



Healthier Together

Mobile App to reduce anxiety amongst parents of young children and avoid unnecessary A&E and GP presentations

Hampshire and Isle of Wight ICB

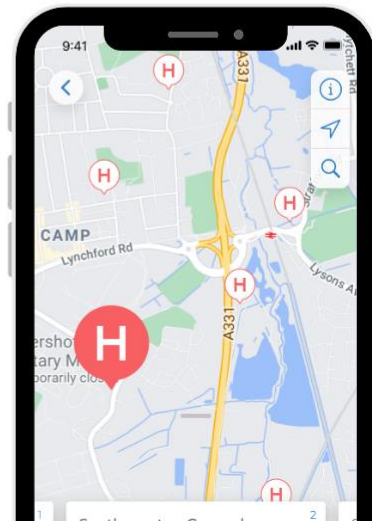
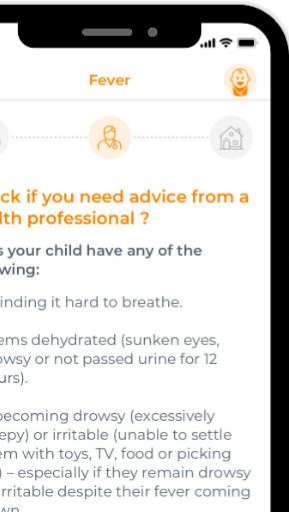
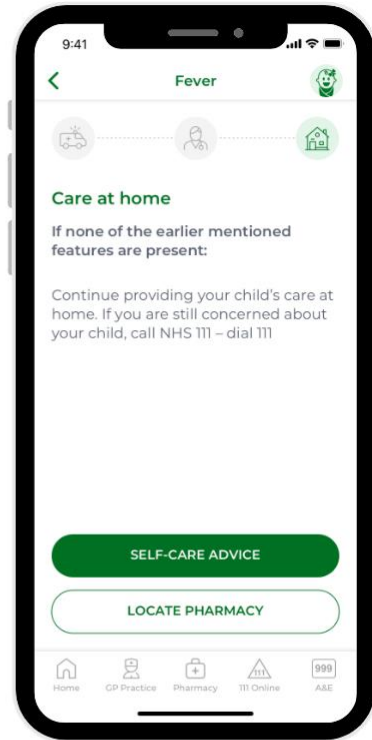
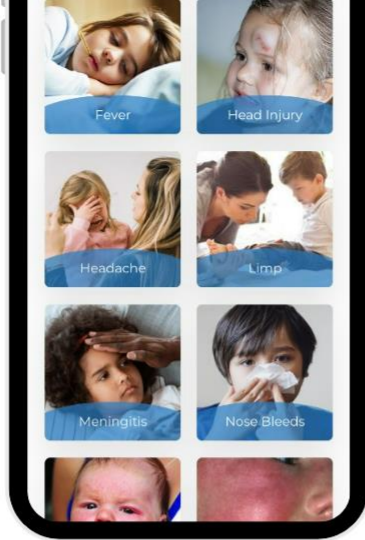


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Paediatric Care Initiative of the Year





CALL TO GP PRACTICES TO ONBOARD BEFORE THE RISE IN WINTER RESPIRATORY VIRUSES

The Healthier Together app aims to change the health-seeking behaviour of parents by providing them with the tools to evaluate the severity of their child's illness when they are poorly.

Only by your practice formally onboarding will your patients have full access to the functionality of the app.



Conversion rate

98% of parents that choose to download the app after being signposted to its page



Retention rate

92% of parents that choose to keep the app installed on their phones after download

Median Conversion rate within the Medical apps category is 55%. The Healthier Together app is trending significantly above this.

Reducing ED and primary care activity ...



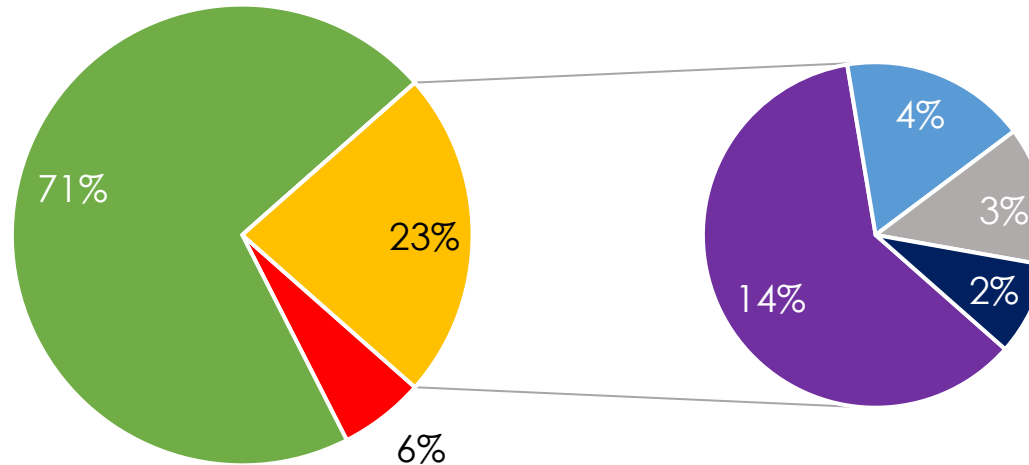
Self-Care

71% of self-triages result in patients choosing to self-care.



Emergency

6% of parents are advised to visit A&E or call 999.



■ Red ■ Green ■ Amber ■ Online Consultation ■ Called Practice ■ NHS 111 Online ■ Called NHS 111



Online Consultation

Only 14% of Amber dispositions resulted in an online request.

This translates to only 3% of the overall number of parents that used the app to self-triage.

Manual review of "amber" patients that contacted primary care online (conducted by PCN) – 100% appropriate

Key Features

- Aligns with existing Practice Pathways
- Increases clinical capacity by filtering the "worried well"
- Prioritises children that require same day triage
- Red | Amber | Green symptoms have been established by local clinicians and sign-post to local resources

Practice Workflow

- Parent submits an online consultation request to nominated mailbox. Relevant amber symptoms captured. Amber disposition options can be set to online consult or telephone or both (preferred by most practices).
- Admin staff will file the request and add to duty triage list.
- Duty doctor or a nominated clinician will review the request and decide further action e.g. Call back | F2F appointment.

Feedback from patients and practices ...



Parent

I'm using the app and loving it for my two, really concise and much better than 111 online. Amazing what doesn't require intervention! Edith had a bump on the head golf ball sized but that was ok to monitor and ice a bit at home – brilliant as I probably would have headed to ED.



Parent

As a mother of 4 children ranging from 16 months to 13 years, I find the app very useful and helpful to give me the information that I need to help me to look after my children when they are not feeling well. The information is really clear and easy to follow, the videos make this app extra special, it has saved me calling the health services on many occasions but also gave me a guide on when to ask for help.



PCN Clinical
Director

As a GP, I regularly signpost parents to the app. They find it helpful as it has a huge amount of information for them and gives great advice on what to do and when to worry and seek medical advice if needed.



Practice
Manager

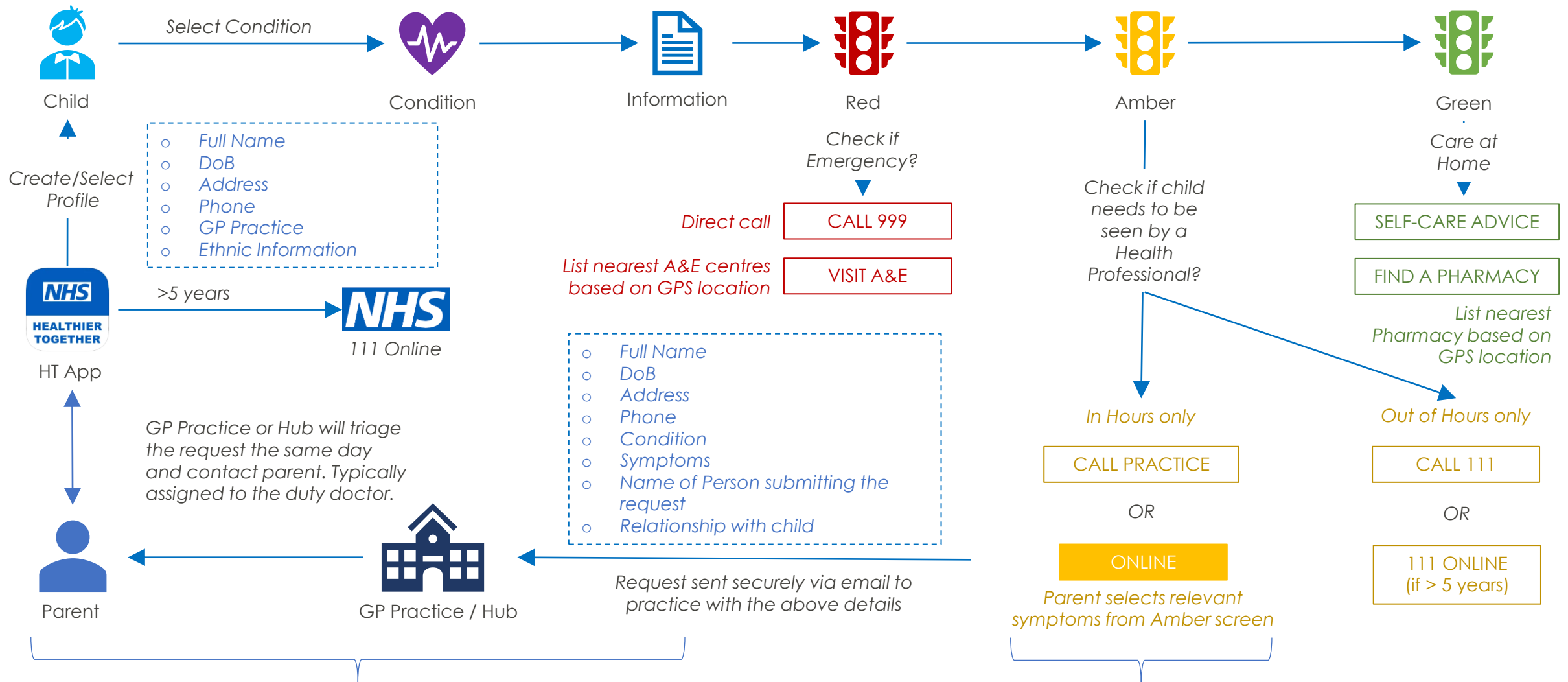
I would like to compliment you and your team on the Healthier Together App...what we have certainly noticed is the ease of using the app for the patients and how clear the options and links are on the app. When comparing it to e-consult (as it is the most comparable application we have) it is worlds apart, with e-consult it is very time consuming for both the patient completing the questionnaires and us as a surgery as the answers/information is not as clear as that of HT App and can easily be completed and read by all parties. We must congratulate all involved and look forward to the affect using the app will have on our patients and their self-care and the impact this will have on our surgeries.



Practice
Manager

We are actively promoting the app and we have had a few emails come through which all seemed appropriate.

Healthier Together App Patient Flow ...



Practice workflow aligns with existing practice workflows for management of online triage requests e.g. via eConsult.

We have carefully engineered this pathway to ensure reduction in activity. **Only 3%** of patients that use the self-triage function end up submitting a request to the practice (based on data from 15+ Live practices).

How can your practice sign up ?

N.B Signing up your practice is a two step process.

1 Complete Online Registration Form – (5 mins)

<https://forms.gle/1xdR1Wp3De3yw9Cs9>

2 Book your onboarding slot with the Healthier Together app team – (30 mins)

<https://calendly.com/cenigma/htapp>

Please ensure admin staff who process online requests are present during the call and have access to the clinical system to test the online request is delivered into the nominated mailbox

3 Promote the app to patients with the resources on offer – (Ongoing)

- Bulk SMS (accuRx or MJOG)
- Website & social media banners
- Waiting Room Posters
- Telephone wait message