

ANNUAL IMPACT REPORT

THE STORY OF OUR YEAR

OOMP!



TRANSFORMING QUALITY OF LIFE
ACROSS CARE SETTINGS

🏠 www.oomph-wellness.org
✉ hello@oomph-wellness.org
☎ 0203 601 6363

2014/2015

Contents

- Executive Summary 3**
- Our Year in Numbers 4**
- Testimonials 5**
- Background and Theory of Change 6**
 - The Why 6
 - The How 7
 - The What 8
 - Our theory of change 9
- Stakeholder Overview 10**
- Product Overview 16**
- Our Outputs 18**
- Our Outcomes 20**
 - Observational Studies 20
 - Resident Studies 22
 - Job Satisfaction & Home Culture 24
- Next Year and Beyond 25**



Executive Summary



I am delighted to present Oomph! Wellness' Annual Impact Report for 2014/2015.

Oomph! Wellness is a social enterprise with a vision of a world in which older adults live life in full colour. We are committed to transforming the health and quality of life of older adults and the culture of the care settings they live in.

Regular exercise in older adults has many proven health benefits, including improving mobility, dementia management and cardio-respiratory and muscular fitness, whilst reducing depression and risk of falls. The World Health Organisation recommends 150 minutes of physical activity on at least 3 separate occasions per week for older adults with poor mobility. Yet only 7% of 75+ adults in England get the minimum recommended activity levels.

This has been an exciting year for us - in December 2013, with £200,000 of investment from Nesta Impact Investments and £100,000 from the Big Venture Challenge, we pivoted our business model in order to maximise social impact and create a sustainable and scalable model that genuinely drives long term health

and wellbeing benefits. We shifted from a "Direct model" whereby individual care homes paid for our trained instructors to deliver an hourly class, to a "Licence model" model whereby care groups pay an annual subscription for Oomph! to train and support cohorts of their care staff to deliver Oomph! classes within their own homes. As a result, average number of classes per month per home has increased fivefold from 1.8 to 9.0 classes and cost per class has reduced by 80%.

Since January 2014, 498 care staff have been trained across the country. 16,100 Oomph! classes have been delivered with 278,200 resident attendances. 98% of staff trained recommend our product, whilst 79% say it had a significant positive impact on their job satisfaction. Care home staff think Oomph! has a significant or very significant impact on physical mobility (59%), social interaction (81%) and mental stimulation (71%). A study using EQ-5D standardised health questionnaires demonstrated an uplift in resident quality of life of 10% during 3 months of Oomph!

Next year, with the support of our partners and investors, we will continue to evidence – in ever more robust ways – the improvements in health and well-being we witness and the related benefits for partners and the public purse.

This year has been about developing and scaling our Exercise Licence programme. In March 2015 we launched a new Activities Leadership Licence, driven by the needs of our partners. In 2015/16 and beyond we will further develop our product suite to provide holistic quality of life solutions to the care sector. We are fully committed to transforming the health and happiness of older adults everywhere, and are excited for the year ahead.

Best wishes,

Ben Allen

CEO and Founder, Oomph! Wellness

16,100

Oomph!
classes



278,200

Oomph!
class
attendees



498



Staff members trained



98%

Instructors would recommend the course to a colleague

260%

Year on Year increase in Oomph! classes

250%

Year on year increase in
Oomph! attendees

59%

Care staff reporting significant impact on
physical mobility



26

Pioneering Partners
we've worked with

80%

Cost saving
compared to
external partners

81%



Care staff reporting significant impact on social
interaction



9.7%

Increase in self-reported
Quality of Life in 3 months



71%

Care staff reporting significant
impact on mental stimulation

19.2

Average number of Residents per
month, per home



79%

Care staff reporting
significant impact on
their job satisfaction



“It is invigorating for the staff, residents and their families too. We are seeing even more **interaction, fun and laughter in our homes**, which is a key element of our culture and benefits staff and customers alike. **We haven’t seen anything in living memory that has created such a positive response from people – residents, families and staff!**”

Christine Asbury, Chief Executive, WCS Care Group

“I keep saying thank you for **introducing Oomph! I am blown away with the changes** it’s made to everyone and it’s such a great feeling when our residents see you and just give me a fabulous smile and they do Oomph! moves whilst they’re gardening, baking, waiting for their lunch.”

Care home staff

“Oomph! have led a program of staff development within our carehomes... **promoting movement and wellness** amongst our resident population. **They have helped make our homes great places to live.**”

Mark Greaves, Managing Director, Ideal Care Homes

“I was skeptical at first about doing Oomph! sessions, I didn’t know if the residents would take to it but it’s brilliant, the music perks them up and the **residents who never get involved in other activities love doing Oomph!** - it makes me feel great to be an Oomph! instructor!”

Care home staff

“**I have not seen my mum so happy and singing in such a long time! She loves the company and she loves joining in the sessions!**”

Relative

“For me the sessions have made a huge difference to my arthritis, I feel more able to get out and about and also have lots more flexibility and energy. It makes doing things that my arthritis stopped me doing like housework, making tea and carrying shopping a little easier. There’s so much singing, dancing and laughter - and that atmosphere remains long after the sessions have finished.”

Resident

Background and Theory of Change

THE WHY

- Ageing population with 20% aged 65+ and 1m+ people with dementia by 2025
- Critical need for cost-effective preventative solutions to improve health and reduce pressure on healthcare and care sectors
- Exercise is a highly proven solution, but 93% of 75+ adults do not get recommended minimum levels

The UK has an ageing population with 18% of the population expected to be 65+ this year, increasing to **20%** by 2025. Approximately 800,000 people have dementia in the UK (**1.3% of the population**), which is expected to rise to over 1 million by 2025. There are over 8,000 older people care homes in the UK and the number of older people in care homes rose by **21%** from 2005/06 to 2012/13.



Ageing leads to an increase in inactivity and frailty, which is costly to healthcare providers (falls alone result in healthcare costs in excess of £2.3 billion per annum). In turn, frailty is associated with an increase in multimorbidity and poor health. The challenge is to ensure that, as our population ages, the level of health and quality of life remain high, and to achieve this, scalable preventative measures have a large role to play.

Regular exercise for older adults is one such proven solution to improve physical and mental health, including improving mobility, dementia management and cardio-respiratory and muscular fitness, whilst reducing depression and risk of falls.

The World Health Organisation recommends 150 minutes of physical activity on at least 3 separate occasions per week for older adults with poor mobility. Yet 93% of 75+ adults in England get the minimum recommended activity levels. There is a significant need to increase physical activity levels for older adults in order to improve their quality of life and reduce pressures on the healthcare and care sectors.

7%

of 75+ adults in England get the recommended amount of activity

20%

of UK is over the age of 65 by 2020

21%

rise since 2005/06 in the number of people in care homes

1.3%

of the UK population will have dementia by 2020

THE HOW

- Oomph! works with care groups to train and support cohorts of their own staff so they can deliver Oomph! classes in their care home
- The Oomph! package involves a 2-day training course, ongoing home support and quarterly reports to head office with key impact data from all their homes
- Shift in model from sending in people at an hourly rate to run classes vs. allowing homes to deliver classes themselves driven by a need to increase frequency and personalisation of classes

Oomph!'s primary model is to train staff in care homes to deliver Oomph! classes themselves.

This "Care Group Licence" model involves Oomph! working with a care group who purchases an annual training and support licence package for cohorts of their staff and associated reporting to head office on the effectiveness and impact.



The package - which is priced, on average, at the same rate as one exercise class per month from an external provider - involves support to the care group at three levels:

Trained Staff: a 2-day training course, starter pack and ongoing support packs to instructors to keep classes fresh, inspiring and varied.

Home Managers: a starter pack and ongoing account management to home managers to help them record and promote the impact of the classes to regulators, visitors and press

Senior Management: quarterly reports to head office level with key impact and activity data from all of their Oomph! homes.

WHAT WE'VE LEARNT THIS YEAR:

The **shift from a "Direct model"** - whereby fitness professionals trained by Oomph! were paid an hourly fee by an individual care home to deliver sessions within their home - to the **"Group Licence" model** was primarily driven by the need to **drive up Oomph! class frequency** (towards the WHO target of 3x classes per week) whilst providing an **affordable option** for clients.

Even better news, we saw numerous additional, **unforeseen benefits** - including improved **job satisfaction of staff**, improved **relationships between staff and residents** and improved quality of class delivery through **personalisation** and the ability to provide flexible and **spontaneous interventions**.



THE WHAT

- Founder Ben's experience of visiting many care homes showed a critical need for greater provision and participation in exercise
- Key barriers to resident participation involved exercise being seen as clinical, dry and inaccessible. For residents with dementia, building long-term engagement and participation was especially challenging
- Ben specifically designed a programme which had fun and a "party atmosphere" at the heart, and aimed to stimulate the mind and soul as much as the body, using sensory props, familiar music and themed reminiscence imagery throughout

Ben visited hundreds of care homes in 2011 to understand exercise provision and participation in the care sector. He identified a need to have more exercise available to residents, as well as increasing participation and retention when exercise was offered. He discovered the key barrier for residents taking part was that exercise was seen to be clinical, dry, something they "should do" and often considered to be inaccessible by individuals who had poorer mobility and functional movement as well as cognitive impairment.



WHAT WE'VE LEARNT THIS YEAR:

This year, we have focused much of our energies on using our exercise programme as a tool to increase social interaction and mental stimulation – as much as physical mobility. In order to improve overall well-being – and engage residents over many months – we understand the need to stimulate residents' minds, bodies AND souls. The programme has always put a large emphasis on music and colourful, sensory props but we have increasingly developed themed routines based on real-world imagery - a powerful reminiscence technique.

For example, our winter routines involve warming feet by the fire, throwing snowballs and hanging tinsel on the Christmas Tree.

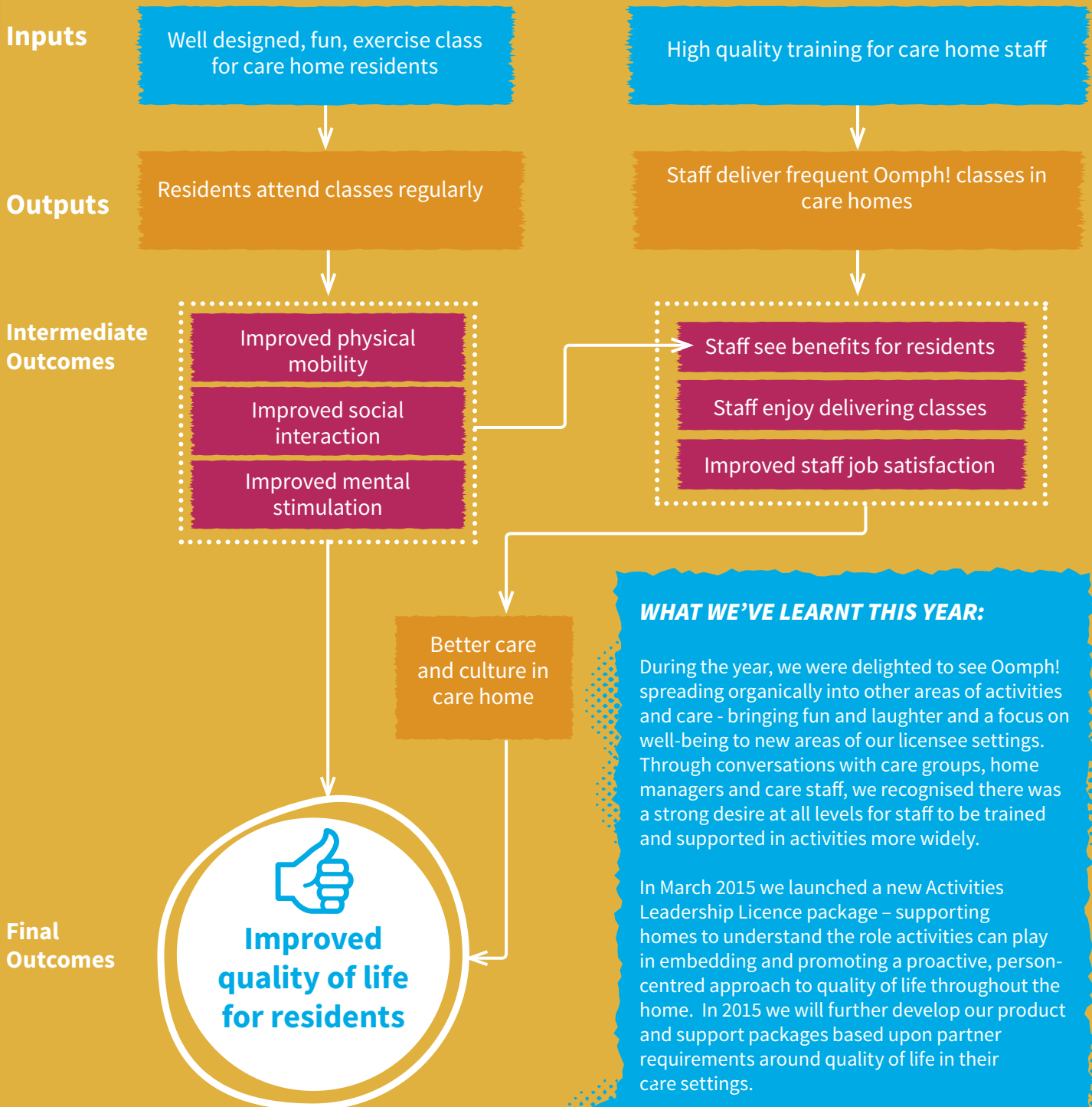
Furthermore, we have been able to integrate Oomph! elements into wider activities in the home – ranging from quizzes to gardening and cooking – adding some 'Oomph!' throughout the day.



OUR THEORY OF CHANGE

Our vision: A world in which older adults live life in full colour.

Our mission: To transform the day-to-day health and quality of life of older people everywhere.



WHAT WE'VE LEARNT THIS YEAR:

During the year, we were delighted to see Oomph! spreading organically into other areas of activities and care - bringing fun and laughter and a focus on well-being to new areas of our licensee settings. Through conversations with care groups, home managers and care staff, we recognised there was a strong desire at all levels for staff to be trained and supported in activities more widely.

In March 2015 we launched a new Activities Leadership Licence package – supporting homes to understand the role activities can play in embedding and promoting a proactive, person-centred approach to quality of life throughout the home. In 2015 we will further develop our product and support packages based upon partner requirements around quality of life in their care settings.



Stakeholder Overview

LICENSEE CARE GROUPS

We have focused on proactively targeting care groups with at least 10 homes in their group. Working with care groups (rather than independent homes) allows us to train cohorts of staff together in a highly cost effective way: group training budgets can be leveraged whilst head office values our ability to aggregate impact reporting across the group.



26 Pioneering licensee partners we've worked with over the year

WHAT WE'VE LEARNT THIS YEAR:

We have developed three levels of support package to enable clients more sensitive to price to access our products whilst ensuring those clients that require extra levels of marketing and impact reporting can receive this.

Basic: training and starter pack for staff

Standard: staff training, plus ongoing support for instructor, home manager and Care Group Head Office

Premium: staff training and support plus additional services to Care Group Head Office, including research, marketing and additional training



Case Study

OF A CARE GROUP: Hallmark Care Homes

Hallmark trained 27 staff across their 17 homes in February 2014, many of whom have undertaken refresher training and are now into the second year of their licence. Two further cohorts of 18 instructors are being trained in 2015.

It's **amazing the difference to residents and team members** alike that Oomph! training makes! Having experienced it myself it's so much fun and the **health benefits are unquestionable...**"

Avnish Goyal, Founder



"Before I came to this home I had never done a lot of exercise, there were no activities and I was very lonely. **Oomph is loosening me up.** It's a good way to mix with people and it **helped me fit into the home.**"

Resident

"Oomph! has...woken up our residents and team members, and brings **so much laughter and wellbeing.** I have used Oomph! as part of every activity that I am involved in. I personally have been approached by 5 different families that have **decided to bring their loved ones to Cwrt Enfys, because of the fun that they had** when they personally joined in Oomph! and nothing but great feedback. **Oomph! should be part of every care home.**"

Gwenda Thomas, Activity Coordinator

"...the positive impact the facilitator training has made on team members has been extraordinary in **igniting passion and enthusiasm** to deliver the Oomph! sessions. Our residents are enjoying **improved mobility**, higher levels of **wellbeing** and above all (and perhaps most of all) everyone is having **fun!**"

Suzanne Mumford, Head of Dementia

LICENSEE CARE HOMES

Our primary focus is on residential, nursing and dementia homes and our homes are very varied in terms of number of beds, as well as resident needs and capabilities. We also run Oomph! in a number of learning disability homes, community healthcare settings and retirement villages, and are further developing our approach for these markets.

“We have Oomph! homes in the Shetland Islands all the way down the country to the Isle of Wight!”

WHAT WE'VE LEARNT THIS YEAR:

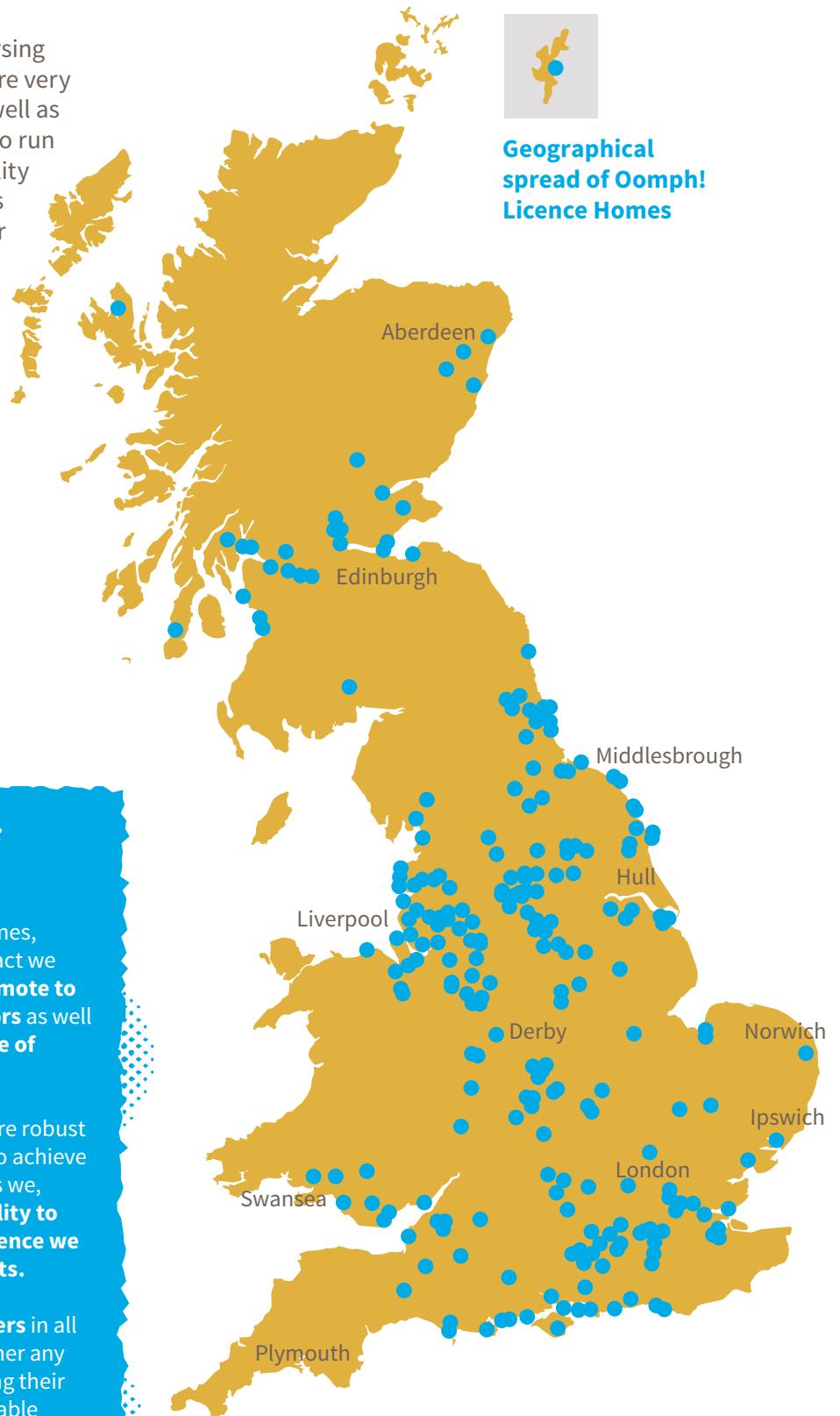
Over time we have **increasingly worked alongside managers** in our licensee homes, helping them use Oomph! - and the impact we create together - as a critical **tool to promote to regulators, family members and visitors** as well as **reinforce to staff members the value of their work**.

The more evidence we have, and the more robust that evidence is, the more likely we are to achieve their and our shared goals. In many ways we, and they, 'sell' social impact - so **our ability to accurately record and share the difference we make drives our respective sales efforts**.

Oomph! offer **quarterly calls to managers** in all our licensee homes to understand whether any support is required, to assist in promoting their work and to learn the conditions that enable Oomph! to thrive, as well as, common barriers.



Geographical spread of Oomph! Licence Homes



Case Study

OF A CARE HOME: Antonine House, Meallmore

“Samantha is now doing 9 sessions per week (3 per week on each unit) due to high resident demand and 46 out of 63 residents are participating. We have also seen a reduction in falls over the last few months from those who attend a few times per week and I definitely put this down to Oomph! and how much confidence residents have now gained. Samantha is so enthusiastic herself and loves what she does and I feel that Oomph! has made a huge difference to our home.”

Bobby, Care Home Manager



“Some of our residents who would never have participated in a group like this are coming along and loving every minute. They look forward to the group and when I watch them and the effort they put in and the joy it seems to bring them, it is amazing - even our nearly 106 year old is hooked on Oomph!”

Samantha, Instructor

“Sport gives you character. It helps you stay fit and clears the mind of stress and worry. It develops friendships and above all is great fun. Oomph! at Antonine House adds years to your life and life to your years: it’s fun and adds more life to my mum’s 106 happy years!!”

Flo’s son

LICENSEE INSTRUCTORS

We typically train activity staff, however we encourage other staff within the home to be trained (including deputy managers, carers, receptionists, hospitality staff etc.) in order to increase overall frequency of classes, to allow activity to be delivered when activity staff are not present, and involve other team members as a means to improving the culture of the home. There are no pre-requisites to attending the course, therefore any member of staff can be trained.

400 members of staff were trained during the year April 2014 - March 2015 (498 since the Care Group Licence launch in January 2014). After 12 months, 80% of the trained staff are actively delivering regular Oomph! classes.

Number of Trained Oomph! Instructors per Quarter:

Q2 2014



Q3 2014



Q4 2014



Q1 2015



WHAT WE'VE LEARNT THIS YEAR:

We learned early on during the year that selecting the right candidates upfront is key to success. Oomph! therefore advises clients beforehand to select candidates carefully, taking into account the following: time available in role to deliver classes (often more junior staff and those involved in activities have more capacity); those who have a can-do, personable approach; and those who value the training and want to attend.



Case Study

OF AN INSTRUCTOR: Claire Harne, Alder House, Avery

Claire Harne delivers 4 Oomph! classes per week - she brings a lot of enthusiasm and energy to Oomph! and is fantastic at creating themed classes to keep things fresh and interesting for the residents.



“We incorporate themes into our Oomph! sessions quite regularly and I love doing themes and the residents love them too. Themes have included Chinese New Year, Valentine’s Day, Grand National, Mexican, VE Day... to name a few. Residents like to make props or they will search YouTube for music for the sessions and it gets everybody involved. It’s more exciting when the sessions actually take place because they have been a part of it.”

Claire, Instructor

“Oomph! has been brilliant for my mum, it’s got her more mobile, it’s got her smiling a lot, she really enjoys it – it’s been really interesting for the residents and the instructor always makes it something different.”

Resident’s son

I do enjoy Oomph! very much, I normally have a nap after lunch, but I give it up to go do Oomph! because I enjoy it so much – I like Claire and what she does, I like the crowd, I think it’s very well planned, I can’t think of a negative really!”

Resident at Alders House

“I am very thankful to have had the training to be able to deliver Oomph! sessions - it makes a huge difference. It changes the way we do activities – the way the residents get up in the morning and go to the lounge ready for their Oomph! session.”

Claire, Instructor

Product Overview

ABOUT THE EXERCISE LEADERSHIP TRAINING COURSE

Oomph! provides a comprehensive professional 2-day Training Course in Exercise Leadership in Care Homes. The course is endorsed by Skills Active, the leading exercise and fitness industry body, and worth 16 CPD points (equivalent to a Level 2 qualification).

The course content is a mix of practical delivery of Oomph! alongside theoretical areas such as understanding the ageing process, the importance of regular exercise, behaviour change models, methods to motivate the group and promote inspiring dynamics, and health & safety.

Course feedback

Training feedback from the outset has consistently been extremely positive with 98% of participants stating they would recommend the course to a colleague and 93% rating the delivery

of theory and practical as good or excellent. We do receive feedback that the course is very intense. However in order to gain the CPD points a significant amount of content needs to be covered. We try and mitigate this by running the practical unit in short sessions between theory, and having regular breaks and energisers. After every course we will send a feedback report to the client and the training team and adapt our approach based on any learnings.

Click [here](#) for a link to our Training Video with CrossReach Care Group or search Oomph! Wellness on YouTube.



“Best training I have been on. Thank you!”

“Excellent course, feel like I have the right tools, knowledge and confidence to deliver exercise to the elderly whilst having fun!”

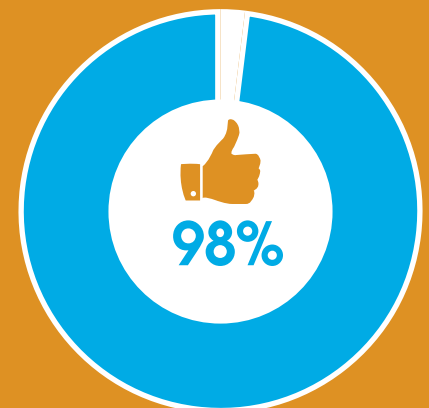
“Fun, laughter and learning... I would do it all again. I loved it.”

“I think this is a really cleverly conceived course and leaders were patient, positive, and clear.”

Training course feedback ratings by area
(Based on responses from 98% of total trained instructors)



- Very poor
- Poor
- Average
- Good
- Excellent



Would recommend the course to a colleague

WHAT WE'VE LEARNT THIS YEAR:

As the year has progressed, we have put **more and more resources into the post-training support package** – introducing a monthly magazine with advice, inspiration and ideas, CDs and new choreography and online community and regular calls and site visits. In order to **maximise the social impact we deliver**, it's critical that instructors and participants alike are **energised and inspired** and that the materials are fresh and varied.

Feedback has been that often activity staff work in isolation so the ability for Oomph! to share best practice ideas - for Oomph! classes and wider activities - across our national network is a really valuable resource.

Facebook Group: 256 Members

“The staff feel really rewarded and recognised. They’ve **bonded and formed friendships through the Oomph! Training and the online community** and are now regularly sharing ideas and supporting each other” Helen Brown, brighterkind

“As well as ongoing support and new material for Oomph! exercise sessions, both **me and our**

Residents have enjoyed activities taken from the monthly suggestion packs from Oomph! – Thank you Oomph! keep the ideas coming!!” Debbie Peck, Wellburn

We have learnt more about other areas where activity staff need support and direction, which has **led us to develop a complimentary training course and licence package ‘Activity Leadership in Care Homes’**: the training and support includes an understanding of quality of life outcomes related to activities, leading and building an activity-based culture, building and evaluating person centred activity programmes as well as practical areas such as planning, networking and marketing.



Our Outputs

NUMBER OF OOMPH! CLASSES

It is extremely important to us to track information on the number of classes delivered in every home, each month. We can use this information to identify which homes may require more support, or which homes are doing extremely well and deserve recognition. We set a target of at least 3 classes per week per home, to mirror the World Health Organisation recommended level but we describe any home that is delivering at least one class per week for at least 3 months as 'Active'.

16,100

Total number of Oomph! classes delivered in the year

(Includes Group Licence and Direct homes)

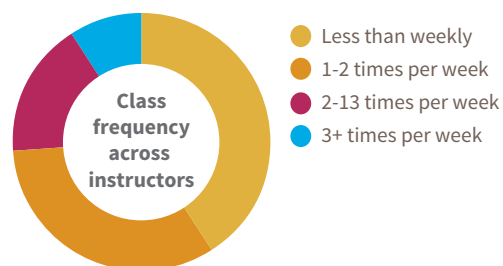
80%

Cost saving compared to External Providers & Oomph! Direct model of £45 per hour

Q2 2014 - Q3 2014

5.4

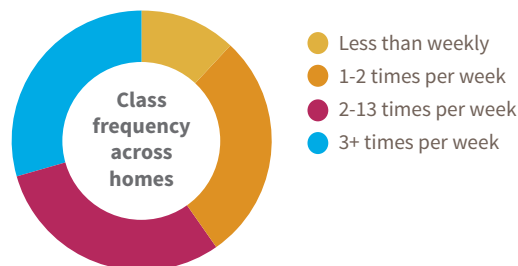
Average Monthly Classes, Per Instructor



Q4 2014 - Q1 2015

9.0

Average Monthly Classes, Per Home



60% of homes were delivering at least two classes per week over the last six months

Note, the average for Direct classes during the year was 1.8 per month, thus the shift to Group Licence model has increased frequency by 5.1 times.

NUMBER OF RESIDENTS

The number of residents benefitting from our classes is clearly a highly important metric for us and our clients. This has remained reasonably consistent through the year but varies significantly from home to home.

278,200

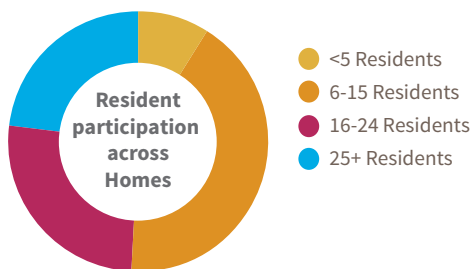
Total number of Oomph! Attendees during the year

One attendee is when one resident attends one class. (Includes Group Licence and Direct homes)

Q2 2014 – Q1 2015

19.3

Average Monthly Participants, per Home



50% of homes had 16 or more Oomph! participants each month, over the last six months

WHAT WE'VE LEARNT THIS YEAR:

Initially our Oomph! classes started as structured, diarised, group sessions – and this is still how the product is most often delivered. But our licensee instructors are increasingly providing a range of interventions – including spontaneous small classes, tailored sessions for residents with shared interests or abilities and one-to-one sessions in residents rooms. In those homes, where this approach has been taken, it has greatly increased the number of residents benefitting.

It has been challenging to find a method of data collection from the homes that is easy for instructors/managers. We learned it is key to understand the day-to-day environment of those you are collecting data from to find a method that suits all parties and results in satisfactory response rates. We also tried to collect too much information at the start, and then trimmed it down completely to core questions, after which we got a much better response.



Our Outcomes

OBSERVATIONAL STUDIES

The three key outcomes we focus on for resident quality of life are physical mobility, social interaction and mental stimulation. We believe it is a combination of all three areas that is powerful in improving overall health and wellbeing.

We collect data from all of our instructors on a quarterly basis to understand their view of the impact of Oomph! on these 3 areas – below is the average across the year.

PHYSICAL MOBILITY



Of Oomph! instructors say Oomph! has a **significant** or **very significant** impact on physical mobility

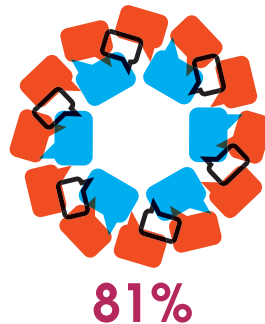
“When Arthur first arrived in the home, he had very swollen legs and very poor mobility - and he used to be really shy. **He’s leaving his zimmer frame behind much more now** - he scares me a bit - but it’s amazing progress! His **family are so delighted!**”

Oomph! instructor

“Oomph! has had a massive impact on our home - for example, a severely injured lady was undergoing **physiotherapy for one year and had seen little improvement**, but after doing one-to-one sessions with Charlie for 6 weeks, her **range of movement has surpassed what was expected** and she’s going back to the physio to ask for the next stage of exercises!”

Care home manager

SOCIAL INTERACTION



Of Oomph! instructors say Oomph! has a **significant** or **very significant** impact on social mobility

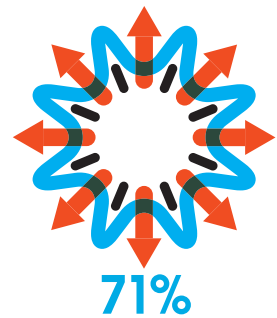
“Since my residents have been doing Oomph sessions, I find they are happier, and more sociable. **Characters are really coming out of their shells** and learning to interact with others a lot more easily **without feeling pressurised.**”

Care home Manager

“Residents love Oomph! - **one blind lady wouldn’t stop talking about it and she doesn’t usually come out of her room or partake in activities.**”

Care home Manager

MENTAL STIMULATION



Of Oomph! instructors say Oomph! has a **significant** or **very significant** impact on mental stimulation

“We have a resident with severe dementia - and we’ve just been completely unable to find an intervention to support her. **She’s normally just bent over in a chair** but as soon as we started with the music and the pom poms - **it was like something was unlocked within her.**”

Care home manager

“My mother interacts better with me after the class and she is **more alert and focused into conversation about past family history**”

Relative

Case Study

OF A RESIDENT: Grace Ackerley, aged 102,
Drayton Court, WCS

“Grace actively seeks out the Oomph! instructors to make sure she’s not missing a class - prior to the Oomph! classes, Grace wouldn’t come out of her room. Her family are so pleased with the transformation.”



“Grace’s niece said she feels her attitude is far more positive and she seems more alert, as well as improving physically. Grace mobilises well from a chair to a wheelchair, however after 3 weeks of attending Oomph! she is able to walk a very short distance by herself.”

“She’s also having a great impact on the other residents: a new lady took a while to settle in, but was really encouraged by Grace to join in the Oomph! classes and she now looks like a different person and they’re good friends.”

Drayton Court Instructor

“Grace has become much more sociable, happy and full of life. When she was younger, although she loved dancing, her mother didn’t allow her to dance and the classes have really brought out her true self. She was asked what she would like for her 102nd birthday and she asked for an Oomph! party.”

“I’ve been around a long time and I’ve never seen anything like it. It’s what we’ve always wanted in the home.”

Drayton Court Manager



Resident Studies

STUDY 1:

9.7%

Improvement in mean score for Quality of Life after 3 months

66%

Residents reported a significant improvement in at least 1 out of 5 Quality of Life areas

Outcome: Quality of Life

Measurement tool: EQ-5D is a self-reported, standardised health questionnaire

This tool was selected after consulting a number of health experts and academics as being appropriate for our population given it is short, cognitively undemanding, widely used in clinical trials, observational studies & clinical care, and can be converted into a Quality Adjusted Life Year (QALY) to enable comparisons between different interventions' cost-effectiveness.

Methodology: 50 residents who regularly take part in Oomph! classes, across 11 homes.

Questionnaire first conducted between 1.5 to 5.5 months after Oomph! began in the home, and then 3-months afterwards.

The questionnaires were sent by post to Oomph! instructors along with instructions and a consent form, completed and posted back to us.

Results: A 9.7% increase in quality of life index was observed after 3 months, suggesting benefits may continue to be experienced after the initial period.

STUDY 2:

6.5%

Average increase every session in the workout intensity for a particular exercise

83%

Participants' workout intensity improved from the first to last session recorded

Outcome: Exercise intensity

Measurement tool: Wearable wrist-sensors (Sentimoto Ltd)

Methodology: Over a period of a month, for a total of 8 Oomph! classes at the Bridge House residential care home in Abingdon, Sentimoto collected and analysed activity data from wearable sensors worn by 6 participants during the classes.

The primary objectives of this pilot study were to assess whether wearable devices could be used as an objective way to assess the impact of exercise classes and individual participant performance and gain preliminary results on the impact of Oomph! classes on residents

Results: 5 out of 6 participants' exercise intensity improved from the first to last session recorded, with an average increase of 6.5% per person, per session.

Those residents who attended more sessions saw a greater improvement in their intensity.

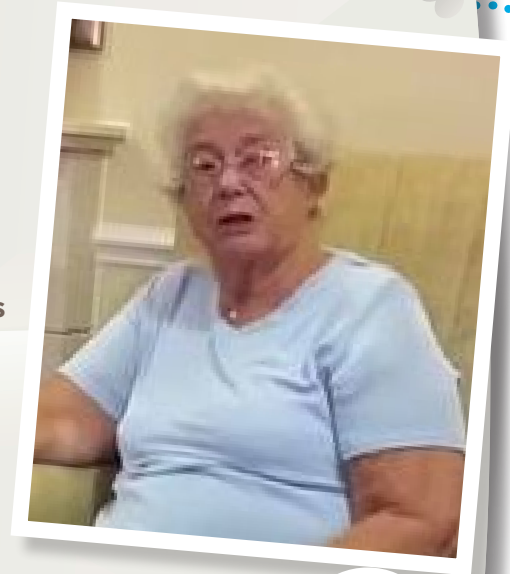
The study showed clear promise that wearable sensors can be used as an objective way to assess the impact of exercise classes, therefore Oomph! is looking into a longer-term and larger-scale study to further understand benefits.

HERE'S THE STORY OF DORIS, A PARTICIPANT IN THE EQ-5D STUDY

Here's the story of **Doris at Bucklesham Grange**, Hallmark Care Homes, a participant in the first EQ-5D study:

Doris' GP told her she would never walk again, but now she's going back home to live after 6 months of 2-3 Oomph! classes per week, alongside some physiotherapy.

Doris says, **"When I first came in here about 6 months ago I was in a wheelchair**, more or less paralysed from the waist downwards and **everything had to be done for me...**since then, doing **regular Oomph! classes** alongside physio has helped a lot, and the **company has kept me from not being depressed**. I can now walk with a stick, if someone holds my other hand. I went back to my **GP in June who gave me a big hug and said you've proved me wrong!** I'll now be going back home to live."



Nesta Standards of Evidence

Level	Our expectation	How the evidence can be generated
At Level 1	You can give an account of impact. By this we mean providing a logical reason, or set of reasons, for why your intervention could have an impact and why that would be an improvement on the current situation.	You should be able to do this yourself, and draw upon existing data and research from other sources.
At Level 2	You are gathering data that shows some change amongst those receiving or using your intervention.	At this stage, data can begin to show effect but it will not evidence direct causality. You could consider such methods as: pre and post-survey evaluation; cohort/panel study, regular interval surveying.
At Level 3	You can demonstrate that your intervention is causing the impact, by showing less impact amongst those who don't receive the product/service.	We will consider robust methods using a control group (or another well justified method) that begin to isolate the impact of the product/service. Random selection of participants strengthens your evidence at this Level, you need to have a sufficiently large sample at hand (scale is important in this case).
At Level 4	You are able to explain why and how your intervention is having the impact you have observed and evidenced so far. An independent evaluation validates the impact. In addition, the intervention can deliver impact at a reasonable cost, suggesting that it could be replicated and purchased in multiple locations.	At this stage, we are looking for a robust independent evaluation that investigates and validates the nature of the impact. This might include endorsement via commercial standards, industry Kitemarks etc. You will need documented standardisation of delivery and processes. You will need data on costs of production and acceptable price points for your (potential) customers.
At Level 5	You can show that your intervention could be operated up by someone else, somewhere else and scaled up, whilst continuing to have positive and direct impact on the outcome, and whilst remaining a financially viable proposition.	We expect to see use of methods like multiple replication evaluations; future scenario analysis; fidelity evaluation.

WHAT WE'VE LEARNT THIS YEAR:

Obtaining large volumes of data directly from the residents in care homes (as opposed to from the staff) has proved time-consuming and challenging, but we recognise collecting this data is a hugely important part of our mission as a social enterprise.

We have worked closely with Nesta on our impact approach, using their Standards of Evidence to guide us towards measuring and evidencing impact in an increasingly robust way. Our goals are to a) introduce a third party external evaluator; b) to introduce a control group; and c) to increase sample size.

A third study has just been completed that has achieved two of these three – results will be published in early summer.



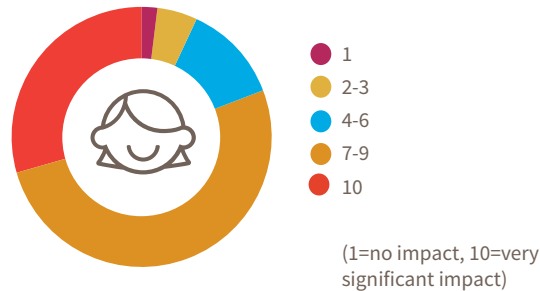
JOB SATISFACTION & HOME CULTURE

Oomph! aims to not only improve the lives of individual residents who take part, but also to improve the job satisfaction and enjoyment of staff, as well as lifting the culture of the home.

Turnover of care staff working in residential homes for older adults is 18% and is a major challenge faced by the sector. Improving job satisfaction is key to retaining staff. An average across our quarterly surveys to all instructors during the year showed 79% of Oomph! instructors reported that Oomph! has a significant or very significant impact on their job satisfaction.

Oomph! is designed as an inclusive product, that anyone and everyone can get involved with - staff, family members and even visitors. We have received much feedback on how it has been responsible for creating a more fun, lively, light-hearted atmosphere in the home.

Impact of Oomph! on Instructor Job Satisfaction: % of Instructors per rating category



79%

Of Oomph! instructors say Oomph! has a significant or very significant positive impact on their job satisfaction

“I know I keep saying thank you for introducing Oomph! but I am blown away with the changes it’s made to everyone... It’s Oomph! crazy at Cwrt Enfys - even family members now give me CDs with music on so they can see the difference and they love joining in.”

Gwenda Thomas, Oomph! Instructor, Cwrt Enfys, Hallmark

“I’m still waking up every morning truly blessed to have had this opportunity in making a difference to peoples lives. Wonderful idea to bring into the world and life changing for some people. A truly rewarding job. This hard work will continue through and through. We will carry on and make Oomph proud!! Thank you, thank you, thank you!”

Lucy Stout, The Pines, Gracewell

“I have been working in the same care home for 14 years, and I can honestly say **Oomph is just fantastic, it really lifts the spirits of the residents, and the staff...every care home should have an Oomph! leader.** For the majority of my time, I have worked in activities with the elderly - doing Oomph! has got to be one of the best activities of all - thank you Oomph!”

Hazel Carberry, Shepley House, Borough Care

NEXT YEAR AND BEYOND

In 2015/16 we are looking to build on the tremendous success of our Exercise Leadership Licence – and the important learnings from 2014/15. We have ambitious goals for growth and expect to more than double the numbers trained this year and ultimately to top one million attendees in our classes. Meanwhile we aim to strengthen both the depth of our impact and the quality of our impact reporting, ensuring that we are retaining a focus on our outcomes as we scale.

During next year we will also focus on scaling our recently launched Activities Leadership Licence and embedding a person-centred, evidence-

based and dynamic approach to quality of life within our licensee homes. We will continue to understand our clients’ needs and challenges and to build a product suite that provides the care sector with holistic quality of life solutions.

Our mission is defined by the name of our company: Our Organisation Makes People Happy! We are committed to finding innovative new ways to transform the health and happiness of older adults – and to transparently report on how we are performing against this goal.



Thank you to all those who have supported our work this year:



And our Pioneering Licensee Partners:



OOMP! SONGS



Oomph! song written by a Resident at Bridge House, Carebase

(Sung to the tune of "You Are My Sunshine")
We are the Oomphers, the care home Oomphers,
It makes us happy when days are grey,
You will never know it unless you join us,
Please don't take our Oomph! class away.

We all love Oomph! now, it makes us move more,
It makes our feet tap and come alive,
You'll never know dears unless you do it,
Come and give our Oomph! class a try!

Oomph! song written by Gwen Anderson – Oomph! Instructor of the Year 2014 – at Queen's Bay Lodge, Crossreach


(Sung to the tune of Jingle Bells)

Oomph! it up, Oomph! it down,
Oomph! it every way
Oomph! emphasize the exercise to keep the blues at bay
Oomph! for job, Oomph! for laughs
Oomph! hip hip hooray
There is nothing quite like Oomph! to brighten up
your day

Lift those pompoms high, shake them all around
Move the left and right, then bring them back down
Listen to the sound of the music's dancing beat
Soon you'll know the benefit of Oomph! from head
to feet...

Get in touch:

 Call us: 0203 601 6363

 Email us: hello@oomph-wellness.org

 Like us: www.facebook.com/oomphwellness

 Tweet us: @oomphwellness

 Youtube: Search “Oomph! Wellness”

Recommend us: [www.carehome.co.uk/supplier.cfm/
searchazref/65432200630](http://www.carehome.co.uk/supplier.cfm/searchazref/65432200630)