Our digital vision
for patients and the public

David Corbett, Programme Director, NHS Digital
9 November, 2017
The placemat and “Empower the person”

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Foundational Infrastructure Projects

Information Governance and Transparency

Interoperability and Enterprise Architecture

Personal Health Record and APIs for Apps
Our aim

To help achieve the objectives set out in the NHS 5 Year Forward View:

- Improve health outcomes
- Increase efficiency
- Improve the patient experience
“I’m grateful to the Trust team for investing in technology and empowering me to partner with them in the care of my daughter... It’s important not to assume patients need to be ‘sheltered’ from receiving information about their own health and care.... many patients with long term conditions become skilled and efficient with the use of their health data.”
The NHS brand is built on care

Being unwell can be a scary experience and, just like a parent, the NHS is there for us when we are at our worst – mentally or physically.

We rely on the NHS to support us in these times of need. Many people still defer to their GPs and consultants as ‘doctor knows best’.

This consistent safety net means people take a reactive approach to their health.
Digital by desire

A key strategic objective for the NHS to “Empower citizens to manage their own health and well-being”.

It’s not just about empowering them with knowledge, but giving them agency to manage their health.

For this to work, there needs to be a point of inversion, where people think the online journey is a desirable alternative to just calling up their GP or going to A&E.
Public appetite for digital health services

1 in 20 searches are health-related

NHS Choices
Gets 1.5M visits a day

Google

Patient Online
More than 11M people have signed up
More than 1M of these view their record every month

Apps

Public Health England’s Sugar Smart and Food Smart apps have been downloaded 3.4M times
NHS.UK, ERS, Patient Online usage, Apps and Wearables all UP

Note: All charts using rolling averages. All Year on Year (YoY) figures use actually monthly data.
Taking a business online

The first stage for many sectors and businesses is to replicate their offline journey, online – giving their customers the option of how they interact with the brand.

The next stage is often finding short cuts that aren’t possible without digital.

Source: Bye Bye Banks
Digital transformation – NHS Empower the person

Stage 0 - BAU
• Familiar legacy models
• Experiments measured on traditional metrics and customer understanding

Stage 1 - ‘Companion’
• Does not fundamentally shift my relationship with service eg. Stay with GP
• New metrics added

Stage 2 - ‘Substitute’
• New relationship with the service
• New business models emerge
• Legacy metrics start to be retired

Stage 3 - ‘Consumer led’
• New ecosystems emerge at scale
• Change / adaption is constant
• Measurement is redefined and consumer driven (population health)

Empowered person, health driven, channel agnostic
“We are moving from an era of arrogance to one where we acknowledge that the centre, the boss, and sometimes even the NHS doesn’t always know best”
Our strategic approach to digital

1. Provide platforms, tools, standards, guidance and common components nationally

2. Make it easy for commissioners to provide high quality digital services to meet local needs

3. Stimulate the market to develop a wide range of apps and services to meet people’s needs

4. Make it easy for people to find the tools and services that will work for them
Significant progress and proven demand

NHS.UK
Health Apps
Wi-Fi
Widening Digital Participation
Personal Health Records & Citizen ID
NHS 111 Online

Pregnant women should avoid sleeping on back in last trimester

Have you had a bump on your head or injured your head in the last 14 days?

Online health apps to help you manage your health

Shared digital tools to help you engage in digital participation

Explore the NHS Digital patient portal to access health data, test your apps and discover new treatments
NHS Choices to NHS.UK

• Personalised health and service information

• Online appointment booking and access to personal health records.

https://beta.nhs.uk/
NHS App Library

Trusted tools to help you manage your health

https://apps.beta.nhs.uk/
Next steps on the
NHS Five Year Forward View
Developer Platform

Provides developers and suppliers with access to:

- health data APIs
- NHS standards
- testing tools

https://developer.nhs.uk/apps/
Providing free Wi-Fi

- Primary care early adopters started rolling out
- 1200 general practices 8m +
- 16 Trusts participating in first stage of Secondary Care delivery – implementation by end December 2017
- Rest of Secondary Care estate to follow by March 2019
Opening up digital opportunities for clinicians

- Information available on the move
- Direct patients to online support
- Staff able to use mobile devices as part of delivering care
- Access information and systems in real time
Opening up digital opportunities for patients

- Links to health apps
- Access to health based information services
- Access personal health records
- Manage conditions online
- Keep in touch with family and work while receiving care
The Wi-Fi journey

- **Nov 14**: P2020
- **Dec 15**: Personalised Health and Care 2020 framework published
- **Dec 16**: NHS Wi-Fi programme established and key delivery milestones announced
- **Dec 17**: Early Wi-Fi adopters in secondary care
- **Dec 18**: Full Wi-Fi roll out in secondary care

- **Jan 17**: Early Wi-Fi adopters in primary care
  - 20 CCGs
  - 1000+ GP practices
  - 5.6M registered patients reached

- **Dec 17**: Full mental health, community and acute trusts

- **Dec 18**: Full Wi-Fi roll out in primary care

Dame Martha Lane Fox recommends free Wi-Fi in every NHS building

Jeremy Hunt states that free Wi-Fi will be an essential enabler in the NHS becoming a world leader in digital healthcare
Widening Digital Participation

• To date we have helped almost 430,000 people get online to access digital health services and information (2013 – now)
• In 12 months of the programme we calculated a cost saving of £6m in avoided GP & A&E visits
• Over the next 3 years will be setting up 20 digital inclusion pathfinders to develop and test new approaches to improve uptake and participation in digital health technology – particularly by those most excluded
Widening Digital Participation

• 7 pathfinders now up and running
• Examples of pathfinders:
  – Social prescribing with older people in Sheffield
  – Using apps and wearables to support hearing and vision impaired people in Wakefield
  – Using technology to improve access to health information for homeless people in Hastings
• We are co-designing all of our pathfinders with patients, staff and local community organisations
Widening Digital Participation

- 59% of those supported feel more confident using online tools to manage their health
- 52% of respondents feel less lonely or isolated and 62% feel happier as a result of more social contact
- We are developing a toolkit for commissioners and service designers to help embed digital inclusion and accessibility into all NHS digital services and transactions (live March)
- We are working with digital health designers across all sectors to develop a set of design principles to support digital inclusion
We’re co-designing twenty pathfinders with patients and health professionals to embed digital inclusion into healthcare services.
“I feel that I can talk to my GP as an equal. I am able to get my point across and we are now managing things together. I feel that I have got some sort of control back and I’m not going to lose that again.”
Widening Digital Participation
The initial proof of concept (NHS Online V1) tests the deployment of a joint primary care urgent care offer. NHS Online V1 to V3 proposes additional features at each stage including digital medicines, records, use of identity, ability to consent and end of life preferences.
Empowering the local (SE London)
Empowering the local (NC London)
Citizen identity – the vision

People (and their nominated carers) will be able to securely and conveniently access online health services in a simple and consistent way.
What do we need to do for identity?

- Prove who they are
- Determine they own the information
- Ensure it is safe for them to have access
- Give them a consistent way to access digital services
What are we doing?

**Delivering Standards**
- Draft, under review by CQC, NHS England, Cabinet Office and ‘other stakeholders’
- Available on developer.nhs.uk

**Building a platform**
- Developing NHS means for ID Verification
  - Specifically health-specific capabilities (inc physical comparison)
- Integrating government ID services
- “Official” supplier access Q1 next year

**Private betas with real services** - throughout 2018
- National, local and with service providers
Progress

Identity Platform
• Log-on available in basic form for initial feedback from suppliers (successfully completed with eRedbook at London hack)
• *This is not a production service!*

Prototypes being developed and tested:
• ‘online’ process including “Physical Comparison”
• offline vouching process for care workers

Joint working
• Proposition for a joint team – NHS Digital, NHS England and Government Digital Services
Personal Health Record

- Engagement stage - Interviews with citizens, key stakeholders, suppliers, health and care workers, Royal Colleges
- Pilots on NHS.uk
- Share learnings with nest practise PHRs
- Creation of a 1st draft of a of PHR Adoption Framework (PAF)
- The PAF will consist of standards, and guidelines to support a thriving marketplace of PHRs which can interoperate with applicable central infrastructure and other PHRs;
- PAF technical standards to be published on developer.nhs.uk for market validation
- Creation of local best practise PHR
Our digital vision for patients

We need a single point of entry that will provide the same digital experience for patients no matter which device or service they enter the system from.
Questions