Driving implementation and adoption of patient facing digital tools

Applying the lessons learned from GP online services

Dr Masood Nazir, Polly Bishop, Kelly Cullen

July 2018
Panel

Dr Masood Nazir
GP and National Clinical Lead
Primary Care Digital Transformation, NHS England

Kelly Cullen
Practice Nurse and Digital Champion
Primary Care Digital Transformation, NHS England

Polly Bishop
Head of Digital Strategy and Engagement
Empower the Person, Digital Transformation NHS England
Saving General Practice
Digital Primary Care

Dr Masood Nazir
National Clinical Lead
Primary Care Digital Transformation

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HEALTHIER YOU
Go to diabetes.org.uk/risk to get an estimate of your risk of developing Type 2 diabetes
Get a free NHS Health Check to assess your risk of diabetes and other conditions
Ask at your GP practice about the NHS Diabetes Prevention Programme

NHS general practice at 70
- NHS general practice now cares for 11 million people over the age of 65.
- 1951: 65-74 year-olds make up 67% of the pension age population, over 85s just 4%.
- Today: 51% of pensioners are aged 65-74, 14% are over 85.
- 1948: on average men live to 66, women to 70.
- Today: men live to 79, women to 83.

#HELPMYGP
So you need a GP appointment? - Please ask 3 before GP
Can I walk in? Can I see a male or female GP? Can I speak to a pharmacist?
for more information visit

Times are changing
Evening and weekend appointments now available
You can now book an appointment to see a GP during or outside of practice hours on the evening or at the weekend.
Talk to your practice manager or a member of the practice team to find out more.

NHS
Making time in General Practice

Potentially avoidable GP appointments

Source: General Practice Forward View, NHS England and Making time in General Practice, report by Primary Care Foundation and NHS Alliance
Objective: By 2020 we will have transformed the way in which technology and information supports General Practice to:

**Enable self-care and support self-management for patients**
Reduce burden in General Practice through patient services. Enable patient self-care through access to record

**Reduce workload**
Reduce the burden in general practice to free up time to better serve patients

**Help practices who want to work together to operate at scale**
Support practices that want to work together at scale and new models to deliver integrated care

**Support greater efficiency across the whole system**
Support the integration of services across the NHS and support the ambitions from other care settings to implement new services for patients
Will it change us?

I used to call people, then I got into emailing, then texting, and now I just ignore everyone.
How I have been able to support my patients and practice

Practice Projects
- System Migration
- Implementation of EPS
- Patient Online
- Online Test Requesting
- Increase eReferral usage

CCG Projects
- Your Care Connected Programme
- Virtualisation (VDI)
- IP Telephony / Video
- City-wide WiFi (WiMax)
- Clinical Decision Support

- 26,000 patients
- 20 Doctors
- 10 Nurses
- 60 Admin staff
The potential of GP online services
Practice website / promoting digital services
Between January and April 2017, 26,000 documents were received at the practice.

Over half (54%) are come in via paper or email, with 46% arriving electronically (EDT).

- Majority of A&E documents are received electronically.
- Almost all OOH documents are received in hard copy or email.

Ideas of what practices could stop doing:

- Identification of letters to separate those needing clinical action from those for information, removing need for all letters to be clinically reviewed.
- Ability for clerical staff to support letter coding.
- Summarising standard to remove need for record summarising at each GP.

- Average 2.5 letters per patient (for patients that received letters).
- 40 patients received average 19 letters during the same period.
Where are we going?

Voluntary sector: The 3rd workforce

- Social Prescribing
- Minor ailment scheme
- Open Access Services e.g. physio
- Care navigation

Empowered to stay well and make well-informed choices

Redirection

Consider Self Care

- NHS.UK: Apps and wearables
- Patient Activation for LTCs: 111 Online and 111 Hubs
- Community pharmacy: Access to records Online

New Consult Models

- Phone triage and care
- Online triage and care
- Advanced Nurse Practitioner
- Clinical Pharmacist
- Physician Associate
- Mental Health Therapist

Attend A&E

Fewer patients see the GP

Specialist support

- Enhanced Advice and Guidance / Consult
- Additional GP / nurse capacity
- Locality MDTs
- Specialist Clinics

#GPforwardview
10 High Impact Actions

to release time for care

1: ACTIVE SIGNPOSTING

2: NEW CONSULTATION TYPES

3: REDUCE DNAs

4: DEVELOP THE TEAM

5: PERSONAL PRODUCTIVITY

6: CONSOLIDATE WORKFLOW

7: PARTNERSHIP WORKING

8: IMPROVE SELF CARE

9: SUPPORT SELF CARE

10: DEVELOP QI EXPERTISE

2:
NEW CONSULTATION TYPES

- Telephone
- E-consultations
- Text message
- Group consultations

Using a mobile app or online portal, patients can contact the GP. This may be a follow-up or a new consultation.

The consultation system may be largely passive, providing a means to pass on unstructured input from the patient, or include specific prompts in response to symptoms described. It may offer advice about self-care and other sources of help, as well as the option to send information to the GP for a response.

For patients with long-term conditions, group consultations provide an efficient approach to building knowledge and confidence in managing the condition, which includes a peer-led approach as well as expert input from professionals.
Clinical Engagement with Local Professional and National Bodies
Supporting Digital Transformation

1. Putting in the Technology / Resilient Infrastructure

2. Supporting Practices

3. Engaging with Patients

SUPPLIERS
Primary care patient pathway

Referral from 3rd party to primary care (Allied health professionals, secondary care, social care...)

- General Practice
- Walk in centre
- AHIs (physio)
- Pharmacy

Online registration (app / website / NHS.UK)

Pre-consultation online

Determine integration

Online clinical resources

- Consult (app / website / Skype), patient decision support

Approx. 1m registered for online test results

Access to record (test results)

Diagnostic algorithms, decision making tools, clinical decision support

- 1.7m repeat prescriptions ordered online each month

Self care

- Medication to pharmacy by EPS, if required

- EPS, app, patient writing into electronic record, Electronic care plans, online leaflets.

Treatment and / or advice

Further investigation / specialist treatment needed

- Online (app / website), wearables, telemedicine

Monitoring and review

- eReferral, access to shared record, advice and guidance, virtual MDT and electronic plan

No

Referral to secondary care

End

Condition resolved?

Yes

Search online sources for symptom checkers, health information

Patient accesses directly

Vis an app / website

Share patient info (e-mail, electronic record, referral)

Over 10m patients registered for online services

1.1m appointments booked / cancelled each month

www.england.nhs.uk

NB: To be developed for a digital practice.
Practice nurses as instruments of change

Kelly Cullen
Practice Nurse and Digital Champion
Primary Care Digital Transformation

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What can practice nurses do to help implement the programme?

• Encourage the practice management to **put nursing appointments online**

• **Ensure that appointments on the system are named appropriately** so patients can access them easily

• **Promote the programme** within the nursing team and wider practice team

**Order the free promotional materials** from [www.orderline.dh.gov.uk](http://www.orderline.dh.gov.uk) to put up around the practice to act as a visual prompt to staff and patients
<table>
<thead>
<tr>
<th>Question</th>
<th>Answer</th>
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<tbody>
<tr>
<td>Has the Patient Online programme been discussed at your all staff meeting?</td>
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<tr>
<td>Have you chosen a staff champion within the practice for the Patient Online programme?</td>
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<td>Have your staff joined/watched our webinars for different staff groups e.g. reception staff?</td>
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<td>Has someone/multiple people in your practice had training form the system supplier so you feel confident with the system and all its functionality?</td>
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Benefits of GP Online Services for Patients

Access to information, appointments and prescriptions at home and abroad 24/7

ability to share information, data and test results with different healthcare professionals in different care settings

convenient and easy to use prescription ordering services

Improved patient satisfaction/ patient experience
Benefits of GP Online Services access for practices

Better audit trials and cleaner records – patient access encourages clinical staff to record information in a more accessible way.

Fewer transcription errors - safer process less reliant on paper documents and handwritten information.

Fewer calls to practice and from practice – releases time for reception and admin staff to work on other things for practices that have fully implemented the programme.

Fewer face to face/phone transactions – test results and immunisation history and appointments for repeat prescriptions.
Quick look: community care

What's the issue? Healthcare professionals working in the community are doing so without always having all the information they need at hand to provide the best care to patients.

How can GP online services help? If a patient is able to access their GP record and repeat prescription lists via an app or website on their mobile or computer, they can share that information with the healthcare professional providing them with care in the community.

Scenario 1 – nurse in the community, home visit.

Hello, before we get started today – what medication do you take at the minute? Erm…
Quick look: other care settings - hospital

What’s the issue? It’s difficult enough living with a long term condition like asthma, for example. Patients often need to see their GP, a hospital doctor and any number of other health care professionals in any number of care settings. This can put a lot of pressure on both the patient and the professional to remember important health related information for the consultation.

How can GP online services help? If that patient was registered for GP online services they would be able to take a smart phone, tablet or laptop (or printed version from home) with them to any consultation in any care setting and share their health data with the professional to avoid misinformation, human error and remove any pressure to remember details.

Scenario 1 – patient in a different care setting - hospital

What inhalers do you currently use?

Erm…. A pink one and a blue one?
Are you registered yourself?

Registering for GP online services with your own practice will help you to:

- learn how it all works, even if it is not the system you are familiar with
- begin to realise the benefits for yourself
- be a patient online champion
Building on the experience… and new ambitions

Polly Bishop
Head of Digital Strategy and Engagement
Empower the Person

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People of all demographics are using digital in their daily lives

- Over 90% people in England have internet access
- Though there is still an age divide: 60% of over 65s use the internet
- 50% of all adults access healthcare information online
- 1 in 20 of all Google searches are health-related
- 24% of all patients now registered to book GP appointments and order repeat prescriptions online
- 75% of people (over 15 years) own a smart phone
- 66% of visits to NHS.UK are on smartphones
- 11% of people have access to a health wearable such as fitness tracker and this is growing
- 43% of people use the internet to find out about conditions, treatments, managing conditions and preparing for medical appointment
- 60% who use the internet to check a condition don’t go on to use a frontline service
Take-up of GP Online Services is increasing

- 25% of GP registered patients were registered for GP online services in Apr-18 (versus 19% in Apr-17).
- On average, 1.1 million appointments are booked/cancelled and 2.6 million repeat prescriptions are ordered online each month.
But take-up of online services varies significantly

In November 2017, 66% of practices were below the then 10% commitment but some were far above it

Source: November 2017 Patient Online Management Information data
How do we move patients to self manage?

Awareness  Interest  Access

Trust    Ease of use  Relevance

Uptake
Workforce play a key role in driving awareness and adoption

Critical enabler
- Registration
- DCR access
- Making appointments available for booking

Supporter
- Promotional activities
- Coaching

Integrator
- Integrating into practice workflow and patient pathways
- Tailoring to practice needs
Beyond the practice - other means to drive uptake and adoption

- Carrot and stick - targets and requirements
  - e.g. in GP contract
- Widening digital participation
- Local or national awareness raising through advertising
- Provision of additional resource to drive understanding, local engagement and action
We are addressing some adoption barriers through product development

**Product user experience issues**
- Registration – citizen ID
- NHS app user experience
- Range of services accessible

**GP acceptance capacity management concerns**
- Online consultations
- Symptoms finder within NHS app

**GP provision of DCR access**
- Consideration of how to support for software to support reviews
- Focus on LTC condition patients
More digital services now available to support people access care

Future developments will bring these together also across care settings
Using lessons learned from experience to drive uptake of digital services

- Getting the right balance between national and local
- Focus on user engagement (end user and workforce) built on user-centred design principles and product development
- Making digital interaction and the use of tools more common place in health, complementing workforce and integrated into patient pathways
- Widening digital participation
- Piloting products and implementation approaches
- Recognising and addressing the need for primary care and localities to drive adoption
- Increasing awareness and interest in managing own data and care
Digital by desire

Use digital tools to empower citizens to manage their health and wellbeing because it’s better, simpler and because many people want to access health and care in this way.

For this to work, there needs to be a point where people think the online journey is a desirable alternative to calling up their GP or going to A&E.
Key messages

• Digital services need to add value
• We need to involve all staff (clinical and non-clinical) at all levels to ensure change works
• Solutions need technically appropriate and care appropriate
• Breaking down vision into manageable milestones, helps to keep momentum going and demonstrates achievements
Thank you