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## **Occupational Therapy: Improving Lives: Saving Money *Demonstrating the Impact of Occupational Therapy***

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**Introduction:** The Royal College of Occupational Therapists (RCOT) has undertaken a campaign to promote the unique value and benefits of occupational therapy to the general public, service providers and service commissioners and political representatives to secure the profession's rightful place in health and social care delivery.

**Objectives:** The campaign involved occupational therapists across the United Kingdom showcasing how the profession improves lives and saves money by :

- keeping people out of hospital,
- reducing pressure on primary care, and
- focusing on prevention to address over-reliance on social care.

This included recommendations for stakeholders on how to enhance the value of intervention of occupational therapists, not only to the benefit of users of services, but also the wider health and social care system.

**Approach:** RCOT developed templates, training and guidance for occupational therapists to effectively '*Demonstrate their Impact*' to simply and clearly articulate their worth.

**Practice implications:** Innovative impact data showed how occupational therapists improved the lives of the people they are working with, and where money was saved for the public purse. With over 100 examples demonstrating how and where occupational therapists made a difference, RCOT published two profile raising reports.

**Conclusion:** The influence has been widespread. Examples of innovative partnerships, e.g. occupational therapists working with ambulance services have led to new services being commissioned. Occupational therapists have learnt new skills to articulate their value. The profile of the profession has been raised through extensive media coverage and the profession, has benefitted from the sharing of good practice in the reports.