Academic Health Science Network case study template (including guidance for completing / submitting)

Case study name: Overcoming inertia in the NHS to applying technology enabled healthcare services (TECS) in practice

AHSN /S involved: West Midlands AHSN

Overview summary

The Long Term Conditions (LTC) Network has delivered a stream of programmes to encourage uptake of remote delivery of care for LTCs and adverse lifestyle habits. These include options for delivery of care such as Flo simple telehealth, video consultation, closed Facebook groups, apps (developed as patient centred for key LTCs – COPD, asthma, hypertension, back pain, diabetes type 2 and atrial fibrillation; Happy Health app for kids; and aids to diagnosis, e.g. AliveCor and BP Flo Simple Telehealth. As we have tried to encourage adoption of technology enabled care (TEC), we have gathered feedback from TEC providers and users.

Challenge/problem identified

- Lack of clinicians' awareness of viable options for TEC; competence and confidence in their usage
- Lack of patients' awareness of viable options for TEC; competence and confidence in their usage
- Confusion about universal approach to shared management of care of LTCs between providers of care and different modes of remote delivery of care
- Lack of leadership across health economies in relation to synchrony/sharing of remoted modes of delivery of care.

Actions taken

- good practical examples described and signposted in LTC Network bulletin (February 2017) to clinicians
- publications in national journals
- support for development and launch of national training module (commissioned from RCGP for online CPD course for digital healthcare for GPs and others)
- good practical examples described for patients via videos, whiteboards, avatar demonstrations
- pilot upskilling course for patients with support from Staffordshire University
- support set up and usage of health professional supervised Closed Facebook Groups by three specialties in acute healthcare settings (MS, AF, cardiac rehabilitation); and a few local Patient Participation Groups (PPGs) in practices
- support Year 5 medical students to encourage patients to sign up to Patient Online to access their own records pertinent to their LTC(s)
- write article for citizen readership in the North Staffordshire Sentinel newspaper focused on people's use of technology enabled care; watch for spike in usage of advertised app
- create LTC shared management website, with clinician and patient sections; and example shared management plans for asthma, COPD, diabetes type 2 and hypertension readily accessed there
- create example interaction across Staffordshire in relation to video consultation for clinical consultations – in keeping with Local Digital Roadmap
- shared learning of usage of TECs by frontline health care staff with local, regional, and national leads with NHSE and NHS Digital.

Impacts / outcomes

Facebook:
Closed Facebook groups – a total of 354 members, MS (168), AF (91) and cardiac rehab (95); Public pages – AF – 895 reach per month/498 post engagements per month; cardiac rehab – 2099 reach per month/791 post engagements per month

Twitter: Over 97,000 accounts reached from tweets

Manage your Health App: 330 users

Flo Simple Telehealth: 652 protocols registered across the West Midlands region

Telehealth E-learning course: Since December 2016 when the RCGP CPD course went live there has been 236 registrations with 42 people having completed the course. Users have rated the course 4.3 out of 5 stars.

Publications:
'Digital Healthcare: The essential guide', (Authors: Chambers R, Schmid M, Birch-Jones J), 2016
http://www.otmoorpublishing.com/publications/digitalhealthcare
'Clinicians rise to the social media challenge' – Primary Care Commissioning CIC

https://www.pcc-cic.org.uk/sites/default/files/comm_excellence_june_2016_aw_web.pdf

'How video consultations can benefit patients' – GP Online
http://www.gponline.com/video-consultations-benefit-patients-nhs/article/1401346

'How to set up a Skype consultation service' – Medeconomics
http://www.medeconomics.co.uk/article/1401405/set-skype-consultation-service

'GPs launch Skype to care homes project in Staffordshire' – Fabsnhsstuff
http://fabnhsstuff.net/2016/06/26/gps-launch-skype-care-home-project-staffordshire/

'How should we respond to negative comments on social media' (Authors: Ruth Chambers, Marc Schmid):
http://www.pulsetoday.co.uk/your-practice/dilemmas/how-should-we-respond-to-negative-comments-on-social-media/20032472.article

'How a Skype trolley saves GP time' (Authors: Ruth Chambers, Marc Schmid)
http://www.pulsetoday.co.uk/your-practice/focus-on/how-a-skype-trolley-saves-gp-time/20032834.article

Evaluation report, Autographer plus Flo (Authors: Sue Molesworth, Lisa Sharrock)
http://www.simple.uk.net/home/casestudies/casestudiescontent/mental-health-memory-support-for-mild-cognitive-impairment-or-mild-to-moderate-dementia

Stoke and North Staffordshire leading the way in hi-tech help for patients:
http://www.leek-news.co.uk/8203-stoke-and-north-staffordshire-leading-the-way-in-hi-tech-help-for-patients/story-29733613-detail/story.html

'Revamp your website to reduce demand' (Authors: Ruth Chambers, Marc Schmid)
http://pulse-learning.co.uk/practice-business-finance-modules/practice-business-finance/revamp-website-reduce-demand

'Helping the elderly take tablets' (Authors: John Marszal, Aoife Donnelly, Ruth Chambers)
http://www.health21.org.uk/2016/11/01/old-people-will-use-tech-if-clinicians-let-them/

'Promoting best practice in COPD management' (Authors: Rosie Piggott, Elaine Cook, Faye Foster, Alwyn Ralphs, Lucy Teece, Roger Beech)
https://www.bjpcn.com/browse/editorial/item/1943-promoting-best-practice-in-copd-management.html

Video: 'COPD patient avoids A&E and acute admissions through self-management with Flo' (Author: Ann Hughes)
https://sites.google.com/a/simple.uk.net/community/home/casestudies/casestudiescontent/copd-patient-avoids-a-e-and-acute-admissions-through-self-management-with-flo

The Health Foundation - The Power of People
Video: Introducing Flo: Telehealth with a human touch
http://healthfdn.org.uk/4Y2-4MPPC-35ITUGKE86/cr.aspx

E-Learning: Telehealth, telemedicine and telecare: an introduction to "TECS" (Technology Enabled Care Services)
http://elearning.rcgp.org.uk/mod/page/view.php?id=4117#register

BMJ – Link to back pain article (STarT Back Tool)
http://www.bmj.com/content/356/bmj.i6748

Year 5 Medical Students x 4 Patient Online Initiative – North Staffordshire & Stoke-on-Trent CCG newsletter publication –
www.stokeccg.nhs.uk/news/staffordshire-students-help-patients-to-log-on-to-gp-services-online-4028/<http://nhs.us6.list-manage.com/track/click?u=ef12432f7b285a04d0bfe1494&id=21f44def52&e=33cdefcc95>

Video: https://vimeo.com/206196885/4a38152bac

WMAHSN LTC Network Newsletter – Publication commenced in January 2017 to 500+, the database has now increased to c.750.

Staffordshire Sentinel – weekly 'Ask the Doctor' health articles:
http://www.stokesentinel.co.uk/search/search.html?searchType=&searchPhrase=Ruth+Chambers&where=

'GP praises Endoscope-i': https://vimeo.com/191810628?ref=em-share

Conferences:
Person Centred Care Conference held in Birmingham on 6th May 2016 – 60 delegates

'Making Change Happen with Simple Telehealth and Florence' held in Stoke-on-Trent on 25th January 2017 – sharing success and best practice with breakout sessions for Acute, Community and Primary Care – 82 delegates

Supporting quotes from a stakeholder / partner or service user

Marc Schmid – Digital Expert, Redmoor Communications:
"The programme has brought patient networks together around MS, cardiac rehab and AF and stroke, providing peer to peer support and regular information from clinicians. The introduction of video consultations has enhanced the care available as well as improving the efficiency of service delivery".

Luke Bracegirdle – Head of Digital and Business Analytics, Keele University School of Pharmacy:
"West Midlands Academic Science Network part funded a development project to extend work on the Manage Your Health app, to include additional content on long term conditions. Prof Ruth Chambers (Clinical lead Long Term Conditions Network, WMAHSN) has been very supportive and used the network to connect our development team with partners with complementary skills as well as link to further initiatives in the region to promote patient information resources in the area of atrial fibrillation".

Phil O'Connell – Chairman & Chief Innovation Officer, simple.uk.net:
"The WMASHN Long Term Conditions (LTC) Network has provided invaluable support for clinical teams, helping to raise awareness of practical and pragmatic remote delivery of care options. The LTC Network has worked with us, encouraging evidence based uptake through clinical peer to peer sharing of case studies and evaluation across traditional organisational boundaries of the techniques and methods used by our members to address LTCs and adverse lifestyle habits. International dissemination of the learning, evaluation and case studies developed through the 'Simple Telehealth' programme of work including Florence in the UK, has been greatly assisted by the practical clinical applications and evaluation made possible by the WMAHSN. The techniques and methods evaluated have achieved replicable positive clinical and productivity outcomes that are now being studied for implementation in Ireland, USA and Australia."

Jodie Williams – Stroke Prevention Clinical Nurse Specialist, University Hospitals of North Midlands NHS Trust:
"The AHSN has widely supported the AF Stroke Prevention Team over the last two years.
It has supported the provision for expert advisory for Atrial Fibrillation, its education and management throughout both primary and secondary care. It has supported the promotion of an online GP Masterclass for Atrial Fibrillation to GPs to continue education and evidence based management for AF patients reducing the risk of AF-related stroke. The AHSN has supported the AF stroke prevention team in becoming champions within both primary and secondary care enhancing self care management, reducing major disabling strokes with a positive impact to the local health economy".

Plans for the future

- Continue with pan-Staffordshire rollout of video-consultation option for clinician/patient follow up interaction in all healthcare settings; extend to social care settings as appropriate; share learning and urge adoption across the region
- Promote the impact/how to overcome inertia to remote options for delivery of care at all levels of NHS across West Midlands and beyond via events, conferences (e.g. focus on CVD and diabetes 10.5.17; quality improvement 13.6.17), publications, LTC Network bulletin, Twitter, etc.
- Evaluation of Trust-wide rollout of Flo Simple telehealth Sandwell & West Birmingham Trust; county-wide rollout of videoconsultation; use of Facebook in general practices
- Develop online learning resources and simple course for citizens to use to enhance their confidence and competence in personal use of TEC for their own LTC(s)
- Promote or develop online learning resources for clinicians to enhance their competence & confidence in adoption of TEC

Which national clinical or policy priorities does this example address?

- GP Forward View (New models of care/patient empowerment)

- Underpin delivery - clinical management of key LTCs: Asthma, COPD, diabetes, hypertension, AF

Tips for adoption
- Inertia is common in the NHS in relation to any new way of working – persist in engaging all those who are vital in making change happen.
- Don't keep what you've learnt about the adoption of an innovation to yourself - evaluate, promote, disseminate it.

Start and end dates:
- 01.04.16 – present

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