

A review of digital opportunities for Alzheimer's Society



“Thank you both, and everyone at Deloitte, for taking on this consultancy project and for producing a compelling case for digital development at Alzheimer's Society.”

What was the context?

The purpose of this project has been to identify digital opportunities: firstly within content management and publication; and within operational efficiency

What did we do?

Worked with the Alzheimer's Society to identify the key value drivers for delivering digital change, which are underpinned by the four strategic ambitions of the organisation.

- Over the course of the project, we spoke to 22 stakeholders from across the organisation to gauge appetite for and understanding of the potential benefits of digital.
- Stakeholder interviews have highlighted that Alzheimer's Society are facing a number of key challenges when trying to capitalise on digital opportunities.
- The rapid proliferation of new digital touch-points are influencing every stage of the customer lifecycle

What was the impact?

We produced recommendations the Alzheimer's Society to focus on three key areas of development, underpinned by investing in your people: “content and publishing”, “data and analytics” and “social and communities”.

- We have identified a number of activities, which will contribute to helping Alzheimer's Society make steps towards reaching their target state over the next 12 months.
- In order to deliver significant change, we have identified a number of critical success factors which we believe are crucial to consider in the development of future plans. These are: “join the dots”, “ways of working”, “cultural fear”, “investment choices”, “education” and “leadership”.
- The roadmap highlights a number of key steps which are needed for the Alzheimer's Society to continue upon their digital journey.

Why did it matter?

This was the first analysis for the society to review what it currently does in Digital and to produce a roadmap for how this can be further developed. As a result the Society have appointed a new director of Digital and commenced further work in this area