

Personalised Health and Care 2020- next steps for NHS digital services

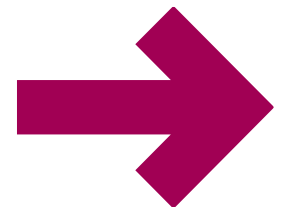
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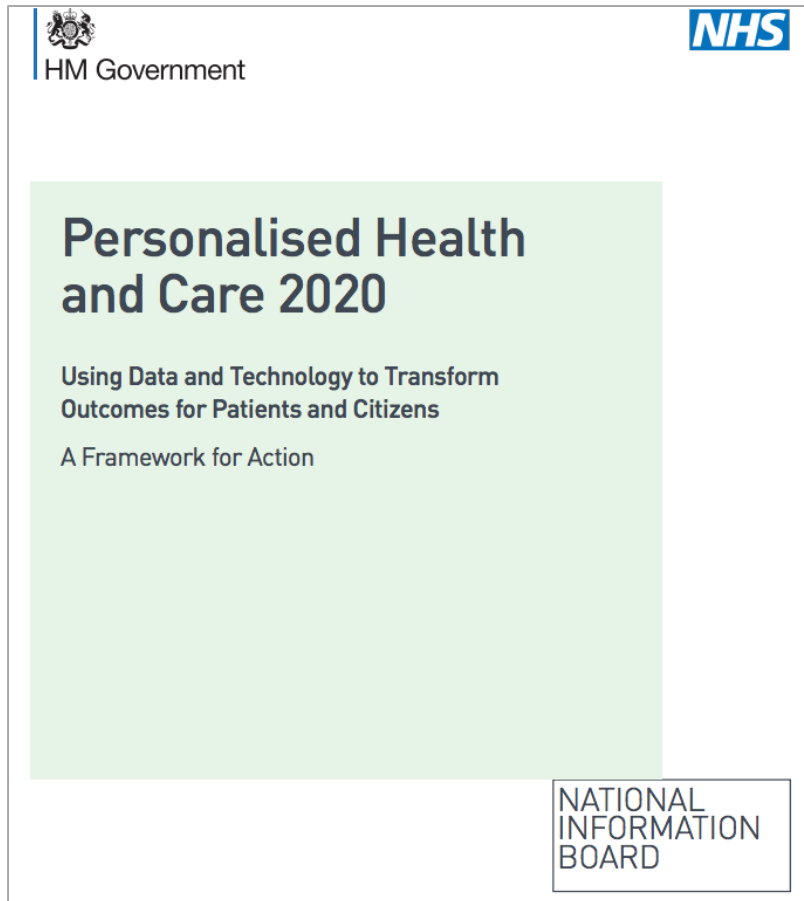


Agenda

- About personalised health and care 2020
- Key themes and commitments
- NHS England's plans for a new digital health and care service
- Questions and discussion

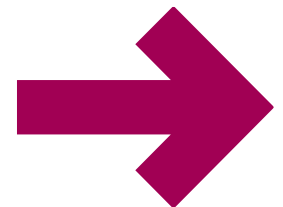


Personalised Health and Care 2020



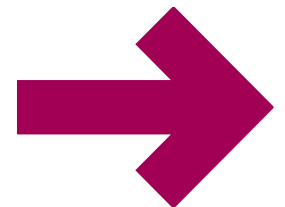
Personalised Health and Care 2020 considers what progress the health and care system has already made and what can be learnt from other industries and the wider economy.

It is a framework for action that will support frontline staff, patients and citizens to take better advantage of the digital opportunity.



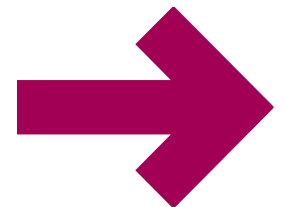
“Better use of data and technology has the power to improve health, transforming the quality and reducing the cost of health and care services.

It can give patients and citizens more control over their health and wellbeing, empower carers, reduce the administrative burden for care professionals, and support the development of new medicines and treatments”



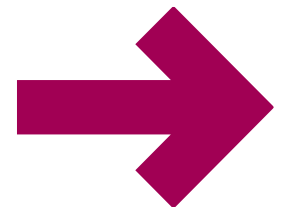
The National Information Board

Established by the Department of Health, the National Information Board (NIB) is a new body which brings together national health and care organisations from the NHS, public health, clinical science, social care and local government, together with appointed lay representatives.



The role of the National Information Board

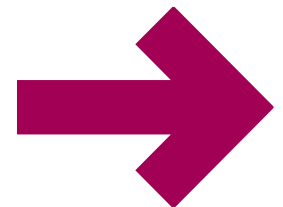
- The NIB is charged with developing the strategic priorities for data and technology in health and care to deliver the maximum benefit for all of us.
- It will take forward:
 - Care Act 2014
 - Government Digital Strategy 2013
 - DH Digital Strategy 2012
 - Power of Information 2012
 - Five year forward view 2014



Delivering radical transformation in health and care

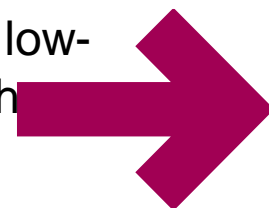
If we are going to transform the way information is used across health and care, then we need to deliver radical transformation in the following areas:

- **enable me to make the right health and care choices;**
- give care professionals and carers access to all the data, information and knowledge they need;
- make the quality of care transparent;
- build and sustain public trust;
- bring forward life-saving treatments and support innovation and growth;
- support care professionals to make the best use of data and technology;
- assure best value for taxpayers.



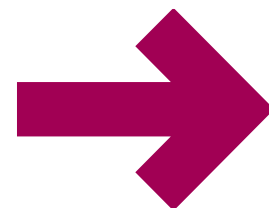
Enable me to make the right health and care choices

1. From March 2018 all individuals will be enabled to view their care records and to record their own comments and preferences on their record
2. All citizens will have a single point of access to all transaction services, including booking appointments and online repeat prescriptions for all care services
3. Proposals will be published by September 2015 for linking 111 with NHS Choices and other channels to create a seamless public information service
4. A task and finish group will be set on the regulation, accreditation and kitemarking of technology and data enabled services, including apps, digital services and associated mobile devices. Kitemarking will begin by the end of 2015.
5. The NIB will support the development, diffusion and adoption of low-cost high- efficacy apps with a particular priority on mental health services



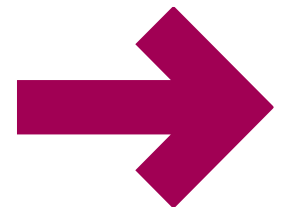
Enable me to make the right health and care choices (continued)

6. By 1 April 2015 publish the roadmap and the standards that care organisations will need to meet in order to be able to access core transaction systems
7. Pilot individual digital 'care' accounts in which patients hold not just their records, as above, but also a personal budget
8. Oversee the launch of a national experiment to give patients a personalised, mobile care record which they control and can edit but which is also available in real time to their clinicians
9. Sponsor initiatives to develop and provide technology and data services, to support new ways of delivering care services. These will focus on people with learning disabilities, young offenders and dementia carers
10. Establish a working group to advise on the impact of data and technology developments on inclusion and equity across the care system



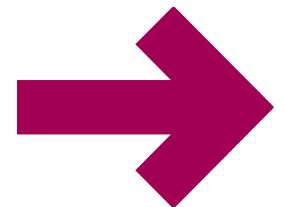
Implementing the framework: principles

- Develop in line with **Government Digital Service Design Manual**
- Develop in an **agile** way and iteratively improved
- Ensure a level playing field, using **open-source software**
- Take advantage of decreasing **cost** of technology and simpler procurement routes



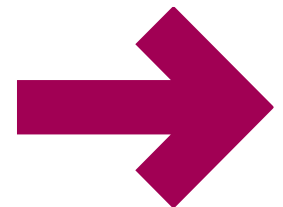
Developing a new digital service

- Create a new digital services proposition for health and care, led by NHS England, Department of Health and the HSCIC, that designs services for public users with a user-first approach
- Replace NHS Choices with a new digital service, nhs.uk, that incorporates sub-brands and services such as MyNHS, the Health Apps Library, Change 4 Life and e-Referrals
- Design and develop nhs.uk according to a new set of service objectives and design principles



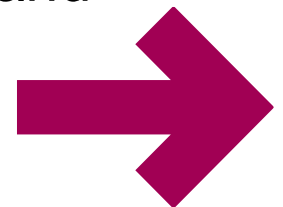
What has NHS Choices achieved so far?

- Considerable traffic – 43 million visits per month
- 83% of users satisfied with the service (Jan 2014, n=1,751)
- 55% of users say NHS Choices has made them more confident when seeking a doctor or other health professional (Jan 2014, n=1,751)
- Comprehensive information about conditions, treatments and local services across health and social care
- Comparative performance measures – including new MyNHS site
- Over 10,000 comments on services (hospitals, GPs, social care services etc.) every month
- Successful support and behaviour change offers including couch to 5k podcasts and information service for parents
- Accessible across the site



What needs to change?

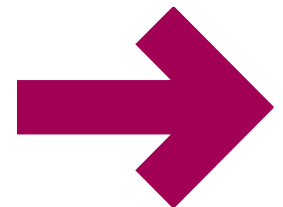
- Create value for the whole health and social care system
- Create a clear proposition and defined outcomes for the service
- Respond to a different health and care and digital context
- Focus on users (patients, service users, carers), and pathways, not products
- Understand who our users are and what they want
- Broaden our audience – who is not using the site and why
- Meet rising user expectations
- Become a platform for a range of other digital health and care services, such as transactions



Why a new nhs.uk

We need to:

- Reach beyond our current user profile and meet the needs of those whose information and health and care needs are unmet
- Enhance the experience and offer for those who already interact with online services so they can interface with health and care services digitally
- Not lose those who use and interact with NHS Choices and the value of the “NHS website” as a trusted brand for information
- Most importantly, harness digital services to learn and respond to users’ behaviours, and help to shape the health and care system to better understand and meet their needs



nhs.uk service objectives



Prevent ill health and promote good health: e.g. I want to improve my health and/or wellbeing or avoid past experiences of poor health



Promote early intervention: e.g. I have a symptom, I need help



Reassure and give confidence: e.g. I have a diagnosis or question related to my care, what do I do



Access to services or treatment: e.g. I need a service, how do I choose and access it



Motivate: e.g. I have an illness and I am not involved in planning my care

Service principles

Listed below are the service principles that will guide the design and development of NHS Choices, based on Government Digital Service design principles

1. Start with needs (*user needs not government needs)
2. Do less
3. Design with data
4. Do the hard work to make it simple
5. Build for inclusion
6. Build digital services, not websites
7. Make things open; it makes things better
8. Modular



Transactions exemplars



e-Referrals



Access to
Records



GP Appointment
Booking



Prescriptions
Click and Collect

There are a number of user needs for health apps...



As a user I want to use safe and effective health apps to better manage my health and care needs



As a clinician I want to prescribe or recommend effective apps that are fit for purpose and meet public needs



Local organisations want guidance on commissioning shared best practice to know what apps are out there



As a developer, I want my apps to be kitemarked and become integrated into everyday lives and healthcare systems



Questions and discussion

