



Health Innovation
North East and North Cumbria



Digital Pioneers

Dave Belshaw
Emma Richardson

Digital pioneers – Background



- Design phase in 2021.
- Launched April 2022.
- Covered all primary care areas.
- Innovation at the heart of the programme.
- Supported the workforce with digital transformation through creating digital champions.
- Expanded to explore accelerating transformation.

Digital Pioneers

Aims: To facilitate collaboration, exchange ideas and support the scale and spread of digital health innovations within primary care, to improve the quality of care to patients and support the workforce to deliver better healthcare for all.

www.ahsn-nenc.org.uk

Digital Champions

- 12 month programme
- Action learning set
- Communication channel
- Masterclasses
- Development of ARRS digital transformation roles
- Networking events
- Celebration event
- Web page sharing best practice

Innovation Hub

- Innovation fund to support digital innovation in primary care
- Education sessions delivered via Lunch and Learns
- Rapid innovation discovery sessions
- Showcase events with the aim to inspire others
- Unmet Need and Challenge Calls
- Innovation Journey Support
- Web page sharing best practice

Communities of Practice

- Communications channel for digital champions to engage with each other
- Joint digital champions and innovators community of practice
- Digital Inclusion group
- Share of best practice
- Innovation Forum

Accelerator Programme

- E.g. Remote Monitoring
- Programme and Project Management and Evaluation
- Design thinking and accelerated approach
- Share of best practice

Digital Design Service

- Design sprints
- Programme and Project Management
- Discovery sessions
- Horizon scanning Research

Current commissioned programmes via DFPC

AHSN NENC additional services



Innovation



 Health Innovation North East and North Cumbria
3,742 followers
3w • Edited •

Community pharmacies in the region have installed digital screens to display public health messages. HI NENC are proud to support this innovative pilot, which aims to replace traditional media and promote healthy lifestyle campaigns.

Hear more about the pilot from [Andre Yeung](#), Pharmacist and Clinical Lead, North East and North Cumbria ICB 🗨️👉
<https://lnkd.in/eyeSTqk4>



**Digital Pioneers
Pharmacy Screens**

Driving Digital Transformation | Digital Pioneers - Pharmacy Screens
youtube.com

The innovation manager has supported a total of **30 innovators over the last 2 years**. Of this, 6 have been successful in receiving funding from the digital innovation fund and are actively developing or delivering digital solutions within primary care.



THE
INNOVATION
PATHWAY

DISCOVER
DEVELOP
DEPLOY.



Innovation



A robust governance structure is in place to review projects before they receive funding;

- HI NENC de-risk projects with thorough due diligence processes, i.e. market research, clinical feedback etc.
- Projects reviewed by HI NENC triage panel.
- Projects presented to Expert reference panel and feedback documented.
- Decision to fund made. Any projects not funded are continued to be supported by HI NENC.

Innovation



Andre Yeung, Pharmacist Consultant and Senior Specialist Advisor, said:

“Even as an experienced project leader, working with the support of the HI NENC has been incredible. Emma and Rachael have helped me with everything from legal and contracting to communications and market research. They’ve been a fantastic sounding board for ideas, a critical friend and they’ve provided access to their excellent network of innovators, collaborators and advisors. It’s been an absolute pleasure to work with them on this project.”

Innovation



- The first project call was launched, Summer 2023, for General Practice, there were two focus areas; 1) digital solutions which promote a more sustainable primary care 2) digital solutions which empower patients in Shared Care Agreements.
- There were a total of 18 applications across the two focus areas, these were scored against a pre-defined matrix and 6 applications were shortlisted and invited to present to the programme manager and clinical leads.
- Three projects were successful in receiving funding and started work September 2023.

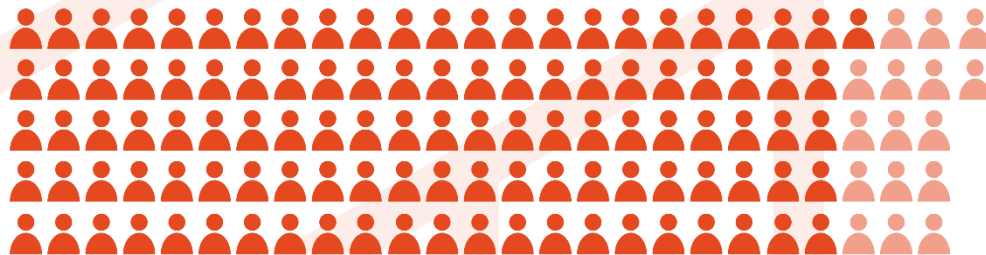
Digital champions

Total number
trained

127

Total number
active

111



Resulted in
action plans

76



Digital Champions



418

People attending
over 12
Masterclasses

Top interests

Accurx

GPAD

Social media

Capacity and
access

4

working groups
established



Digital champions

- Delivered in partnership with Redmoor Health.
- Ran 6 cohorts over the year.
- Still hard to get people to commit so tweaked to embed different elements e.g. action plan as part of the session.
- Designed and delivered a bespoke digital champions for Optometry working with the Local Optometry Committee members.
- Increased masterclasses and created 4 working groups to support those. Opened up wider to primary care.

Digital Champions

I really enjoyed hearing what was happening with the other attendees and the support of the facilitators who had lots of useful information and resources to help us along the way. I think the masterclasses are really helpful too and very pertinent to what we are needing help with at the moment.

It was good to know that there was someone to go to from the team if I was unsure about something, or I needed help/pointer in the right direction. The masterclasses covered a lot of different topics which were useful, and I could focus on what I needed to.

It was very informative, various digital platforms covered and gave multiple ideas of how we can implement more digital platforms into our own workplaces.



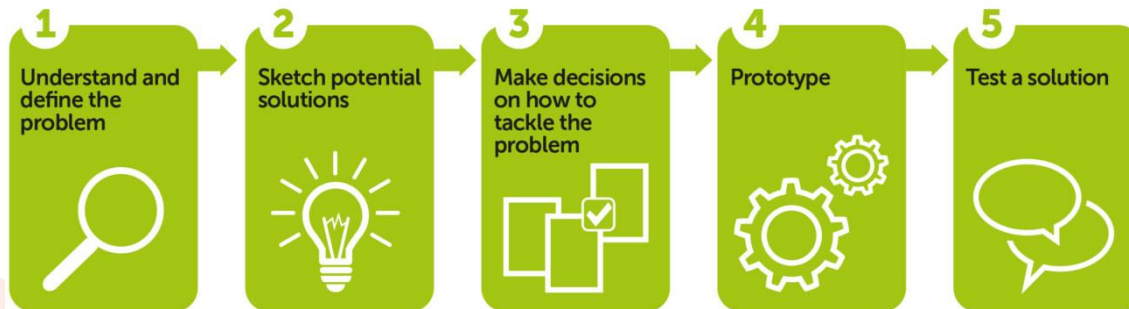
Innovation design service



- The Innovation Design Service (IDS) delivered by Health Innovation NENC supports clinical teams, businesses and operational teams to rapidly discover innovative solutions to complex issues for the benefit of patients, clinicians and the wider ecosystem.

Innovation design service

- IDS adopts design thinking methodology, to understand and appreciate the problem at hand, before working together to design a range of solutions and using testing and feedback to narrow these down.
- Delivered by HI NENC, IDS' unique position within the health and life sciences ecosystem allows it to accelerate innovative solutions through the HI NENC Innovation Pathway, bringing in expertise and working with partners from across system.

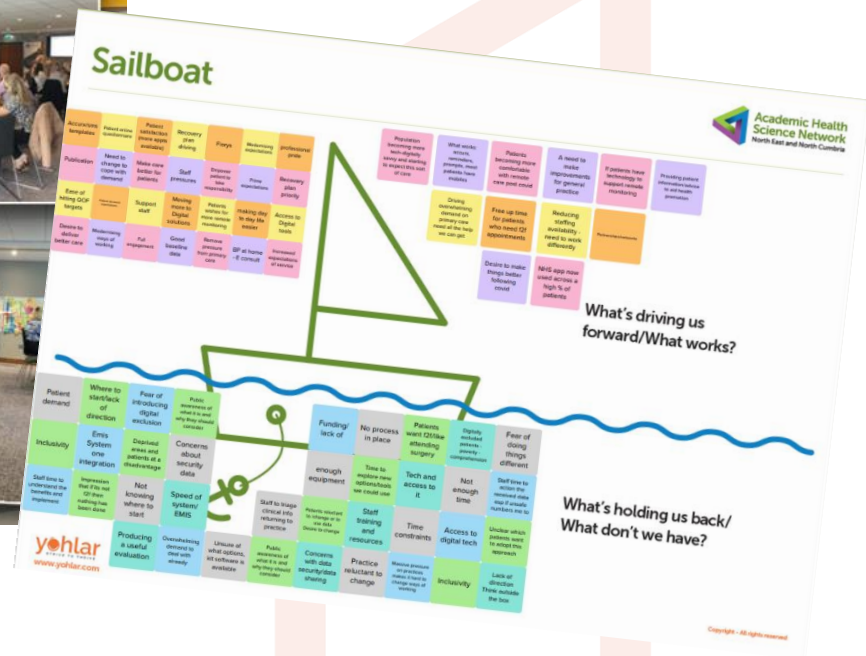


Remote monitoring



- Used IDS methodology.
- 5 practices onboard.
- Innovation discovery day to determine next steps.
- Clinical pathways agreed – e.g. uti, hrt, contraception, new patient, bp.
- Signed off by a clinical expert, Dr Becky Haines.
- Programme and project approach with additional support from NECS around change and benefits.
- Independent evaluation by University of Sunderland.
- PPIE, we commissioned Involve North East.
- SOP's and flow chart resources for spread and adoption.

Remote monitoring



Examples of clinical pathways



- Contraception pill check using eConsult. On average 50 appointments being saved per month. Time used to support another practice within their PCN due to high demand.
- New patient registrations – Template built. Coding in the background created. Approx 20 appointments a month being saved.
- Hypertension – Smart text option. Booking link, much more efficient and identifying patients that may have been missed. No data yet.
- HRT pill check – 14 nurse appointments saved.
- BP at home – Healthcall – through refining have exceeded their monthly target by 100 patients.
- UTI pathway using Accurx – on average 30 GP appointments being saved per month.

Celebration event

- Opportunity to showcase the excellent work achieved by those involved.
- Spread and adoption.
- Share best practice.
- Networking.
- Celebrating the successes.

You are invited to...

The Digital Primary Care Education and Celebration event

Thursday 21st March 2024, 13.00 – 17.00

(lunch provided from 12:30)

Royal Station Hotel, Neville Street, Newcastle, NE1 5DH,

The event will be an opportunity to:

- Learn from speakers who will showcase digital innovations adopted within their organisation
- Share digital best practice with peers
- Celebrate the digital achievements in primary care within the North East and North Cumbria

Lunch and refreshments will be provided.



Click here
to register
your place

Next steps



- Embed a culture of innovation.
- Expansion of innovation team to include two primary care innovation managers and one social care innovation manager.
- Establish a community of practice for champions and innovators.
- Expand the learning from remote monitoring to roll out wider across the system.
- Secure ongoing funding to support transformation.
- Evaluation of remote monitoring.