

## **Red Alert raises public awareness of telecare**

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Ashford-based Red Alert Telecare is helping to raise awareness of the life-saving potential of telecare amongst the general public by winning another mainstream business award.

The Kent company, already well known to councils in London and beyond for its high quality installation, maintenance and administrative back up in the telecare and telehealth fields, has now picked up its second business award in just a few months.

The company, which was named *Most Promising New Business* by its local chamber of commerce earlier this year, was voted *Start Up Business of the Year* at the first ever Kent Excellence in Business Awards (KEiBA).

Red Alert Telecare has found a niche market amongst councils that recognise the potential of telecare but understand that installing and maintaining it needs the kind of flexibility, expertise, professionalism and customer focus that the private sector is best placed to deliver.

The KEiBA awards were set up by Kent County Council and major newspaper company the KM Group to recognise and reward excellence in Kent businesses. The awards attracted about 200 entries from across the county, with shortlisted finalists in each of the 11 sections being visited as part of the judging process.

Red Alert works with councils in London, Kent, Oxfordshire, Buckinghamshire and elsewhere, installing the equipment on their behalf and providing additional services such as stockholding, maintenance and administration. The company now also works in partnership with Ashford Borough Council.

Clive explained: "Red Alert Telecare provides the whole range of Telecare services with the exception of monitoring, and has found a unique niche by responding professionally and effectively to the individual needs of each local authority.

"While some just require Red Alert Telecare to install the equipment, others have asked the company to hold stock, set up and run maintenance schedules, maintain a database of users or even operate an appointment system for clients.

"This user focus has resulted in Red Alert Telecare achieving huge growth in the past two-and-a-half years - growth that both the KEiBA award and the Invicta Chamber award recognised."

Winners of the eleven categories received a specially created glass trophy, designed by renowned Kent glass artist Annie Ross.

Contact: Red Alert Telecare <http://redalerttelecare.com>