

NEWS RELEASE

Brain+ to host webinar supporting UK care home providers in understanding the evolving regulatory framework of the CQC

Copenhagen, Denmark, 7 July 2025 – Brain+ A/S (Nasdaq First North: BRAINP)

Brain+ will host a free live webinar on Wednesday 9 July 2025 to help care home providers in the United Kingdom (UK) navigate recent developments in the Care Quality Commission's (CQC) regulatory approach. The event is part of Brain+'s ongoing commitment to supporting high-quality, person-centred dementia care through evidence-based, non-drug interventions such as Cognitive Stimulation Therapy (CST). The webinar will feature Antony Hall, Managing Director of Park Homes UK, Brain+ board advisor and former Lead Inspector at the CQC, who will speak to what the CQC regulatory changes mean in practice — from driving quality and consistency to recognising person-centred innovations like Cognitive Stimulation Therapy (CST).

To register for the webinar, which is tailored to UK home care owners, managers and quality leads, yet open for all Brain+ stakeholders, click [here](#)

Titled “**Back to Good: What Does CQC’s Regulatory Reboot Really Mean for Your Care Home?**”, the webinar will unpack the CQC’s evolving single assessment framework, explore what it means for inspections and ratings, and offer practical strategies for care home leaders looking to stay compliant and improve service quality.

Event Details:

- **Title:** Back to Good: What Does CQC’s Regulatory Reboot Really Mean for Your Care Home?
- **Date:** Wednesday, 9 July 2025
- **Time:** 12:00 – 13:00 BST / 13:00 – 14:00 CEST
- **Location:** Online (Microsoft Teams) – [Link to register for the webinar](#)
- **Cost:** Free to attend

The CQC has undergone a period of considerable change in recent years, introducing the single assessment framework and continuing to refine its regulatory approach. These shifts, while intended to improve consistency and transparency, have contributed to uncertainty for many care home providers. As the CQC now works to bring greater structure and predictability back to inspections, care homes are seeking clarity on how best to adapt.

The Brain+ webinar is tailored to owners, managers, and quality leads in care homes across the UK who are seeking clarity on what the CQC’s updated regulatory approach means in practice. The session will include a live Q&A with Antony Hall, recently appointed Brain+ Board advisor and focus on actionable insights which providers can implement to strengthen their readiness and demonstrate quality improvement. This includes exploring how interventions such as Cognitive Stimulation Therapy can support the aims and objectives of the CQC’s approach. Brain+ developed Ayla – your CST Assistant to help care homes deliver CST more efficiently and consistently as part of broader quality improvement strategies.

Fiona Costello, SVP of Partnerships at Brain+, commented: “*We understand that recent regulatory changes have led to uncertainty among providers. As the CQC continues to evolve*

its approach, this webinar aims to provide clarity and practical guidance, helping care home leaders feel more confident and prepared."

Antony Hall, former lead inspector for CQC and current Managing Director of Park Homes UK, added: *"This is a welcome opportunity to provide clarity for care home providers. The single assessment framework is evolving, and while it aims to bring consistency and transparency, it's vital that providers understand how to apply in practice. This session will focus on translating regulatory language into real-world readiness."*

About the UK Care Quality Commission (CQC)

The Care Quality Commission (CQC) is the independent regulator of health and adult social care in England. Its role is to ensure health and care services provide people with safe, effective, compassionate, high-quality care and to encourage services to improve. The CQC monitors, inspects, and regulates services, and publishes its findings to help people choose care and to promote transparency and accountability across the sector.

About Brain+

Brain+ A/S is a digital health company listed on Nasdaq First North Growth Market Denmark, building the world's first scalable dementia care platform. Its flagship product, Ayla- your CST Assistant, is a digital tool designed to support the consistent delivery of Cognitive Stimulation Therapy (CST), a non-pharmacological, NICE-recommended intervention for people with mild to moderate dementia.



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Brain+ vision: Building the world's first scalable dementia care platform to help people affected by dementia, live better lives.