

A woman with long hair, wearing a dark cardigan and a lanyard with a badge, is sitting at a desk with multiple computer monitors. She is smiling broadly at the camera. The background shows an office environment with other desks and equipment. The entire image has a blue color cast.

**birdie**

## State of Tech in care 2025

A research report into the technology adoption and usage in the homecare sector

# Contents

<b>Introduction</b>	<b>3</b>
<b>Executive summary</b>	<b>4</b>
<b>What is “smart” and “first generation” care technology?</b>	<b>5</b>
<b>Technology adoption trends for 2025</b>	<b>6</b>
<b>The impact on care quality and delivery</b>	<b>7</b>
<b>The impact on operational efficiency</b>	<b>8</b>
<b>The impact on business growth</b>	<b>9</b>
<b>Conclusion</b>	<b>10</b>
<b>Resources and research</b>	<b>11</b>
<b>Appendix: Technology for the whole team</b>	<b>12</b>

# Introduction

## Going into 2025, the homecare sector faces a perfect storm of challenges.

The latest increase in employer National Insurance contributions from 13.8% to 15%<sup>1</sup> and unfunded National Living Wage increases will put pressure on margins. Meanwhile, local authority budget constraints and even bankruptcies mean that critical contracts can suddenly become vulnerable.

Meanwhile, the demand for care continues to rise. Health Secretary Wes Streeting warns that by 2050, there will be four million more people over 65 in England, while real social care costs are expected to nearly double by 2038 compared to 2018 numbers.<sup>2</sup>

Long-awaited plans for a National Care Service may be on the horizon, but it remains a distant one. The new government's recently-announced independent commission to reform adult social care won't deliver its findings until 2028, prompting health and care leaders to warn this is "far too long to wait for people who need social care, and their families".<sup>3</sup> Despite these headwinds, care is a sector defined by its resilience.

This report - the third that Birdie has run in as many years - shows that the care providers that are able to weather this storm have been the ones who have found smart, innovative solutions to problems both old and new.

The adoption of digital social care records has increased, but this research with homecare organisations across the UK shows that mere digitisation is no longer enough.

A clear divide is emerging. On one side are providers struggling to stay afloat with basic first generation digital tools that simply migrate paper processes online - on the other are those who leverage smart technology to transform their care delivery through insights and automation. They 'work smarter', because in care there's no room left to 'work harder'.

In a sector that's no stranger to challenge, this is an important ray of hope. Necessity has always been the mother of invention, and so we're excited to show you how the right technology is able to create success stories out of even the most challenging of times.

We hope you find it helpful, and that it helps you face the challenges of 2025 with a new confidence.

*The Birdie team*



# What is “smart” and “first generation” care technology?

Throughout this report, we’ll refer to ‘smart technology’ and ‘first generation technology’. These are the two categories of care technology that we’ve seen start to form in this growing space.

The simplest way to describe the two is to compare them to having a picture of a map on your phone (‘first generation’) and using Google Maps (‘smart’). They’re both digital, but one gives you a similar experience to paper and the other leverages the power of data to unlock insight, automation and best practice.

Here’s a breakdown of how that looks:

First generation care technology	Smart care technology	Impact of smart care technology
<b>Gets you started:</b> Takes traditional care tasks off paper and puts them onto a screen	<b>Tasks are automated:</b> Automates repetitive processes and takes stress off team members	You’ll know your processes such as rostering are efficient, because it’s automated to match skills and travel time
<b>Creates digital data:</b> Brings a large amount of data into a digital space	<b>Data becomes insight:</b> Creates one source of truth and turns it into insights and actions	You’ll know at a glance how your business and team are performing, and what needs your focus next
<b>Provides increased visibility:</b> Provides elements of real time visibility	<b>Drives best practices:</b> Intuitively drives every team member towards the best execution	You’ll not just fix problems, you’ll spot them before they happen

# Executive summary

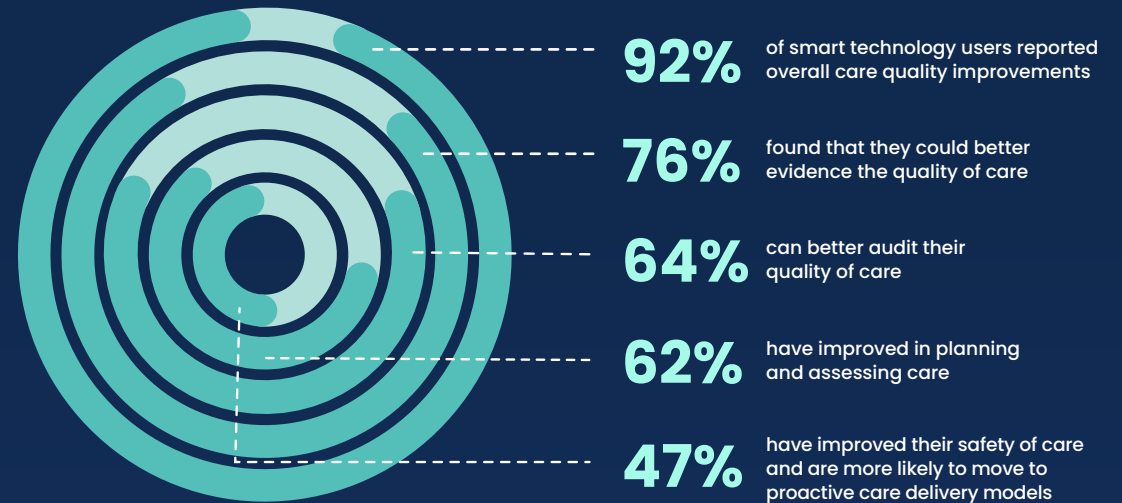
This report surveyed homecare businesses across two groups: 160 in November 2024 and 251 in December 2024. The key findings were as follows:

- Homecare providers are nearing universal technology adoption rates (92-98%) across core functions like care management and rostering.
- While providers demonstrate strong satisfaction with their current solutions (>80%), 41% still plan to switch solutions in 2025.
- Smart technology leads to demonstrably better outcomes for care quality than first generation technology, with 92% of users reporting care quality improvements.
- Smart technology users experience an average 56% time savings in overall operations.
- Smart solutions support business growth, driving an average 40% increase in profit.

## Current software usage in homecare

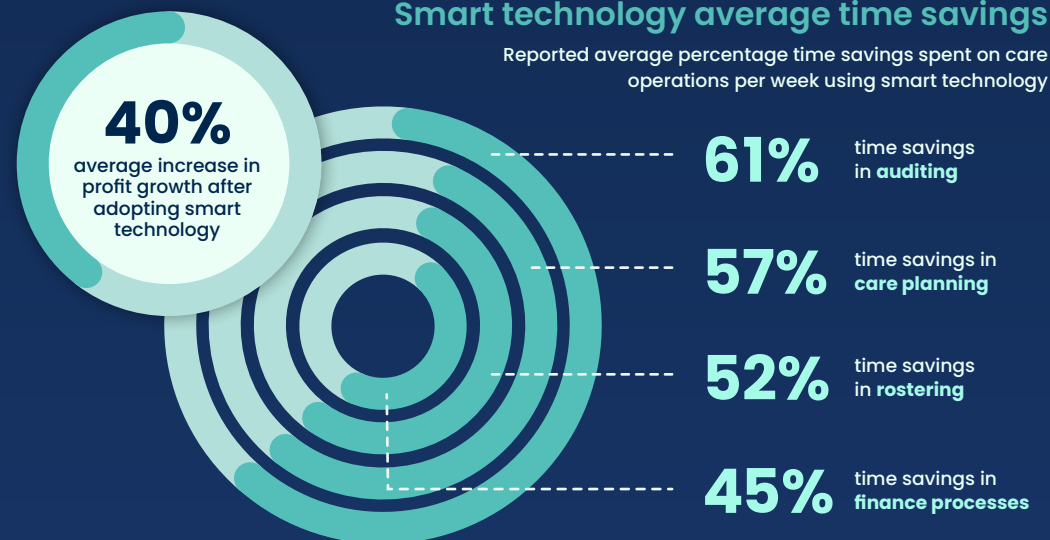


## Smart technology improvements in care quality and delivery



## Smart technology average time savings

Reported average percentage time savings spent on care operations per week using smart technology

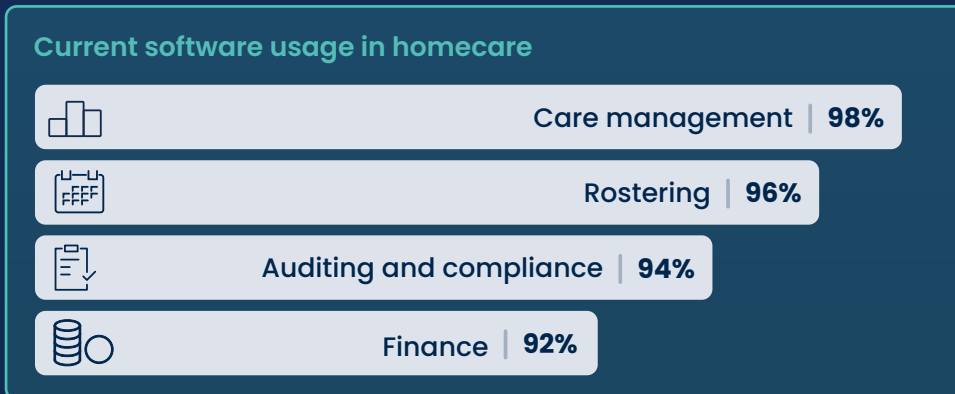


# Technology adoption trends

**A few short years ago, adoption of digital social care records stood at around 55%.<sup>4</sup>**

Thanks to new funding programmes and the number of new technology providers on the market, the speed of change here has been nothing short of extraordinary.

Looking at current software usage, the majority of homecare providers have already adopted technology across care management, rostering, finance, and auditing and compliance functions.



Technology adoption is not limited to larger domiciliary care agencies. Businesses of all sizes are utilising multiple software solutions to manage their operations, demonstrating a consistent trend across different scales of business and that size is not a limiting factor.

Moreover, homecare providers reported higher adoption of complementary tools, with 85% using integrated accounting software and 76% utilising office productivity suites.



The year-on-year increase in new care technology adoptions between 2023 and 2024.



The average net satisfaction rate with care technology. This points to an ongoing desire for improvement and a continuous evaluation of market offerings.



The proportion of domiciliary care agencies expressing an intention to switch their software solutions within the next 12 months. This reflects the growing difference between first generation and smart technology, as more providers look to find solutions that can better support the needs of their businesses.

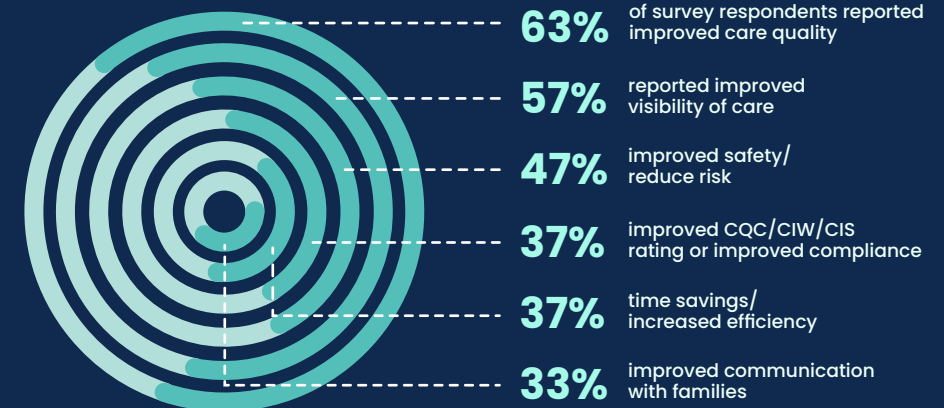
## Top reasons for software re-evaluation

1. Need for new features
2. Current provider price increases
3. Current provider service and support charges
4. Business growth

## Top considerations for choosing software

1. Recommended by peers
2. High-quality support
3. Security and reliability
4. Good user experience
5. Breadth of product features

## Top benefits of smart care technology

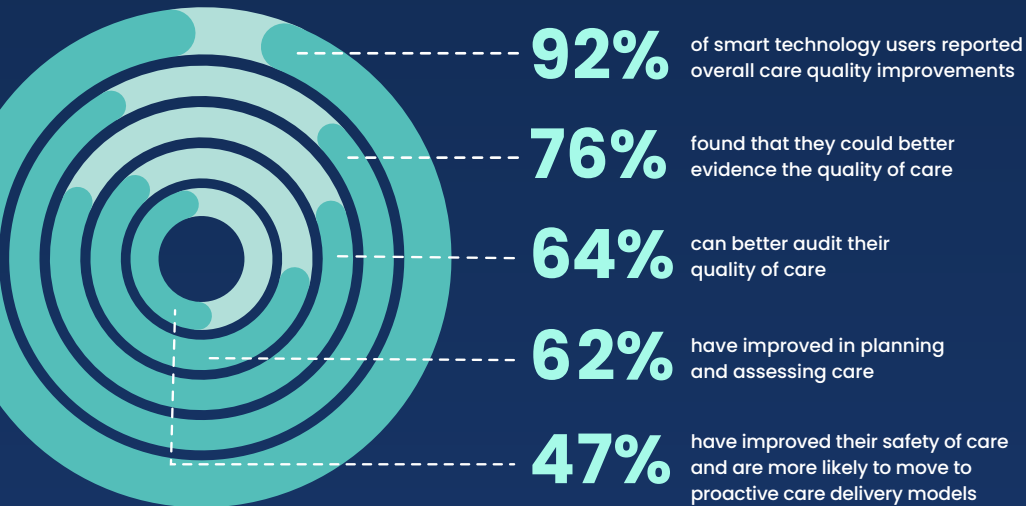


# The impact on care quality and delivery

As we've seen, improving care quality is the most common benefit that care providers look for in choosing a new technology. But how effectively is this achieved?

This is where choosing 'smart' technology can make a huge difference, as it leverages the power of data to give care managers unparalleled oversight. 92% of smart technology providers reported overall care quality improvements.

This impact was reflected across multiple different elements of care delivery, from planning processes to safety in delivery. Critically, smart technology also better enabled homecare providers to evidence all this hard work to key stakeholders such as inspectorates.



Smart technology isn't just about digitising paperwork: it's about providing the tools necessary to improve care outcomes. This is achieved through features such as:



Real-time alerts for medication errors



Enhanced abilities to monitor client outcomes



Assessment recommendations to tailor care plans

"When we have our next CQC inspection, I'm really looking forward to discussing the Q-Score with the inspectors...it shows that we're looking at this every month. It shows that we're putting processes in place and it's physical evidence rather than us as accompany just saying, 'this is how we're going to be good.' We can then say, this is how we are good."

**Katie Parker, Registered Manager, Christies Care**

## Did you know?

Birdie's unique Q-Score provides you with a prediction of what your CQC rating would be - so you'll have a clear view of quality, even if your next inspection is months (or even years) away. To learn more about how smart technology can serve as your CQC companion, download our new CQC guide.

[Download here](#)



# The impact on operational efficiency

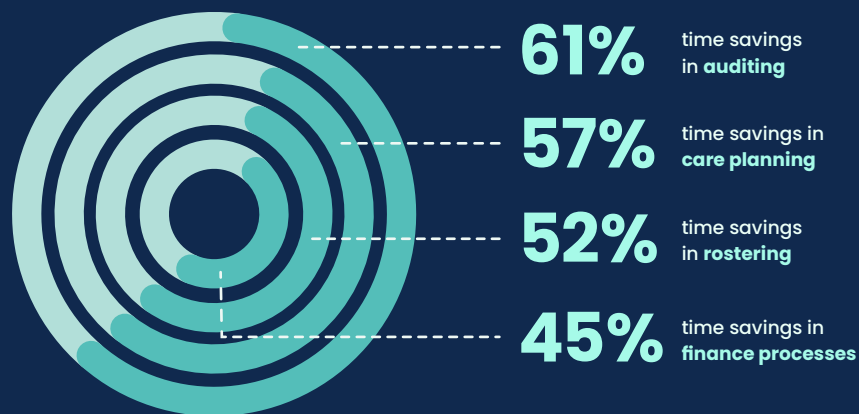
Having a healthy care business takes more than delivering quality care - it requires real operational efficiency to do so while having healthy margins.

The survey highlighted that **smart technology users reported an average 56% time savings improvement in overall operations.**

This comes at a critical time for the care sector, where pressures on funding and workforce availability mean that **efficiency** will be the watchword of 2025 and beyond. In practice, this means finding new and innovative ways to cut down on wasted time and processes so that your team can deliver the same high standards of care without adding to your costs.

## Smart technology average time savings

Reported average percentage time savings spent on care operations per week using smart technology



First generation technology often creates data silos, with information scattered across multiple systems, leading to time-consuming and error-prone workflows. In contrast, **almost 80% of smart technology users have consolidated to a single primary platform.** Smart technology brings all operational data into one place, enabling:

- 

Real-time insights into service delivery for live visit management and easy audit reporting.
- 

Integrated care management, rostering and finance for streamlined invoicing and pay runs.
- 

Automated workflow management to simplify task generation for everyday processes

By connecting every aspect of the business, smart technology allows providers to make informed decisions quickly, improving efficiency and reducing costs.

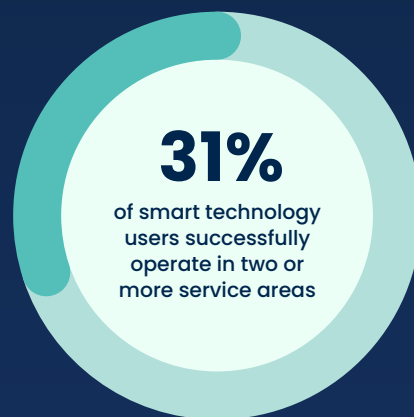
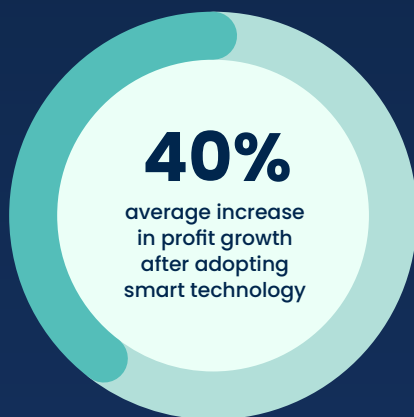
“Now that we have a better understanding of all [of Birdie’s] smart features, including Analytics, it is apparent that it is a fantastic value for money. The amount of admin time saved and the quality of evidence you can provide more than pays for itself. Me and my team can now concentrate on doing what we love, and that is caring for our service users; we love using it!”

**Wilfred Takaindisa, Director,  
Flamelily Independent Living**

# The impact on business growth

Great care quality and strong operational efficiency are the two key levers that when combined, lead to what almost every care provider is looking for: sustainable growth.

Our survey data showed smart technology's impact on business growth and service diversification:



This demonstrates the ability of smart technology to support growth, thanks to capabilities such as:



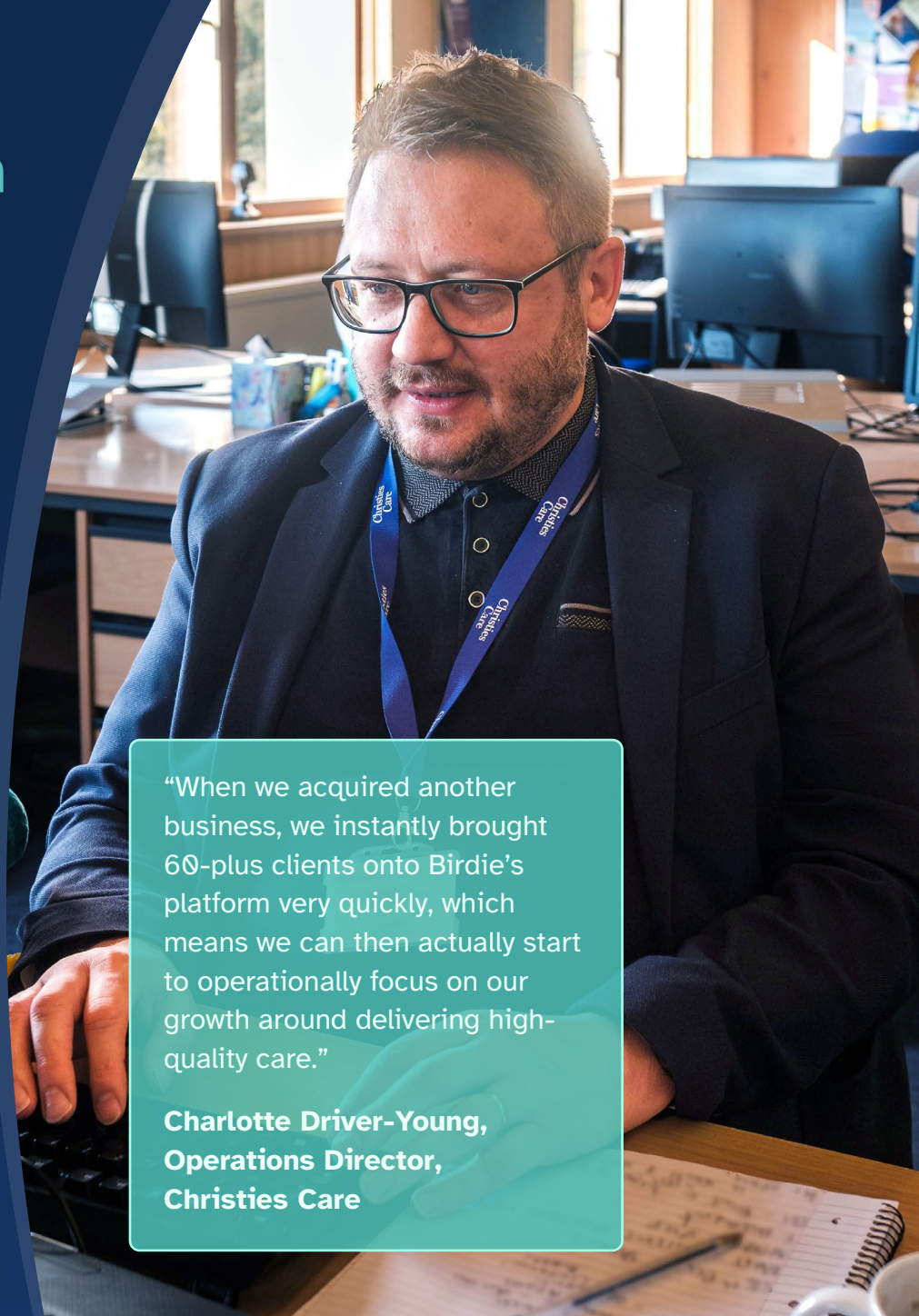
Rich profit and loss insights to help clearly identify new opportunities for growth



Easy-to-read trends in care delivery, so you know if your growth is tracking in the right direction



Comprehensive reporting that helps evidence outcomes to councils, therefore winning new tenders and contracts



“When we acquired another business, we instantly brought 60-plus clients onto Birdie’s platform very quickly, which means we can then actually start to operationally focus on our growth around delivering high-quality care.”

**Charlotte Driver-Young,**  
**Operations Director,**  
**Christies Care**

# Conclusion: the shift to smart technology

**The evidence is clear: while digitisation was yesterday's innovation, smart technology represents today's competitive advantage and tomorrow's standard.**

The gap between first generation care technology and smart technology isn't just about features – it's about fundamentally different approaches to care delivery, operational efficiency, and business growth.

That's why in 2025, nearly half of care providers will be considering the future of their care technology - and many of them will make the move to 'smart', giving their businesses the power of data and automation.

The future of care is smart, connected, and data-driven. The question isn't whether to make the switch, but when.



# Ready to work smarter, not just harder?

Money is tight, expectations are high, and every minute matters in today's homecare world. For times when it's impossible to work any harder, Birdie's technology helps you work smarter: it connects everything and everyone, shows you what needs attention, and helps you focus on changes that improve both care quality and your bottom line. Care more, worry less with smart technology that's always by your side. Over 1,000 care providers of every size chose Birdie as their smart care technology partner of choice, whether they're just getting started or are a market leader. That's why we've been recently named Technology Support Provider of the Year at the LaingBuisson awards and are rated Excellent on Trustpilot.

If you want to make easier, faster and safer choices for you and your clients, Birdie's data-powered technology is the partner that can help you fly.

Get a demo to see what a smarter partner can do for your team this year.

[Book a demo](#)



# Appendix: Technology for the whole team

While first generation care technology often focuses on specific roles, research highlights that a smart, unified platform can benefit all members of a care team and ultimately the business itself. For example, **providers reported a 46% average improvement in carer retention** with smart technology since adopting.

See how various roles within a care organisation use and benefit from smart technology



## Business Owners

These strategic leaders use data-powered insights to oversee care quality, manage compliance, and drive operational efficiency. They rely on clear visibility across their business to address incidents, improve compliance, and drive growth.



## Care Managers

Care Managers use smart technology for person-centred care planning, incident management, and compliance monitoring. By quickly addressing incidents and planning personalised care strategies, managers can ensure their teams are always working at a high quality level.



## Care Coordinators

These individuals are at the heart of operations, leveraging smart tools for scheduling, visit management, and real-time adjustments. Data shows they benefit greatly from the streamlined workflows and accessibility of information, enabling them to efficiently manage daily logistics.



## Care Professionals

The backbone of care delivery, care professionals use mobile apps to access client information, complete tasks, and record observations. Smart tech not only makes their working day more efficient but has a real impact on the care provided.



## Operations Managers

Smart technology enables operations managers to streamline workflows, monitor team productivity, and ensure compliance with operational standards, enabling them to effectively drive daily service coordination.



## Quality Managers

They use smart tech to streamline their auditing processes and use clear, accessible data to ensure the highest quality of care is consistently delivered.



## HR Managers

Responsible for recruiting and retaining talent, they depend on technology for onboarding, training, and managing compliance with HR policies. In doing so, these managers can create a culture where employees feel supported and can focus on what they do best: care for others



## Finance Managers

They benefit from the integration of financial processes, using analytics for payroll, invoicing, and reporting. Smart solutions can help to reduce manual work, while creating reports for better management of budgets.



## IT Managers

They play a key role in ensuring secure and reliable systems. They need smart, secure technology to help them maintain and enhance technological capabilities for operational support.

“I can’t believe just how much quicker everything is now that everything is all in one place. This also means that the sole responsibility doesn’t just fall on me.”

**Shelley Harlin, Registered Manager at Numada Homecare**

# Resources and research

## Sources:

1. **BBC News:** GPs and care homes fear impact of National Insurance rise
2. **The Guardian:** Ministers plan biggest shake-up of adult social care in England for decades
3. <https://www.kingsfund.org.uk/insight-and-analysis/press-releases/response-department-health-social-care-commission-social-care>
4. <https://www.gov.uk/government/news/over-3-million-to-transform-technology-in-adult-social-care#:~:text=Adoption%20of%20digital%20social%20care%20records%20by%20Care%20Quality%20Commission,than%2055%25%20in%20September%202023>

## Methodology:

The data in this report is based on a comprehensive survey of 160 UK care providers, conducted in November 2024. The survey focused on a range of operational, financial, and care-related aspects of the homecare business. The respondents were a mix of business owners, care managers, care coordinators, and other key roles within the care sector, representing a diverse mix of business size and locations. A market research study was also conducted in December 2024, surveying 251 leaders in domiciliary care agencies to inform 2025 technology adoption trends.





# birdie

The smart homecare technology partner

[www.birdie.care](http://www.birdie.care)