My Health Tools
A Self-Care Hub for Kirklees

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Strategic challenge

Challenge

The current health and social care systems are under immense strain, with growing demand, and growing costs.

Strategic approach

Find innovative ways to support people that meet needs, improve outcomes, and remain affordable.

Create behaviour change in patients

Find ways in which the health and social care systems can work together to achieve more effective and more efficient results.
Clear needs

Over 10% of deaths in Kirklees are preventable by lifestyle change.

(30% of 1 in 3 deaths due to cardio-vascular causes, JSNA 2012)

Diabetes rising 1% of population per decade, due to rising age and obesity.

(7.8% of adult population in 2012, 8.8% in 2020, 9.8% in 2030, JSNA 2012)
Clear needs

**Long Term Conditions**
99,532 people have a LTC
(and 1 in 3 between 55 and 65 have LTC)

**COPD**
COPD caused 1 in 20 deaths
and 812 local emergency admissions (increasing).
2.1% of adults have COPD (approx 7100)

**Chronic Pain**
1 in 3 people live with Chronic Pain (approx 143,000)

(Source: Kirklees JSNA 2012)
# Self-care is a proven approach

Evidence for increased patient self-management

## Load on resources

- 50% fewer unscheduled A&E visits
- Cost savings £1800 per patient per year (£2700 pain clinic)
- Onward referrals by GPs reduced
- GP visits reduced 40%  outpatients reduced 17%

## Reliance on medication

- 35% reduced medication usage
- 26% reduction in spinal pain relief injections

## Patient Outcomes

- 42% average improvement in health outcomes
- 50% reduced days off work

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**Three Valleys PCCG, Huddersfield 2008-12 pain self management service Kirkburton**

**Expert Patients Programme, J. Phillips, 2010**

**Dept of Health data**
## Goals of My Health Tools

**My Health Tools**

- An online resource, available on any connected platform
- Helps people assess their own care needs
- Encourages citizens into responsibility for their own care
- Aims to reduce load on professionals
- **Helping people become more confident**

**Rich Mix of facilities**

- Educate and inform citizens
- Optimise access to available services
- Develop self-care skills
- Highly personalised;
- Allows patients to store and access their own data
- Gives real-time feedback
- Progressive and takes them on a journey
# Encouragement

## Getting people engaged

- Start with what people themselves think is important
- Appropriate, tailored, information
- Psychology: people feel listened-to

## Interactions to build trust over time

- Personalized tools, using any previously known data
- Keep interactions short, and proceed at user’s own pace
- Give real time feedback to reassure
- Show measurable progress
- Use compassionate language

## Encouraging use: convert visitors into engaged users

- Easing people in:
  - Use anonymously, for generic information
- Welcoming people back:
  - Use “signed-in” for a personalised interaction
Patient-led self-assessments

Patients perform their own personal assessments

- Under patient control
- Results available to them immediately
- Full history available: patients can monitor progress
- Complementary to any professional-led assessment
Benefits of self-assessment

The result of self-assessments may be to

- signpost users to tailored options,
- make an appointment with a Health Trainer,
- download an app
- learn a new skill
- link to a social network
- link to other services in the council, CCG and secondary care

Goal setting

users can set goals and monitor progress

<table>
<thead>
<tr>
<th>News feed</th>
<th>Assessments</th>
<th>Favourites</th>
<th>Recommended</th>
<th>Recruits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Francis Cole</td>
<td>System</td>
<td>Assessments</td>
<td>Son</td>
<td></td>
</tr>
<tr>
<td>Suggests you to read <em>How to create pain diary</em></td>
<td>New content was added which might be of your interest.</td>
<td>You have made a new assessment.</td>
<td>Reninds you to assess yourself.</td>
<td></td>
</tr>
<tr>
<td>30 May</td>
<td>6 June</td>
<td>3 June</td>
<td>21 May</td>
<td></td>
</tr>
<tr>
<td>Favourites</td>
<td>Favourites</td>
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<tr>
<td>You have added <em>Great exercise video 01</em> to your favourites</td>
<td>You have added <em>Great exercise video 02</em> to your favourites</td>
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<td>30 May</td>
<td>30 May</td>
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</table>
Clear presentation: medical issues

Problem

Back pains

How bad it is right now

History

Navigation to other tools

Patient can report status

Patient journey is presented
Clear presentation: relationship issues

Patient journey is presented

Patient can report status
Signposting to services

Organizations
- Kirklees health trainers
- Some long organization name
- Organization short
- Really good people org
- We care about you org

Support groups
- Huddersfield pain forum
- Kirklees pain forum
- Leeds supporters
- Pain group
- Centre meetup group
Using My Health Tools is a journey

<table>
<thead>
<tr>
<th>A journey for patients</th>
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<tbody>
<tr>
<td>Self-care journeys will be measured with evidence-based tools. Users can see how much progress they are making</td>
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</tbody>
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<table>
<thead>
<tr>
<th>A journey with professionals</th>
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<tr>
<td>Professionals and informal carers access progress metrics to assist in the journey.</td>
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<tr>
<th>A journey for service providers</th>
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<tbody>
<tr>
<td>Over time, professionals will adapt the way they work, building self-care journeys into their workflows, enabling more patient involvement. Services work more closely together as they focus on the patient Services will become more patient-focused and more integrated</td>
</tr>
</tbody>
</table>
Exploitation and expansion

My Health Tools is exportable

Reducing cost the of similar provision elsewhere in UK
Bring about common approach and interoperability
Improve business case through Scale.
Already in discussion with 3 other local authorities

My Health Tools is expandable

Opportunities:
Interface with national systems (bid to NHS-E)
Sign in to access medical records (SystmOne, Emis)
Sign in to access secondary care systems
Build interfaces to social care systems
Online or video access to clinicians and carers
Making it happen

**My Health Tools Development**

Developed by a partnership of:
- Kirklees Council,
- Greater Huddersfield CCG,
- and
- North Kirklees CCG

My Health Tools is being implemented by Looking Local*

**Support and consultation**

Extensive consultation with potential users, service provider representatives and professional clinicians

Supported by Advanced Digital Innovation (UK) Ltd using the experience of the Technology Strategy Board’s ‘dallas’ programme, and embodied within the ‘Warm Neighbourhoods’ concept.

This experience is being made available widely through the ongoing Digital Health and Care Alliance (www.dhaca.org.uk)

The prototype service goes live from Sept 2014

*Looking Local is a service owned and managed by Kirklees Council on behalf of the UK local government (and partner) community