

RED ARC support and

# bespoke solutions

Many forward looking and professional organisations wish to provide practical information and support to their members or policyholders during their time of greatest need. This can often be at the crisis point in their life when they lose a loved one, receive a diagnosis of serious ill health or even a life limiting major disability.

By providing this service to large groups, RED ARC can offer these vital services at a low unit cost per member, thus enabling the sponsoring organisation to pass on the benefits of the service to its members free of charge as a welfare benefit product.

Alternatively, it is possible to link the service to an insurance or healthcare product. Then the service is triggered by a claim.

All of our client organisations and their members or policyholders are different, so we structure our service to meet the specific needs of your organisation. In this way we can work with major insurers, healthcare benefit providers or membership services organisations to help the sponsoring organisation differentiate itself commercially. At the same time members or policyholders can be offered access to a high quality service that is flexible to respond to a variety of life's problems and make a REAL difference in REAL peoples lives.

ACCESSIBLE • RESPONSIVE • CARING

## Where to find us



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Impartial Healthcare Planning



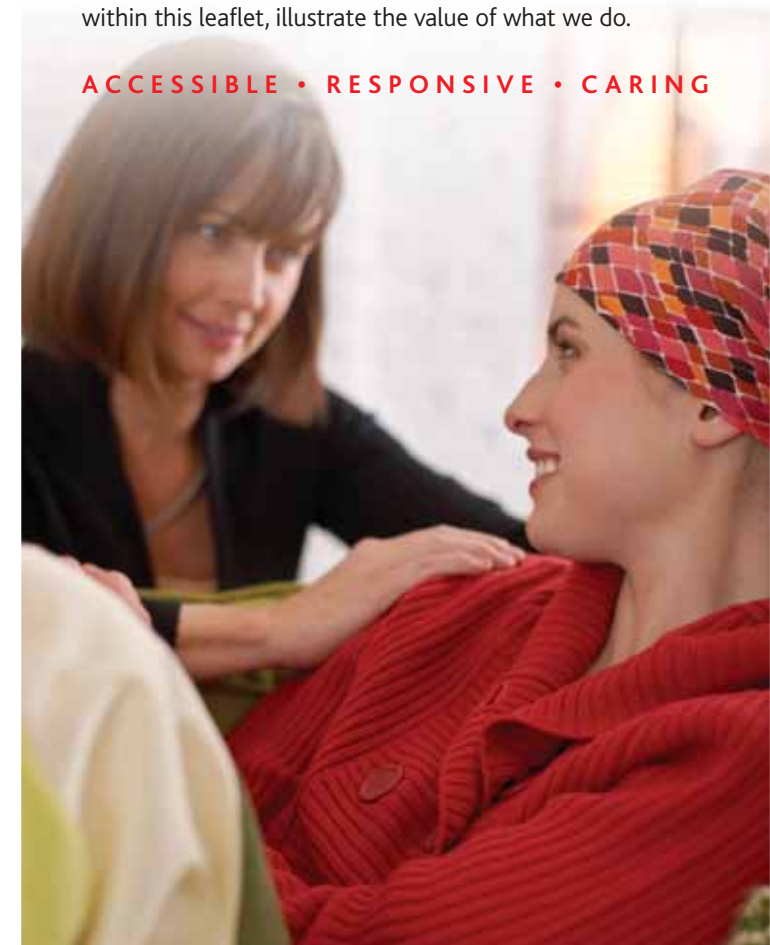
## An introduction to

# RED ARC

RED ARC is an independent care advisory service specialising in welfare-based added value services.

Established in 1997 in offices in Hove, RED ARC has earned a reputation for service excellence, supporting individuals and their families through serious illness, chronic health conditions and disabilities. 'Thumb-nail' case studies shown within this leaflet, illustrate the value of what we do.

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## What we mean by care

Mainstream services such as the NHS focus on treatment of the patient. RED ARC fills the gaps in the 'softer' skills – a friendly listening ear, practical information, and much needed emotional support both for the patient and the family.

The diagnosis of a serious health condition such as cancer, a heart attack, stroke or MS invariably means a worrying time for everyone close to the patient. That's the time that you need access to someone who understands your condition and has the time to listen to your concern and allay your fears. That goes for your spouse, partner and children too.

## How RED ARC

# helps

The cornerstone of the RED ARC service is the personal nurse adviser – highly experienced, registered nurses who will be the focal point for you and your family and tailor the support you need to your particular circumstances.

Your personal nurse adviser will be available to you by the phone in normal business hours, and will be able to provide information and support for as long as you need it. Where appropriate, they can commission additional services such as a home visit by a specialist nurse, counselling or therapy.

RED ARC also has links with many charities specialising in your particular health condition, and can often direct you to self-help groups that will help you come to terms, and cope better, with your problem. Home adaptation and special equipment to aid everyday living are other important areas where we can provide guidance.

# Real support for real people...

## RED ARC Assured Case Studies

### • Melanie, 3

Diagnosed with leukaemia, Melanie's parents were devastated. But the treatment she is receiving in the NHS is excellent, and the little one is doing really well. RED ARC's personal nurse adviser could see that the parents were having real difficulty coping with such a traumatic event, and agreed a specialist counselling programme for them.

*"We thought our world had come to an end. It's a feeling of blind panic, and as much as you try to support each other, it all overwhelms you. We needed the nurse to calm things down and the counselling has created a sense of perspective and given us a coping strategy. At least now we are looking forward."*

### • Louise, 48

Diagnosed with breast cancer, Louise was able to have a series of one-to-one telephone calls with a specialist cancer nurse. They discussed treatment, therapy and its side effects, and agreed a list of questions to ask the consultant on her next visit to the hospital.

*"The nurse gave me the reassurance I needed, it's such a worrying time. I kept looking at my daughter and wondering whether she would be next. The nurse helped me to get things right in my head, because I knew what my journey was going to be like. I coped a lot better than I thought I would."*

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### • Keith, 53

Suffered a heart attack, but was treated quickly in hospital and soon discharged on medication. Worried about the longer term implications, his personal nurse adviser was able to put him in touch with a cardiac rehabilitation nurse who has provided advice on lifestyle, exercise, diet and stress management.

*"It was a real shock. I thought I was fit. After it happened I could only think that I was going to have another one. Now I have taken some positive steps to change my lifestyle and I feel much more confident about going back to work."*

### • Lucy, 83

Lucy suffered from chronic arthritis in the base of her spine. Liaising with Lucy's daughter, the personal nurse adviser was able to organise home assessment by an Occupational Therapist, who was able to advise on equipment that would help Lucy live as independently as possible.

Lucy's daughter says:

*"We were all worried about Mum. She couldn't get in and out of the bath without help, stand to wash the dishes at the sink, or even pull her own tights on. The nurse helped us overcome these problems, and now we know much more about what to do, and where to go."*

## And help for families

The diagnosis of a serious illness or the onset of a disability impact not only on the patient but the family too. So RED ARC services can be extended to include support for family members who may have difficulty in coming to terms with what has happened, or may find them pressed into action.

*Family members often find themselves pressed into action as carers.*

