

Minutes

Digital Strategy: Student Workshop

Thursday 4th October, 13:00 – 15.00

Brockenhurst College

Attendees:

- West Hampshire CCG:
 - o Jonathan Darley: Digital Innovation Project Manager
 - o Nick Birtley: Equality & Diversity Manager
 - o Jane Gordon: Engagement Manager
- Brockenhurst College Students (Year 12/13)

No	Item
1.	<p>Welcome and introduction</p> <p><i>This session was part of an engagement programme by West Hampshire CCG, to hear the views of various patient groups, including students. The session was specifically focused on understanding how students currently interact with the NHS and how they would like to see technology used in the NHS in future. The notes below summarize the responses provided by students</i></p>
	<p>What do you think are the challenges and opportunities facing the NHS?</p> <p><u>Challenges</u></p> <ul style="list-style-type: none"> • Lack of funding to spend on workforce, training, capacity (hospital beds) • Lack of specialists in certain areas – meaning patients may need to regularly travel long distances • Increasing demand from a growing and ageing population <p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Can lead to a healthier population, because it is free and accessible by everyone regardless of wealth
2.	<p>Digital and your healthcare</p>

	<p><i>“What kind of digital products do you know about in healthcare?”</i></p> <ul style="list-style-type: none"> • Video call consultations • Online symptom checking / advice • Online prescriptions • Wearable devices e.g. blood pressure monitors • Smarter devices e.g. pacemakers that adapt to the patient • Surgical robotics • NHS choices • Apps for managing prescriptions <p><i>“What are the benefits and drawbacks of digital solutions?”</i></p> <p><u>Benefits:</u></p> <ul style="list-style-type: none"> • Saves time and money for the NHS • Better service for patients – quicker and easier access to information • More joined up healthcare records <p><u>Drawbacks:</u></p> <ul style="list-style-type: none"> • More ‘self-diagnoses’ could be dangerous (overestimating or underestimating risks) • Service becomes dependent on technology working – but what happens if the Wi-Fi fails, for example? • Lack of technology knowledge and equipment in some parts of the population can exclude them from benefits. For example, homeless people, those not able to afford a smartphone, those without good internet connections • Lack of personal contact with healthcare professionals • Increasing risk of cyber attack • Constantly changing landscape, hard for people to keep up • Requires investment • People may lose their jobs
3.	<p>Looking forward and outward</p> <p><i>“What other digital products do you regularly use? What makes these a success, and how can healthcare can learn from this?”</i></p> <p>Social media: it’s easy to use, provides a useful service (keeping in contact with people remotely), accessible anywhere</p> <p>Online banking: convenient, seems to be secure, immediate</p> <p>Online shopping: Avoids travel – particularly useful for younger people, or those without cars, or those otherwise unable to / would prefer not to travel (for example a parent with young children)</p>

	<p><i>“Digitization has made people lazy – they expect to be able to access information immediately and from wherever they are”</i></p> <p><i>“How do you know whether to trust an online service? Design of the site, app store reviews, size of the company. Would trust an NHS app/website; would trust a big bank app; wouldn’t trust a cheap free game”</i></p> <p>“What do you envisage for the future?”</p> <ul style="list-style-type: none"> • Electronic prescriptions on an app • Online/app-based appointment booking and cancellation – <i>“I can log onto my bank to see my financial status, but I can’t log in to see my GP or hospital appointments”</i> • Direct contact with GP – even just by email –<i>“why can’t I email my doctor with a simple question, it would avoid me taking up an unnecessary appointment”</i> • Skype/FaceTime consultations (for physical and mental health) • 3D printing for prosthetics/organs • Digital reminders for screening • Joined up healthcare records • Wi-Fi in hospitals – to allow patients to keep in touch with friends and family <p><i>“Society is changing and people expect digital. Other countries and private companies will deliver it, so if the NHS doesn’t do this it will get left behind”</i></p>
4.	<p>User perceptions of Innovation</p> <p><i>“Would you be willing to trial new technology or only receive the finished product?”</i></p> <ul style="list-style-type: none"> • Depends on severity of the condition and the risks involved, but in general: <ul style="list-style-type: none"> • Think that someone needs to trial new technology – but what are the incentives? • When trialling something new, would like to know the worst case scenario • Would like to have the system explained in simple, non-medicalised language • Want to be supported by – or have access to - a real person • Appetite to try new products depends on the individual risk
5.	<p>Final comments, thank you, and close</p> <p>Channels to promote digital services –</p> <ul style="list-style-type: none"> • There should be more promotion of Could add a link to promote these (for example, GP online services) when

	<p>sending text appointment reminders</p> <ul style="list-style-type: none">• Cheap, simple adverts on social media <p>‘Patient online’ -</p> <p>Patient online is a service that allows you to book GP appointments online, order repeat prescriptions, and see your GP information including medicines, allergies, illnesses, immunisations and test results. It is available at all GP practices in West Hampshire, and is available to all patients aged 16+. To register for the service, please speak to your practice, or visit their website</p> <p>If you have any other questions or comments, please contact:</p> <p>whccg.yourfeedback@nhs.net</p>
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