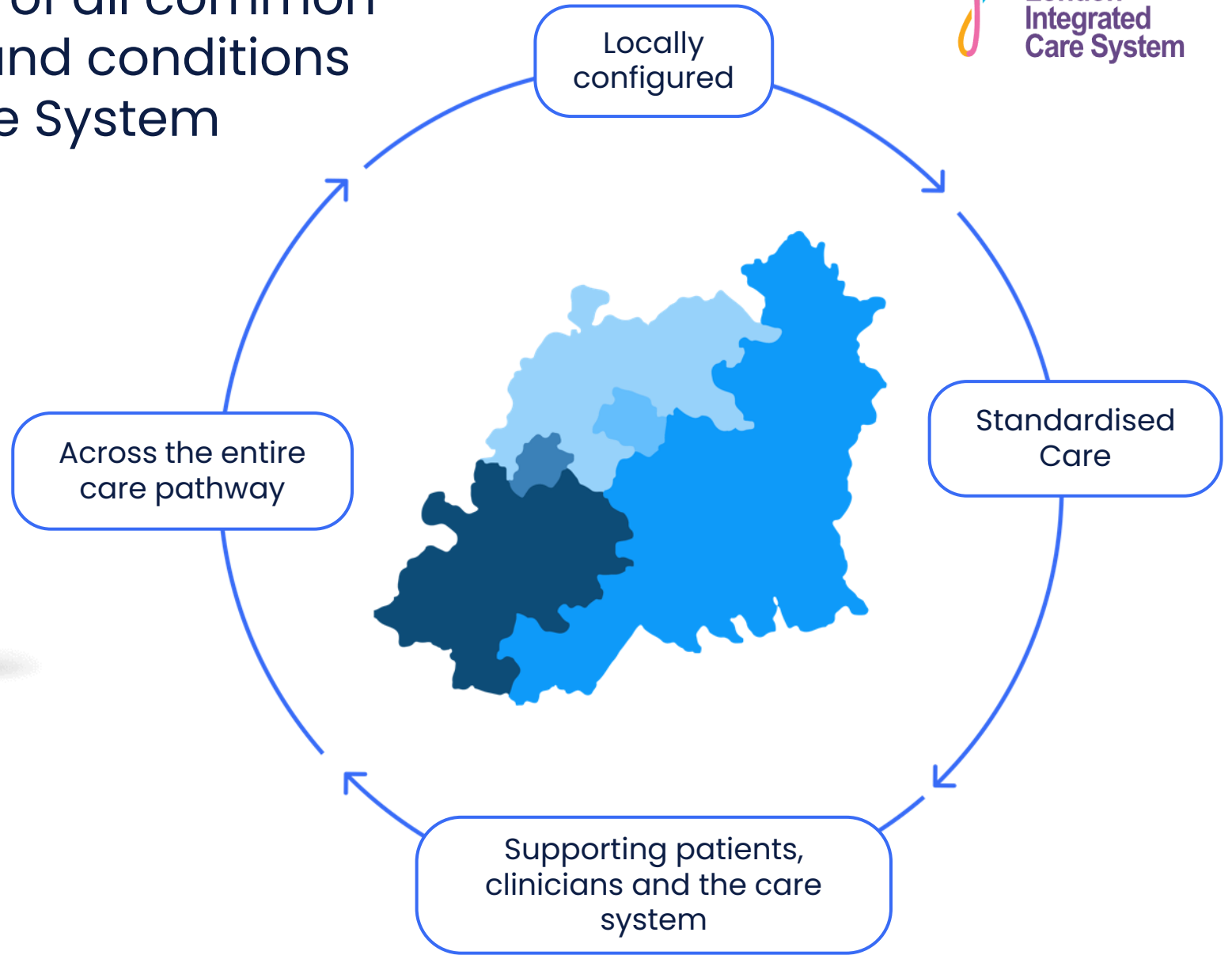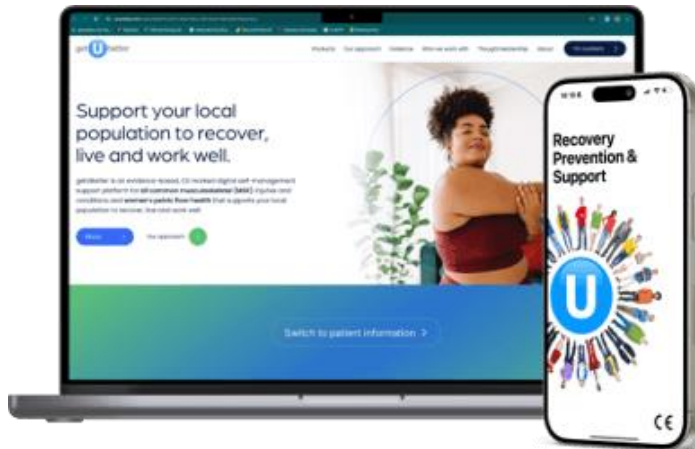# Solving digital inclusion is everybody's responsibility

- Dr Carey McClellan, CEO & Clinical Director | getUBetter

- Ben Wanless, Consultant MSK Physiotherapist | St George's University Hospital NHS Foundation Trust

Digital self-management of all common musculoskeletal injuries and conditions across an Integrated Care System
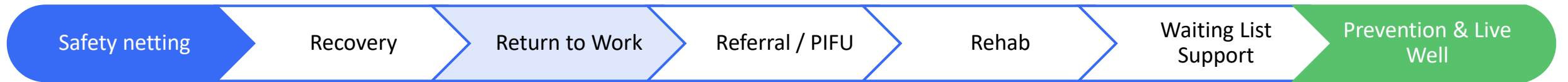
South West London Integrated Care System

Locally configured

Across the entire care pathway

Standardised Care

Supporting patients, clinicians and the care system

get U better

The whole MSK self-management solution
- automating the ICS pathway (not linier)

get U better

Primary care GP practices, pharmacy and FCPs

Digital first **automated referral** → **Physiotherapy Service**

Digital first **automated referral** → **Secondary Care**

Digital first **automated referral** → **Urgent Care**

Local treatment and services

Long Term MSK conditions

Digitised local rehab programs

Care Homes

NHS x

Unexpected benefits
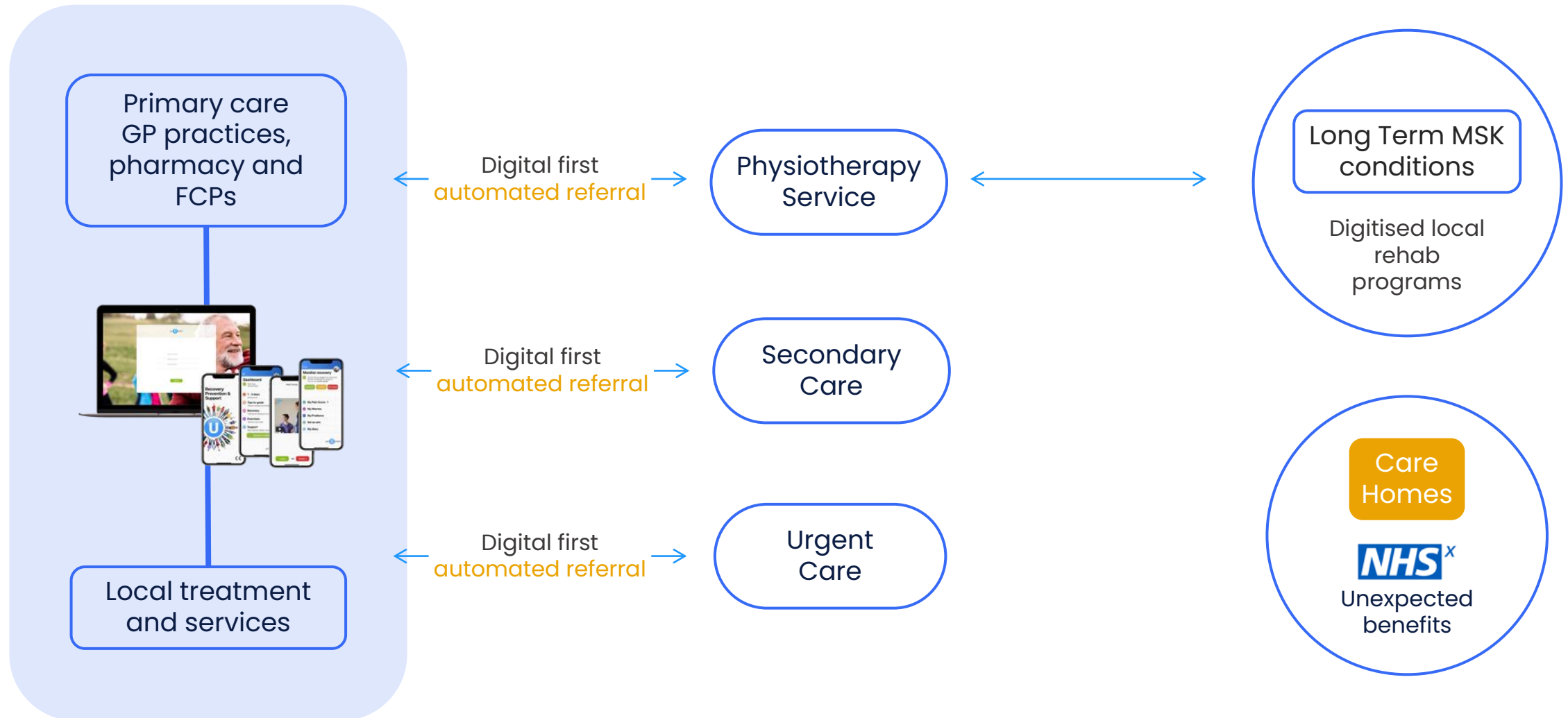
Together we can...

- Provide true, local self-management support

- Help patients trust their recovery

- Give patients the confidence to use less healthcare resource.

get U better

| Safety netting | Recovery | Return to Work | Referral / PIFU | Rehab | Waiting List Support | Prevention & Live Well |

Reoccurrence
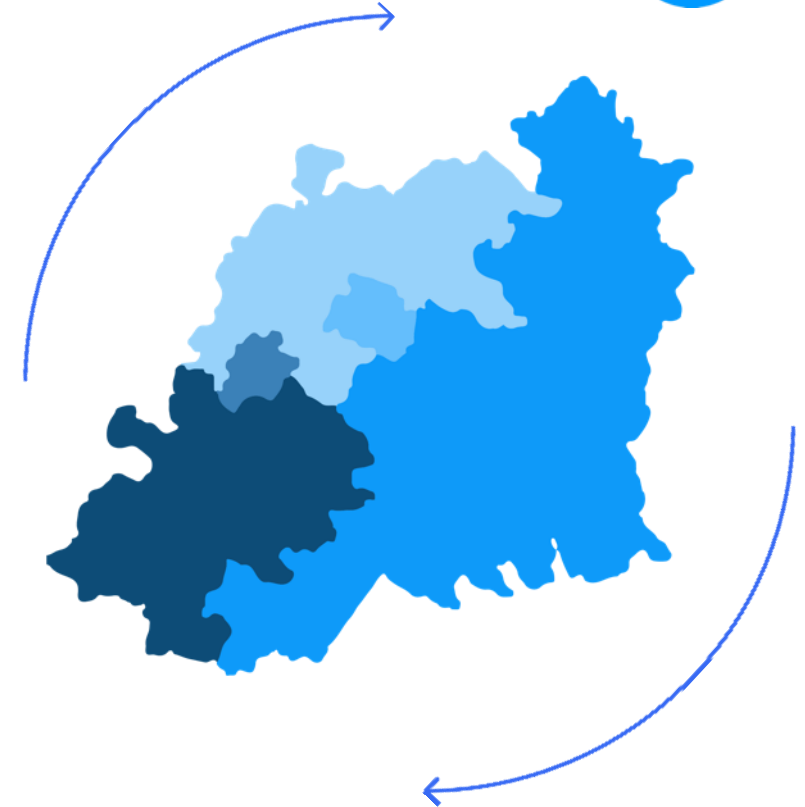
Local self-management across the entire care pathway

Key benefits to patients

get**U**better

- ROI in NHS **1:4**
- **20%** less physiotherapy referrals;
- **13%** less MSK GP appointments;
- **50%** less MSK prescriptions;
- **66%** less Urgent Care attendance;
- Supports behaviour change (Berry et al. 2020/22)
- **50%** of patients on a Physio waiting list no longer needed an appointment (Somerset evaluation 2022)
- **40%** less physio appointments
- **38%** less secondary care referrals
- Patients develop better understanding of their conditions and recovery journey. Increased confidence and ability to self-manage.

Collaborative partnership to meet the needs of patients, clinicians and the health system across an ICS

HSJ PARTNERSHIP AWARDS 2023

HealthTech Partnership of the Year

WINNER

A HealthTech partnership - meeting the needs of patients, clinicians and the health system across an ICS

NICE accredited

www.nice.org.uk/accreditation

Digital technologies for managing non-specific low back pain: early value assessment

Health technology evaluation | HTE16 | Published: 05 March 2024

South West London Integrated Care System

South West London Integrated Care System

Solving digital inclusion is everybody's responsibility

> COM-b Model of behaviour change

Introduction to COM-B

Michie et al. 2011; 2014
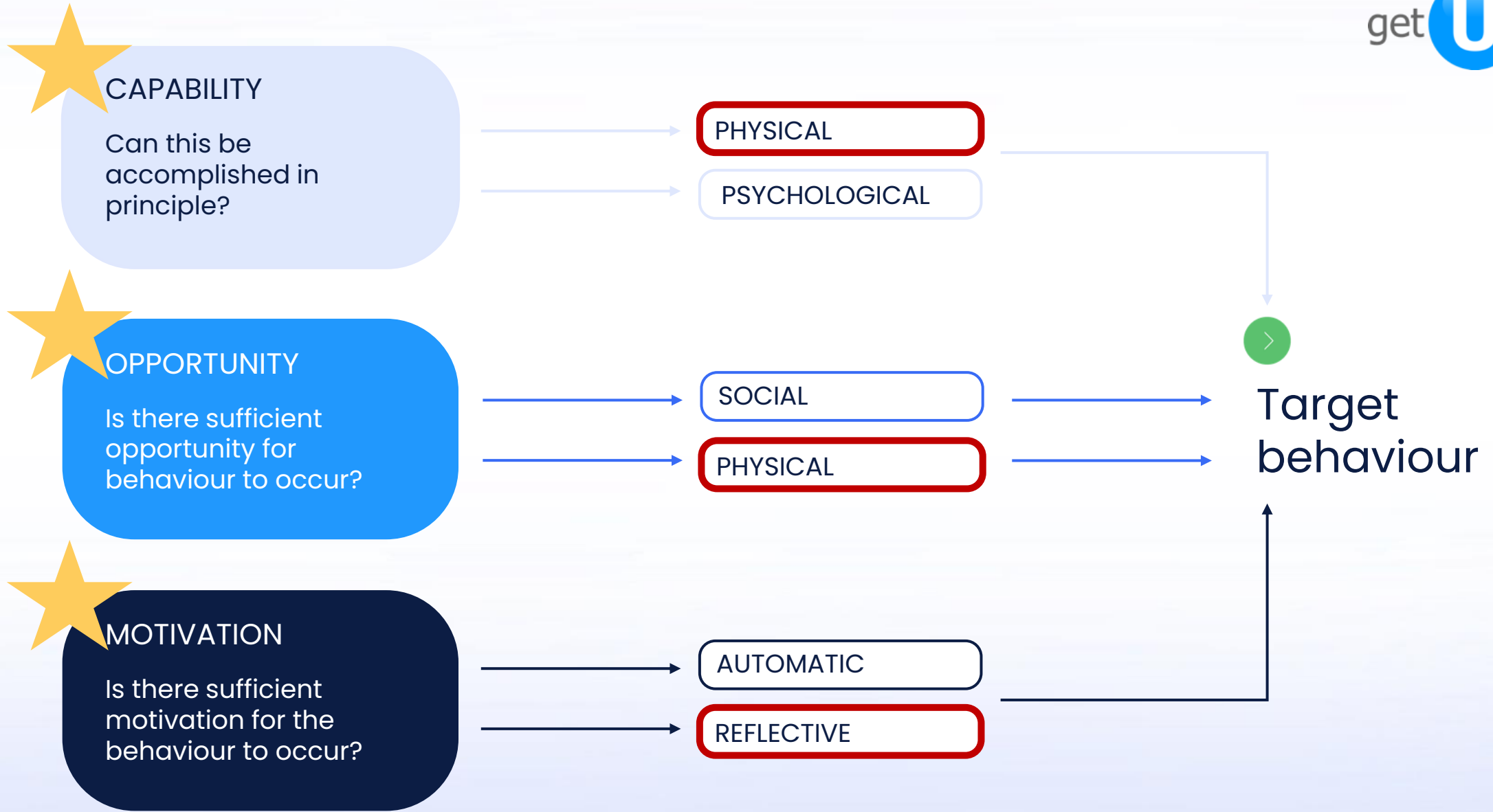
★ Patient

★ Clinician / service

★ Policy
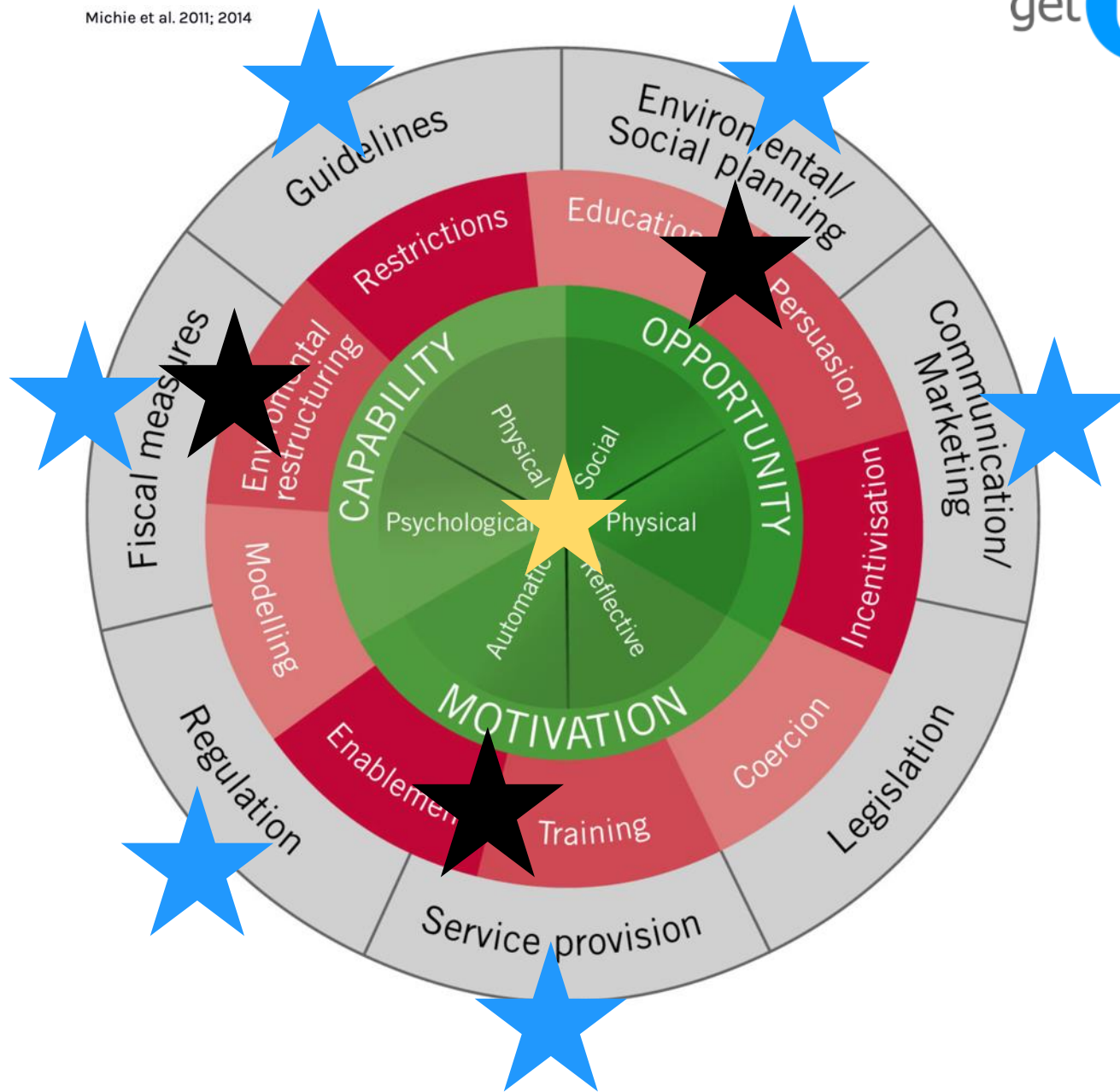
Digital Inclusion Evaluation

Dr Carey McClellan.
Physiotherapist CEO getUBetter
Ben Wanless Consultant Physiotherapist

Evaluations so far...

38% reduction in secondary care referrals

(Wanless et al 2020)

Emergency Department implementation

(Murry et al 2021)

getUBetter Patient Survey

★★★★☆

4.00 Average Rating

Semi-structured interview for ED clinicians piloting getUBetter app

★★★★☆

3.93 Average Rating

Recovery Prevention & Support

You've been advised to use the Emergency Department Support app

- Helps manage **recovery**
- Connect you to your **local health services**

Scan the QR code on the back

'It helped me develop skills to self-manage my injury '

Kingston Patient

getUbetter

Open your phone camera over QR code

Research   vs   Real World

Control   Actual change

Bias   Complex
Inclusion   Inclusion

Real world research questions:

Why patients are choosing not to use getUBetter?

Why clinicians are not prescribing getUBetter to everyone?

Pilot Boroughs ...

<30Mbit/s ...

☑ 1 - Older People ...

☑ 2 - Low Income Families ...

☑ 3 - Unemployment ...

☑ 4 - Disability ...

☐ 5 - ONS Businesses ...

☐ Context - Area Profiles ...

Legend

Open map layers (click to expand)

Context - Boundaries

London Borough
☐

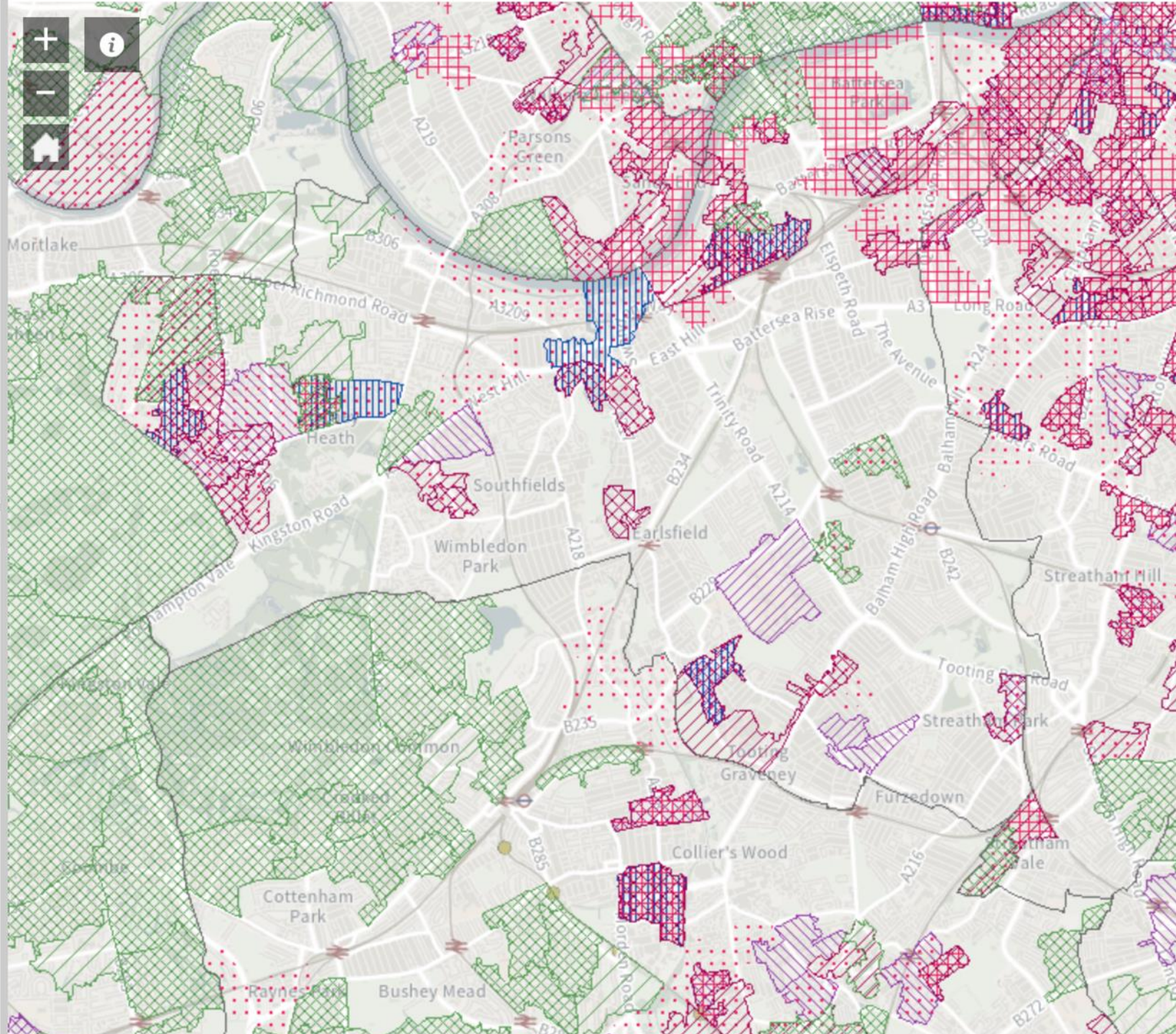1 - Older People

Residents 65+| 2019 | ONS

1% - 17%

⬜ 18% - 45%

Residents 75+| 2019 | ONS

0.5% - 8%
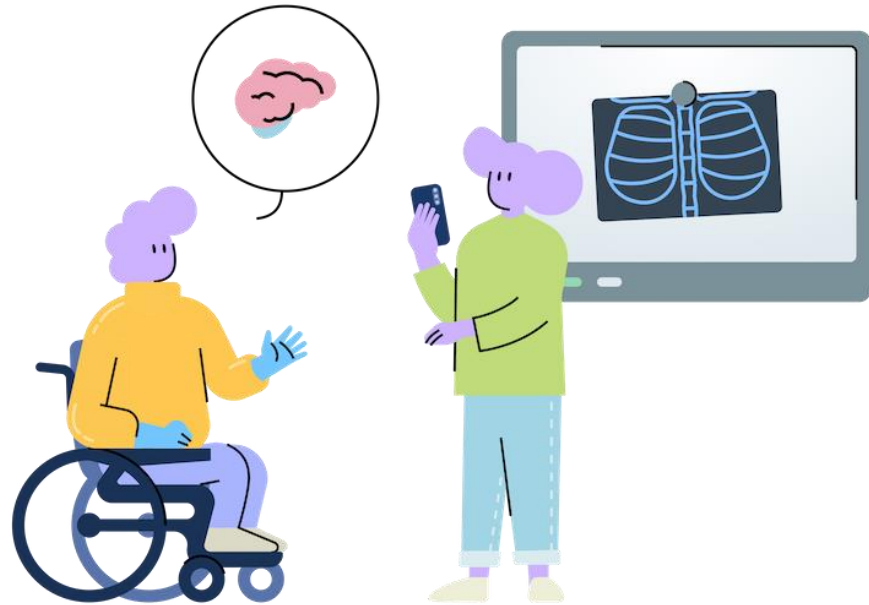
▦ 8.1% - 28.8%

2 - Low Income Families

Income Deprivation Affecting Children | 2019

Digital Inclusion

256

Phase 2 - Questionnaires
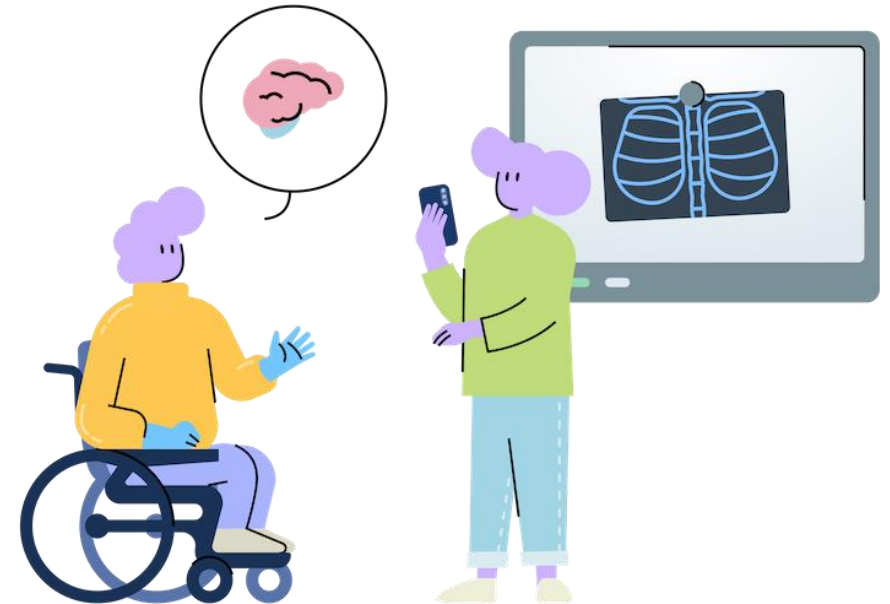Acceptability of the SWL Self-Management app for patients and clinicians.
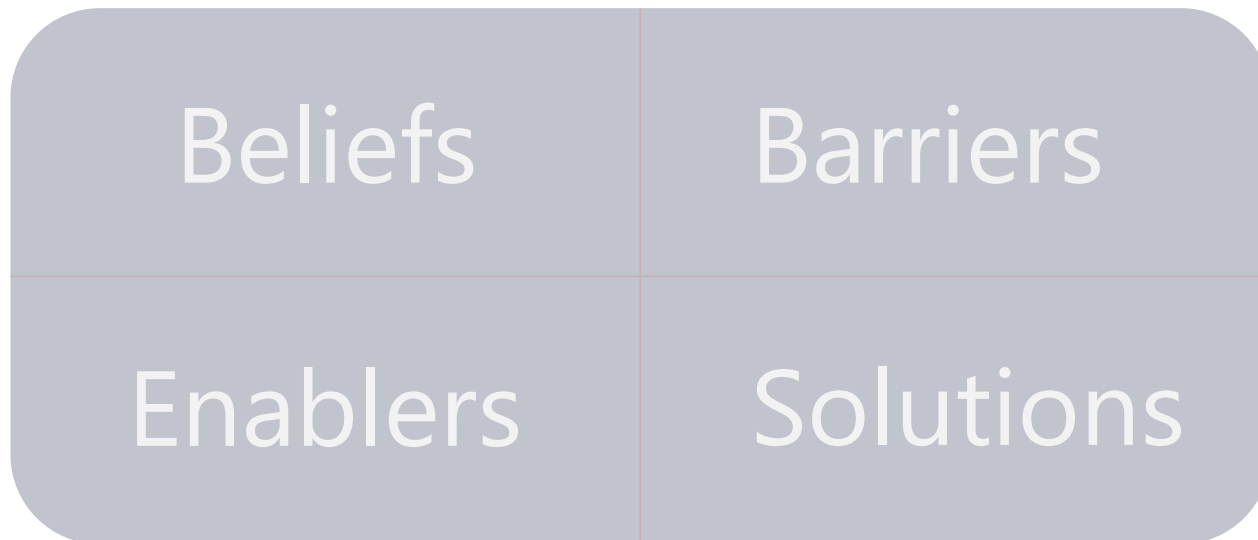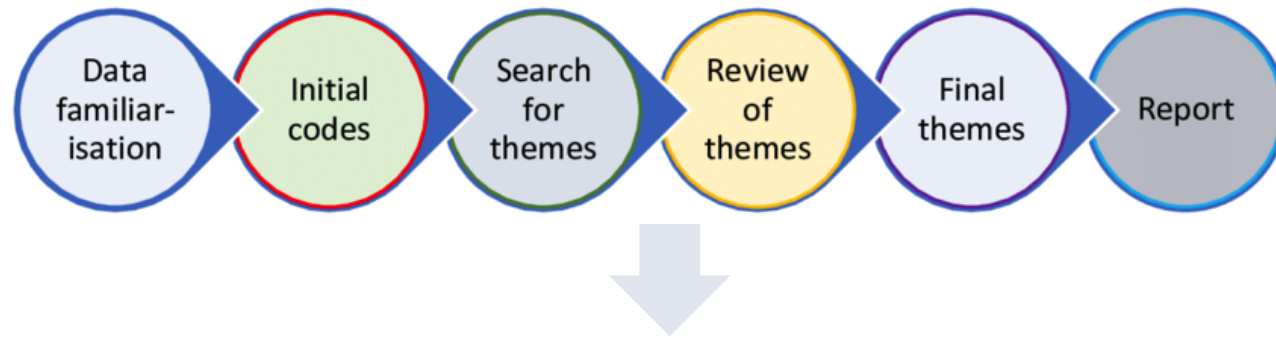
- Theoretical Framework of Acceptability (Sekhon et al 2017)
- Theoretical Domains Framework (TDF) v2 (Michie et al 2014 and Atkins et al 2017)

22

Phase 3 – Semi-structured Interviews

We used the Theoretical Domains Framework (TDF) v2 (Michie et al 2014 and Atkins et al 2017) to create a topic guide for patient and clinician interviews.

Digital Inclusion

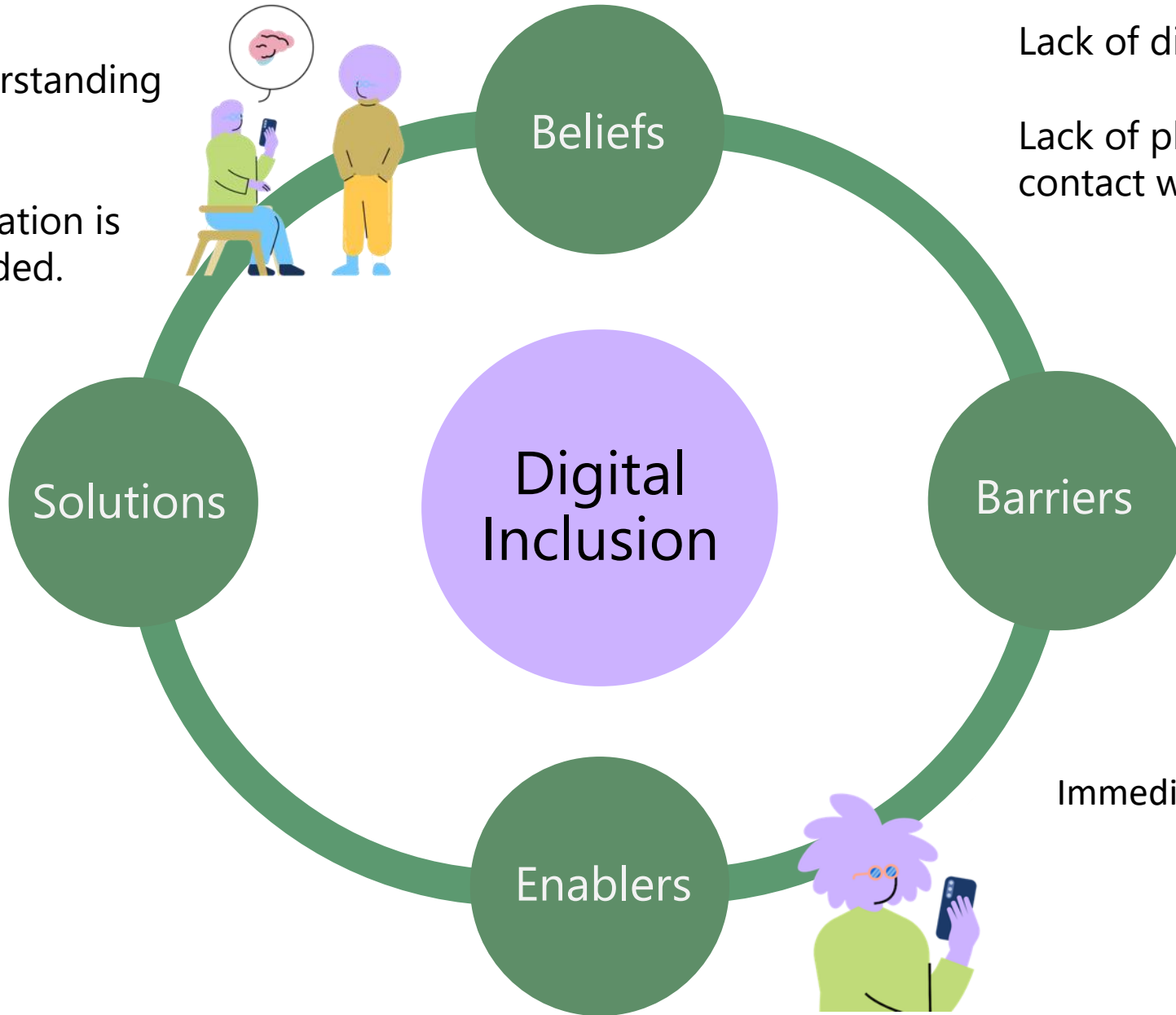We used a six step thematic analysis process as described by Braun and Clarke (2006)

Data familiar-isation → Initial codes → Search for themes → Review of themes → Final themes → Report
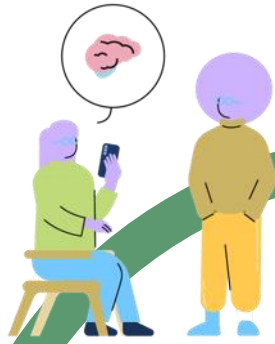
Beliefs | Barriers

Enablers | Solutions

Recommendations

1. Signposting to local support to improve general digital skills

2. Increase awareness of the app in the community

3. Training and demo of the app and its capability

4. Access to video demonstration of the app in various languages

5. Better accessibility options with clearer larger fonts

6. A dedicated helpline for queries

7. An open loop process to provide regular feedback

8. Changing beliefs and understanding of role of digital

![get U better logo]

Solving digital inclusion is everybody's responsibility

> Thank you

> carey@getUBetter.com

South West London Integrated Care System

St George's University Hospitals NHS Foundation Trust

Why getUBetter?

New or recurrent condition

| Self-management | GP | Urgent Care | Physio | SPOA | Long-term Condition | Hospital Care | Home & Recovery | Prevention |

Pharmacy | Self-referral | Non-NHS

80%

20%

15%

4%

0.6%

10-20%

0.2%

Digital Health Technolog... ...ed in silos o...

WL 1

WL 2

WL 3

WL 4

WL 5&6

WL 7

Diagnostics / MSK triage and simple info

MSK Triage Telemedicine Instant access GP tools

Rehab support

Pathway support into secondary care

Long term Condition Specific tool

Specialist pathway technology Surgery rehab Secondary care

Online Prevention services Wellbeing apps Occupational Health Local services