



# WINTER UPDATE

## WELCOME TO OUR BUSINESS DEVELOPMENT DIRECTOR

We are delighted to announce that **Graeme Eccles** has joined Doro Care as **Business Development Director**. Graeme has over 20 years experience in healthcare and sales, building successful teams and strengthening relationships.

Most recently he was Partnerships Sales Director in the healthcare sector, working with digital health solutions, Ai and technology companies to drive collaboration and growth worldwide.

Graeme is also a yoga sports science coach who has worked with athletes training to compete at the Olympics and World Championships.

As a key role in our Senior Management Team, Graeme joins Doro at a very exciting time, during a period where we are looking to strengthen our presence as a complete Technology Enabled Service provider in the UK. Graeme looks forward to meeting many of you over the coming months, (albeit maybe virtually!) and welcomes any comments or feedback you might have.



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## Launch of the new Enzo Pendant

Doro has recently released an updated version of the Enzo, it benefits from:

**Stronger plastic** on the pendant and neck cord clip to withstand the increased use of alcohol-based cleaning products such as hand sanitiser. **Battery power consumption** is checked on every unit in production before it is shipped to a customer to ensure extended battery life of 5 years. An Enzo refurb kit is available so customers can recycle existing pendants rather than having to order new replacements. Doro will also replace pendants with the new one, free of charge on request.

## Still buying analogue and want to invest in the digital future?

Buy the **DORO SARA** for just **£65** and receive a £50 trade-in towards a current Doro digital alarm anytime within the lifetime of the unit.

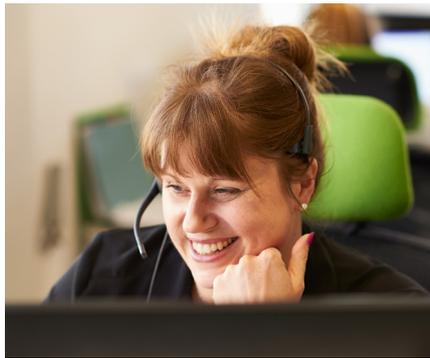


## Supporting older residents in housing association properties

Doro has always provided services in extra care and retirement living homes, however we are now seeing a demand for telecare amongst the older people who are living in general needs stock.

Meeting the housing needs of an ageing population is one of the main challenges facing the housing sector over the coming decades. Over 90% of landlords believe they need to do more to prepare for a larger older population and expect their older population to increase over the next 10 years. However, at the same time funding for such services is becoming ever more limited, and for the foreseeable future, will become even more difficult.

One solution is to offer care and support to residents through a partnership with Doro. As a social



landlord you can provide access and information to telecare, which can be delivered by Doro, in order to enable the older person to remain living safely at home.

As your preferred supplier we can provide information to your residents on how telecare can support them and they can then decide if they want to become a private customer direct with Doro.

**SPECIAL OFFER: 6 weeks free telecare services for all housing association residents. Please contact your local account manager for more details.**

### A warm welcome

We would like to extend a warm welcome to our new customers who have recently joined the Doro family.

#### Housing:

Doro Care was pleased to be selected as the monitoring partner of ForHousing for their clients across Cheshire and we are transitioning services into our Lancashire centre.

Solihull Community Housing has chosen Doro to support them through the transition from analogue to digital enabling them to meet the 2025 timeframe. We are excited to be able to help all of our customers to mobilise a digital revolution, please contact us for more information.

#### Our out of hours service:

Doro Care is delighted to be adding Wokingham Borough Council into our specialist team in Kent to provide services out of hours.

## LAUNCH OF DORO ELIZA SMARTHUB

**Doro is delighted to announce the launch of its next generation social alarm, Doro Eliza.**

It is a unique, highly versatile smartcare hub elegantly designed to deliver the best possible security and reliability to users, alarm receiving centres and service providers alike. It raises the bar in Technology Enabled Care by taking full advantage of the capabilities afforded through today and tomorrow's digital networks.

"Feeling secure in your own home shouldn't be a luxury – it should be a given. Technology has so much to offer in this respect and we see our role as constantly developing and exploring the opportunities technology offers in order to increase the security of both seniors and their relatives," says Carl-Johan Zetterberg, CEO of Doro.

Doro Eliza is based on the latest 4G technology, but also connects to other digital IP networks. It's easy to install and supports HD audio to ensure good sound quality. The alarm can also be integrated with other services, such as smoke detectors, fall sensors, security cameras, and pill dispensers. The smarthub received the IF Design Award in 2020.

[Find out more info here](#)



Doro Eliza is a smarthub for technology enabled care with a clear focus on the social alarm element. Eliza will continue to be developed, adding new functions and enabling integration with future technologies. Our extensive experience of developing social alarms means we know what is required and what our users want. Security and safety are our priority at all times, making Doro Eliza an extremely reliable solution."

**Carl-Johan Zetterberg, CEO of Doro**