digitalhealth REWIRED BIRMINGHAM 12-13 MARCH 2024

Headline Sponsors:

System Connecting Care

Graphnet Transforming Care

tpp

Steven Blackburn

Involving and engaging with the public to support the good use of health and care data for research-driven innovations
University of Birmingham

AI, DATA AND ANALYTICS STAGE

Stage Sponsor:

InterSystems Creative data technology

West Midlands SECURE DATA ENVIRONMENT

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NHS

Why do we do research?

How do we know our research is relevant and appropriate to the people the research is aimed at?

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Research: for the **health** and **well-being** of us **ALL**

So good research involves and engages the public

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Patient and Public Involvement and Engagement (PPIE)

Members of the public working together with researchers on all aspects of the research

Public members offer their insights, advice and experiences of health and care

Improves the quality, relevance and effectiveness of research

Raises awareness, trust and public buy-in

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PPIE in the West Midlands SDE

Enabling a diversity of patients and the public at the heart of health and care data access, use, research and communications

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Governance & Impact	Data Trust Committee Patient and Public Advisory Group (PPAG) Oversight committees Evaluate contribution and impact
PPAG	18 members, region-wide 'Guardians' of PPIE experience Co-production of good practice and communications
Engagement & Communications	Community listening and engagement event Deliberative events Muli-channel Information campaign
Young people	Bespoke Young Persons' Advisory Group for data access Age-appropriate communications Shared learning of young person involvement

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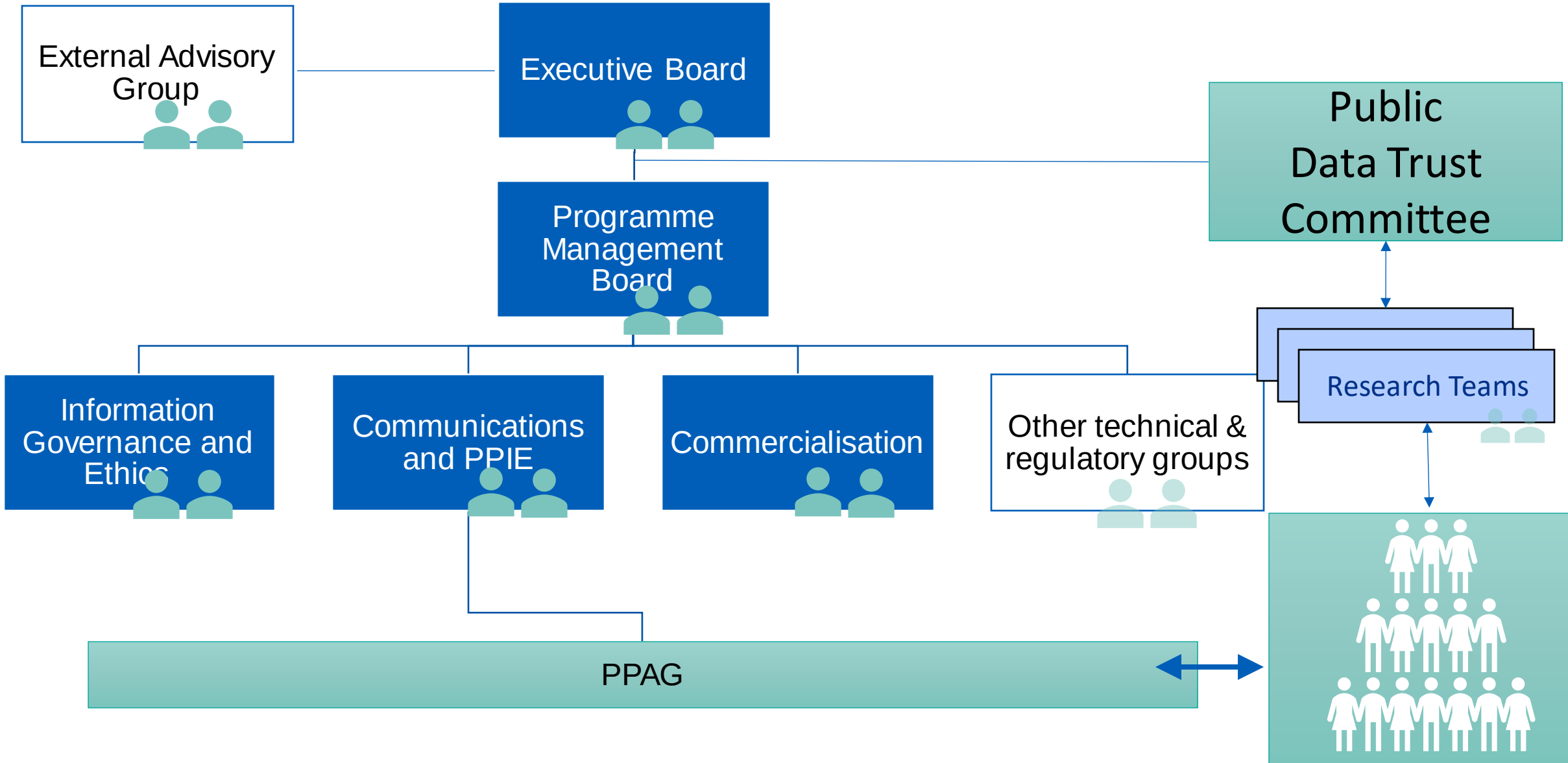

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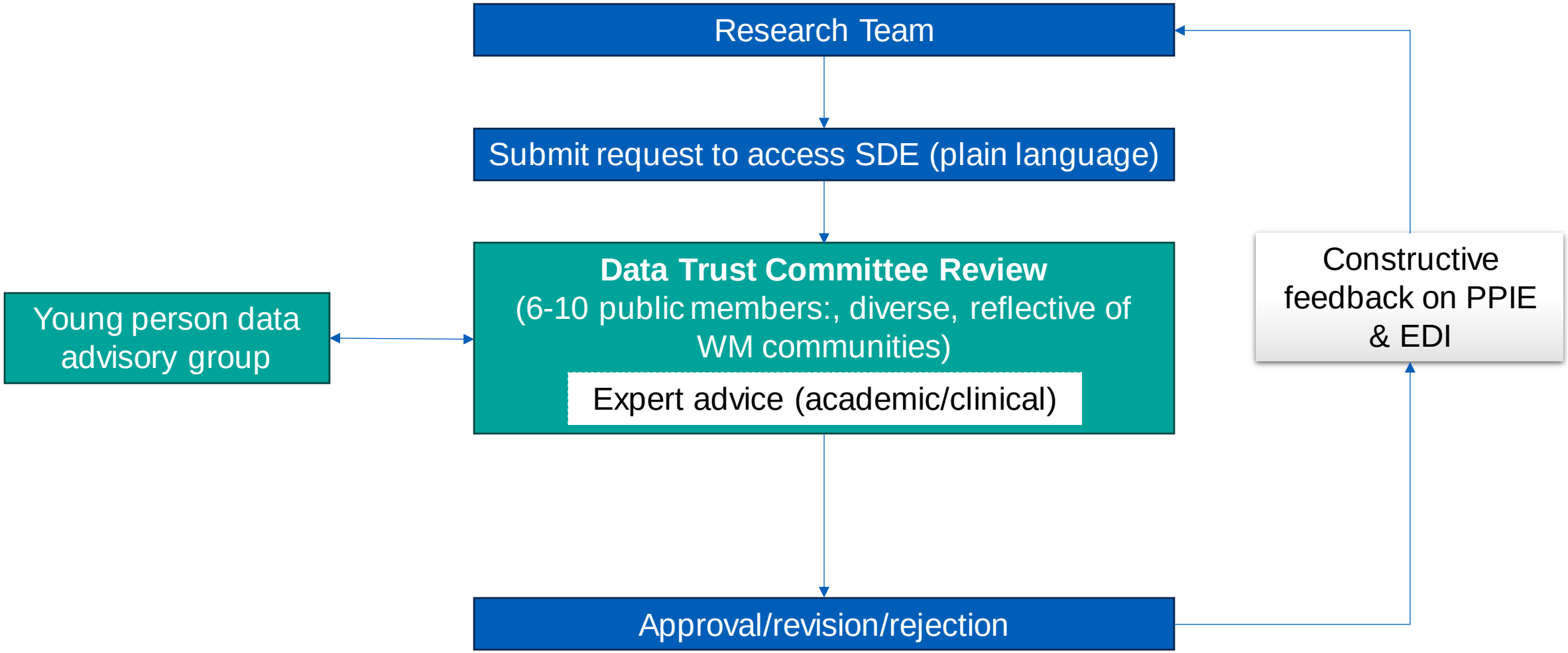
Data Trust Committee: *public gatekeepers*



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NHS

Engagement with the public

Community conversations

Underserved communities

Communications, Engagement and information events:

Awareness

Conversations

Trust & Buy-in

Deliberative events

Tricky issues

Concerns

Opportunities