Determining success in digital health engagement – the Dallas case study

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Introduction

Societal Changes

Health Challenges

Potential Solutions
Delivering Assisted Living Lifestyles at Scale (dallas)

**Aim 1:** Develop and implement digital health and wellbeing products and services *at scale* to improve people’s lives

**Aim 2:** Promote a *large-scale* consumer market (>160,000 people) that drives service and social innovation¹

**Timeframe:** 2012 – 2015

**Investment:** £37 million
dallas communities

Four dallas consortia: NHS Trusts - Local authorities – Private Industry - Voluntary Sector - Academia

Digital health technologies: telehealth & telecare – mobile health apps - electronic PHRs - online health portals - assisted living devices and sensors

Geographies: rural and urban areas of Scotland and the north of England
eHealth Implementation

- **Small scale** pilot studies and randomized controlled trials (RCTs)
- eHealth implementation is complex & challenging in the *real-world*
- Research focuses on clinical information systems
- Research focuses on usability/adooption or retention/normalization
Case Study Design

Research aims:
• Explore digital health engagement strategies in primary care
• Determine factors for successful eHealth recruitment

Methodology
- Exploratory case study
- Ethical approval (University of Glasgow)

Secondary Analysis
- Baseline & midpoint interviews
- Project documentation (n=25/163)

Thematic Analysis
- Framework approach

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<th>Interviewee Type</th>
<th>Baseline</th>
<th>Midpoint</th>
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<tr>
<td>Industry</td>
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<td><strong>Total</strong></td>
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Results

Five themes facilitate digital health engagement

1. Community engagement
2. High quality technical design
3. Digital awareness & accessibility
4. Clinical engagement
5. Organisational eHealth capacity
1. Community Engagement

- Market research
- Personalised recruitment
- Financial incentives
- User champions
- Existing community networks

“There are things like health trainers. You know, we don’t directly commission the health trainer service but what we do is we augment it with the ability to understand & know about the technology that’s occurring”
2. High quality technical design

- Co-design methodology
- Integrated digital login
- Easy to use interface
- Automated system

"by basing it all around co-design and working with the communities to develop it ... so if we keep that process going, then I think it could be something that communities really use and want"
3. Digital awareness & accessibility

- Digital champions programme
- Digital hubs
- Large retail outlets
- Smarthouse

“What most of the community hubs in the city are in existing places where people ... if we can get a computer in there from the union learn and with a digital champion to help people use them then that’s what they are really targeting for and that’s overcoming the barrier for access”
4. Clinical Engagement

- Clinical champions
- Demonstrator projects
- Digital skills training
- Financial incentives

“So there’s definitely an interest from the medical profession, particularly GPs and saying how might Living It Up help with the kind of social prescribing…. we have communication on that basis I think ultimately they will be very good champions for this going forward”
5. Organisational eHealth capacity

- Digital health policy/strategy
- Supporting IT infrastructure
- Digitally enabled clinical staff
- eHealth ethos or culture

“they’re much further developed in terms of their own digital strategy as an organisation so their staff do mobile working, they have tablets and, you know, they’re digitally enabled.”
Discussion

• Lessons learned about successful digital health engagement

- Design tailored recruitment strategies
- Collaborative grassroots engagement
- Consider co-design

- Provide eHealth education & setup digital literacy training

**Patients & Public**

**Digital Awareness & Accessibility**

- Create digital health hubs & clinical/user champions

**Health Service**

- Introduce digital health strategy
- Invest in technical infrastructure
- Incentivise eHealth engagement
Conclusion & Next Steps

Study Limitations
• Only one perspective captured
• eHealth programme not finished
• Non-participation not explored

Next Steps
• Interviews & focus groups
  • Users (patients, carers, health professionals)
• Theoretical framework for complex interventions\textsuperscript{4,5}
  • Normalization Process Theory (NPT)\textsuperscript{6}
Thank You. Questions?

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References


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