



National Contact Centre for Older People

Empowering older people | Supporting communities | Driving business impact

In collaboration with:



NCCOP is a strategic partnership powered by Age Care Technologies (ACT) and Ant Marketing, combining digital innovation with human engagement to collaborate with insurers, pension providers, and employers to deliver data-backed solutions that improve outcomes for ageing communities



Founded by Professor Ian Philp CBE, former NHS National Director for Older People. ACT is a global leader in digital innovation for ageing well with operations in over 50 countries



Founded by Anthony Hinchliffe, entrepreneur and industry leader with over 35 years of experience. Ant is a trusted UK-based contact centre known for delivery critical services at scale.



Identify Risks to Health, Wellbeing, and Independence

Connect older people to trusted local support

Generate individual and population-level reports

How NCCOP Can Benefit Your Business



Fosters Independence and Wellbeing



Reduce long term care costs and insurance claims for your business



Provides aggregated, anonymized data



Gain strategic insights to inform future products, services, and investments



Connecting individuals to vital resources



Enhance the wellbeing of your customers and employees



Demonstrates social value and inclusion through proven impact



Meet ESG objectives and enhance your brand's reputation

How NCCOP Works

Follows a seven-step delivery process

1

Identify Cohort

We define the specific target group.



2

Make Offer

Outreach initiates contact for services.



3

Conduct Assessment

Users complete phone or digital assessments.



4

Connect Services

We link to local services and resources.



5

Provide Report

Reports go to individuals and care providers.



6

Evaluate Impact

Follow-up assesses benefits and outcomes.



7

Generate Insights

Anonymised data analysis yields insights.



NCCOP's Impact

Older People

An extra year of quality life, better social connections, and improved health and wellbeing

Economic

£4-£9M in service savings, over £400M saved in care, £50K average economic benefit

System-Level

Reduced hospital admissions, sustainable and equitable system, unique population data insights

Ready To Start Your Journey?



Click Here to Book a Personalized Discovery Session