

digitalhealth

REWIRED
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Headline Sponsors:



NHS App: transforming the front door to the NHS

Liz Clow, director, Digital Citizen, NHS England

Rachel Hope, director, Digital Prevention Services, NHS England

Tim Clarke, deputy director, Digital Citizen, NHS England



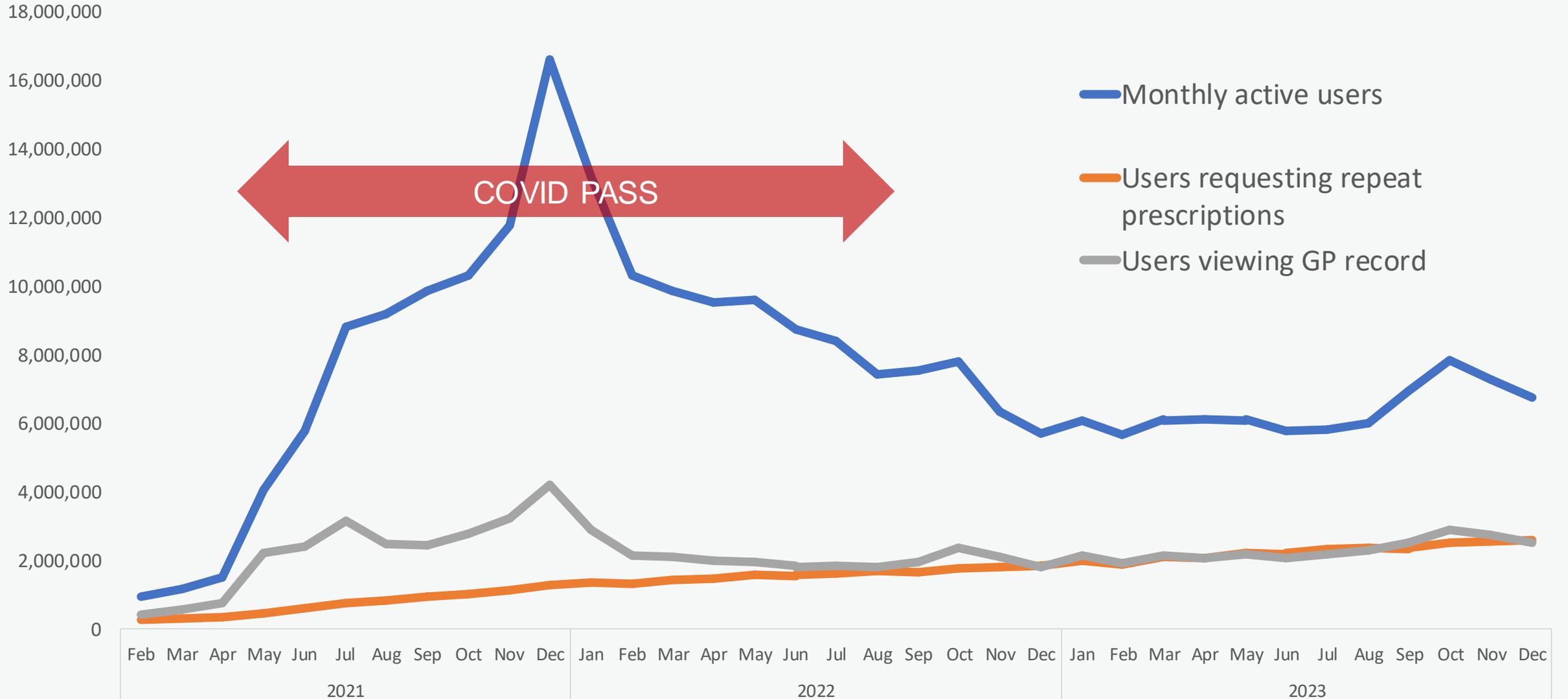
Stage Sponsor:



NHS App - strategy

Liz Clow, Director, Digital Citizen
NHS England

NHS App monthly usage, 2021–23



Key progress over the past year



In December 2023, **33.6 million** (75% of adults) people had registered for the NHS App



Over **52 million messages** sent via the NHS App in 2023



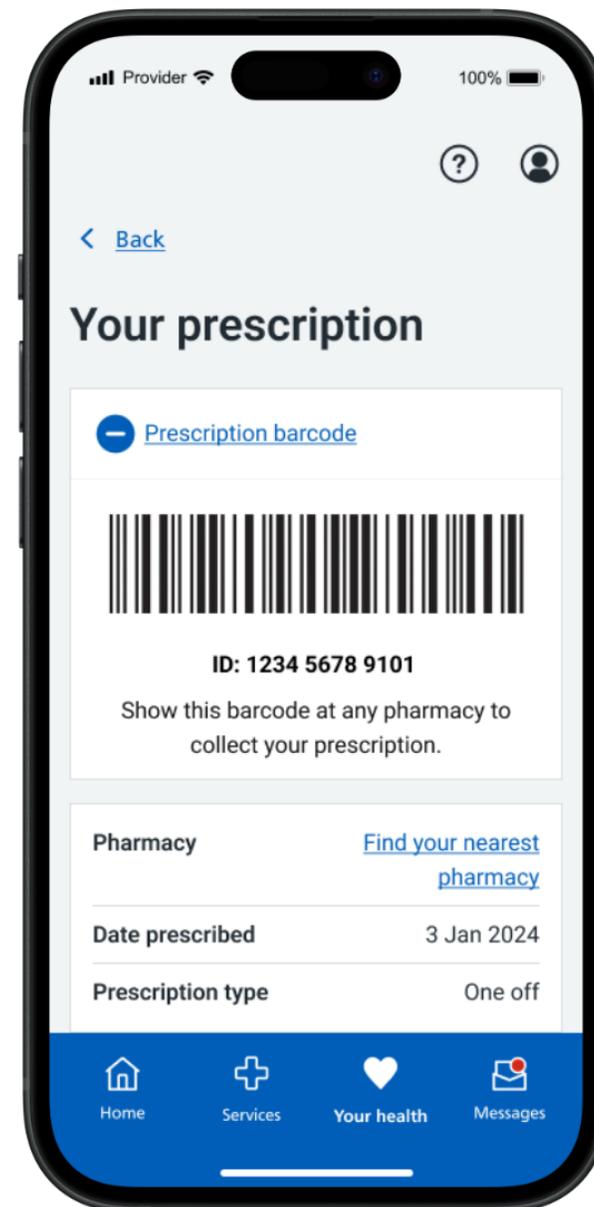
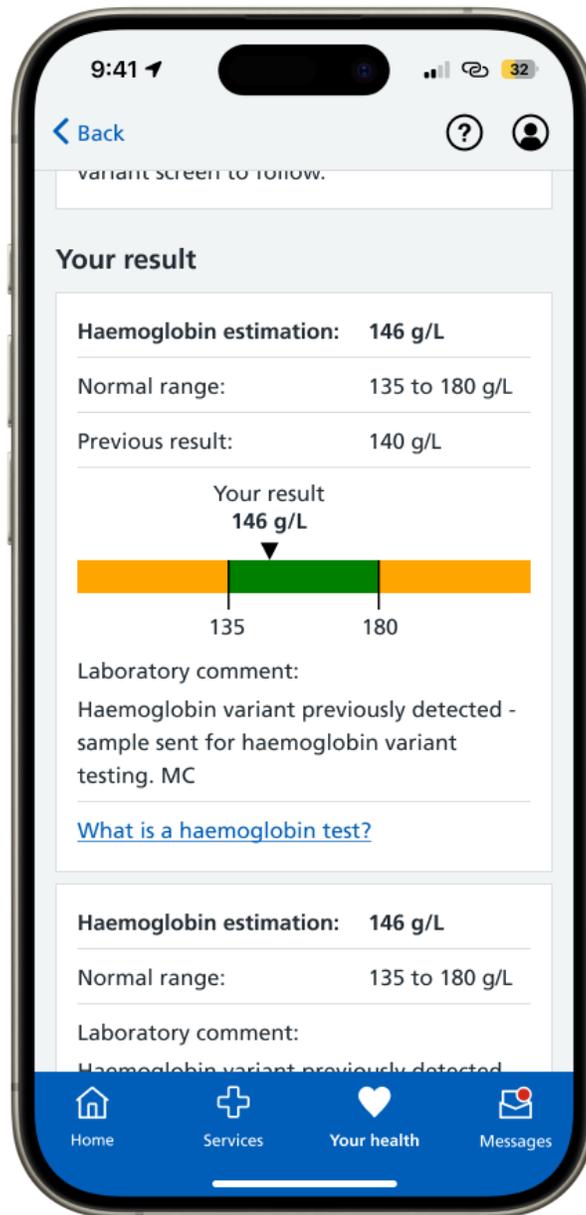
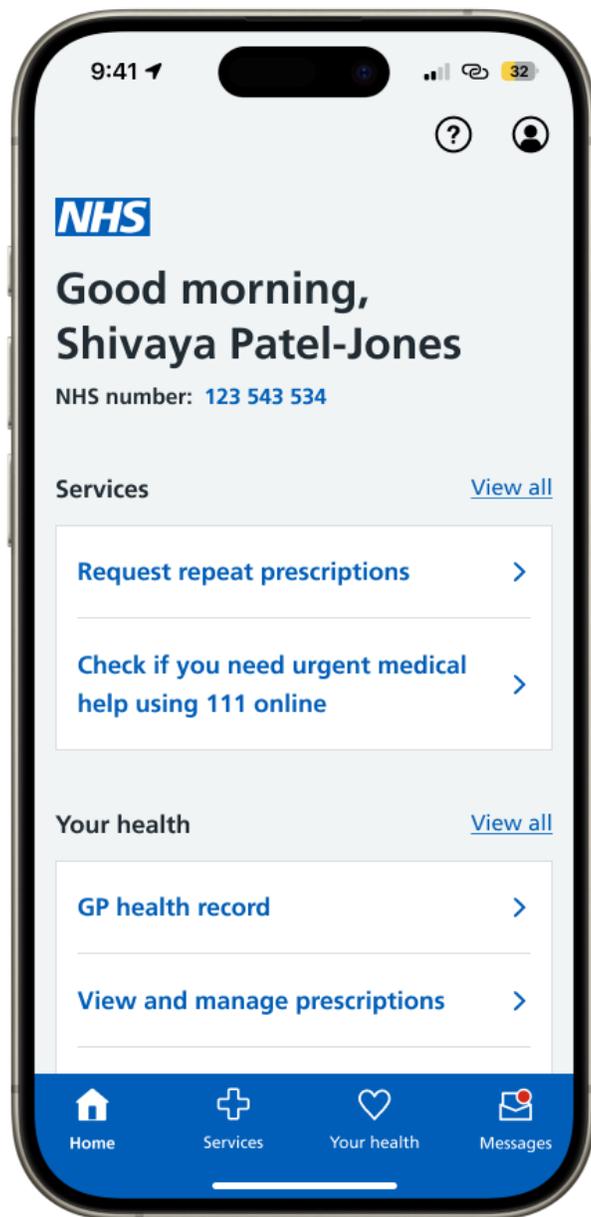
Growth in prospective GP record access to **5,205 practices** in January 2024



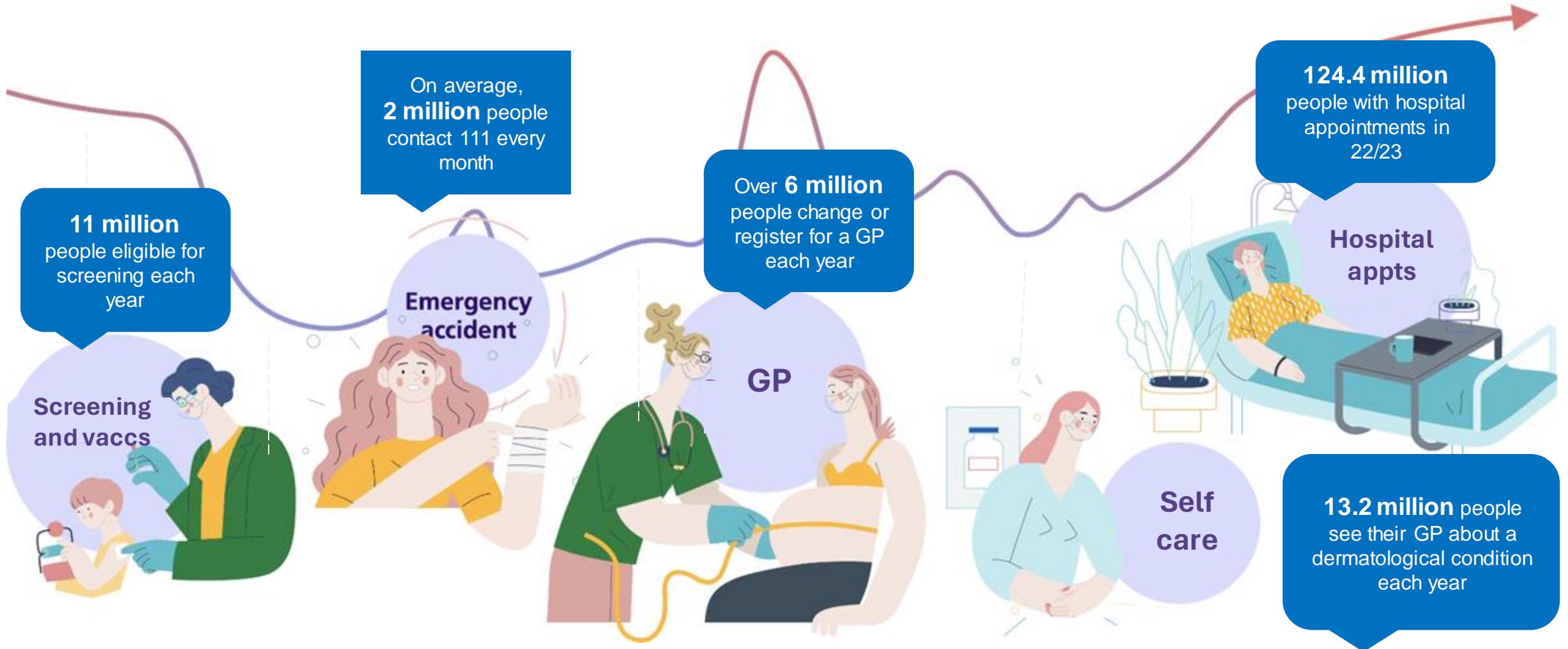
3.4 million secondary care appointments viewed and managed in December 2023



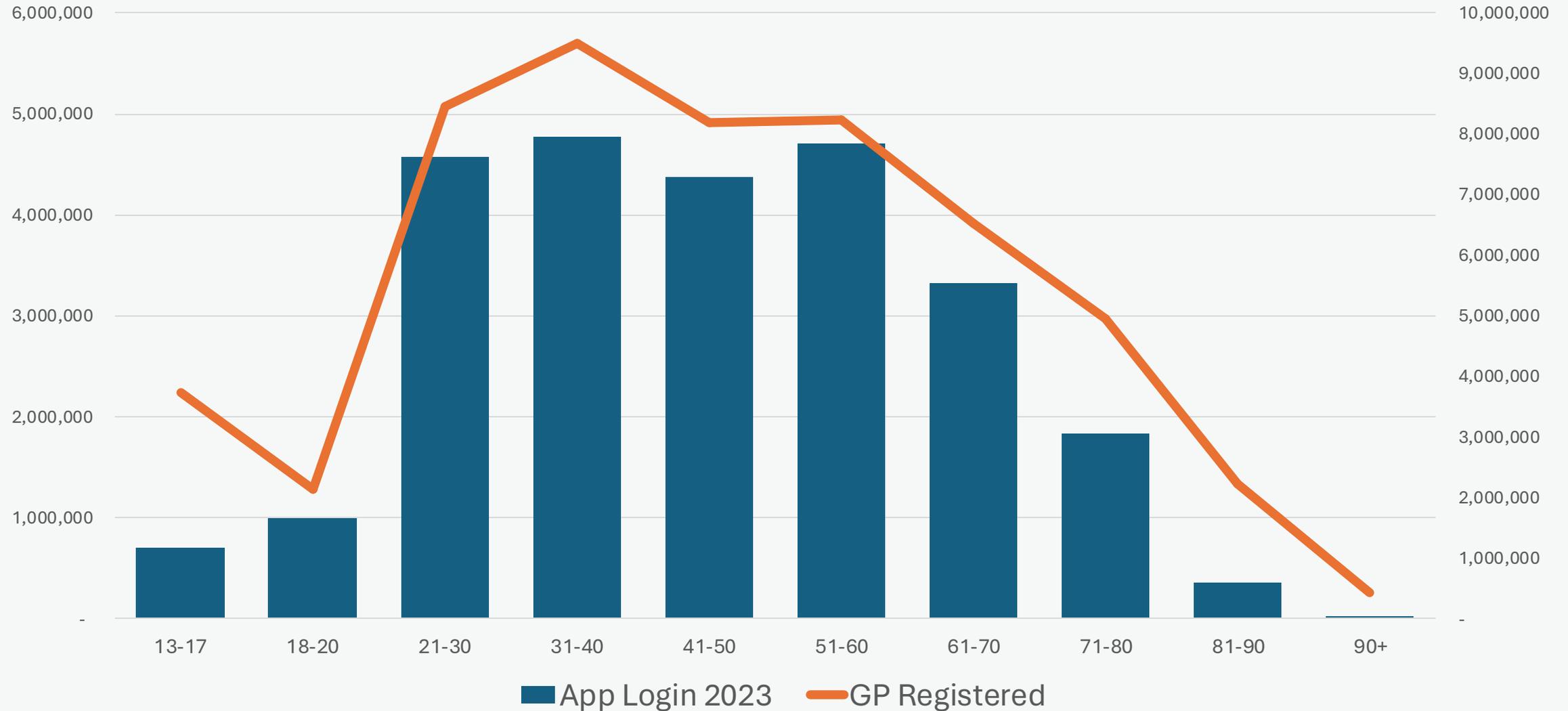
3.1 million repeat prescriptions ordered in December 2023



Over the next five years, we want to transition a third of all interactions to be digital first via the NHS App and NHS Website



NHS App users' age



Priorities for 2024/25

Keep me healthy

Improving people's health and preventing illness through supported self-management and modern screening and vaccinations

Access my information

Increasing access to GP record and joined up information across care settings with a focus on vaccines and test results

Therapeutics

Improving self-care and results by actively signposting to external therapeutic tools

Navigation and triage

Relieving pressure on the front line by improved navigation to the right place at the right time – navigation, triage and first contact appointments



Modern mobile experience

Enabled by smartphones and data access to support tech and design that increases engagement and usage

Messaging

Increased volume and range of messages and ability to respond through the NHS App and comms manager

Digital prescriptions

Increasing digital adoption of prescriptions through GPs

Secondary care appointments and my elective care

Unlocking the true potential of appointment booking with a focus on follow ups

Focus areas

Wellness: prevention, early intervention and self-care

Illness: effective navigation and management of care

Keeping me healthy

- Digital health checks
- School age immunisation service
- Record a vaccine

My health (PHR)

- Improve primary care test results
- Care plan Discovery
- Improved proxy access

Therapeutics

- Access digital therapeutic tools to support MSK

Navigation, triage & appointments

- First Contact Discovery
- Mental health self-referral through 111 online
- Increase access to secondary care appointment booking

Prescriptions

- Scaling digital prescriptions token
- Integrate A-Z meds information
- End to end prescription tracking



Messaging and campaign management

Cross cutting enablers

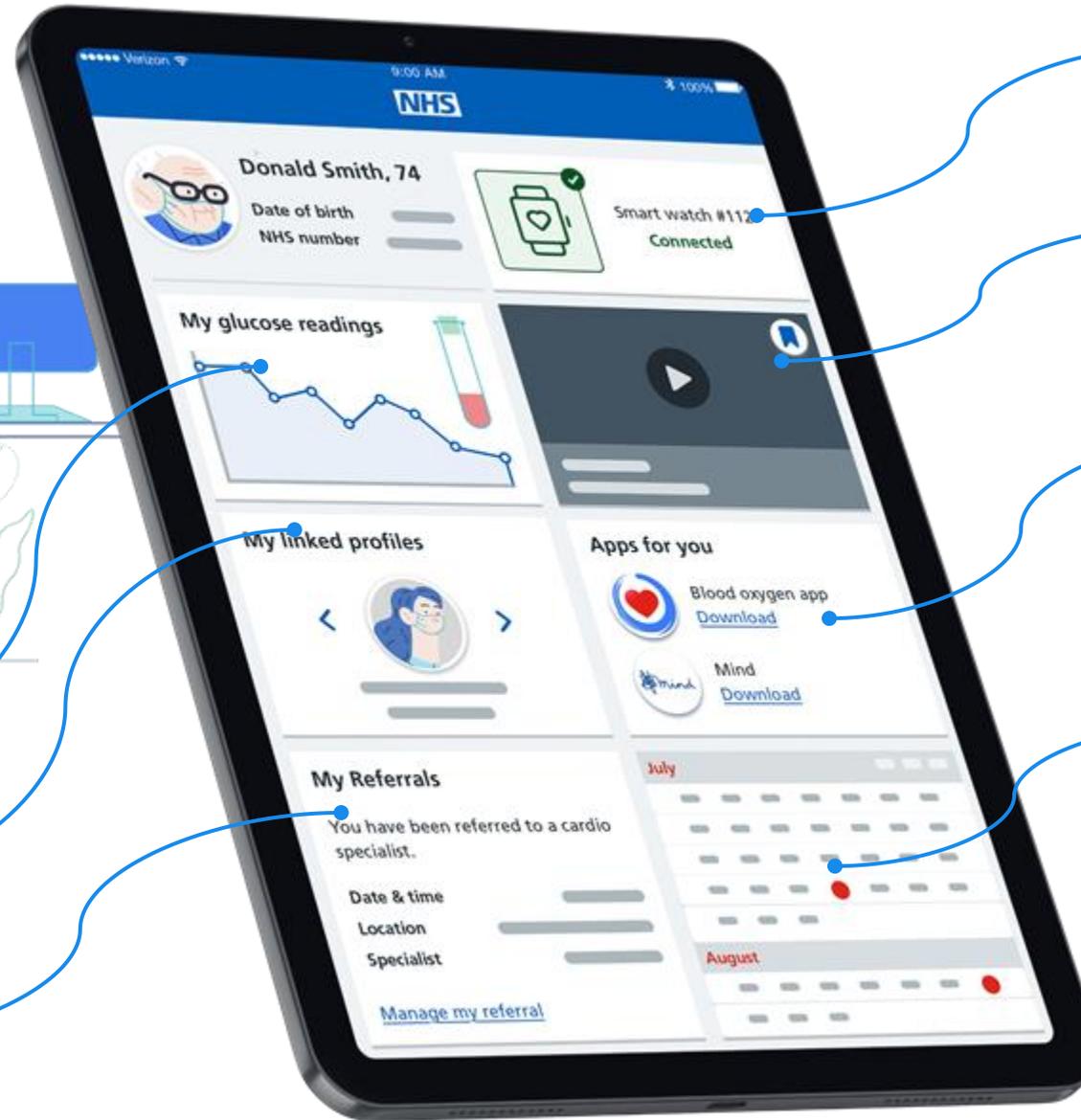
The Future NHS App – manage your health in your hand



Your health records in one place - from primary & secondary care

Access your children's records and manage their care - or adults you care for

All your appointments, in one place – with timely reminders



Connecting the health data you want to share with us

Healthcare monitoring from your face (camera) to the palm of your hand. Track your vitals, with a diagnostic suite on your phone



Self-care – digital monitoring and therapeutics services specific to you

Connecting activity completed in other channels in to one central place



NHS App - prevention

Rachel Hope, Director, Digital
Prevention Services

NHS England

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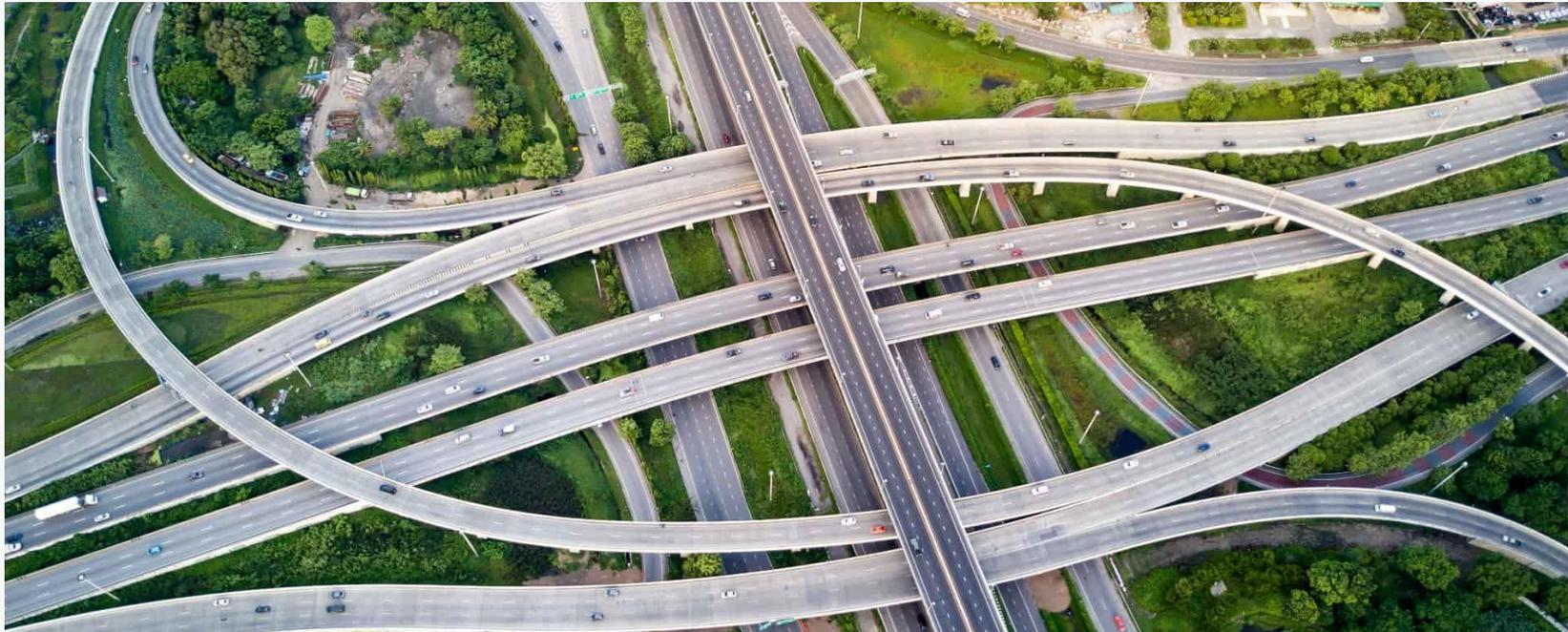
Secondary care appointments and my elective care

Unlocking the true potential of appointment booking with a focus on follow ups

NHS App: national infrastructure



What's the future for personalised, proactive prevention services?



Despite gains in life expectancy, the number of years lived in good health has not changed substantially



Keep me healthy

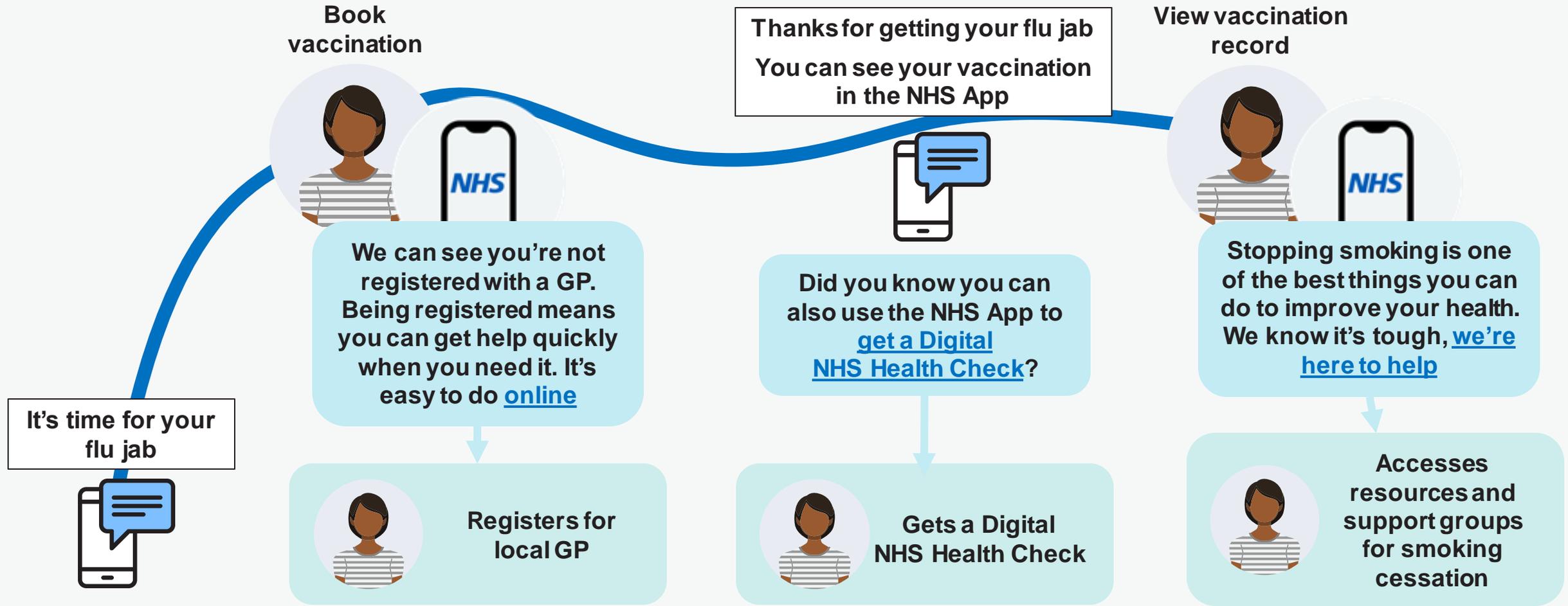
80% of the disparity in health outcomes in the UK are attributable to modifiable conditions

One in three working-aged people in the UK have at least one long term condition

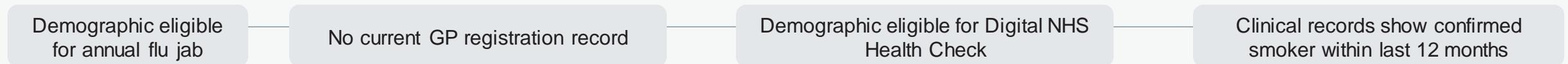
40% of the NHS budget is being spent on treating preventable disease

Cardiovascular Disease (CVD) is the **second biggest killer** in England, affecting 6.4 million people

Opportunities to join up experiences



Personalisation enabled by data to maximise relevance and uptake:



NHS App – messaging

Tim Clarke, Deputy Director,
Digital Citizen NHS England

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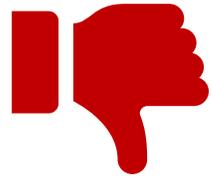
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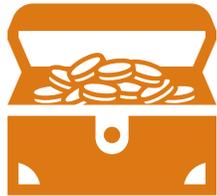
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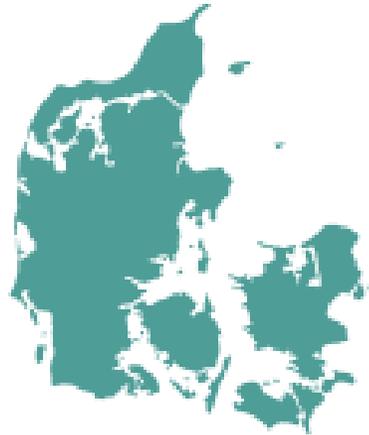
Quiz



What are the top 3 drivers of complaints to the NHS?



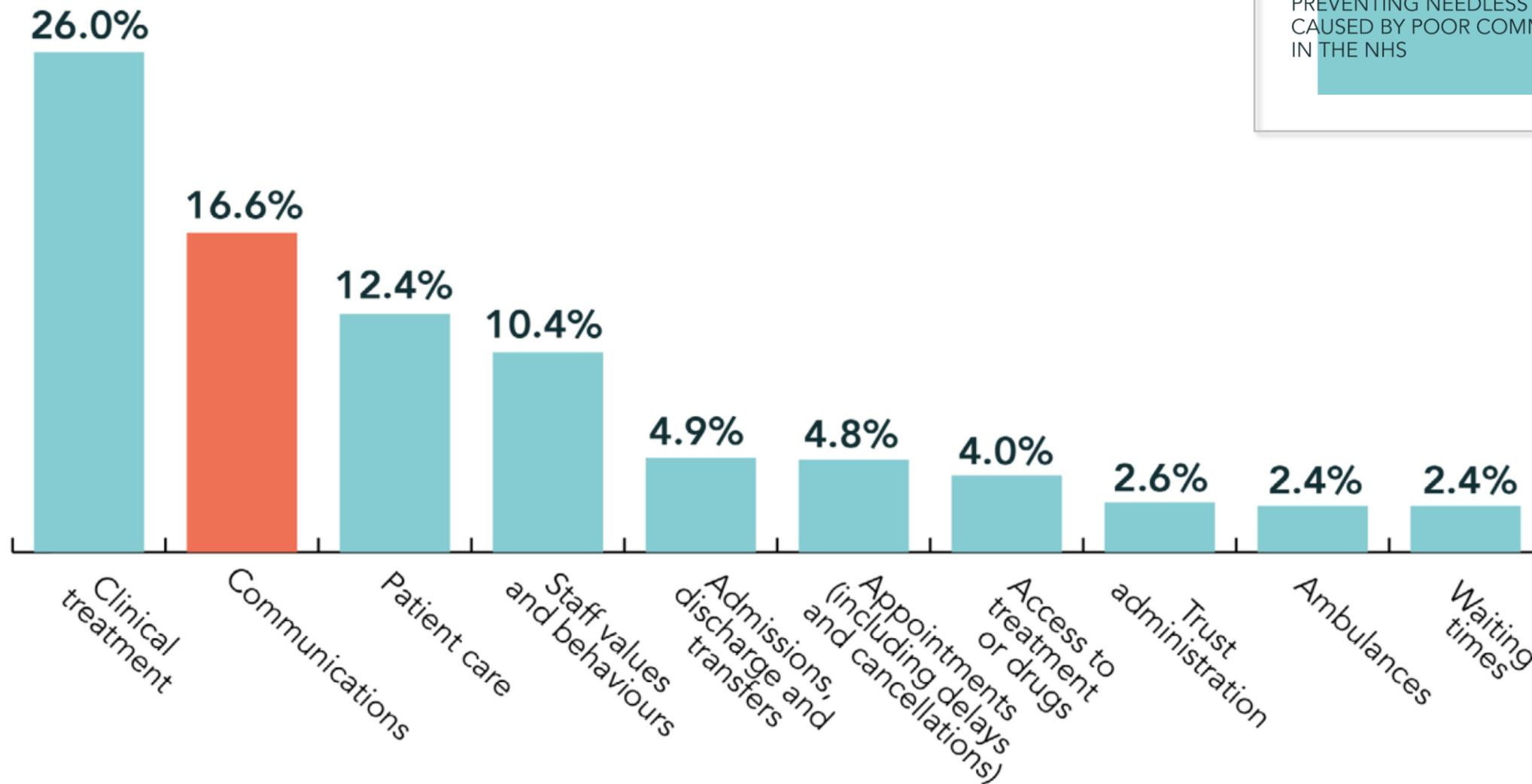
How much does the NHS spend each year messaging patients?



Which country has 95% of adults accessing public sector messages in Apps?

CHART 6

TEN LARGEST DRIVERS OF COMPLAINTS IN SECONDARY CARE 2022-23



DEMOS

"I LOVE THE NHS, BUT..."

PREVENTING NEEDLESS HARMS CAUSED BY POOR COMMUNICATIONS IN THE NHS

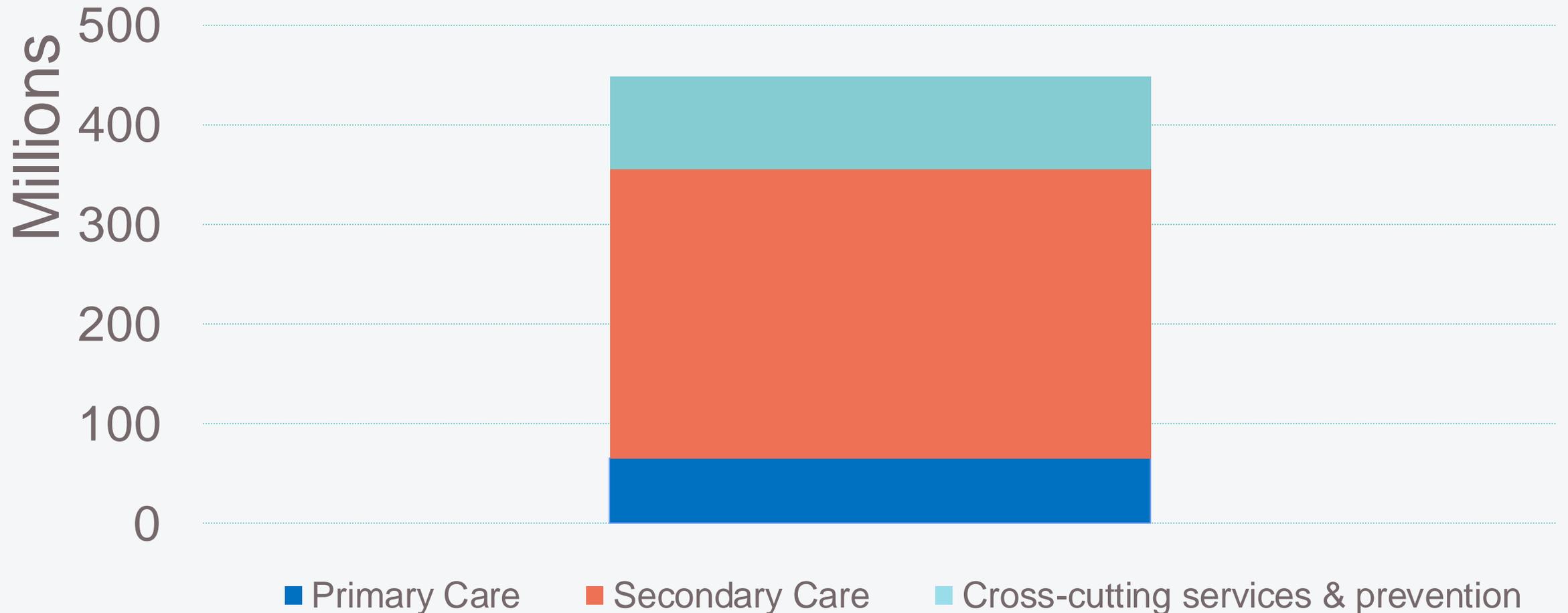
November 2023

‘Improving how the NHS communicates will be critical to stopping the deterioration of public satisfaction with how the NHS is run...

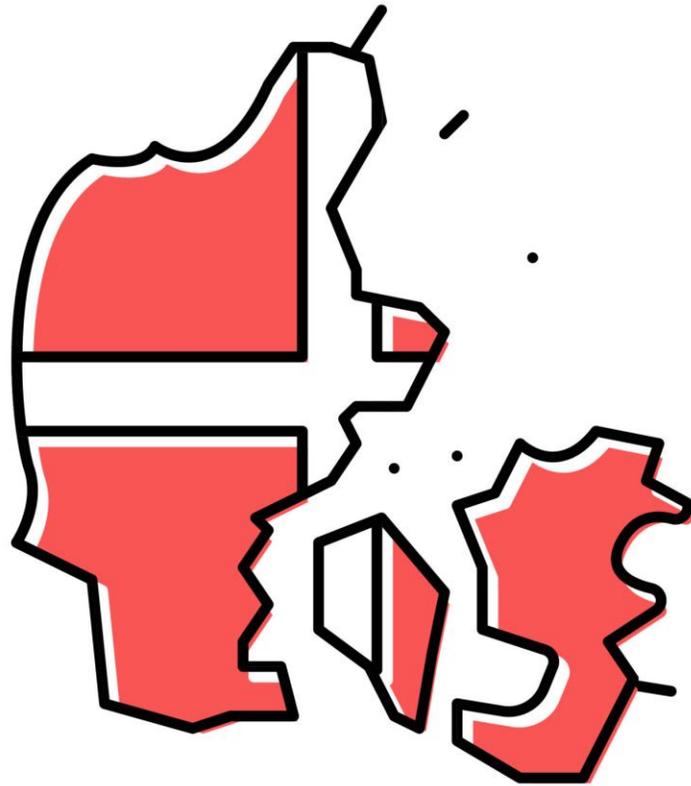
It would certainly improve people’s lives.’

Spend per year by the NHS

sending letters, SMS and emails to patients (estimated)



Digital channel shift in Denmark



5.2m people signed up **(95%)**

227m Digital messages sent in 2021

83% Satisfied or very satisfied

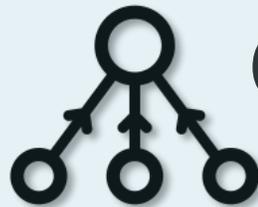
Why the NHS should shift?



Cost savings



Security & trust



Co-ordinated care

2023: a start



**Vaccination
invites at
scale in
NHS App**

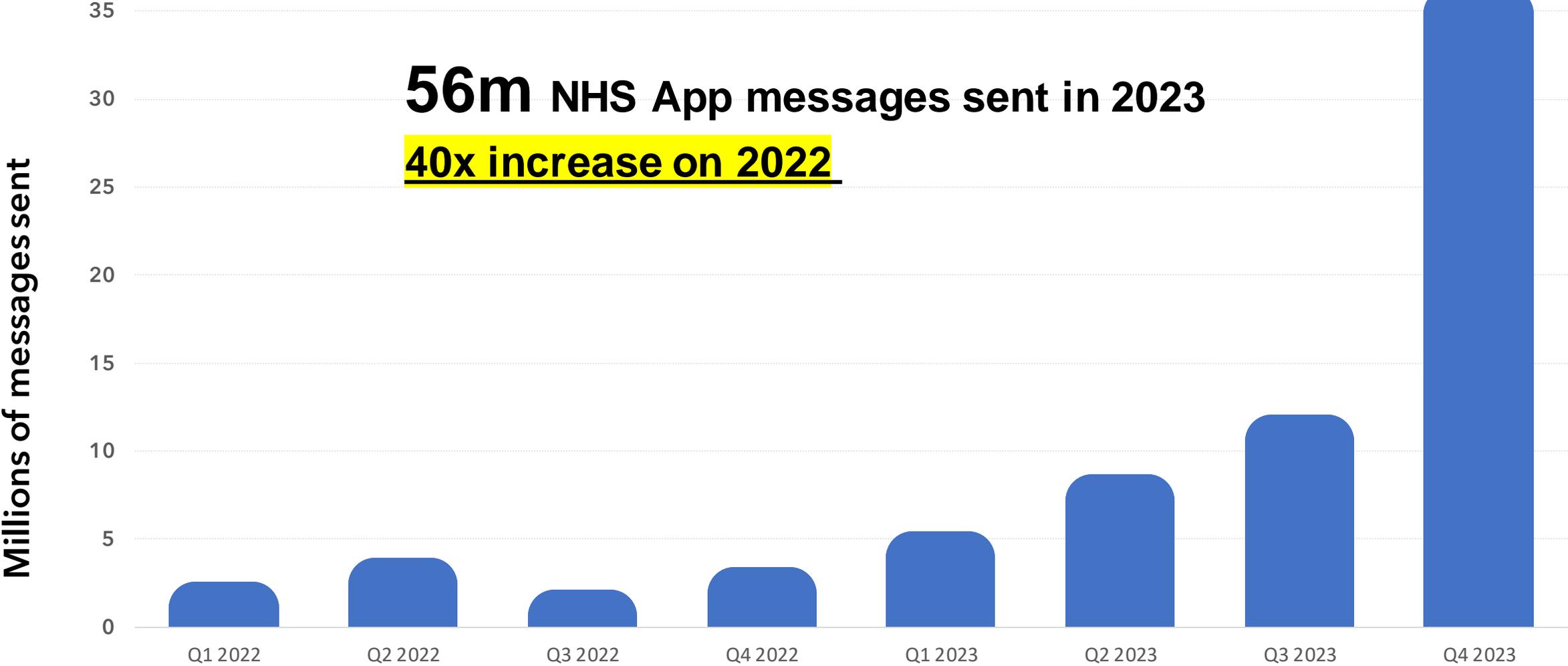
**8 hospital
Trusts across
4 Wayfinder
PEPs**

**Enabled
97% of GP
practices**

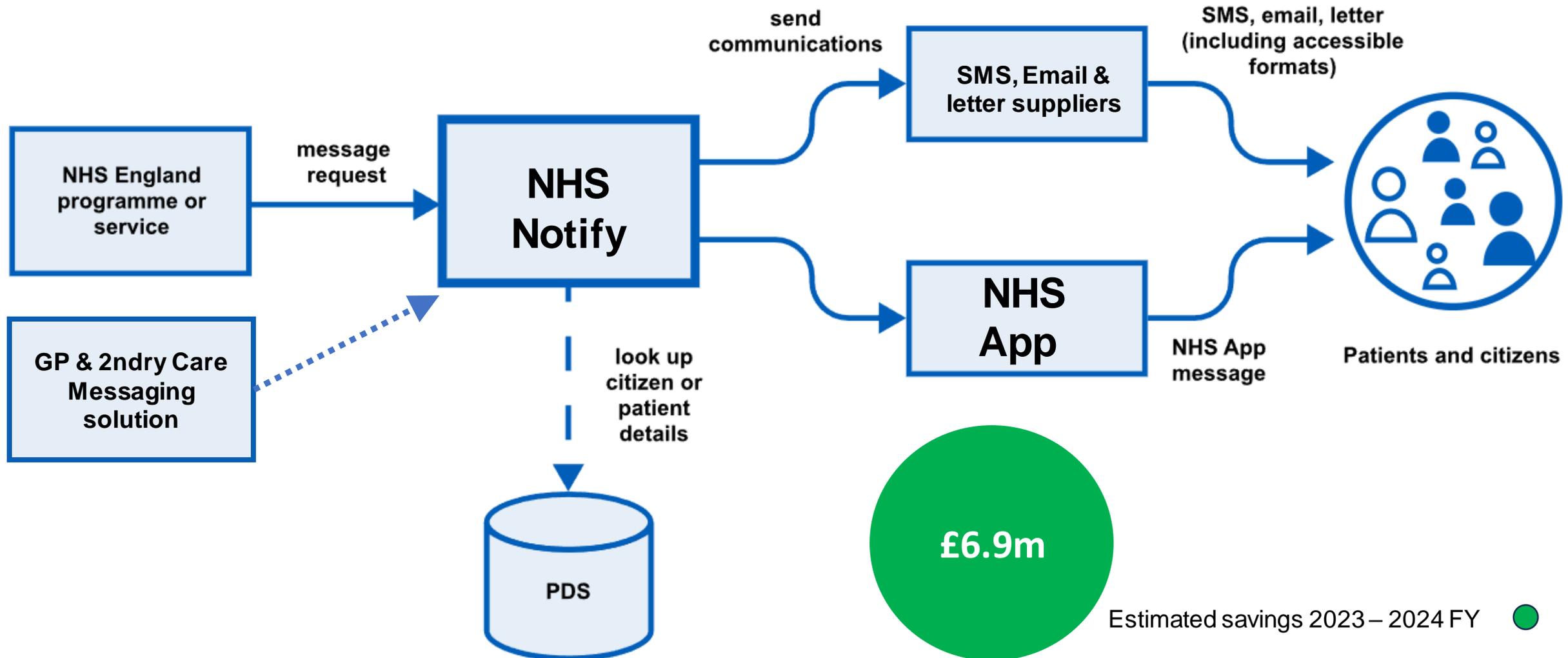
**Two way
messaging
pilots**

**GP
registration
messaging**

NHS App message volumes



Messaging savings 2023-24



How to realise £20m in 2024

Extend range

More services added to NHS App & NHS Notify



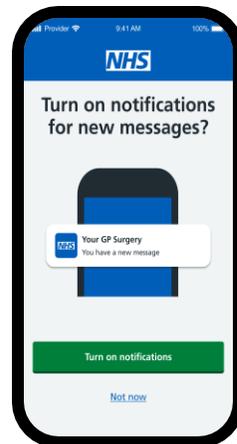
Increase volumes

New message types turned on



Increase read rates

Promotion of NHS App notification opt-ins



Improve responses

Guidance & support for message senders



2024: scaled up messaging



**New
vaccinations
& bookings
reminders**

**Majority of
hospital
Trusts live &
e-referrals**

**Majority of
GP messages
enabled**

**Screening
service
reminders**

**Prescription
tracking
reminders**

Thank You



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