

People Driven Digital Health and Wellbeing #PdDigital15

White Paper / June 2015

**How can we unleash people driven
digital health and wellbeing?**

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How can we unleash people driven digital health and wellbeing?



@mjseres Arguably the first truly people led tech event happening here in Leeds **#PdDigital15**

@tobite_e Finally a health tech day not driven by the industry, but by the people **#peoplepower #PdDigital15**

@jamesfm55 People-driven digital health feels like a movement whose time has come. And much needed **#PdDigital15**

Introduction

[The Five Year Forward View](#) (October 2014) sets out a clear direction of travel for the NHS that includes raising our game on health technology and radically improving people's experience of interacting with health and care. To achieve this ambition, [Personalised Health and Care 2020](#) (November 2014) creates a framework for use of data and technology that is grounded in collaboration:

The achievement of this vision must be based on a collaborative approach, rather than a centrally driven plan or strategy. The solutions and services must be defined by the service users, the carers and the care professionals, and not by technology ideologues. The process must be open and transparent, recognising the interconnectivity and mutuality of common purpose that brings together all the providers and commissioners across the care system, whether from the public, independent or voluntary sector.

People Driven Digital Health and Wellbeing #PdDigital15 aimed to identify how we build this collaborative people-centred approach. Taking place on 13 and 14 May 2015 at the Open Data Institute in Leeds, a simple question framed the event:

'How can we unleash people driven digital health and wellbeing?'

It was an event led by and orientated around people accessing services, whose voices are often less heard than those of professionals and industry. It was an event that aimed to focus on people first and technology second. Without people at the centre, we believe that the big aspirations for digital technology in health and care will not be fully realised.

We chose the word people to reflect a focus on everyday people sorting out everyday problems that they have directly experienced. Throughout this document the word people refers to people accessing health, care and related services who might otherwise be known as patients, service users, client, tenants or citizens. The word digital refers to technologies such as mobile applications (apps) and websites which allow us to work together and to achieve outcomes in very different ways.

We chose the word driven as we want to support ground up digital innovation driven by people. We opted for the phrase health and wellbeing to keep the conversation as broad and wide and inclusive as possible. Lastly, we chose the phrase health and care services to broadly reflect public and third sector services which offer treatment, care and support.

This White Paper aims to do two things - firstly it is a resource for those of you interested in supporting people driven events and activities; secondly, it offers a summary of the conversations about stimulate and spread people driven digital innovation in health and care. This paper does not contain all the answers, but it does raise important questions and challenges that we offer to others, in order to shape the ambition for a collaborative approach set out in [Personalised Care 2020](#). The paper also contains a series of recommendations.

There is a growing body of evidence in relation to digital innovation in health and care, and there is an established body of literature relating to the efficacy of co-production and co-design in health and care innovation. Summarising this evidence is outside of the scope of this paper, however it is nevertheless important and relevant to this event and its findings.

Top #PdDigital15 messages



#PDDigital15 demonstrated that people driven innovation is already alive and well - the challenge for health and care providers and commissioners is how to best work with the assets and energy of innovators who are creating the future. The top five messages from **#PdDigital15** are:

- **Ground up innovation must be recognised, understood and actively supported** - there is a strong desire for more opportunities which enable

people from different backgrounds and situations to connect, network, learn and re-imagine health and wellbeing enabled by digital tools and services. We need to harness this energy and enable it to flourish. This must be led by people but supported by organisations.

- **Joining the dots** - it is vital to connect innovators and people accessing services together with practitioners, service providers and commissioners who take decisions about the future of health and care. Tension between the disruptive potential of people-led digital and more conservative tendencies of services needs to be recognised and power shared.
- **Co-production** - the principles underpinning these connections should be openness, collaboration and ultimately co-production - this is about creating a very different set of relationships.
- **Getting the basics right** - collaboration needs to be underpinned by the right technical infrastructure to enable digital innovation (for example, interoperability between information systems).
- **Support for innovators** - digital innovators need new forms of support with access to data insights and business advice.

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People driven digital innovation must be done *with* people - it can't be done *to* people.
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#PdDigital15 - the launch

Our evening #PdDigital15 launch reception on 13 May was an opportunity for the conversations to begin and collaborations to take seed. We had three excellent talks to frame the event and stimulate discussion.



Tim Kelsey - Director of Patients and Information at NHS England, gave the opening address and set the strategic context for digital innovation in health and care.

Shirley Ayres - who supports innovative organisations developing digital engagement strategies using technology & social media for social good, shared her views about digital innovation in health and care.



For the full version click

Anne Cooper - nurse, informatician and Type 1 diabetes blogger, shared her experiences as a patient and person living with a long term condition. The transcript from Anne Cooper's talk can be found [here](#).

Inspired by the [Social Care Curry movement](#) participants dined at a local restaurant where they shared a meal and further conversation. This was an opportunity to forge connections and build relationships in support of digital innovation in health and care. It was based on the principle that innovation emerges through relationships and sociability.

#PdDigital15 - the main event

The main #PdDigital15 event took place on 14 May 2015. You can find an agenda for the event [here](#). The day was facilitated by Victoria Betton [[@VictoriaBetton](#)] and Catherine Howe [[@curiousc](#)] and attended by people accessing services, digital entrepreneurs, health and care practitioners, academics, commissioners and people from the third, public and independent sectors, as well as national bodies such as NHS England.

It was highly participatory, with lightning talks from people driven digital entrepreneurs to spark insights and reflections, followed by group conversations. You can find out more about the speakers here:

Sheldon Steed - parent of a child with Type 1 Diabetes, digital entrepreneur, creator of Mumo Active and philosopher. You can find Sheldon's talk [here](#) / [@thatsteed](#)

Marie Ennis-O'Connor - co-founder of Europe's first breast cancer social media chat, writer of the award winning and most widely read award winning cancer survivorship blog. [Marie was unable to attend the event but you can find a post related to the talk she was planning to give [here](#) / [@JBBC](#)

Alison Baum - CEO and Founder of Best Beginnings, which Alison set up in 2006 as a catalyst for change to reduce child health inequalities. She was inspired to set up Best Beginnings following the birth of her two sons both of whom were born with significant health problems. The charity has recently produced

the Baby Buddy app designed to support parents from all backgrounds. @AlisonBaum

Michael Seres - My journey from digital solutions for individual problems all the way to the market-place. Crohn's Disease, Bowel Transplant, Lymphoma patient and inspiring digital entrepreneur. @mjseres



For the full version click

Mark Brown - mental health activist, Health Service Journal social media pioneer, writer and digital entrepreneur. @markoneinfour

Roz Davies - lives with Type 1 Diabetes, fabulous blogger and business start up award winner who works as managing director of Recovery Enterprise. @roz_davies

Dr Mohammad Al-Ubaydli - founder and CEO of Patients Know Best - a social enterprise which puts patients at the centre of their medical records. @idiopathic

The afternoon took an **unconference** format with group discussion focused on themes identified by and important to participants. This meant the themes arising from the day emerged from the interests and concerns of people having the conversations rather than via a pre-set agenda. The conversation themes chosen were:

- How can health and care support creativity and avoid stifling innovation?
- How do we get health and care to listen to us?
- How do we get health and care involved?
- How can we better share failure and evaluate what works?
- What is working well already that we can learn from?
- Academia and digital innovation - how can we align the slow and fast?
- How do we develop a sustainable approach to digital innovation?
- How can we take back what we've learnt to our day-to-day work?
- How do people who have ideas, but don't have digital skills, get help?

- Remote monitoring technology - threatening or empowering?

The day was concluded by a reflective session using the **fishbowl conversation method** and then concluded by reflections from David Somekh from the **European Health Futures Forum**, Anne Cooper [[@anniecoops](#)] and Shirley Ayres [[@shirleyayres](#)].

Summary and recommendations



In this section a summary of conversations, with key recommendations, is set out. Much of what you read will be familiar and many issues, such as technical integration, are already being addressed by the **National Information Board**.

The right topic at the right time: The question of how to unlock innovation and also people powered solutions has never been more relevant - and there is now a community of people who wants to make sure it happens. The system may be listening: While a lot of what we discussed was about disruptive innovation on the outside there are signs that the system is ready to be disrupted. [quote from **Catherine Howe's blog**]

The strongest overarching theme emerging from **#PdDigital15** is that people want more opportunities that enable people from different backgrounds and situations to connect, network, learn and re-imagine health and care enabled by digital tools and services. It is through these connections that sparks occur and ground up innovation emerges - from the passions and experiences of everyday people. Some of these connections may be face to face and some may be virtual. This must be led by people but supported and enabled by organisations.



Below is a summary of key recommendations emerging from #PdDigital15 that we want NHS England, as well as commissioners and providers to give serious consideration to:

Digital entrepreneurs need...

- **Connections with the right people:**
 - An engaged health and care sector as well as the third sector
 - A means to share learning about what doesn't work as well as what does
 - Opportunities to meet and understand the needs of providers and commissioners of services
- **New forms of financing:**
 - A means of crowdsourcing help, funding and resources
 - Innovative seed funding models to develop ideas and opportunities
- **Access to the right support and skills:**
 - Practical help and advice for digital innovation from other innovators who are perhaps further ahead on their development curve
 - Collaborative space for creative thinking to imagine the possible
- **Access to specialist support in key areas:**
 - Business support to develop and deploy sustainable digital tools and services
 - Help to market research and assess evidence
 - Help to systematically measure impact and evaluate
 - Help with legal advice around issues such as information governance, intellectual property and liabilities
 - Guidance and standards for the development of digital tools and services
- **Change within the market they are trying to**

develop for:

- Rapid and rigorous - systems that can work more flexibly (for example, R&D and procurement)
- **The right technology infrastructure to work with:**
 - Easy integration for digital tools and services with electronic patient records
 - An ecosystem of reusable components using common standards that can be re-used and repurposed
 - Access to good anonymised data from which to build digital tools.

People want to be involved...

- As partners, and sometimes producers, in ground-up digital innovation which involves people at every stage
- In co-producing quality criteria for rating digital tools and services
- In the groups and committees deciding the way forward for digital in health and care
- In defining what 'good' looks and feels like
- In co-creating a digitally enabled future for health and care where their voices are at the centre.

What people want from digital tools and services...

- Accessible and reliable information about what is available
- Well designed products that are intuitive and easy to use
- Person at the centre of their care owning their own records
- More control of our health and wellbeing - opportunity to self-monitor and manage in between appointments
- Help and guidance to judge quality of digital tools and services
- Improved digital literacy for health and care staff.

People are concerned about...

- Practitioner reluctance to understand digital tools and services
- Being overwhelmed by the number and variety of social media, digital tools and services
- Privacy, security and surveillance - understanding who owns the data and where it goes
- Digital tools being bolted on to services that aren't working
- Inadvertently increasing digital inequality and leaving some people behind
- Tension between industry motivation for profit and the public sector.

People want the following underpinning principles...

- Collaboration and co-production - ask us what we want and let us collaborate and develop thinking beyond the usual constraints
- Outcome focused - digital tools and services should enable us to be active and empowered

- Culture change - digital tools and services as part of redesigned services
- Control - of our own data
- Digital equality - access to digital tools and services for the people who would most benefit from them but might be least likely to access them.

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In conclusion, the conversations at [#PdDigital15](#) which are summarised in this paper, give some clues and some challenges as to how a collaborative approach to digital innovation, as set out in [Personalised Care 2020](#), can be realised. The potential for people driven digital innovation from the ground up should be recognised, understood and supported at a strategic level. Health and care need to enable this to happen but it should be led by people not by institutions. It is only by people driving digital innovation that a step change can be achieved and outcomes in health and care transformed.

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A social event

We were keen for [#PdDigital15](#) to be a social event that connected and networked both participants and people who were not able to be there in person, but wanted to make a contribution. This approach was based on a belief that great things are built on goodwill and reciprocity. The social aspect of the event, from the evening launch and the shared meal through to the tweets and blogs, was core to making this a relational rather than a technocratic process.

Approximately 60 people attended the evening event and 80 attended the day time event. Analytics on Symplur show that in the lead up to the event and after it there were 569 participants on Twitter, producing 2,684 tweets, with 9,433,229 impressions. [#PdDigital15](#) trended in the top five global health conferences on the 14 May.

You can find a summary of all the tweets [here](#) which give a rich insight into the conversations taking place and the insights emerging from talks and conversations. Here are ten tweets that reflect some of the conversations that took place [[Top tweets](#)]

People driven digital innovation fund

Conversations and connections are an important enabler in seeding innovation, but practical steps that follow sometimes need a bit of help and support. As well as learning about how we can support people driven digital innovation, we also want to help stimulate and support more of it to happen. In order to do this we created a £20,000 fund to help emerging conversations and collaborations from [#PdDigital15](#) develop further, and give us new examples of people-driven digital innovation.

The fund was made possible by four organisations who supported the event and are committed to promoting people-driven innovation. They are each interested in finding out if seed funding

collaborations is an effective way to stimulate more people-driven innovation to happen. Those organisations are:

- Big White Wall
- Comic Relief - Tech for Good programme
- University of Leeds
- Leeds City Council.

Applications to the fund were invited from pairs or groups of people who had developed ideas for collaboration as a result of conversations during the day. It was expected that applications would be focused on enabling further activities to take place, which develop an idea, or which enable a prototype to be built. All applications had to demonstrate co-design at their heart.

The five initiatives that were supported will all provide valuable learning in variety of different domains and are a mix of networks and digital products. They illustrate that people driven digital innovation is ready to be unleashed. Each project will be evaluated and learning shared widely. You can find out more about the five projects here:

Learning from failure

Practical strategies for learning from failure [#LFF](#)
Two one day workshops (held in Cardiff and Leeds) in which participants from a range of sectors come together to share learning about opportunities and challenges of people driven digital innovation. The output from the workshops will be a range of practical strategies for learning from failure that can be shared more widely. This initiative will enable a key question that arose in [#PdDigital15](#) to be addressed in detail and learning to be shared.

Always Listening

This initiative supports the development of a mental health and wellbeing app for people who experience high levels of anxiety, who self harm, or for whom suicide is a risk. The funding will enable a people-driven collaborative process to design a minimum viable product. The technical development of the app is already funded. This initiative will give valuable feedback about a collaborative and co-design process with a variety of stakeholders, which include people accessing mental health services and practitioners.

Shift.ms YouTube take-over

Building on the established and successful Shift.ms Twitter take-over, the charity which supports social networking for people with multiple sclerosis (MS), will expand to a YouTube take over. Vloggers with MS will take over YouTube as a means to engage with MSers in new and different ways. This initiative will enable us to learn from about the power of social networking, and in particular vlogging, to connect people together around a specific condition.

Wearable devices for people living with Parkinson's Disease

This initiative will combine medicine management software and wearable devices to identify the best time and amount of medication to be taken by a person with Parkinson's. The initial work will develop a tracking methodology that is interactive with the user and professional in order to develop an algorithm that would enable a smart device to deliver this service. This work will be led by a person with Parkinson's in collaboration with a range of academic and other partners. This initiative enables us to support a people-driven innovation at an early stage.

Flourish Sheffield - digital partnership

This initiative will support people with mental health problems to 'flourish' through blending people driven digital with an offline community, learning and system in Sheffield. This funding will help stimulate interest and pilot an approach to lift barriers and unleash insights, ideas and talents of people with mental health problems to co-create digital resources in Sheffield whilst also building a new city-wide partnership of organisations and people with an interest in mental health and people driven digital technology. This initiative will enable us to learn about building a people driven community of interest around digital at a city level.

People driven digital health and wellbeing unAwards #PDDigitalAwards15

We launched the People Driven Digital unAwards in order to unearth digital innovations in health and care; to bring those innovations to a wider audience; to recognise, stimulate and encourage digital innovation led from the ground-up. We called them unAwards as our aim was to remove some of the barriers associated with traditional awards - they were simple, free and quick to apply for and free for finalists to attend.

The case studies in this document are the shortlisted entries from the eight categories of awards and were judged by a panel made up of the speakers from the main #PdDigital15 event.

#PDDAwards categories and finalists

Most outstanding digital inclusion initiative (sponsored by Tinder Foundation)

We know that many people who could benefit from digital tools and services just aren't able to because they face digital exclusion. This category celebrates initiatives that go the extra mile to help everyone benefit from digital technologies.

Finalists

My Health Guide: a tablet app (iOS, Android) to help learning-disabled adults take an active role in their health care. Visit the website [here](#).

iPad engAGE: a creative project, inclusive of all older people with a specific interest in older people

living with Dementia or who are isolated. Visit the website [here](#).

Predictable: a text based communication app which offers a customisable augmentative and alternative communication functions which give a voice to people who are losing or who have lost their natural voice. Visit the website [here](#).



Most innovative patient/people developed digital technology (sponsored by The King's Fund)

This category recognises people accessing health or care services who have found digital solutions to problems they face. This may be developing a new digital technology or it may be about using an existing technology (including social media) in new and innovative ways.

Finalists

Flowy: a mobile game designed to combat panic attacks. Visit the website [here](#).

Tap2Tag: a scannable medical alert system which allows first responders to get access to a patient's medical information in about 35 seconds. Visit the website [here](#).

Timesulin: a replacement cap which turns insulin pens into smart pens. Visit the website [here](#).

Most impactful practitioner developed digital technology (sponsored by Yorkshire & Humber Academic Health Science Network)

This category recognises health and care practitioners who have found digital solutions to improve experience and outcomes for people they support. This may be developing a new digital technology or it may be about using an existing technology (including social media) in new and innovative ways.

Finalists

Brush DJ mobile health app: a tool to motivate evidence-based oral hygiene behaviour by children. Visit the website [here](#).

Lifesaver: an app which is a live-action movie you play like a game that has actually saved lives! Visit the website [here](#).

myCOPD: a 24 hour management application for patients with Chronic Obstructive Pulmonary Disease (COPD). Visit the website [here](#).

Most innovative student-driven digital tool

(sponsored by Professional Services Hub – University of Leeds)

This category recognises health and care students who have found digital solutions to improve experience and outcomes for people accessing services. This may be developing a new digital technology or it may be about using an existing technology (including social media) in new and innovative ways.

Finalists

CLEWS: the Clever Early Warning System that automates the collection of vital signs measurements (blood pressure, pulse etc.) by taking patient data straight from a vital signs machine.

Go-with-the-flow: technology to support physical activity rehabilitation in people with chronic pain. Visit the website [here](#).

RADCARE - a radiotherapy app aimed and designed for the patient pathway. Visit the website [here](#).

Most stunning patient/people-driven online peer network

(sponsored by Big White Wall)

This category recognises the incredible value of peer to peer information, advice and support for people living with health conditions. You may have created a digital technology for peer support or be using social media platforms such as Facebook or Twitter in novel ways.

#BPDChat: peer led Twitter chat for people with a diagnosis of borderline personality disorder. Visit the website [here](#).

Shift.ms Twitter takeover: each weekend, multiple sclerosis charity Shift.ms hands its Twitter account over to someone with MS. Visit the website [here](#).

TalkLife: a mobile peer to peer support network that provides users a place to share in an encouraging, supportive peer led community at any time of day. Visit the website [here](#).

Getting family carers on the internet: free laptops, PC's or tablets to family carers who are isolated at home because of their caring role and cannot afford to pay. Visit the website [here](#).

Most impressive digitally-enabled health/social care service

(sponsored by NHS Confederation)

This category recognises health and/or care services which have embedded digital tools and services into improving people's experience and outcomes as well as improving efficiency. You may have created a new digital technology or be using existing technology to make a big difference to people's lives.

Finalists

HeLP-Diabetes: an online structured education and self management programme for adults with Type 2 diabetes. Visit the website [here](#).

Ieso Digital Health: online talking therapy using internet-enabled CBT (cognitive behavioural therapy). Visit the website [here](#).

Locala's Digital Journey: Locala CIC is a social enterprise in West Yorkshire, delivering community health services to the people of Kirklees which has invested substantially in technology and launched the 'Digital Journey' - a whole organisation approach to adopt a digital culture.

Most impressive third sector digitally enabled service

(sponsored by LASA)

This category recognises third sector services which have embedded digital tools and services into improving people's experience and outcomes as well as improving efficiency. You may have created a new digital technology or be using existing technology to make a big difference to people's lives.

Finalists

Digital Health Learning in Leicester: works to help bridge the digital divide amongst disadvantaged communities in Leicester. Visit the website [here](#).

Digital Talking Mats: a well-researched visual communication framework that uses a digital space and visual images to help people of all ages and abilities to express their views and be at the heart of decision making. Visit the website [here](#).

Peace of Mind: mobile web app designed to help young people manage mental distress using a model designed by MIND counsellors supported by Maccas Project. Visit the website [here](#).

Most innovative use of existing digital technology applied to health/social care

(sponsored by HIMSS UK)

This category recognises the ingenuity of people who have applied existing digital technologies to health and care to improve people's experience and outcomes.

Finalists

BuddyApp: patient and behavioural activation tool using SMS that is currently used in a wide range of health settings. Visit the website [here](#).

TryLife: at the forefront of an emerging communications format known as transmedia, imagine a typical teen TV drama. Instead, with TryLife, at key moments the action pauses and you make a decision. Your choice changes the course of the storyline and has an immediate impact on what happens next. Visit the website [here](#).

Virtual Reality Prosthetics Training: a prototype that decreases the time it takes for a transradial amputee to train how to use a Myoelectric prosthetic arm. Visit the website [here](#).

#PdDigital15 evaluation

Evaluation questionnaire feedback:

‘The whole event was amazing. Loved the morning sessions though. Talks and time to debate at tables is not often used as a format, but one that is really helpful, especially for an introvert!’

‘The level and extent of discussion was particularly engaging’

‘The networking was fab. The buzz was great’

Inspired to use my Stroke Survival experience by the fabulous sessions today #PdDigital15 @pixlz

@BPDDFFS: I have met listened to so many people at #PdDigital15 today it's been amazing so many great ideas and innovations there is hope

I'm going to start a blog. I'm not great at long form writing but I'm going to bite the bullet. #PdDigital15 #outofrespect for the NHS @sarahkatenorman

@roz_davies: And there we have it...a patient hub designed, team put together, process developed..in 45mins #PdDigital15

New pump yesterday but it's still case that I'm not allowed best analytics software. Doc/nurse get them - not me #diabetes #PdDigital15 @anniecoops

Who

The event was conceived and organised by a group of collaborators who are all involved in and passionate about people driven digital health and wellbeing. They are:

Victoria Betton directs the mHealthHabitat, a digital health programme within the NHS in Leeds. A qualified social worker, Victoria worked in the local authority and third sector before settling in the NHS. She is currently undertaking PhD research into social media and mental health, with a particular focus on how relationships between people accessing and providing care are being disrupted through online social networking.

Mark Brown is one of the highest profile tweeters on the topic of mental health and he has been involved in many initiatives from setting up One in Four magazine, written by and for people with mental health difficulties, through to developing the Doc Ready app for

young people going to see their GP for the first time to talk about mental health. Mark is behind A Day in the Life which was designed to provide insights into the lives of people living with a mental health difficulty to help inform the development of policies and projects which better meet their needs. He was named a social media pioneer by the Health Service Journal and Nursing Times in 2014.

Anne Cooper is a nurse who has had Type 1 Diabetes for 35 years. During that time she became frustrated about the lack of connection between people with diabetes; the consequence was they could not offer each other peer support. Social media created a new platform that made this possible and now she blogs about living with her long term condition. In 2014 Anne was hailed a social media pioneer by the Health Service Journal and Nursing Times for the way she has used social media as a force for change and as a way to inspire, campaign, spread best practice and raise awareness. She has used her blog to try to influence the way people think about living with diabetes and has tackled taboo subjects such as continence and the menopause.

Kat Cormack has developed enormous expertise in social media and digital technologies through her own experience of using them to manage her own mental health difficulties since being a teenager. She currently works for Buddy, a small social business which has a simple SMS based tool to encourage engagement between people accessing services, clinicians and services. She provides training and speaks at events aimed at building confidence in using technology in healthcare.

Michael Seres has lived with Crohn's Disease since since the age of 12 had was the 11th person to undergo a small bowel transplant in the UK. Michael has a highly influential blog which is read globally by many thousands and helps connect patients with each other to share learning and support. Michael even put a picture of his ostomy on Pinterest and tweeted it in order to break down barriers and help patients feel they can talk freely about any issue. Michael holds a wide range of high profile positions including advisor to The Patient's Association and chairperson of the charity Chron's and Colitis in Childhood.

Where

We held #PdDigital15 in Leeds to make it an easy place to get to for people across the country. Many tech events take place in London and we were keen to extend the conversation outside the capital. We chose the Open Data Institute as an informal, fresh and spacious independent venue that is fully accessible as well as setting a creative tone to release people's imagination.

Gifts

We asked participants to bring a small gift with them to share with others as a means of building a sense of community and contribution both at the event and beyond. People brought an amazing range of gifts, from bottles of Henderson's Relish all the way from Sheffield through to buns with logos and books to share. Giving and taking gifts helped accelerate a sense of connectedness we hope will continue beyond the event itself. We know anecdotally and through Twitter, that new relationships have been forged and collaborations developed as a result of the event.

Supporters and thank yous

#PdDigital15 couldn't have happened without the help and encouragement of lots of different people and organisations. We want to say a big thank you to all our contributors who generously shared their knowledge and experience to make the day a success.

We also want to say a big thank you to a few special people who helped design the day, helped out during the day, and/or with the development of this paper - James Munro, Mike Clark, Shirley Ayres and John Farenden. We also thank Zoe Limbert, Steve Lloyd-Smart and Alicia Ridout who make up the mHealthHabitat team and organised #PdDigital15. Thank you to Tim Kelsey, Director of Patients and Information, for launching **#PdDigital15** and agreeing to take back the learning to NHS England.

Lastly, we want to thank Comic Relief, Big White Wall, University of Leeds and Leeds City Council for contributing to an innovation fund that participants could apply to in order to develop their connections and collaborations further.

Thank you to all our sponsors and supporters



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Tobit Emmens @tobit_e



Question for **#pddigital15** presenters/organisers - How can isolated health & wellbeing apps be linked to EHRs as part of **#connectedcare**? @**ClarkeMike**

NHS should listen to the Voice of User, and allow online access for all patients to their NHS health records **#pddigital15** **#PatientOnline** @**TrevorFossey**

For a truly people driven movement we need connected care **#pddigital15** @mumoActive <https://t.co/ChdQI5xKON> @thatsteed

Wish all at **#pddigital15** well. How can we develop leaders who facilitate citizen led innovation? **#NOTrhetorical** @mikechitty

“Making broken systems digital doesn’t fix the broken systems” Good point from @shirleyayres at **#pddigital15** @watfordgap

@anniecoops “the system does not have the monopoly on brains” **#pddigital15** @curiousc

For patient driven innovation to be adopted - give patients a seat on the Boards that set the policy and make the decisions @mjseres

Could patients collectively generate evidence about impact of **#digitalhealth** interventions themselves? **#pddigital15** @ManeeshJuneja

Our Q for @tkelsey1 What support can be given to digital innovators to scale up their products? **#pddigital15** @mental_elf

“One of the most underutilised resources in healthcare is peer-peer interaction” @mjseres at **#pddigital15** @robnewton15

The theme of **#pddigital15** was also discussed by a variety of bloggers in the run up to the event. You can find them here:

Sociology and people driven digital health

Power to the people and we are not waiting

The healthcare revolution - patient led, digitally driven

How people can drive digital innovation

Can digital help unleash our citizenship potential?

The transcript of Mark Brown’s lightning talk can be found here

Reflections from bloggers after the event can be found here:

What health and wellbeing apps do you use and would you recommend?

#PdDigital15

Conversation and collaboration

Homologation, rule changes and forcing innovation

Reflections on #PdDigital15 and the potential of people driven digital health and wellbeing for enabling social solidarity