Bromley Community Digital Inclusion Workshop

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NHS England's Digital Inclusion Mission

Increase the number of people enjoying the benefits of digital healthcare, ensuring that everyone can access transformed services using methods that suit them.

Case for action

South East London
Integrated Care System

Digital technologies have transformed almost every aspect of our lives, from the way we do business, to how we shop, learn, connect with friends and family, **including how millions of people access the NHS and manage their health**

- **Around 10 million more** people in the UK used **NHS websites or digital** applications in 2021 **compared with pre-pandemic** 2020

- **NHS App registrations** increased from 2 million people in 2021 to **30 million people in 2023.**

- **Reduction in costs** to patients of travel for NHS care through using digital channels.

- An estimated **£20 million annually** could be saved by providing basic digital skills support to **500,000 people a year** to **use online services**, thereby reducing the number of in-person GP appointments

But not everyone is included in this change

- Around **7% of households** still do not have home internet access

- Around **one million people cancelled their broadband package in the last 12 months** due to rising costs

- Around **10 million** adults are estimated to **lack** foundation-level **digital skills**

- Around **30% of people who are offline** felt the **NHS is one of the most difficult organisations to interact with**

Core domains for action

NHS England, ICBs and Trusts have a role to play in all domains so that digital offers complement other channels or modes, including telephone and face-to-face help
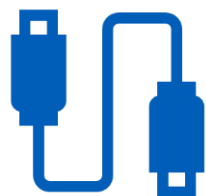
Access to devices and data

e.g., provision of data enabled devices working with partners

Accessibility and ease of using technology

e.g., follow tips in Creating a highly usable and accessible GP website for patients

Skills and capability

e.g., develop of tools/ scripts or support to enable NHS staff to explain the purpose and benefits of tech

Beliefs and trust

e.g., promote use of lower-risk transactional appointments to try-out digital services

Among the public and staff

Supported by:

Leadership and partnerships

e.g., join up between health inequalities and digital transformation leads, develop digital inclusion strategy or a section within digital strategies

Empower people to manage their health and care*

Why?

The last few years – accelerated by Covid-19 – has seen the introduction of a range of digital services to empower individuals to be more pro-active in managing their care. This includes providing online advice and guidance on staying well, electronic ways for individuals to make/change appointments and access their own data, digital tools to manage long-term conditions such as remote monitoring, and telephone and online consultations.

These services have, however, developed in a piecemeal fashion and in organisational silos. This has led to a complex picture across the ICS and potential confusion amongst the people these services are intended to support.

We need to understand what is currently in place in terms of people facing services in our area and use this information to explore how we develop a more consistent, ICS-wide approach.

In doing this, we need to consider how we make maximum use of national tools and services (NHS.uk, NHS login and the NHS App) and how these are supplemented by local digital services.

Many of the people who could most benefit from digital services are the least likely to be online. It is, therefore, crucial that we also consider how we can work better together to ensure digital inclusion.

Proposed Actions in 2023/24:

- **Map the current people facing digital services** (including any existing plans for these to be further developed) within SEL ICS to develop a baseline and test this baseline against national expectations, guidance and any plans at London level.

- **Collate existing consultation and engagement** feedback to ensure that our planning is based on what people want not our perception of what they want.

- Increase the **access people have to their health records**.

- **Agree a coordinated ICS approach to people-facing services** and a mechanism for ensuring this is followed. When developing this approach, we will seek to utilise the national resources that are available to us including the NHS App, NHS Login, and NHS111 online.

- Review existing work to **tackle digital exclusion** and consider whether any action is required to tackle this at an ICS level.

- Recruit an **SEL ICS Digital inclusion lead,** within ED&I, under SEL ICB Chief of Staff

This is focused on people facing services: previously referenced as 'citizen facing services' and renamed here to reflect the latest NHSE What Good Looks Like terminology.

- Strong emphasis on **better communication about the services that are available and eligibility**, from prevention to urgent and emergency care. In most cases, digital is not specifically mentioned but much of this communication is likely to be via a digital mechanism. Greenwich Local Care Partnership plan to use social media to optimise their engagement and communication.

- Also **improve communication while people are waiting for care**. For example, planned care make a commitment to redouble efforts to communicate much more effectively, and invest in portals to allow patients to access advice when they need it – including being able to contact their clinical team.

- **Authorised health technology / digital tools to facilitate self-care** – to allow people to better manage their care / condition, to improve their health and also to reduce demand on services.

Approach:

- Digital, virtual and telephone services **designed around needs of users and in partnership with them**. (Explicit commitment in priority 4 for children and young people to design these around the needs of babies, parents and carers and fully implement and embed these in the early years model).

- People **who do not wish to use digital tools and/or are digitally excluded**, can still access health and care services at the same level and standard.

Need identified in one Local Care Partnership template for investment in understanding and tackling ongoing digital divides in our communities.

Note in Local Care Partnership templates that **this requires greater partnership working and a suggestion that it could include developing shared digital inclusion strategies**. Greenwich Local Care Partnership noted the importance of building on existing work such as their Digital Inclusion Officer.

Specifics:

- (from children and young people template but probably applies more widely) Access to **digital health passport for long term condition management** both for individuals, their families and services. Linked digital health passports across service providers.

- Implement **personalised outpatients**, ensuring patients can access care conveniently and in a way that best meets their needs – achieved through optimising models such as Patient Initiated Follow-up (PIFU) and virtual appointments. Use of patient portals to give patients convenient, 24-hour access to personal health information and allow them to message their care teams, (re)schedule appointments and update contact information.

- Launch the MyChart **patient portal** at Guy's and St Thomas' NHS Foundation Trust (in April / May 2023) and King's College NHS Foundation Trust (in October / November 2023) through the roll out of EPIC.

- **Maternity** identified need to support women and birthing people to access their digital records, empower them to contribute to their care planning and support their access to key information regarding their pregnancy, birth and postnatal care.

- Palliative and End of Life identified need to enable digitally able patients in the community to **self-report** PROMs.

- Long Term Conditions (LTC) identified need for **a diabetes/LTC prevention portal** to empower LTC self-management.

Digital Inclusion Workshop

Mark Cheung - One Bromley Programme Director
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Approach to tackling digital exclusion and challenges

Digital Inclusion

For NHS patients, digital inclusion means having easy and affordable access to a suitable device with sufficient data and internet connectivity, and the digital skills and health literacy to use them safely and confidently to access NHS services.

Good Things Foundation

Approach to tackling digital exclusion and challenges

Tip 1: Identify demographic groups who are at higher risk of digital exclusion.

Tip 2: Co-design support offers with patients

Bromley

- **One Bromley Strategy - Neighbourhood approach to reaching out to communities**

- **Well-Being Cafes across the Borough, such as Orpington**

- **We actively engage with our patient champions and practice patient groups to develop helpful resources on how to use digital tools like the NHS App.**

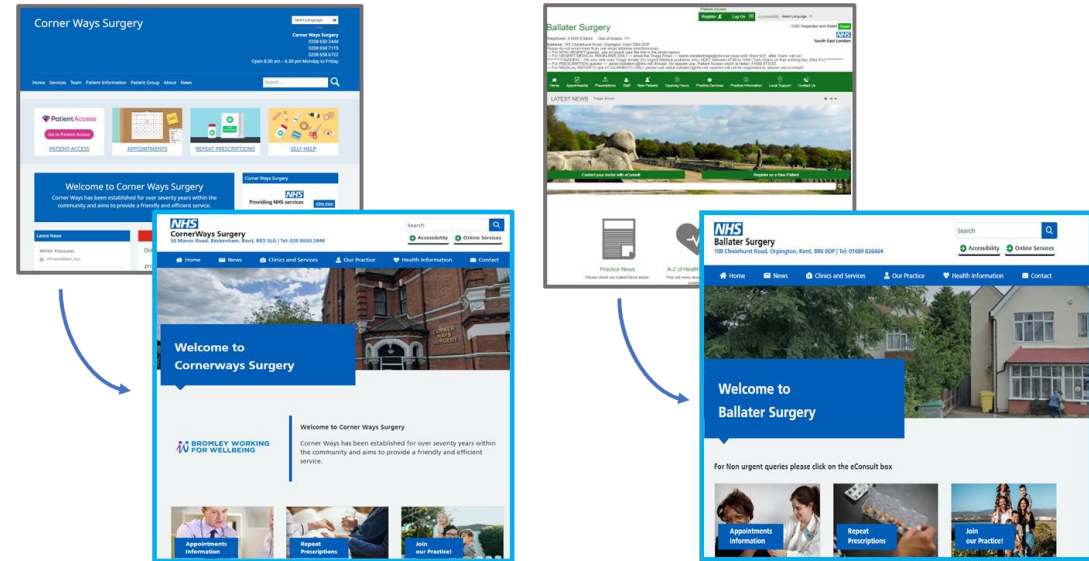# Approach to tackling digital exclusion and challenges

Tip 3: Ensure website pages and digital tools are usable and accessible.

Tip 4: Use multiple communication routes to tell patients about support offers.

Bromley

- **Representatives from our patient champions group participated in the improvement of our practice's websites.**

- **This collaboration ensured that our websites are more accessible, incorporating features such as language translation and accessible tools that allow patients to adjust text size or enable text-to-speech functionality.**

- **Use multiple communication routes including website, text messages, NHS App, Social media, winter media campaign (including newspapers and leaflets)**

New websites have gone live across Bromley practices this April, offering greater functionality and easy to use tools to keep them updated for the public.
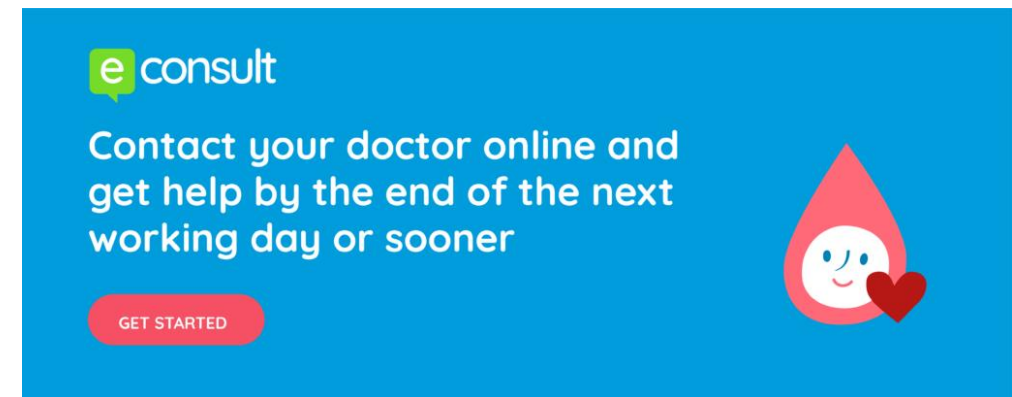
Tip 5: Always provide choice.

Tip 6: Offer patients and carers a variety of ways to get support with digital access and skills.

<u>Bromley</u>

- **Choices - in person, telephone, website, eConsult, SMS notifications, 111**

- **Improved telephony systems**
  - **Practices currently using analogue systems are being transitioned to a cloud-based telephony system, which provides a more efficient call management system.**
  - **With the implementation of a cloud-based telephony system, practices will have the capability to handle multiple calls simultaneously and incorporate call-back functionalities, ultimately enhancing access to the practice.**

NHS APP

The NHS App that lets you book appointments, order repeat prescriptions and access a range of other healthcare services.

e consult

Contact your doctor online and get help by the end of the next working day or sooner

GET STARTED

Approach to tackling digital exclusion and challenges

Tip 7: Strengthen primary care network and VCSE relationships

Tip 8: Provide devices and data connectivity.

Bromley

- **Work closely with the Bromley Third Sector Enterprise**

- **Social prescribers in the 8 Bromley PCNs working closely with the VCSE**

- **Explore Supporting access through other routes, such as libraries and resource centres**

Tip 9: Give staff time to support patients

Tip 10: Appoint and train digital inclusion champions.

<u>**Bromley**</u>

- **Supporting practices to have a digital champion**

- **One of our practices has a dedicated staff member who provides support to patients facing challenges in accessing digital tools.**

- **They hold weekly clinics, offering digital appointments to assist patients. Support is provided in accessing the NHS app and submitting eConsults.**

- **Additionally, patients are advised on alternative community services they can utilize, such as pharmacies, for requesting repeat prescriptions.**

KEEP CALM

AND

BECOME A

DIGITAL CHAMPION