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The Network Challenge

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Consider

- Social media
- The power of information to transform services
- Citizen power
- Information navigation – new skills
- Data, data everywhere – what to use when
- Leadership

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FACTS ON SOCIAL MEDIA GROWTH

■ **40 million** registered users on
  Over 800 million users worldwide

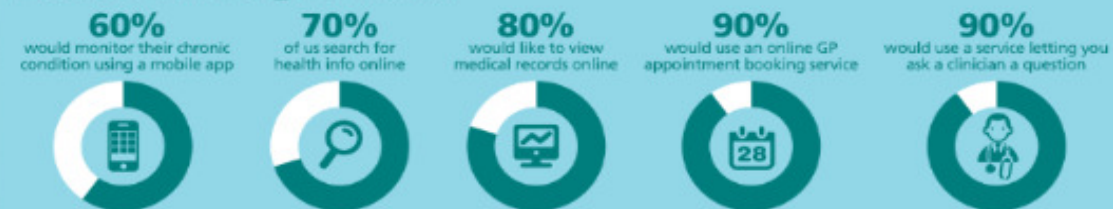■ Up to **500, 000** people sign up to
  every day

■ Now **over 7 Billion**

■ **90 million**

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What do we

know?

The potential for digital health

Britons are digital

80% access the internet regularly

60% own a smartphone

19% own a tablet

We consume more digital data on the move than any other country

The UK is the cheapest place for consumers to exploit online channels

>160 million apps downloaded in December 2012

Texting is the most frequent way adults keep in touch

Britons want digital health

60% would monitor their chronic condition using a mobile app

70% of us search for health info online

80% would like to view medical records online

90% would use an online GP appointment booking service

90% would use a service letting you ask a clinician a question

Source: Patient.co.uk, survey of 7,000 patients, Aug 2012

Use of digital services

ACCESS
50% access and manage bank accounts online

In the future we should be accessing, managing and sharing health records online

REVIEW
86 million monthly searches on Yelp of **36 million** reviews

In the future we should be searching reviews of best treatments, services, NHS clinicians, GPs

BOOK
70 million trips or tickets to gigs booked online every month

In the future we should be booking appointments and ordering repeat prescriptions online

SHARE
32 million use Facebook

In the future we should be sharing experiences and creating social health networks

Use of digital channels

STREAMLINE
The airline industry has commoditised online self service, driving down costs

In the future healthcare providers should be shifting services from face-to-face to online self service

NARROWCAST
Businesses disseminate info and updates to consumers

In the future healthcare providers should be using narrowcasting for non-urgent messaging

DELIVER
Amazon offers digital tracking, 24/7 service availability

In the future healthcare providers should be tracking and monitoring resources in real time to optimise capacity

COLLABORATE
100m users worldwide upload and share 1 billion files daily via cloud service Dropbox

In the future healthcare providers should be providing collaboration tools for care professionals

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The need for Leadership

- Association with improved outcomes
- Sustainability
- Understanding of the who, what and how it takes to change practice (innovation)
- Systems understanding
- Swifter implementation
- Direct relationship with patients/clients

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SG eHealth Strategy 2011-17

- six national strategic aims
- each reflected in local Health Board eHealth Plans
- Supported by common progress measures

Time to exploit previous investments – focus on helping bring about real service improvement

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STRATEGIC eHEALTH AIMS

To use information and technology in a coordinated way to:

1. Maximise efficient working practices, minimise wasteful variation, bring about savings and value for money

2. Support people to communicate with NHSS, manage their own health and wellbeing, and to become more active participants in the care and services they receive

3. Contribute to care integration and to support people with long term conditions

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STRATEGIC eHEALTH AIMS

To use information and technology in a coordinated way to:

4. Improve the availability of appropriate information for healthcare workers and the tools to use and communicate that information effectively to improve quality

5. To improve the safety of people taking medicines and their effective use

6. Provide 'near real-time' management information in support of local decision making

Improving Information
- Patient Portals
- Websites

One-way communication (NHS to patient/person)
- Patient Portals
- Email and SMS

Appointments and repeat prescriptions
- Patient Portals
- Self Check-in Kiosks
- Email and SMS Reminders

Two-way communication (to & from patient/person)
- Patient Portals
- Home Monitoring

Peer support
- Social Media
- Online forums
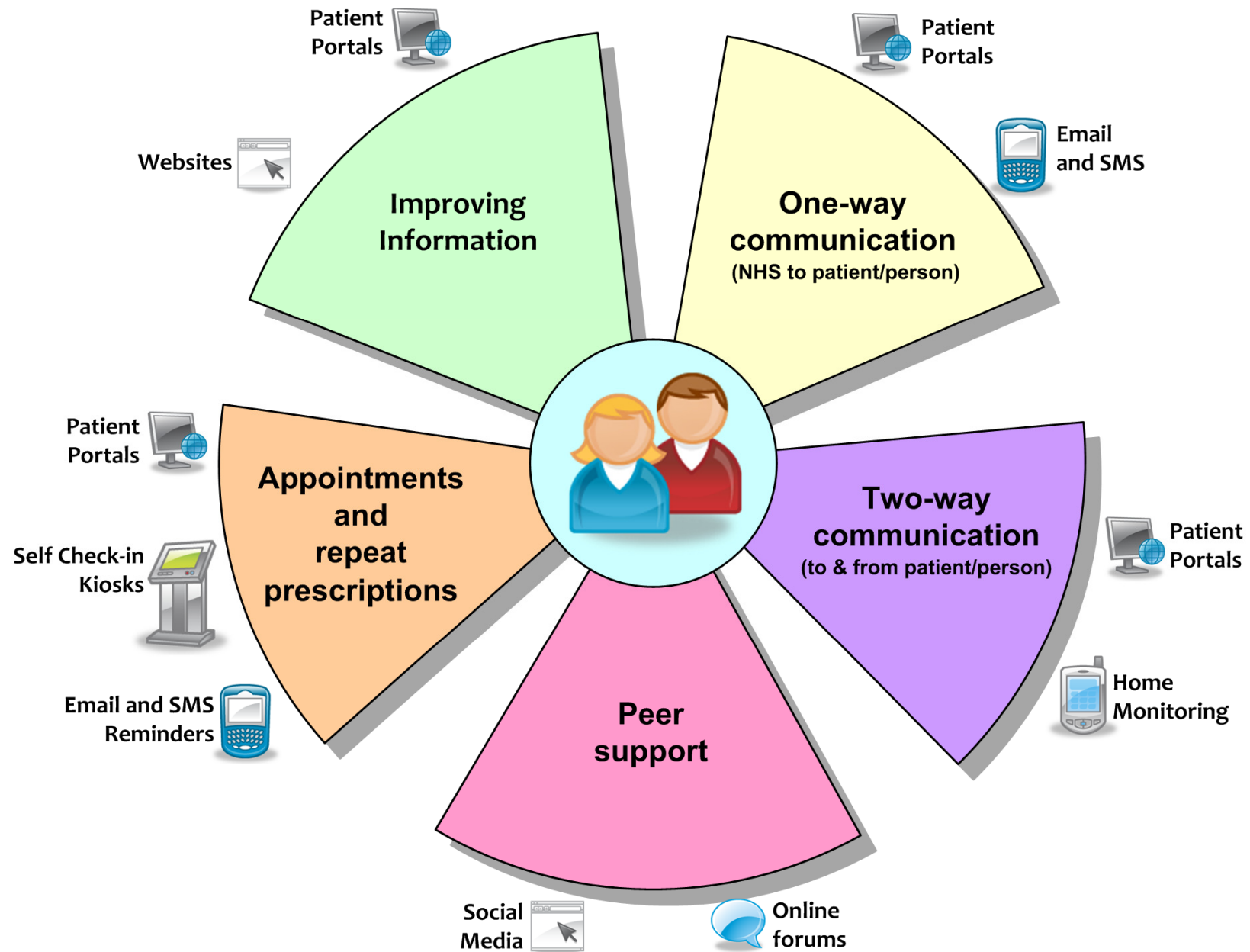
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NMAHP's/eHealth/Care Delivery

- It is time to build what NMAHP's want
- NMAHP's do not want to be passive consumers of technology
- Establish partnerships around better functionality and devices
- Facilitate adoption of technology as a constituent of quality and safety measures

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eHealth governance

NMAHP eHealth Network

• Established July 2012

• Integrated within eHealth structure - CCLG

• NMAHP representation at Assoc. Director level from Boards, HEI's, Prof Bodies

• ToR's approved

• Meets quarterly via Teleconf and face-to-face

• Leadership Summit + Workshop Learning Event

• Links to 4 Countries eHealth Partnership

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The future? More of the same… but with increasing role for mobile devices

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Consider

- Person-centred activities and behaviours at the heart of eHealth

- Your contribution to eHealth developments

- H&SC implications throughout

- Champion innovative ideas

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Leadership for Informed Practice

Broad Themes

- Strategic Leadership and Innovation

- Valuing and using information and current policy

- Looking after information and the needs of the population

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Leadership for Informed Practice

- Generic leadership and change managements skills

- Quality improvement

- Overview of Technology and How it Works

- Policy landscape

- Support to embed eHealth in practice

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ACTION!!

- Reframe Grief & Bereavement Care
- Use accessible language
- Join the main party and don't be a sideshow
- Increase research and evidence base
- Person Centred
- Focus on practice and care development and embrace technological projects – Try them out!
- Courage to speak up and step up

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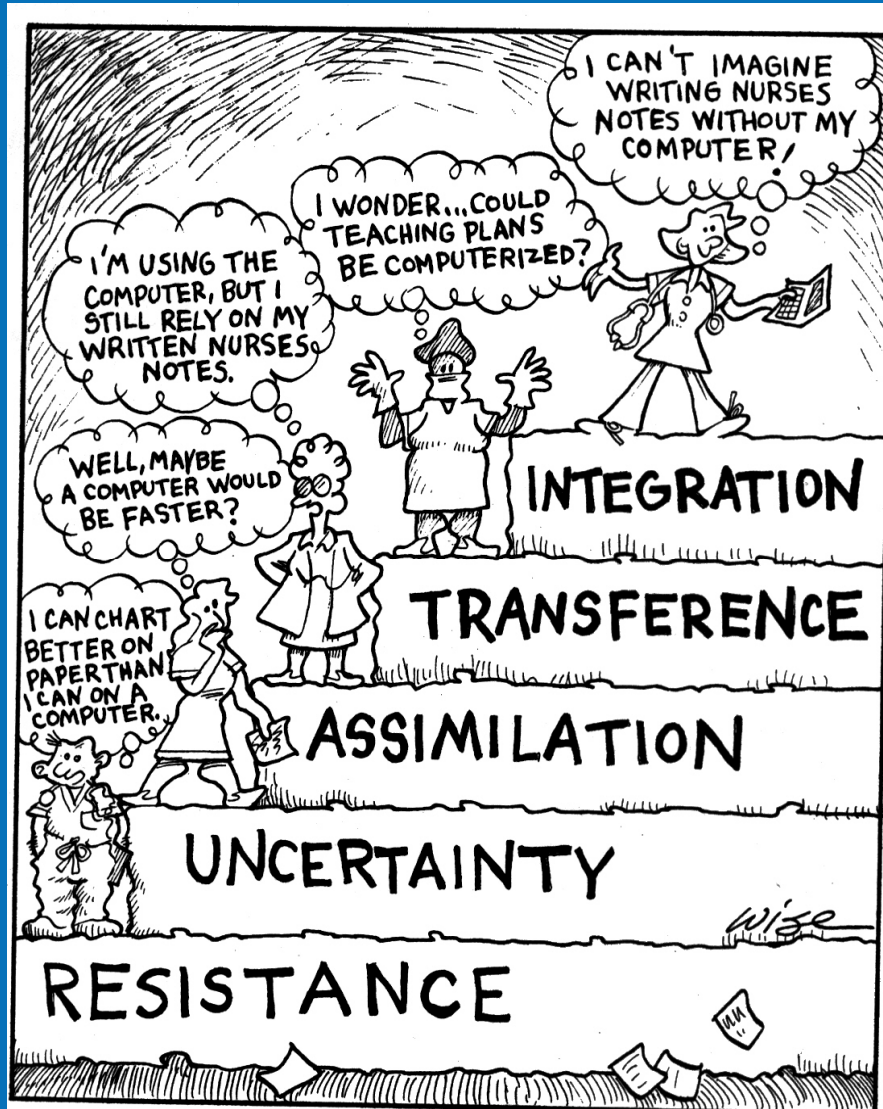
Shared Governance

- A model for involving and engagement
- Marketing benefits
- Creating an information culture
- Embrace new technologies and try them out.

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