Headline Sponsors:

Graphnet Transforming Care

System Connecting Care

tpp

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Associate Chief Clinical Information Officer & Clinical Safety Officer

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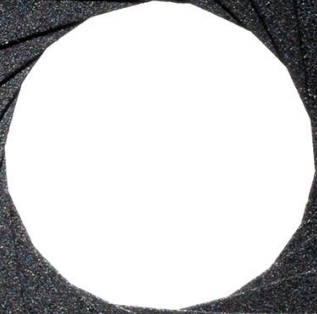DIGITAL AHP AND PHARMACY SUMMIT

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radar healthcare

Developing a patient-centric approach in a digital age

DIGITAL NATION UK 2023

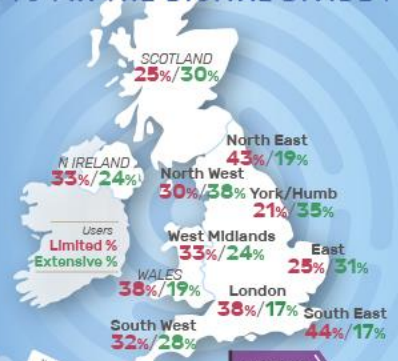## FACTS & STATS TO FIX THE DIGITAL DIVIDE FOR GOOD

UK DIGITALLY EXCLUDED

10.2m LACK THE MOST BASIC DIGITAL SKILLS

5.8m People digitally excluded in 2032 without action

1 in 14 UK households have no home Internet access

2.5m UK households struggle to afford fixed broadband

UK DIGITALLY INCLUDED

32.6m HIGHLY ENGAGED USERS

£9.48 ROI FROM BASIC DIGITAL SKILLS SUPPORT

30m NHS APP USERS

UK Map

SCOTLAND 25%/30%

N IRELAND 33%/24%

North East 43%/19%

North West 30%/38%

York/Humb 21%/35%

Users Limited % Extensive %

West Midlands 33%/24%

East 25%/31%

WALES 38%/19%

London 38%/17%

South East 44%/17%

South West 32%/28%

ACCESS

SKILLS

CONFIDENCE

MOTIVATION

TRUST

▼ Compared to EXTENSIVE USERS ▼

NON-USERS are...

- 2 x more likely to have a disability or health condition
- 12 x more likely to be over-65
- 46% non-users asked someone to go online for them

LIMITED USERS ARE...

- 5 x more likely from low income households
- 6 x more likely to be over-65
- 74% mixed ethnicity and Black internet users faced potential online harm in the last 4 weeks
- 68% community hubs need more devices for digitally excluded people
- 20% unemployed people can't do any essential workplace digital tasks

essentials can cost 25% more without internet access

27% low-income adults only go online by smartphone

2.3m young people rely on mobile data for internet access

5% of households on Universal Credit took a social tariff

1m lose broadband access in cost of living crisis

77% believe Internet access is now an essential need

REASONS PEOPLE ARE NOT ONLINE

- 20% It's too complicated
- 70% I'm not Interested
- 20% It costs too much

NATIONAL DATABANK

NATIONAL DEVICE BANK

NATIONAL DIGITAL INCLUSION NETWORK

76% support Government Investment in digital skills training to address digital exclusion

BENEFITS OF GOOD THINGS

- 94% felt their digital skills Improved
- 92% felt more confident
- 86% felt more able to stay safe online

Learn My Way

Better for business 41% of UK workforce can do all 20 essential workplace digital tasks.

Better for the planet 90% of CO_2 emissions could be saved by reusing smartphones.

Better for the UK £13.7bn benefit to the economy for fixing the digital divide.

BENEFITS OF BEING ONLINE

I'm happier 77% say the internet helps them connect with family and friends.

I'm better off Manual workers with high digital engagement earn £5K more a year.

I'm saving People with high digital engagement save £659 more a year.

I'm healthier 78% say they use the internet to support their wellbeing.

Good Things Foundation

#FixTheDigitalDivide

Why do we need a user-centric approach?

In England 27 per cent (14 million) people have the lowest digital capability. This means they don't have regular access to a device or the skills and confidence to turn on a device, use an app, log in and/or enter information on a digital device by themselves. Furthermore, about 30 per cent of people who are offline (ie, no online access or use) find the NHS to be one of the most difficult organisations to interact with. This matches what we heard from the people we spoke with. People told us time and again that access to devices and the associated costs were limiting factors for accessing services digitally alongside familiarity and confidence.

The company's EHRs (Electronic Health Records) were criticized for being difficult to use and causing medical errors. The technical challenges here could include user interface design, data input and retrieval processes, and interoperability with other systems.

Some sources report 70% failure rates.[7] Other studies show that as few as one in eight information technology projects is considered truly successful, with more than half overshooting budgets and timetables and still not delivering what was promised.[8]

User centered design goes beyond solutions

59% felt more confident in using online health information

52% feel less lonely or isolated

21% have had less visits to their GP for minor ailments

22% have progressed to booking GP appointments online and 20% to ordering prescriptions online

39% have saved time through carrying out health transactions online

£6.40 for every £1 spent This evaluation estimates a return on investment of £6.40 for every £1.00 spent by the NHS on digital inclusion support.
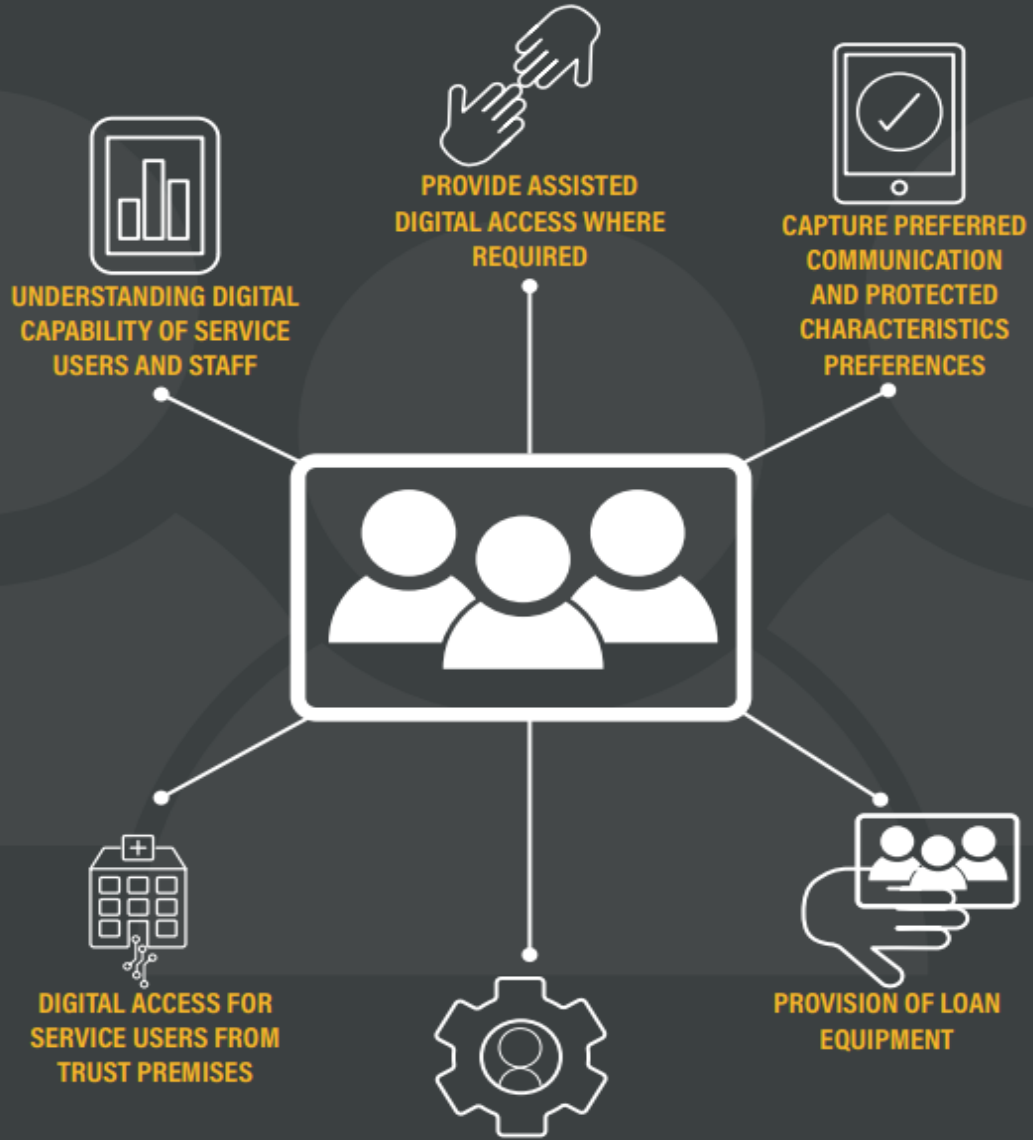
User centered design is fundamental across all aspects of digital

Return on investment of £6.40 for every £1.00 spent by the NHS on digital inclusion support.

Digital Inclusion

Engagement

MEASURES FOR SUCCESS

WE WILL SUCCEED WHEN...

DIGITAL VISION PHASE

Digitally enabled care pathways are in place that are inclusive across all care settings

Our ICSs have consolidated, interconnected digital inclusion, social prescribing and equality platforms in place

INNOVATION PHASE

Our preferencing processes result in tailored offers and increased uptake and outcomes for our service users

Our service users have bookable booths for digital access across key MPFT sites and clear sign-posting to community offers for digital access

Our service user equipment loan process is available and fully supported

PROCESS PHASE

Our service users have accessible remote consultation platforms that are not available on tablet/laptop/smartphone access if required

Our guides and digital content are provided in a number of formats including easy read and multi-language

Our service user onboarding processes capture consent, preferences, digital competency and digital access and this is reported

Our reporting processes evidence uptake and review of protected characteristics including updates for gender identity

FOUNDATION PHASE

Our service users and staff have increased accessibility functionality for use of digital video consultations and wider digital platforms

Our service users have entertainment and family contact systems available

Community Sessions

Digital Angels digital training session at Rising Brook Library

Digital Angels reviewing entertainment devices at Haywood Hospital

EPMA rollout at the Milford Building replacing paper-based processes

Sim Cards donated to House of Bread Charity to bridge the digital divide

15 Dell laptops donated to the Charity FreeITStafford

MPFT DIGITAL

DIGITAL ANGELS

Limitations & Challenges

- limit art of the possible?
- Is it transformational enough?
- How to achieve user centred design for "many"
- A component or a panacea?

What we really mean is

 "Person centred"

Steve Jobs

"You've got to start with the customer experience and work back toward the technology — not the other way around."