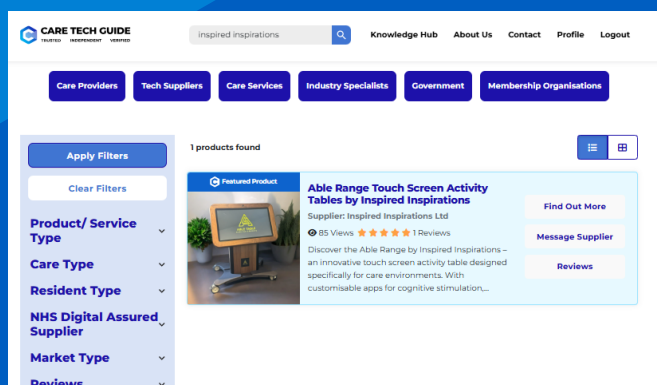
**Care Tech Guide helps your audience find you, and you to find your audience – so they can drive efficiency, enable growth, and create enduring businesses.**

**“We recently used Care Tech Guide to explore available technology, identify relevant suppliers, and found it highly useful for specifying suppliers.”**

**HC-One**



# Get Discovered. Get Trusted. Get Results.



Care Tech Guide offers care technology suppliers and service providers serving social care an opportunity to show not just their products or solutions, but also their knowledge and insight.

**We offer all providers the opportunity of a free listing. We believe that presenting the full range of options to searchers is the right thing to do.**

## Unlock Market Value with a Premium Listing

Premium listing customers multiply their benefits. They gain higher visibility, enhanced functionality, competitive insights, and the opportunity add knowledge articles to engage and educate care providers seeking insights into their choices.

Feature	Free listing	Premium listing
Searchable product profile	✓	✓
Featured supplier status		✓
Review & rating collection		✓
Access to leads/enquiries		✓
ROI analytics		✓
Competitor marketing insights		✓
Co-branded social content		✓
Supplier dashboard		✓
Annual cost	Free	From £2999+VAT

### Premium Upgrade Options:

- Customer Case Study promotion & testimonial capture £1000+VAT
- Bespoke webinar management POA
- Roundtable dinners POA

## Business challenges

- High staff turnover
- Stringent standards compliance
- Heightened infection control
- Local authority underfunding
- Rising operational costs
- Demand growing
- Medication complexity
- CQC scrutiny/reporting
- Ageing/lagging systems
- Limited tech skills/support
- Data & cyber protection

Premium Suppliers get more visibility, can amass more trust signals and **attract more leads.**

## Partner with Care Tech Guide

When you become a Premium Supplier, you become a partner in educating the market and will benefit from our proactive marketing campaigns. **Opportunities can include:**

- Podcast interviews
- Email campaigns
- Spotlight social posts
- Event co-promotion
- Add to Knowledge Hub
- Leader interviews

## List your solution today

Join now with a free listing and talk to us about premium opportunities to grow your reach and impact.

✓ **530+** products and services listed

✓ **400+** care tech suppliers signed up



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