

# Connected Health

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“ There has been an explosion in the range of channels through which the public can be engaged

Successful public services will ensure they are using the right ones ”

# Why connected health?

Because the channels are there?

Everyone else is doing it?

An app will make our organisation cool?

# Why connected health?

## **Improve access**

allow the public to interact where they want to

## **Improve the service**

deliver something other channels can't

## **Create demand**

encourage use of the service by making it available in more places

## **Create cost efficiency**

deliver services for a lower cost

Improve access



contains **62** million people

**82%** are internet users

or **51** million people

# Access



91% = 57 million



27%  
of adults = 14 million

49%  
of teens = 2.5 million



93% = 58 million

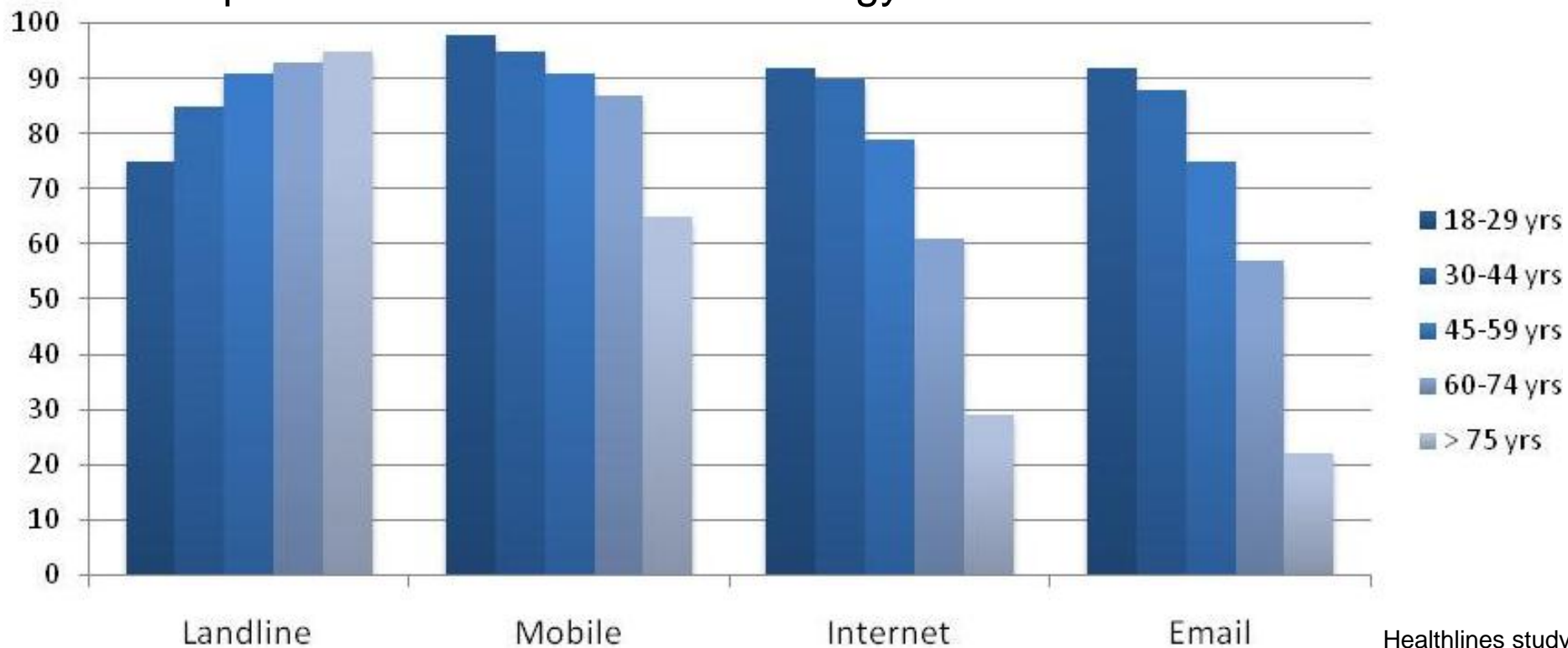
# Which channel?





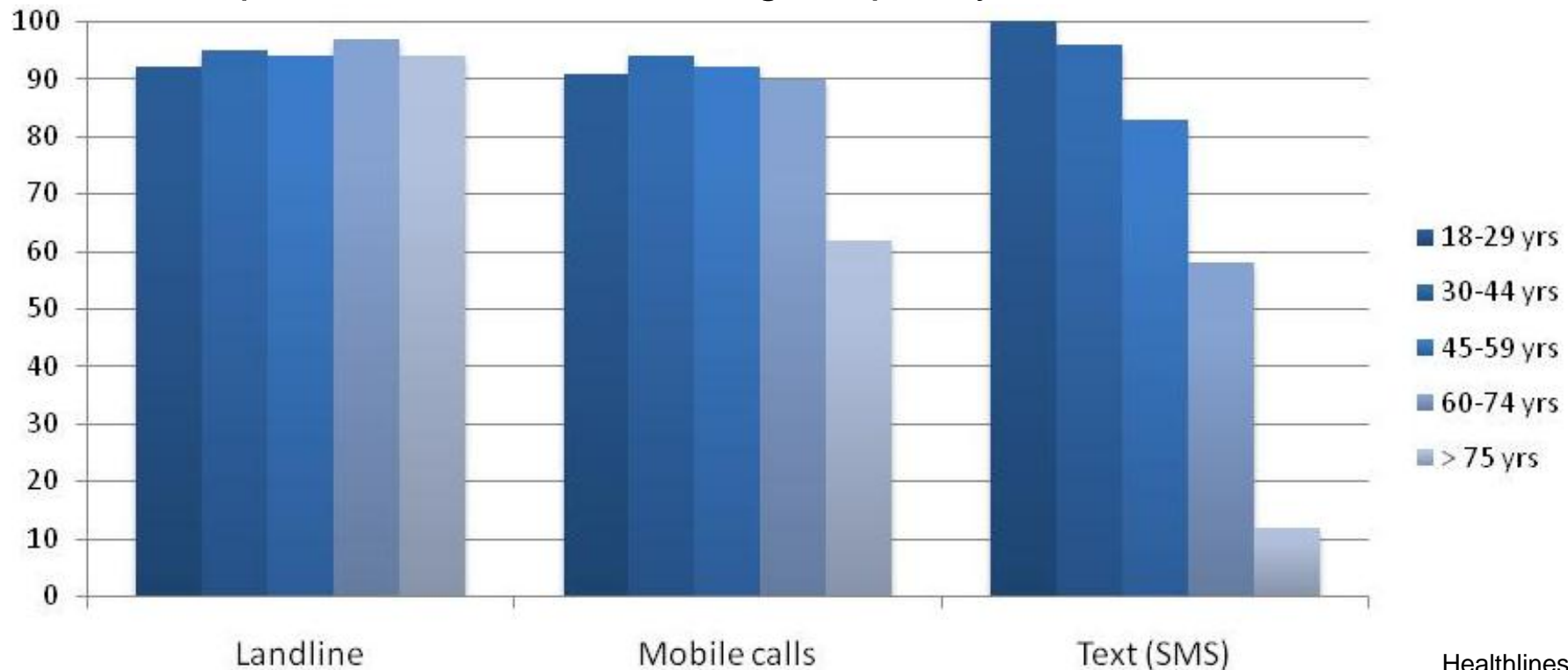
# Choose an appropriate channel...

%LTC patients with access to technology channel



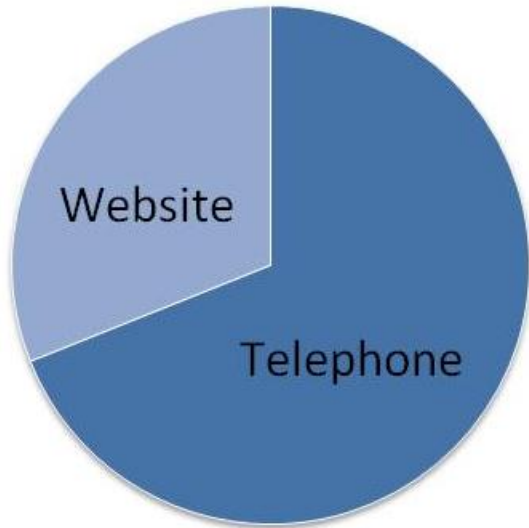
# Choose an appropriate channel...

% LTC patients confident in using telephony features

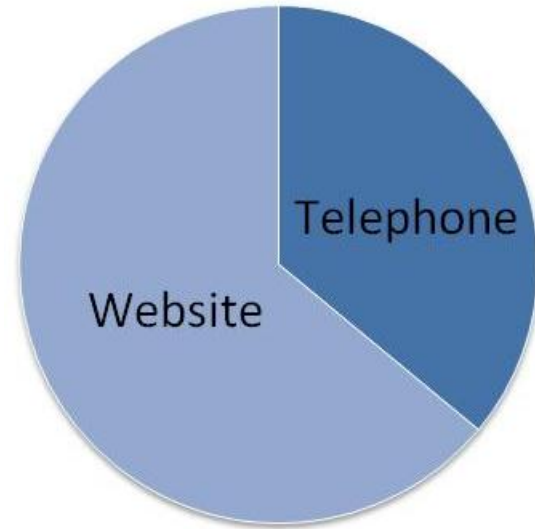


# Is multi-channel right?

## Choose and book



## Symptom advice



Improve the service

Can you offer something in  
multi-channel, that other  
channels don't offer?

**NHS Direct**

chemotherapy? given after surgery and before radiotherapy given after surgery and before radiotherapy

Will I lose my hair? Will I lose a good character?

**Part 4 – Things to Consider**

**Section A. What is important to you?**

These questions are about characteristics that are important to you. For each question, please circle the number that most closely matches your views.

How important is it to have the surgery that you feel is easier for you?

Extremely important to me	Very important to me	Quite important to me	Not particularly important to me	Not at all important to me
5	4	3	2	1

How important is it to have the peace of mind by removing your breast?

Extremely important to me	Very important to me	Quite important to me	Not particularly important to me	Not at all important to me
5	4	3	2	1

How important is it for you to avoid having radiotherapy to your breast?

Extremely important to me	Very important to me	Quite important to me	Not particularly important to me	Not at all important to me
5	4	3	2	1

How important is it for you to avoid worry about getting breast cancer in the future?

Extremely important to me	Very important to me	Quite important to me	Not particularly important to me	Not at all important to me
5	4	3	2	1

How important is it for you to keep your breast?

Extremely important to me	Very important to me	Quite important to me	Not particularly important to me	Not at all important to me
5	4	3	2	1

Take this information with you when you visit your clinician

**Section B. Knowing your options**

Please read the following statements. For each one, circle True if you think the statement is true. Select False if it is false or Unsure if you are unsure if you are unsure if you are unsure.

Women who have a mastectomy live longer than those who have a lumpectomy.

- True
- False
- Unsure

There is more chance of the cancer coming back after a mastectomy than a lumpectomy.

26

**NHS Direct** Helping you decide  
0345 604 7355

Search

Home | Check your symptoms | About NHS Direct | For members | For commissioners | News | Decision aids

Home | Decision aids

**Breast cancer**

1 Introduction | 2 About you | 3 Your options | 4 Your preferences | 5 Summary

It's your choice

**The breast cancer decision aid**

How common is breast cancer and what are the stages?

Now playing... Professor Malcolm Reed, Consultant Breast Surgeon

Professor Malcolm Reed  
Consultant Breast Surgeon  
Head of Dept of Oncology, University of Sheffield

Cells which normally produce milk when breast feeding start to divide faster than normal. These cancer cells do not die off in the normal way and begin invading the tissue around them and spread through the lymphatic vessels and blood vessels to other parts of the body.

Nowadays, many breast cancers are detected at an early stage when there

Director, NHS Cancer Screening Programme

**The breast cancer decision aid**

# Customer contact

The screenshot shows a web browser window titled "NHS Direct - Confidential chat service - Mozilla Firefox". The address bar shows "instant.service.com". The main content area displays a chat interface with a message from "vicki" and a list of chat rules. The chat rules are:

- > This chat is totally confidential
- > I won't tell anyone that you've chatted with me
- > You don't have to give me your real name
- > Be patient - sometimes I might need to find more info before I can respond
- > Let me know if you are likely to be interrupted or disturbed - if I think you have left the chat, I may disconnect you
- > If you are disconnected and are unable to reconnect, copy the link below into your web browser ((but please note that chat isn't always available):

The link provided is: <https://www.nhsdirect.nhs.uk/CheckSymptoms/SATs/contraceptionadvice>

At the bottom of the chat window, there is a text input field, a "Send" button, and an "End Session" button. A small "POWERED BY ORACLE" logo is visible in the bottom right corner of the chat window.

The background of the slide shows a green header with the text "Medicines advisor" and a light green sidebar with the text "We can advise you on the best advice for your condition. This information is stored in our database. We will provide you with all the telephone advice. Alternative advice. Please visit the NHS in Northern Ireland, NHS 24 (Scotland) or NHS Direct Wales. Or contact your local healthcare provider."

# Instant user generated content





Create demand

# The urgent care environment

Patients are confused by the urgent care environment, despite national and local campaigns



# The market for digital healthcare

A large blue circle containing the text '75%' in white, bold, sans-serif font.

**75%**

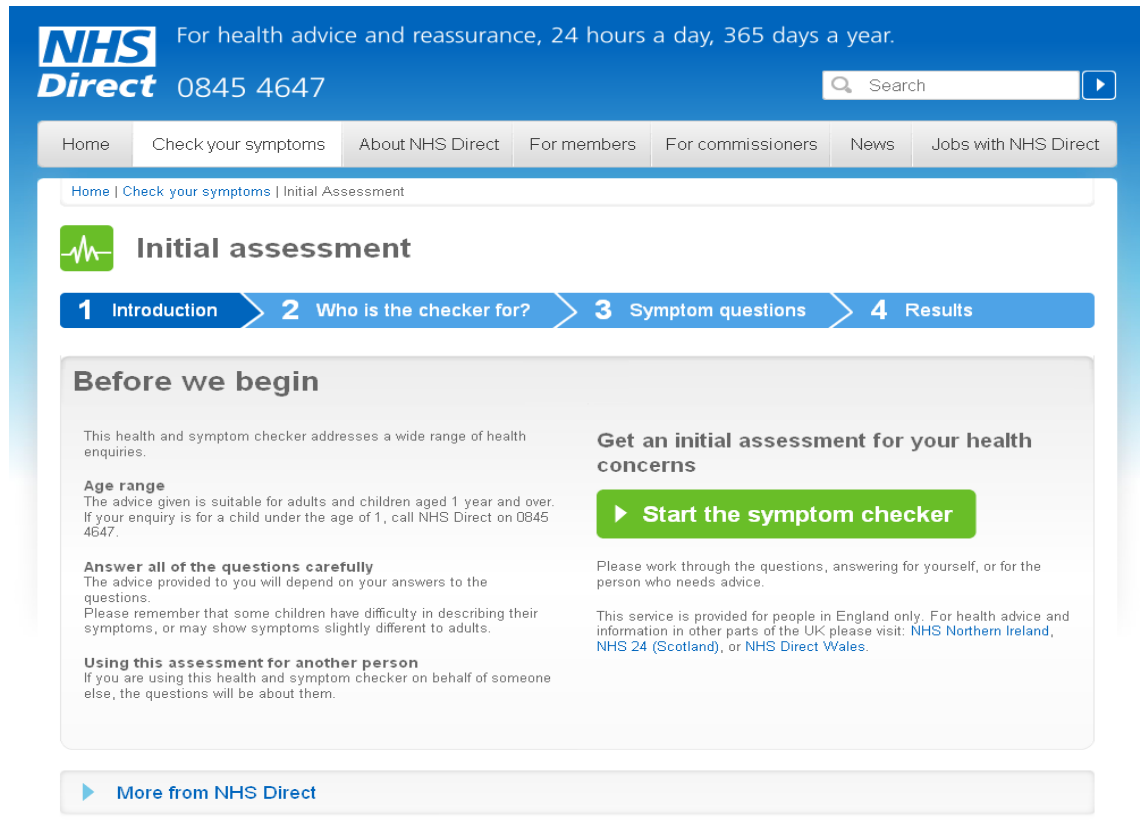
of internet users look for  
health online (38 million)

A large blue circle containing the text '46%' in white, bold, sans-serif font.

**46%**

of users looking at health on  
the internet are trying to self  
diagnose (18 million)

# Online health and symptom checkers



The screenshot shows the NHS Direct website interface for an initial health assessment. At the top, the NHS Direct logo is on the left, followed by the text 'For health advice and reassurance, 24 hours a day, 365 days a year.' and the phone number '0845 4647'. A search bar is on the right. Below this is a navigation menu with links: Home, Check your symptoms, About NHS Direct, For members, For commissioners, News, and Jobs with NHS Direct. The main content area is titled 'Initial assessment' with a green heart icon. A progress bar shows four steps: 1 Introduction, 2 Who is the checker for?, 3 Symptom questions, and 4 Results. The 'Before we begin' section contains information about the service, age range (1 year and over), and instructions to answer questions carefully. A green button labeled 'Start the symptom checker' is prominent. At the bottom, there is a link to 'More from NHS Direct'.

**NHS Direct** For health advice and reassurance, 24 hours a day, 365 days a year. 0845 4647

Home | Check your symptoms | Initial Assessment

## Initial assessment

1 Introduction 2 Who is the checker for? 3 Symptom questions 4 Results

### Before we begin

This health and symptom checker addresses a wide range of health enquiries.

**Age range**  
The advice given is suitable for adults and children aged 1 year and over. If your enquiry is for a child under the age of 1, call NHS Direct on 0845 4647.

**Answer all of the questions carefully**  
The advice provided to you will depend on your answers to the questions. Please remember that some children have difficulty in describing their symptoms, or may show symptoms slightly different to adults.

**Using this assessment for another person**  
If you are using this health and symptom checker on behalf of someone else, the questions will be about them.

**Get an initial assessment for your health concerns**

► **Start the symptom checker**

Please work through the questions, answering for yourself, or for the person who needs advice.

This service is provided for people in England only. For health advice and information in other parts of the UK please visit: [NHS Northern Ireland](#), [NHS 24 \(Scotland\)](#), or [NHS Direct Wales](#).

► **More from NHS Direct**

Online tools

Quick and easy  
to use

Expert driven  
assessment

# Simple to use

## Reason for enquiry

Are you:

- |                                                                                                                                    |                                                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <input type="radio"/> Having a fit or <a href="#">seizure</a> <a href="#">[Help]</a>                                               | <input type="radio"/> Having a feeling of numbness or tingling in your arms or legs, or experiencing sudden drooping facial features on one side of your face <a href="#">[Help]</a> |
| <input type="radio"/> Experiencing loss of vision <a href="#">[Help]</a>                                                           | <input type="radio"/> Having changes to your heart rate <a href="#">[Help]</a>                                                                                                       |
| <input type="radio"/> Experiencing pain <a href="#">[Help]</a>                                                                     | <input type="radio"/> Having <a href="#">diarrhoea</a> and/or <a href="#">vomiting</a> <a href="#">[Help]</a>                                                                        |
| <input type="radio"/> Having new or worsening breathing difficulties that are different from a blocked nose <a href="#">[Help]</a> | <input type="radio"/> None of the above <a href="#">[Help]</a>                                                                                                                       |

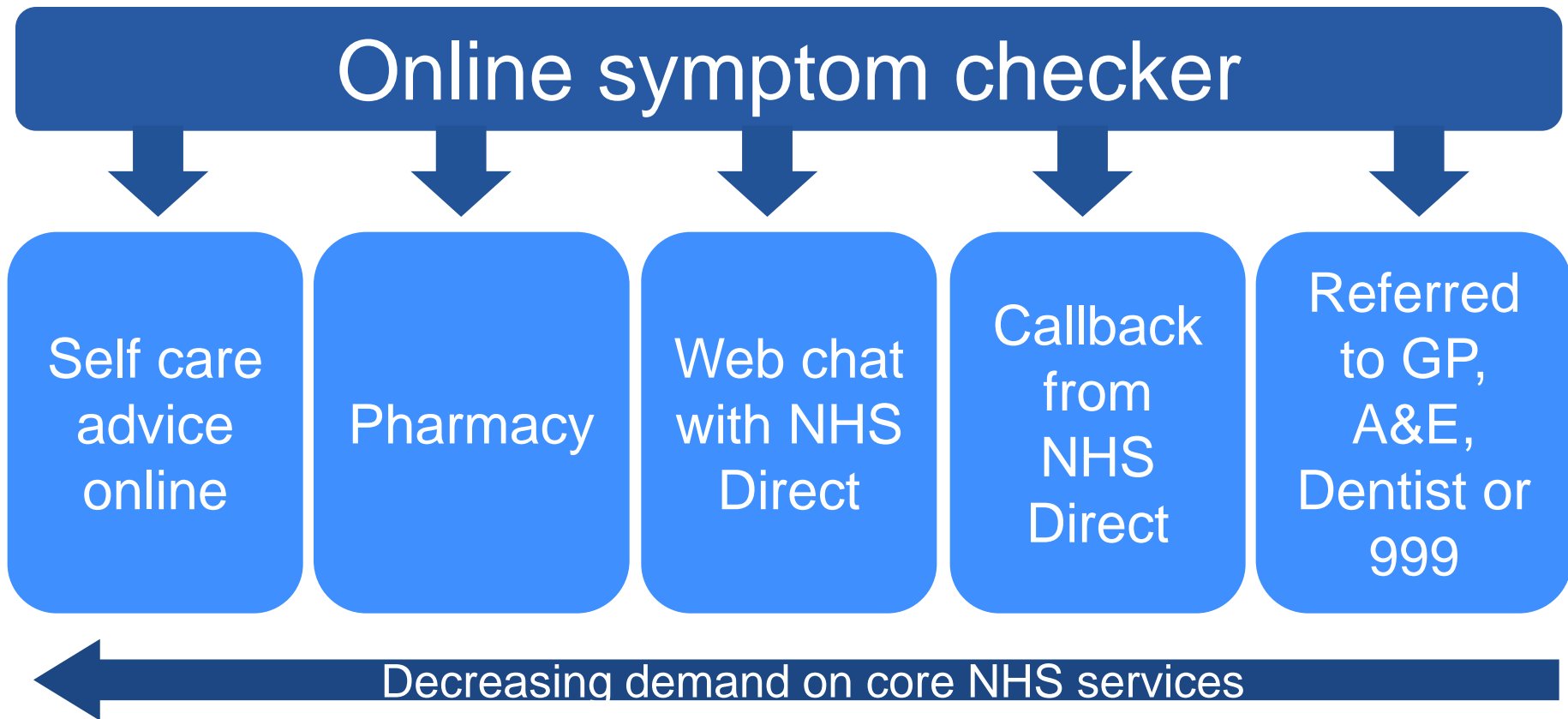
◀ Previous

▶ Next

▶ [Your answers to previous questions](#)

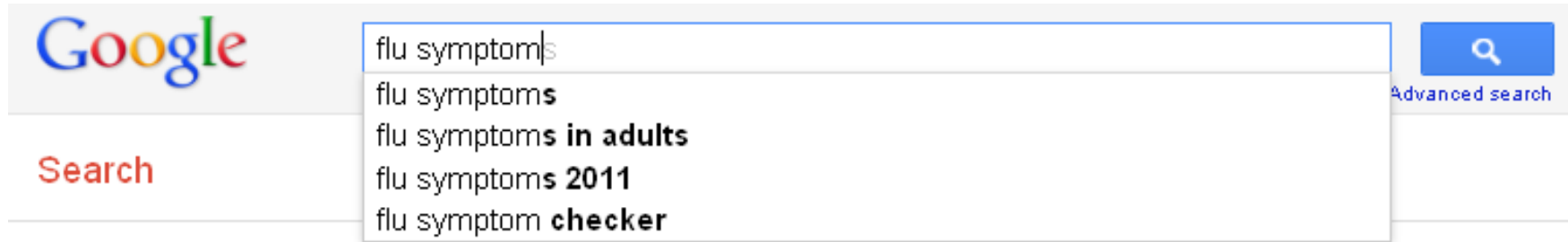
Patient is guided through questions, step by step

# What are the outcomes?



Increasing access

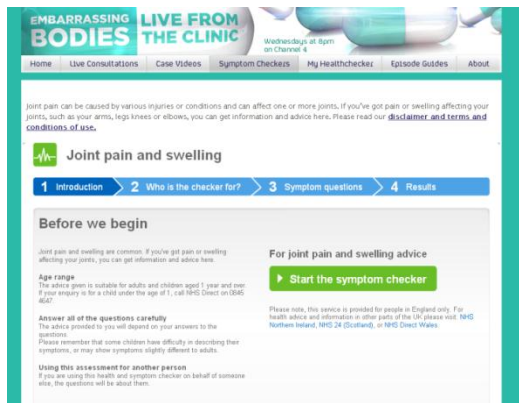
Online information dominated by search engines, so high visibility is key – people may not look for your service, but for the thing they want to do



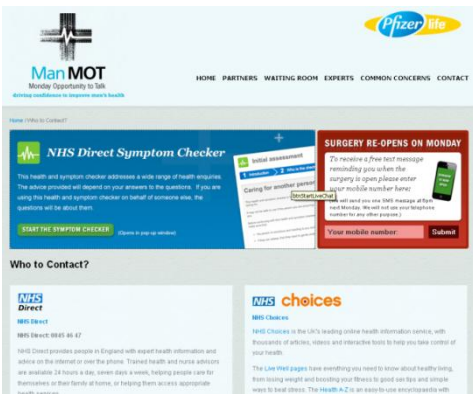


# Be destination agnostic

Can you place your tool where people already go, rather than where you want them to be?



Channel 4



ManMOT



Co-op pharmacy

# Explore innovation

## Cold and Flu My VideoDoctor

Get advice on treating and preventing the symptoms of colds and flu. Including information on symptoms such as sore throat, coughs, aches and pains. Dr Pixie will take you through this video symptom checker, just answer all the questions on screen to get your personal assessment. Please read our [disclaimer and terms and conditions of use](#).

How to use the My VideoDoctor player >

The screenshot shows a video player interface for the 'Cold and Flu My VideoDoctor' service. The main video frame displays a woman with short brown hair, wearing a grey cowl-neck top, speaking. In the background, there is a white shelving unit with various medical supplies, including a yellow bin and boxes. Overlaid on the top right of the video frame is a teal header with the text 'COLD AND FLU'. Below this header is a grey box containing the text: 'This service is provided for people in England only. For health advice and information in other parts of the UK please select the appropriate NHS service for where you are.' To the right of the video frame, there is a vertical stack of five teal buttons with white text and right-pointing arrows: 'Contact NHS Direct 0845 4647', 'Go to NHS Northern Ireland', 'Go to NHS 24 (Scotland)', 'Go to NHS Direct Wales', and 'Continue'. At the bottom of the video frame, there is a black progress bar with a play button icon on the left, the text '00:01 / 00:19', and a 'HELP and T&C's' link on the right.

COLD AND FLU

This service is provided for people in England only. For health advice and information in other parts of the UK please select the appropriate NHS service for where you are.

Contact NHS Direct 0845 4647

Go to NHS Northern Ireland

Go to NHS 24 (Scotland)

Go to NHS Direct Wales

Continue

00:01 / 00:19

HELP and T&C's

By mid 2010, **11%**  
of website traffic was from mobile

# Apps



iPhone

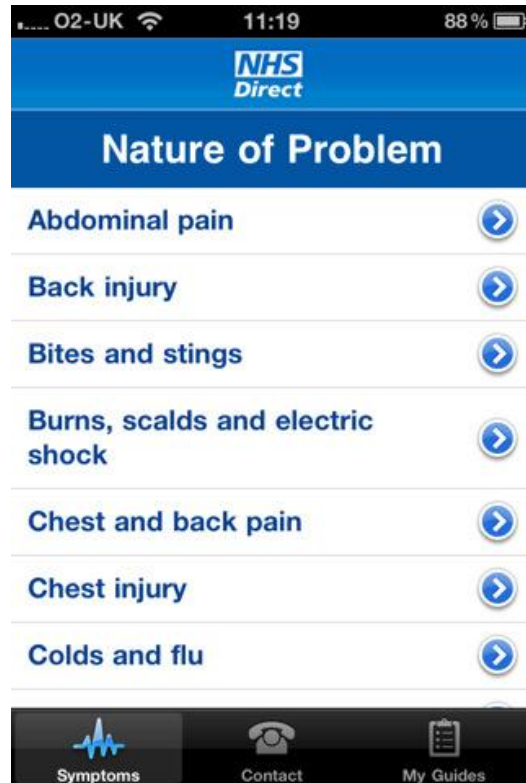


Android

and mobile web for all other smart phones

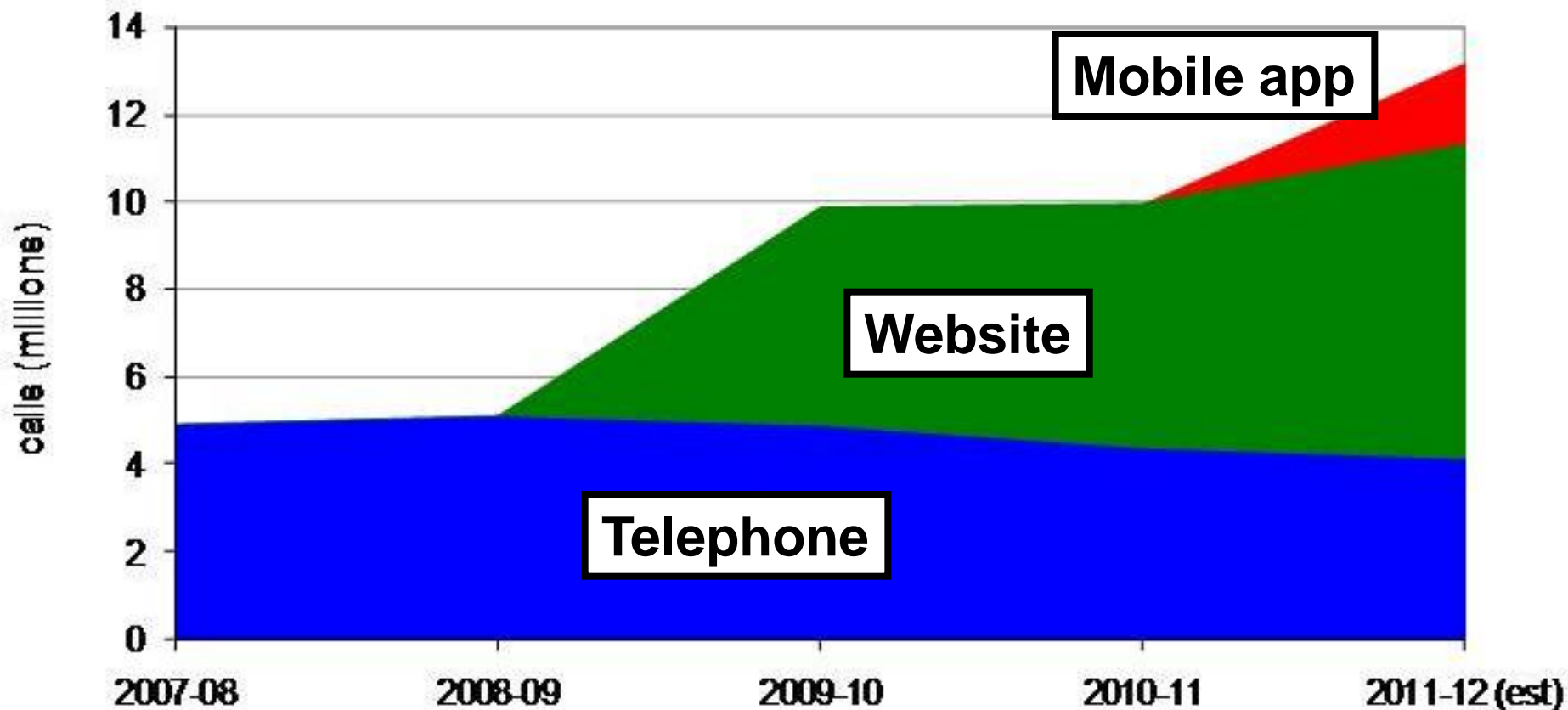
[mobile.nhsdirect.nhs.uk](http://mobile.nhsdirect.nhs.uk)

# Appropriate formatting



Mobile apps now **17%**  
of total digital traffic

# Demand driven by channel



Create cost efficiency



# The cost of NHS treatment



£219<sup>\*</sup>



£95<sup>\*</sup>

- or -



£32<sup>\*\*</sup>



£13



£0.05

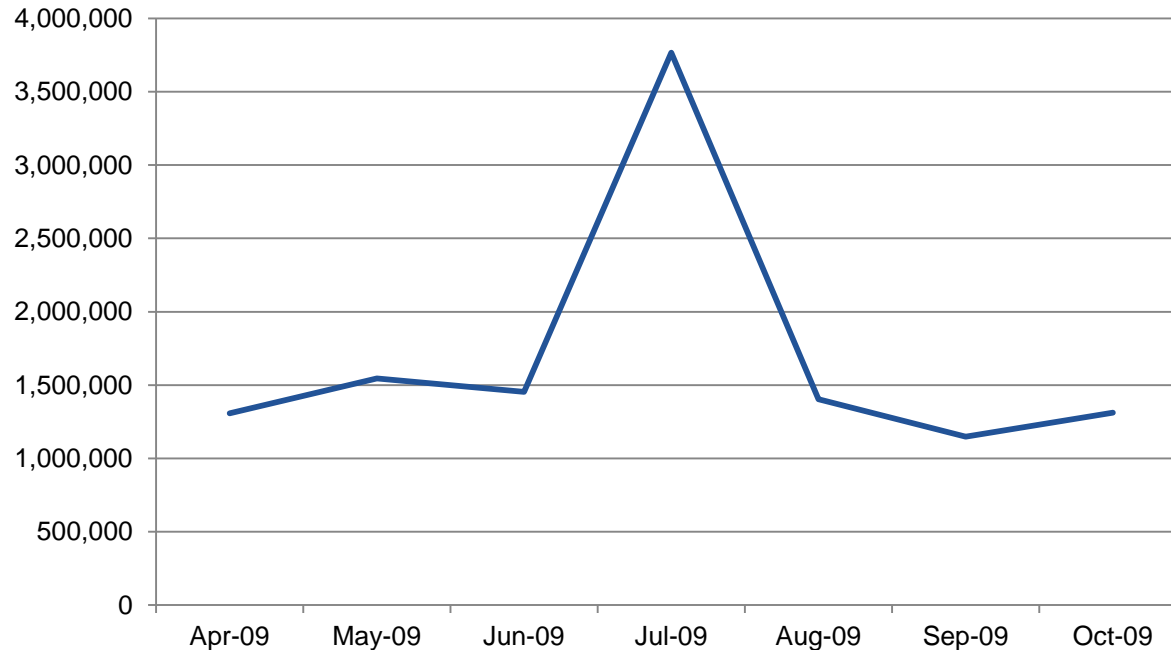
\* DH Reference Costs 2009/10

\*\* PSSRU Unit Costs for Social Care 2009/10

# £57 million

Saved in the health economy in 2010/11

# Demand management



Service volumes 2009 – Swine Flu

# Social media

# Social media nervousness

- What about patient confidentiality?
- Malicious use of what we might say
- Organisational fit
- How do we ensure clinical safety?

# What do you want social media for?



Broadcast

Interaction

Services

# 6 considerations for social media

1. Why do you want/need to do this?
2. Will social media conversations tie into organisational objectives?
3. Who is going to create content and lead your activity?
4. Which platforms do you intend to focus on, Facebook, Twitter etc?
5. Do you need to measure your SM results?
6. Are you listening to the conversation that's already occurring?

# Social media can be vulnerable





# You can start the conversation...

[Home](#) [Profile](#) [Messages](#) [Who To Follow](#)   [nhsowaind Davies](#)



## Costa Coffee

**@CostaCoffee** London  
*Coffee and specialty drinks.*  
<http://www.costa.co.uk/>





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Favorites

Following ▾

Followers ▾

Lists ▾



**CostaCoffee** Costa Coffee  
We've finally arrived on Twitter!  
11 Oct 08

 About @CostaCoffee

1

Tweets

0

Following

3,747

Followers

63

Listed

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# or it will happen without you!



## Dormant account –

## 8 tweets in the last 24 hours

Thank you