Personalisation within Urgent and Emergency Care

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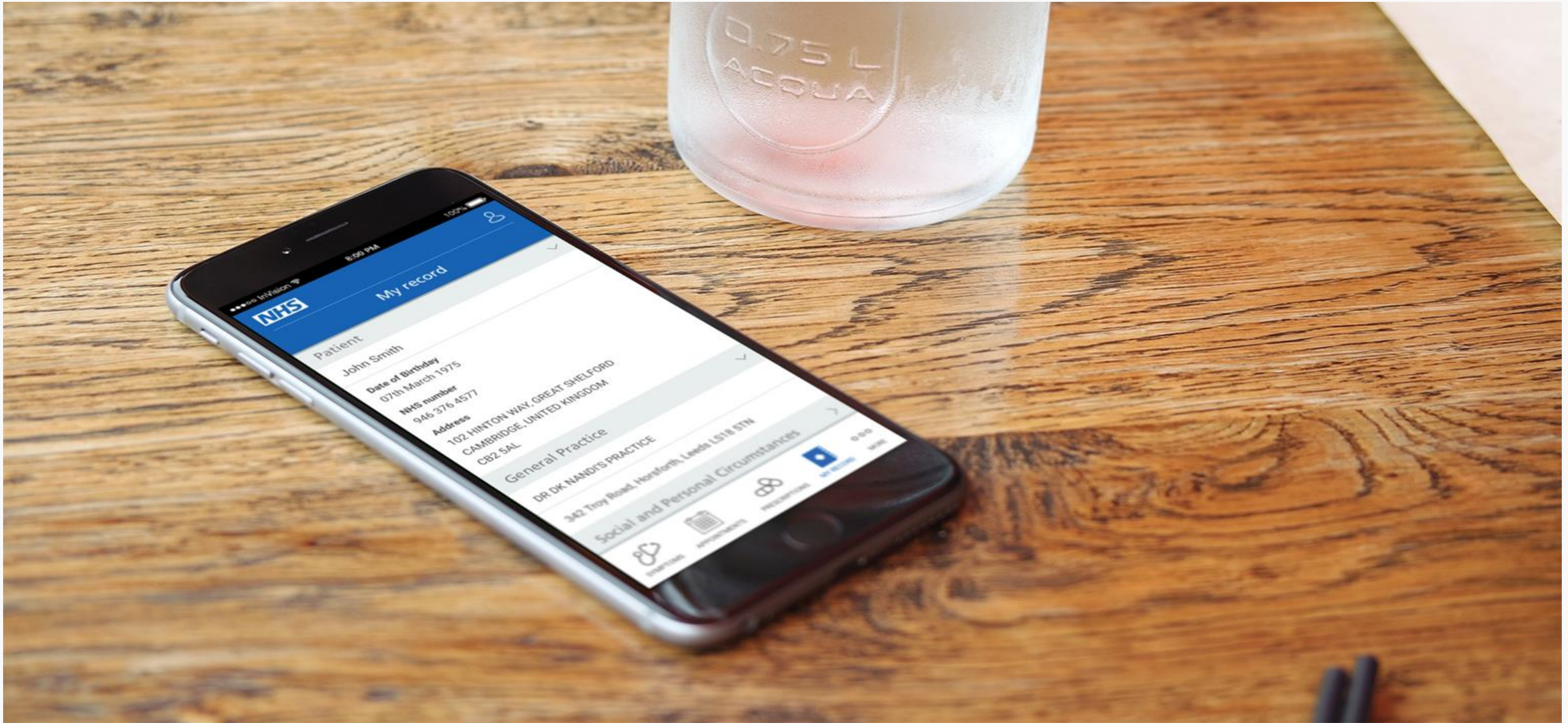
Public expectation

- Today we live our lives through technology at our finger tips.
- A click, a touch, a look and the company we are connecting with knows us.
- We have come to expect minimal and intuitive interactions as consumers.

Could we personalise health care in the same way?



Universally personal

Global brands like Amazon (prescription delivery) and Instagram (mental health support) are offering consumers an expanding choice about where they can go for personalised health care services

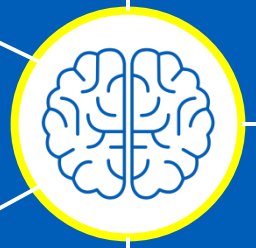
What can we do to personalise Urgent and Emergency Care ?

Statistics informing our work

19% 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



- 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

- **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

Digital by desire

Accessing Health Care

- **Video consultation**
- **Finger/thumb print**
- **Facial recognition**
- **Voice recognition**

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Digital by desire

Personal Experience

- **User Intent**
- **History**
- **Utilisation**

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Digital by desire

Personalised Triage

- Chose the way we receive information
- Support choice in the way we manage our own care

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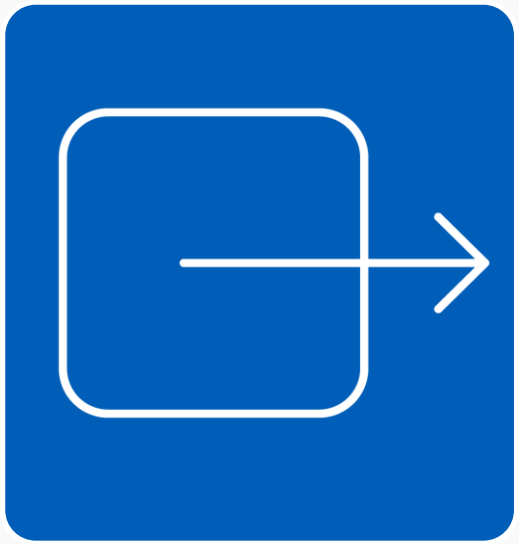
What channel shift means for the NHS

- Over the next 10 years our digital services will become the first point of contact with the NHS for many
- This is a huge channel shift compared with the current habit, with GPs seen as the gateway
- This behaviour change creates a tension between universalism and personalisation that we need to solve



Digital transformation: Our aim

Improve **health outcomes**

Increase **efficiency**

Improve the **patient experience**

Discussion Topics – take a moment to consider

- What are our own expectations?
  - What level of personalisation would you expect to see for your own health care
  - If you only had one thing you could make personal to you, what would it be?

- What stops us right now?
  - What are the barriers?

- How do we overcome them?
  - How do we bridge the gap?

Question & Answers

What all this means for you

- Follow what's happening nationally to align your plans
- Share your successes with us, so we can learn from you and adopt what works
- Find out more:
  - https://www.england.nhs.uk/digitaltechnology/info-revolution/empowering-people/
  - http://transformation.blog.nhs.uk/

Thank you!