SHALL Patient Information Workshop
FROM NHS CHOICES TO INTEGRATED CUSTOMER SERVICE PLATFORM

Bob Gann
Director of Partnerships & Strategy
March 2013
Demand for digital health

- 75% of people consult the internet before appointment
- 70% consult the internet after appointment
- 53% say information found online led them to ask doctor new questions
- 55% changed lifestyle or health behaviour
- 70% want to see health videos
- 93% take action after seeing video

Is online medical advice bad for your health? Which? November 2010
[and] Getting patient information right, Which? September 2010

Health consumer study: the role of
digital in patients’ healthcare actions
& decisions Google/OTX December 2009

Why do people come to NHS Choices?

- Medical info: 39% (citizen user), 35% (professional users)
- Health services info: 23% (citizen user), 47% (professional users)
- Check symptoms: 10% (citizen user), 26% (professional users)
- Healthy lifestyle info: 15% (citizen user), 20% (professional users)
- Help manage existing condition for self/family: 5% (citizen user), 15% (professional users)
- EU health insurance: 6% (citizen user), 12% (professional users)
- Treatment options: 7% (citizen user), 5% (professional users)
- View user comments about services: 7% (citizen user), 5% (professional users)

Source: NHS Choices on-site survey, August 2012. Online survey of 2452 NHS Choices site users
Not just about information: people want transactions too

In the last 12 months, have you, or would you like to be able to do the following tasks online?

- Look up health information: 31% (Do/ have done) vs 27% (Would like to do)
- Ask for a repeat prescription: 10% (Do/ have done) vs 43% (Would like to do)
- Book GP, hospital or clinic appointment: 10% (Do/ have done) vs 42% (Would like to do)
- Communicate with your health professional: 4% (Do/ have done) vs 35% (Would like to do)
- View or add information to health record: 2% (Do/ have done) vs 36% (Would like to do)
- Record your needs in advance of appointment e.g. disability: 2% (Do/ have done) vs 40% (Would like to do)
- Record how you want to be treated if you can't make your own decisions in the future: 1% (Do/ have done) vs 32% (Would like to do)

Source: NHS Choices TNS Omnibus Survey, August 2012. Face to face interview survey of a nationally representative sample 1828 adults aged 16+ in England
Positive outcomes: enabling self care

Whether NHS Choices stopped people from using health service: In the last 12 months, has using the NHS Choices website helped you to decide to manage your own symptoms rather than visiting a health service such as a GP?

Which services were not visited (base: NHS Choices users who managed own symptoms rather than visit a health service): Which service(s) did you decide NOT to visit

- **GP**: 59%
- **A&E**: 14%
- **Mental Health Service**: 11%
- **Walk in Centre**: 9%
- **Sexual Health Clinic**: 8%
- **Hospital**: 6%
- **Dentist**: 5%
- **Pharmacy**: 2%
- **Don't know**: 17%

Source 1: NHS Choices TNS Omnibus Survey, August 2012. Face to face interview survey of a nationally representative sample 1828 adults aged 16+ in England
• 1 million visits a day – as many contacts as rest of National Health Service
• 100,000 pages of multi-media information
• 700 syndication partners – UK & abroad
Current service: NHS Direct

- Clinical and health advice by telephone, online & app
- Innovations including talk to nurse by webchat
- New NHS111 service from 2013
Case for change

Where we are now

• There are strong policy drivers and high level of sponsorship and leadership
• Existing services are well used and well-trusted
• Multichannel support is available via phone, web and mobile
• Progress has been made in data transparency and openness
• Progress has been made on testing new ways of delivering services
• There is good evidence of the benefits which can be delivered

What needs to change

• Services across different channels are not integrated
• Very few transactions are available without face to face
• Volumes of patient feedback are still very small
• Channels are not used to full potential and have limited personalisation
• Full range of current benefits only available to those with online access
Giving patients control & choice when and where they want it

- Open up comparative information on service availability & performance
- Develop NHS health apps library for patients & public
- Transform patient feedback and networks

Transparency  Transactions  Participation
Putting the consumer digital revolution at the heart of the NHS

A NEW CUSTOMER SERVICE PLATFORM WILL LAUNCH IN 2013

**Transparency**
- Service directories
- Provider comparisons
- NHS Choices condition information

**Transactions**
- Online record access
- Booked appointments
- Repeat prescriptions

**Participation**
- Real time multi-channel feedback
- Networks of patients and citizens
“What is really important is information accessible and usable by all allowing effective comparison of performance by individuals, services and organisations”

Francis Inquiry into Mid Staffordshire NHS Trust, February 2013
Health apps library

Set of transformational online tools aligned to key NHS priorities

Online Care Planning for Dementia integrated with GP system

GP appointment Booking/repeat meds

Supporting Older People and Carers

Online Test Results and Care Planning

Supporting Young People with Sexual and Mental Health

Online Redbook for new parents

Supporting Older People and Carers

Internet Radio App

Online Care Planning for Long Term Conditions integrated with GP system
Patient feedback & participation

“It is service users, including visitors and families, who are likely to be the first to witness poor outcomes or signs that standards are slipping”
Francis Inquiry into Mid Staffordshire NHS Trust, Feb 2013

Citizens will:
- have access to the information to make choices about their care
- be able to rate hospitals and clinical departments, according to the quality of care they receive

Encourage citizens to report issues
- Through multi-channels

It is service users, including visitors and families, who are likely to be the first to witness poor outcomes or signs that standards are slipping
Francis Inquiry into Mid Staffordshire NHS Trust, Feb 2013

Results for comparing indicators

<table>
<thead>
<tr>
<th>Practices you are comparing</th>
<th>National Patient Experience Score</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lambeth Walk Group Practice</td>
<td>7.39</td>
</tr>
<tr>
<td>Manor Place Surgeons</td>
<td>7.15</td>
</tr>
<tr>
<td>The Neasden Practice</td>
<td>7.27</td>
</tr>
</tbody>
</table>

Services comparison
Here are the services you have chosen to compare by GP Practice

<table>
<thead>
<tr>
<th>Indicator comparison</th>
<th>Lambeth Walk Group Practice</th>
<th>Manor Place Surgeons</th>
<th>The Neasden Practice</th>
<th>London Average Patient Experience (Score out of 100)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extended hours - after 6.30pm</td>
<td>🗓</td>
<td>🗓</td>
<td>🗓</td>
<td>947</td>
</tr>
<tr>
<td>Online contact details update</td>
<td>🗓</td>
<td>🗓</td>
<td>🗓</td>
<td>116</td>
</tr>
<tr>
<td>Patient feedback</td>
<td>🗓</td>
<td>🗓</td>
<td>🗓</td>
<td>1267</td>
</tr>
</tbody>
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Further information
- How satisfied patients at GPs’ practice are with the quality of their healthcare appointment (Score out of 100)
- What is higher, better values are better
- Click on a graph for more detail

These indicators are made up of sub-indicators

- London 795
- Manor Place Surgeons 405
- The Neasden Practice 380
- Lambeth Walk Group Practice 430
### Focusing on outcomes & benefits

<table>
<thead>
<tr>
<th>Transparency</th>
<th>Participation</th>
<th>Transaction</th>
</tr>
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<tbody>
<tr>
<td>Sharing outcome data changes behaviours and improves results</td>
<td>Correlation between good patient feedback and good services</td>
<td>Access to health records leads to better consultations &amp; earlier diagnosis</td>
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<td>Public data reporting is as effective as financial rewards in improving clinical performance</td>
<td>Patients can care for themselves effectively if they are active &amp; informed participants</td>
<td>Online appointment bookings increase attendance rates</td>
</tr>
<tr>
<td>When provided with data on benefits &amp; risks patients often choose lower cost procedures</td>
<td>Online self management tools are proven to deliver large benefits at low cost</td>
<td>Remote pre-operative screening has potential to save 1.2m appointments a year</td>
</tr>
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Widening digital participation

- 8m people have never used internet – including many of those who most need NHS
- People over 65 account for more than half NHS spend – but 40% do not have internet access
- People with disabilities three times more likely to have never used internet than able bodied – over half 8m people who haven’t used internet have disability

- Widening digital participation programme with UK Online Centres
- NHS digital hubs in 50 community settings
- Training and marketing to get 100,000 people using digital health services over next two years