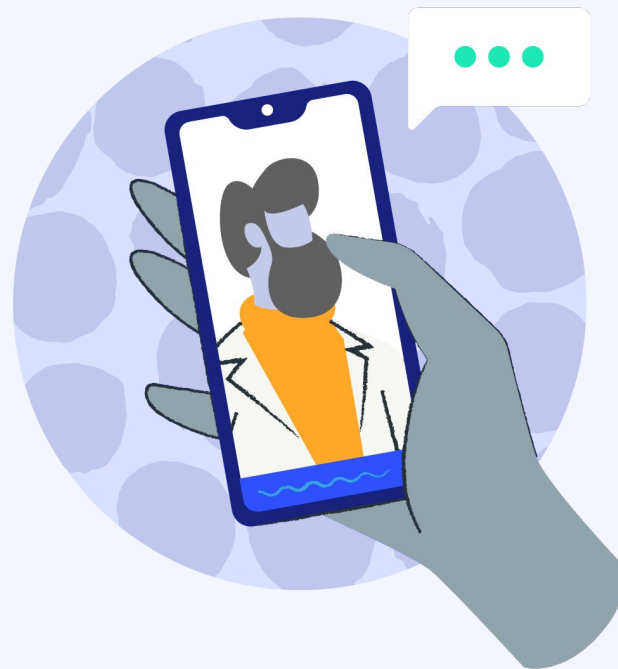


# Combating **health inequalities** in the digital age



## Presented by



**Dr Dan Bunstone**

Chief Medical Officer  
at Push Doctor



**Jess McKenna**

Head of Design  
at Push Doctor



**Dr Ivor Singh**

Lead GP  
at HMC Heston

# Problems being faced in General Practice



**Primary care overwhelmed by demand** to an already overworked and decreasing workforce of GPs

---



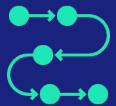
**Difficulty in recruitment, management and clinical supervision** of additional roles across multiple practices

---



**Patient experience is undesirable** with busy phone lines and convoluted online forms with slow reaction times

---



Majority of patients presenting are **signposted towards overburdened GP / Nurse** as the 1st point of contact

Key:

Primary care

Funded role

Service with additional cost

PCN

Surgery 1

Surgery 2

Surgery 3

Surgery 4

Surgery 5

Surgery 6

Triage hub

Digital Signposting  
(app/web)

Augmented questions

Triage team

Processing online consultation  
forms/telephone calls augmented  
by Triage

Minor Ailments

Pharmacist  
video appt

Local pharmacy

MSK Presentation

First Contact  
Physio video appt

Pure

GP video appt

GP  
face to face

Nurse  
face to face

Clinical Pharmacists  
video appt

Home visit requests

Paramedic

Care home Support  
team

The NHS has identified that **20%\*** of people in the UK lack basic digital skills and/or do not use or have access to digital technology

\*<https://digital.nhs.uk/about-nhs-digital/our-work/digital-inclusion>

## BARRIERS TO DIGITAL INCLUSION



### **Motivation**

Not everyone is fully aware of all the services that could be useful and relevant to them.



### **Confidence**

Some people fear online crime, affecting their trust of online services. They may be unsure of how to get started.



### **Access**

We know not everyone has the ability to go online or has the right technology to use online services.



### **Digital skills**

Not everyone has the ability to use the internet and knowledge of the technology they may need for online services.

# How we are tackling **digital exclusion**



## OUR OBJECTIVE

**Our aim is to be as inclusive as possible, meeting the health needs of our partners and their patients, helping to close the digital exclusion gap and promote digital empowerment.**



## PEOPLE WHO MAY BE DIGITALLY EXCLUDED



### **Non-English speakers**

People who do not have English as their first language may feel more comfortable with a translator and need online services translating.



### **Older people**

Some older people are unfamiliar with technology, how to use it, and may be fearful or confused by online services.



### **People on a low income**

People on low income may not have access to either digital products (mobile, iPad or laptop) or the internet.



### **People with disabilities**

Some online services may be not be accessible and inclusive for all people with disabilities

## OUR SOLUTIONS FOR DIGITAL INCLUSION



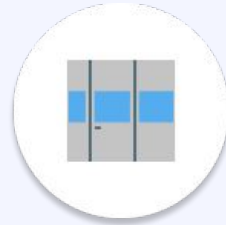
### Multi Language

For patients who need translation support they will be able **to request an interpreter** to join the video consultation in seconds alongside the GP



### Digital Ambassadors

Our team of **Digital Ambassadors** help **support and empower patients** struggling with online services and technology



### Digital Pods

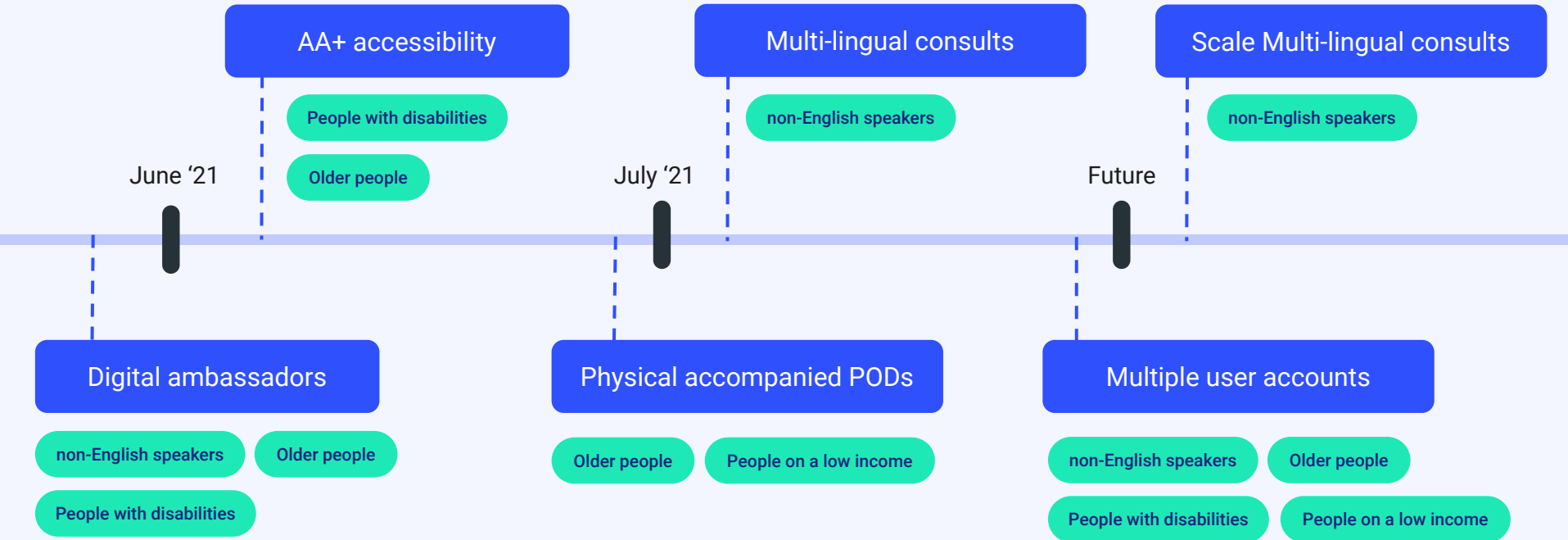
**Safely designed, private rooms** including an ipad connected to the internet where patients can **easily consult with a clinician by video**



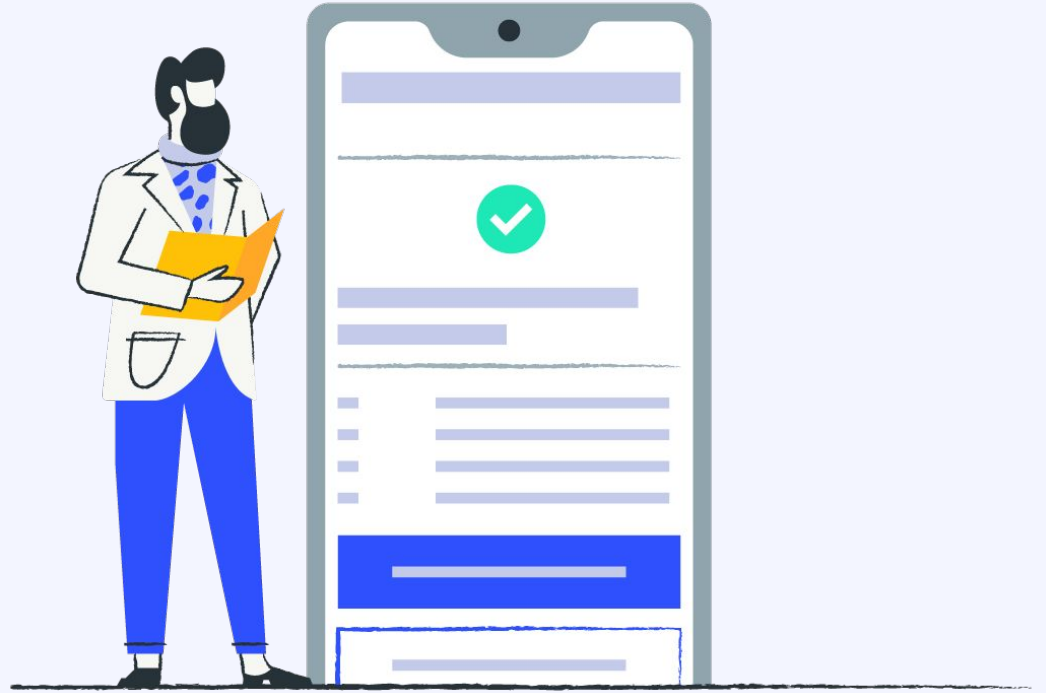
### AA+ Certified Accessibility

Flexible app / website that **supports use by patients with disabilities** (e.g. visual impairment)

# Project Milestones



Working in  
**partnership with**  
**Hounslow**



# About HMC Heston

## **Patient Diversity**

46 different ethnicities in Hounslow

## **Older population**

15% of Patients >60 in Heston

## **Low income**

>20% of children registered being in low income families in Heston

## **Disabilities**

~3% of Patient list have learning disabilities / learning difficulties / physical disability

# The impact of Push Doctor in Heston

## **Patient access during pandemic**

8 Practices within PCN, supported by Push Doctor sessions to increase capacity

## **Allowed face-to-face to focus on areas of need**

E.g. home visit vaccinations, chronic diseases

## **Socio-economic effect increases need**

e.g. Heathrow workers made redundant / facing reducing incomes, languages

## **Positive Patient and Practice feedback**

Easy integration with high uptake and utilisation of service

# Q&A session

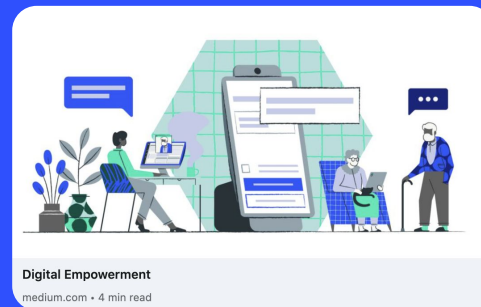
## Get in touch

**Dr Dan Bunstone**

d.bunstone@pushdr.com

## Find out more on medium

<https://medium.com/push-doctor-design/digital-empowerment-49feab97666d>



[www.pushdoctor.co.uk](http://www.pushdoctor.co.uk)