



Connecting Care Systems,  
Services and People

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@theValueofIMT  
@EastAccord  
@ethics\_charter



Think ...  
Build ...  
Explain ...  
Share ...

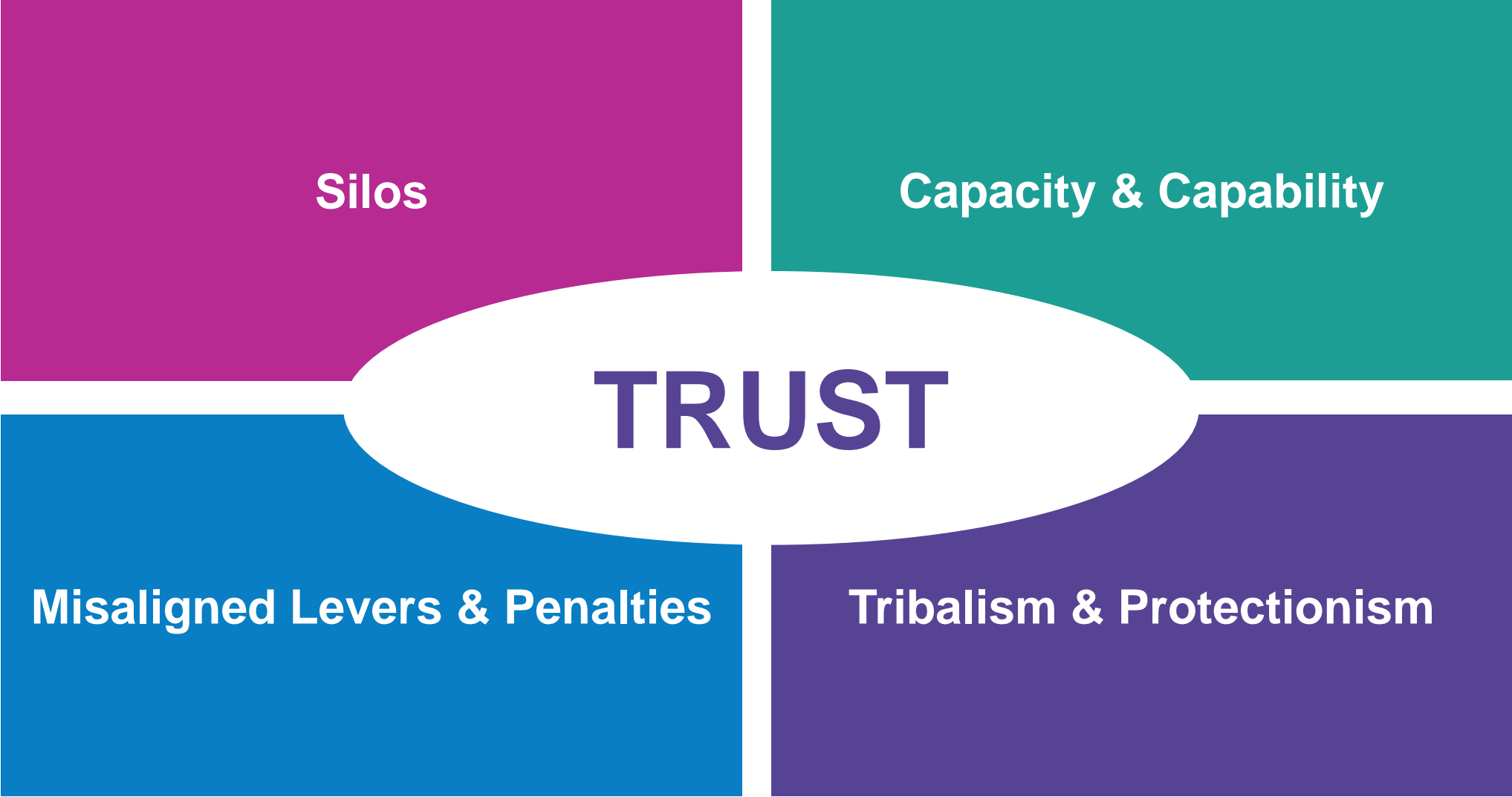
# Ethics

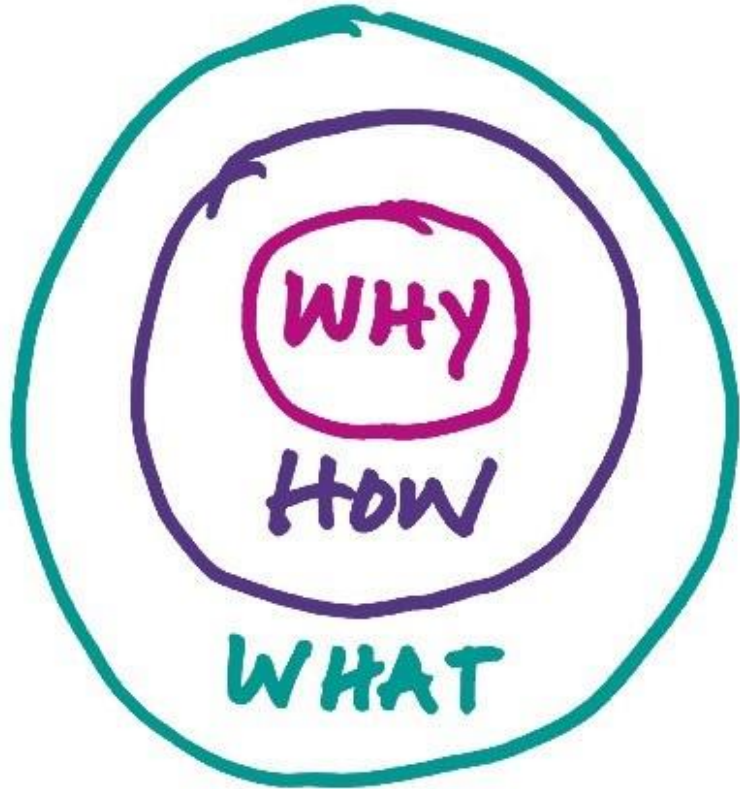
#IamEthicALL



**CAN DO**  
HEALTH & CARE

# Strategic Barriers





**An integrated approach to digital that starts with 'Why'?**



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# East Accord ... .. a collaborative network formed in Jan 2018 to support 3 key objectives:

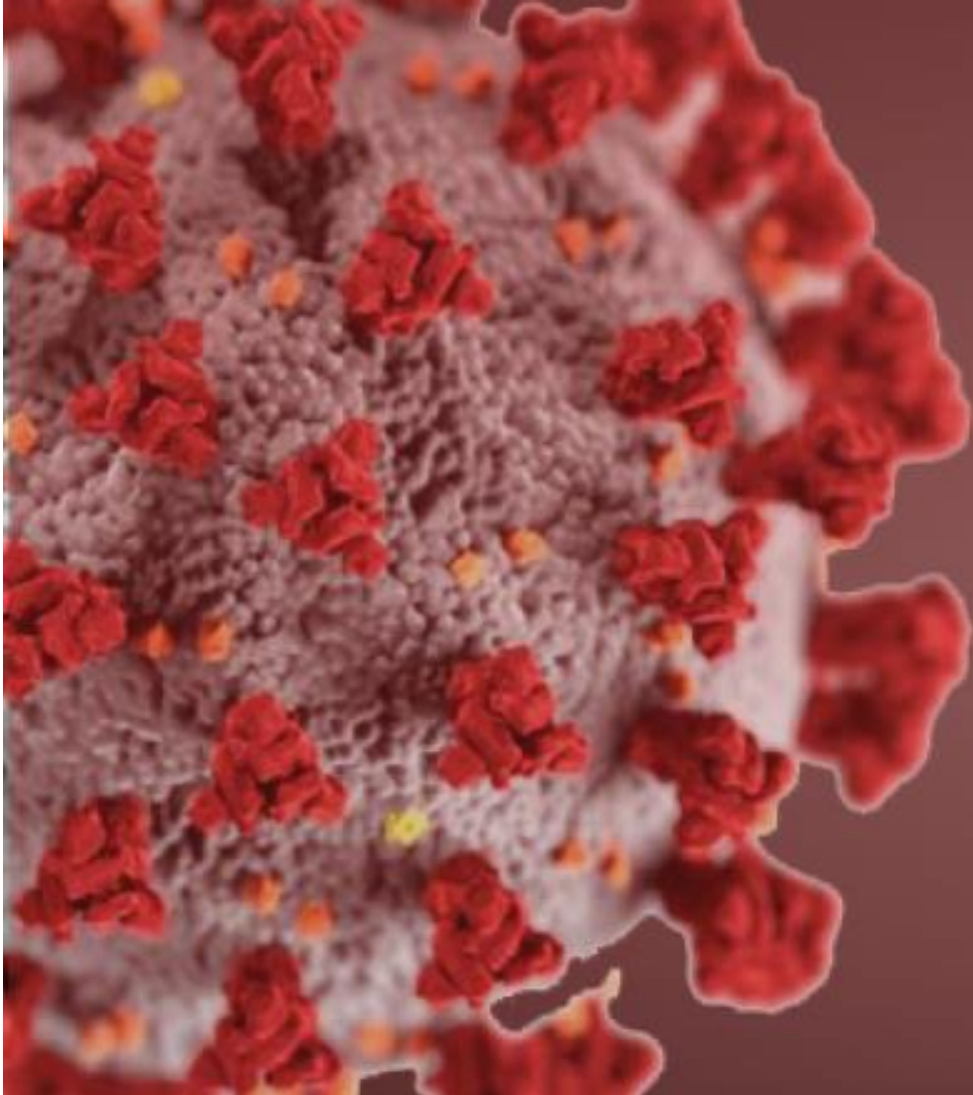
1. **Skills Development and Professional Networks** associated with digital, data & technology
2. **Resources & Supplier Management** at Scale
3. Supporting **Shared Care Records** across the East

## East Accord Partnership Pact

*We will develop an information sharing environment that **improves the lives of people in the East of England.***

- we will use **intuitive and flexible** technology that joins up effectively.
- we will enable **safe, secure and useful** ways of sharing information to **build trust** among our partners and people.
- we will demonstrate **digital leadership**, creating the conditions for genuine transformation.
- we will **collaborate by default** and will support those who can share their experiences and capabilities to enable region wide improvements.
- we will be avid **importers and advocates of best practice**
- we will seek to understand the impact of health inequalities, taking action to achieve **genuine equity for all**



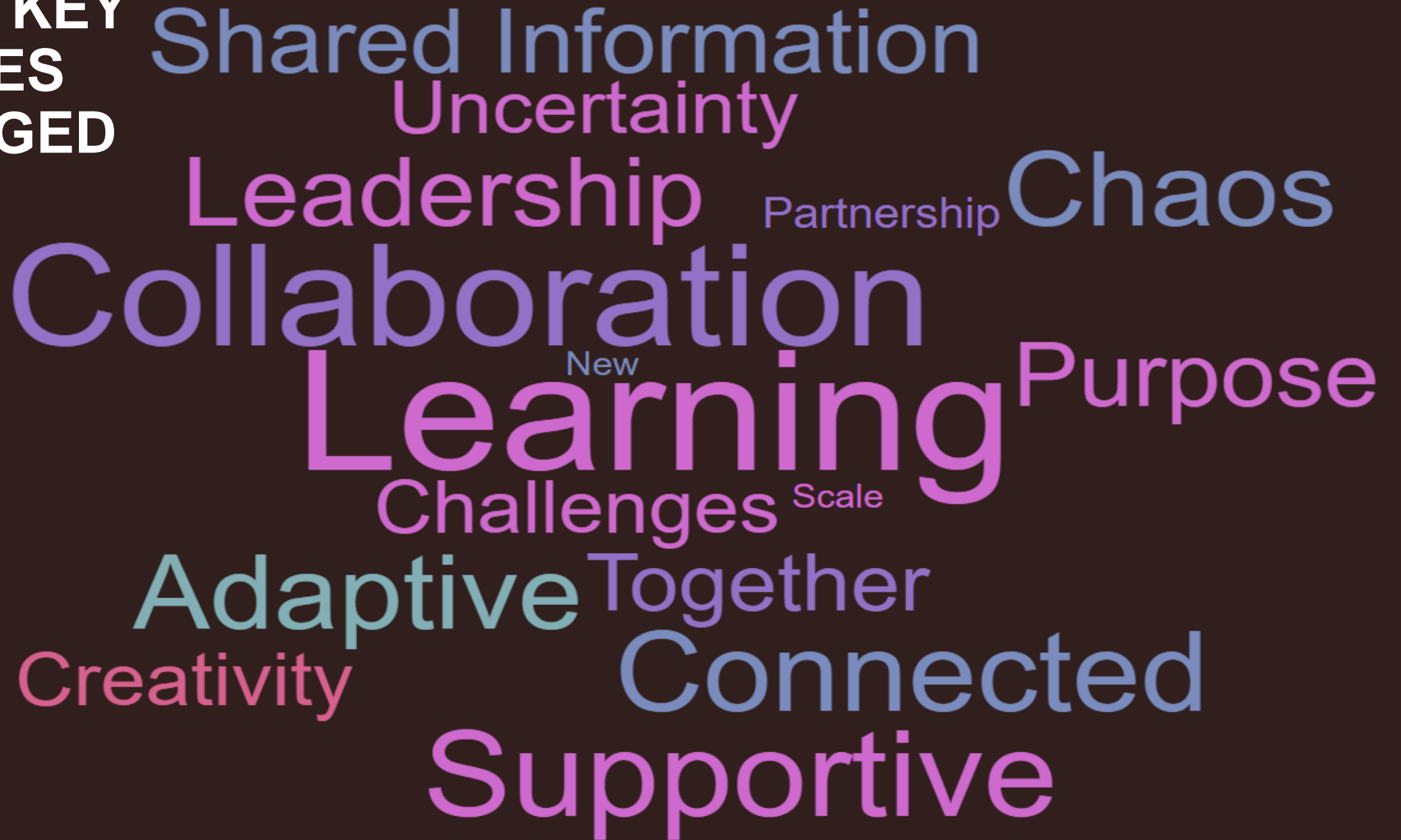


# COVID-19



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**SOME KEY  
THEMES  
EMERGED**



A word cloud of key themes. The words are arranged in a roughly circular pattern, with 'Learning' being the largest and most central. Other prominent words include 'Collaboration', 'Chaos', 'Supportive', 'Adaptive', 'Connected', 'Leadership', 'Shared Information', 'Purpose', 'Challenges', 'Together', 'Creativity', 'Uncertainty', 'Partnership', 'New', 'Scale', and 'Creative'. The colors of the words range from light blue to pink.

Shared Information  
Uncertainty  
Leadership Partnership Chaos  
Collaboration  
New Learning Purpose  
Challenges Scale  
Adaptive Together  
Creativity Connected  
Supportive

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# Ethics

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## Welcome to the Digital Ethics Charter

The Digital Ethics Charter is a set of common principles that digital professionals and those working with "technology or data for public use" can adhere to. By signing up, you are pledging your support for promoting the rights of the people and organisations you serve. This charter has been developed by digital leaders in the public sector.

[Sign up now to show that you will adhere to these principles »](#)

# 277

## signatures

269 individuals and 8 organisations.

[See where or join them!](#)

[www.ethicscharter.co.uk](http://www.ethicscharter.co.uk)



### Read »

Get started by reading the charter online, or downloading it as a PDF document to print out and read later.



### Sign »

Inspired? Add your name to the list of signatories to show your support for improving ethical data standards in health and care services.



### Discover »

See who else has signed up to the charter in your area with our dynamic heat map of United Kingdom signatories.



### Go social! »

Get your colleagues involved by discussing the charter with the hashtag **#IamEthicAll** and sharing this site on [LinkedIn](#), [Twitter](#) and [Blog](#).



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# East Accord Skills Development Network





We will enable recovery through

- enabling tech that frees up time
- virtual care, digital care & care tech
- supporting our most vulnerable, and care closer to home
- real-time information to support patient flow
- aligning / connecting existing capabilities

We will support this sustainably through

- Digital leadership & literacy for all
- Delivery & Service partnerships
- Enabling Intelligence and Insight at every level
- Enhancing resilience
- Enabling adaptability & innovation
- Designing for Ethics, Equity and Equality

**Make a difference  
where it matters  
most**





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# Thank you

[www.sneeics.org.uk/enabling-ambition/digital/](http://www.sneeics.org.uk/enabling-ambition/digital/)  
[www.ethicscharter.co.uk](http://www.ethicscharter.co.uk)

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