



England

# NHS APP: Where to Now?

Liz Clow

Director, Digital Citizen

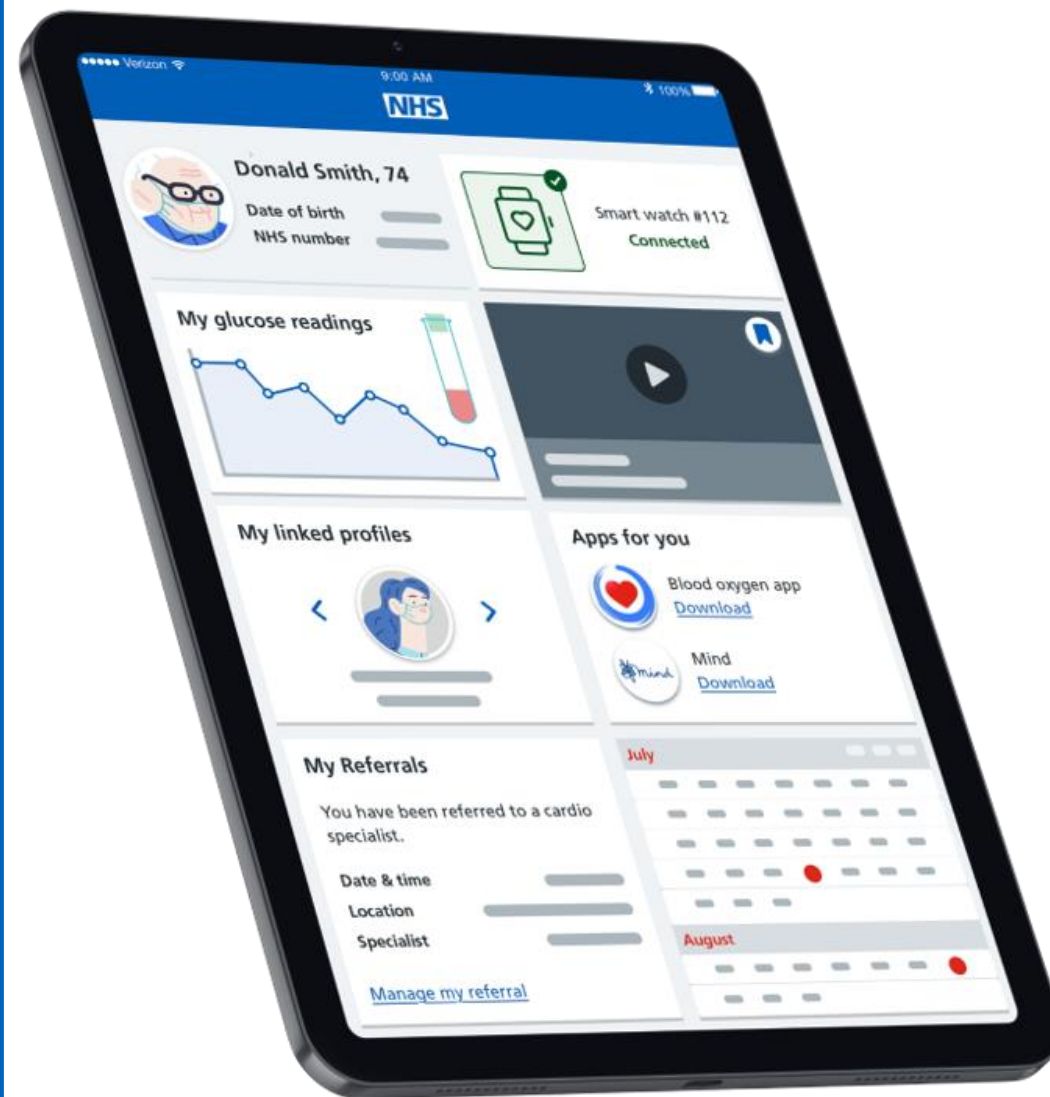
November 2024

# From analogue to digital

In the next 5 years a **third of interactions with the NHS will be delivered digitally.**

We will enable people to increasingly **self-serve** their health and care needs, **shifting the default model of care delivery** from face to face and meeting people wherever they are.

People will know what they can do next to organise their care or improve their health, enabling a patient-centred NHS.



# Proven benefits delivered in FY2023/24

Significant growth via the NHS App

**791,000 more hospital appointments**

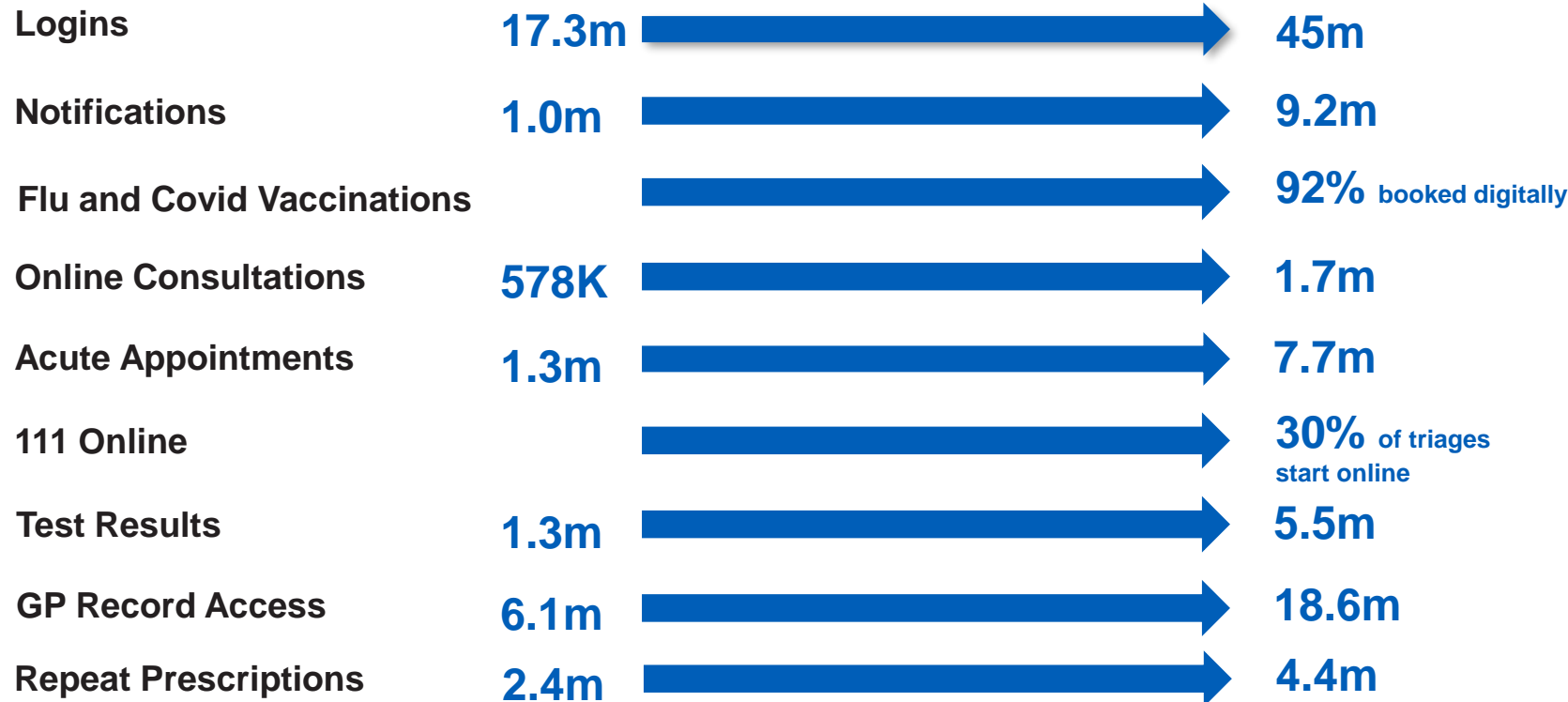
**2 million hours of admin staff time saved**  
equal to c.1,000 FTE posts

**890,000 hours of GP practice time saved**

**3 million fewer letters sent**  
in secondary care

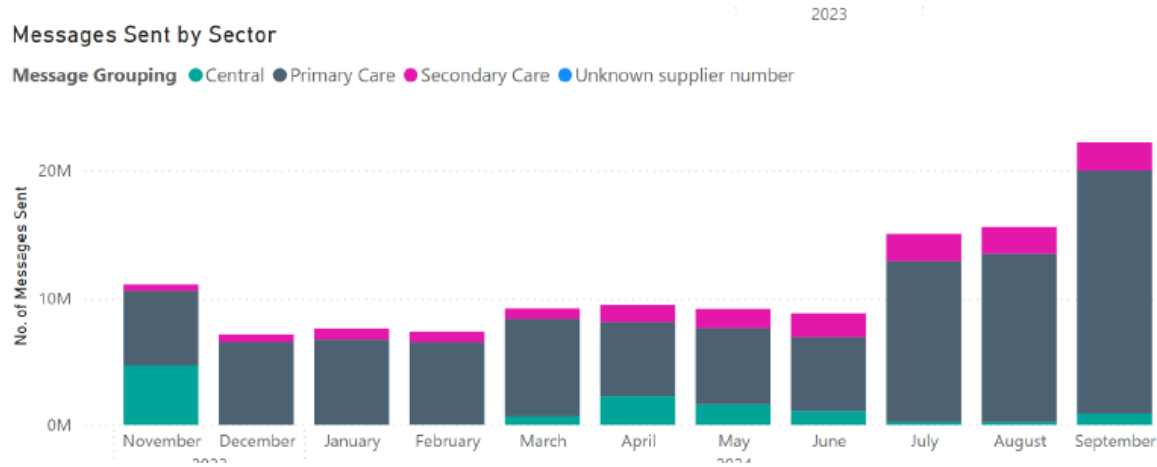
**834,000 hours of nurse time saved**  
equal to c 427 FTE posts

**FEATURES DELIVERED TO CITIZENS** *Monthly usage in early 2023 vs now*



# 1 in 5 citizens logged into the NHS App last month\*

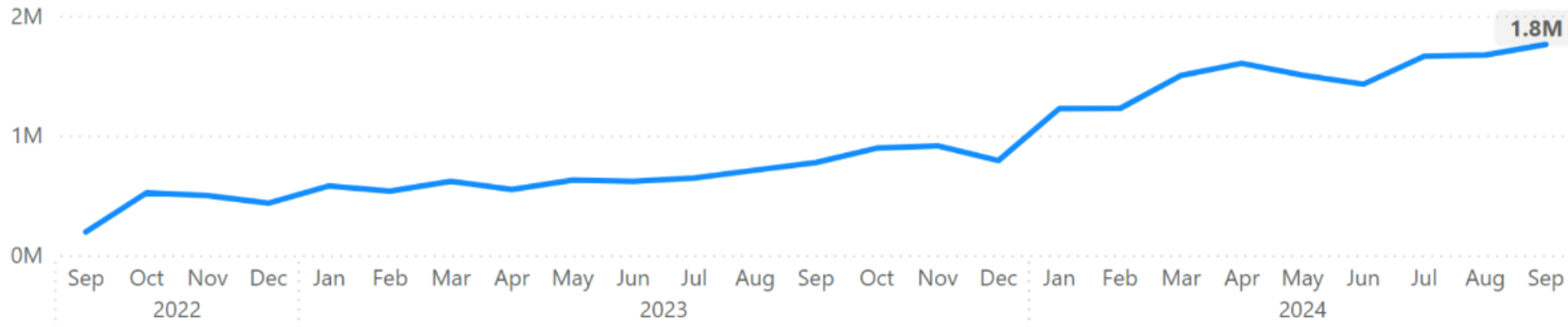
Patient activity continues to grow month on month across all features



A large increase in **messages** being sent from Primary Care (in line with the Autumn/Winter vaccination campaign). Read rates remaining steady.

We're also seeing an increase in citizens using **online consultation services** through the NHS App.

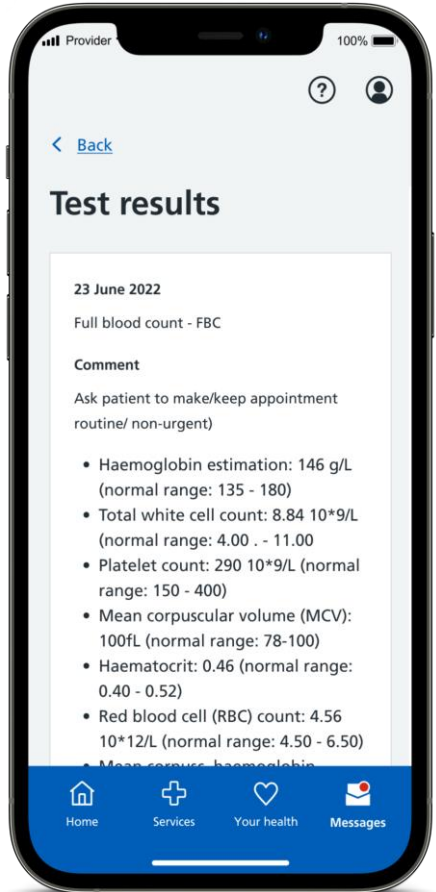
## NHS App Online Consultation Clicks



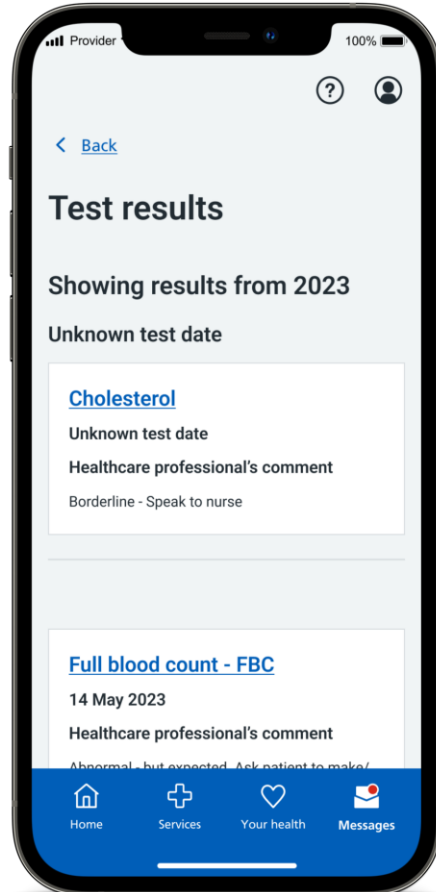
\*10.1m individuals aged 13+ <sup>4</sup>

# Deep dive on the NHS App features

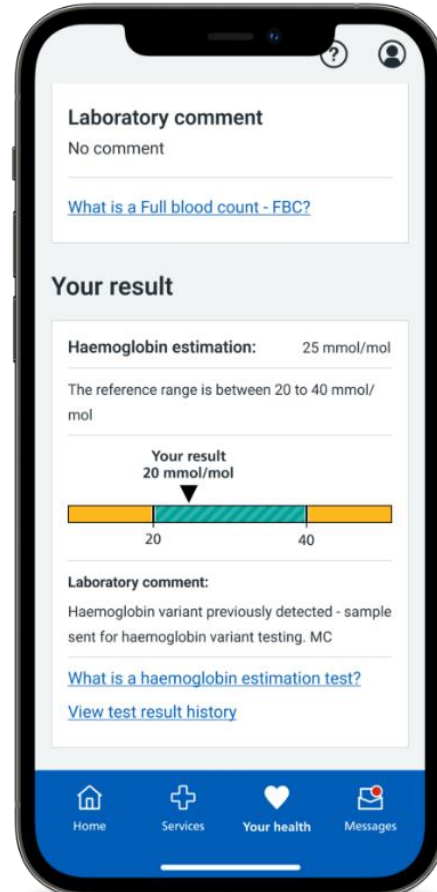
# Test Results



From this



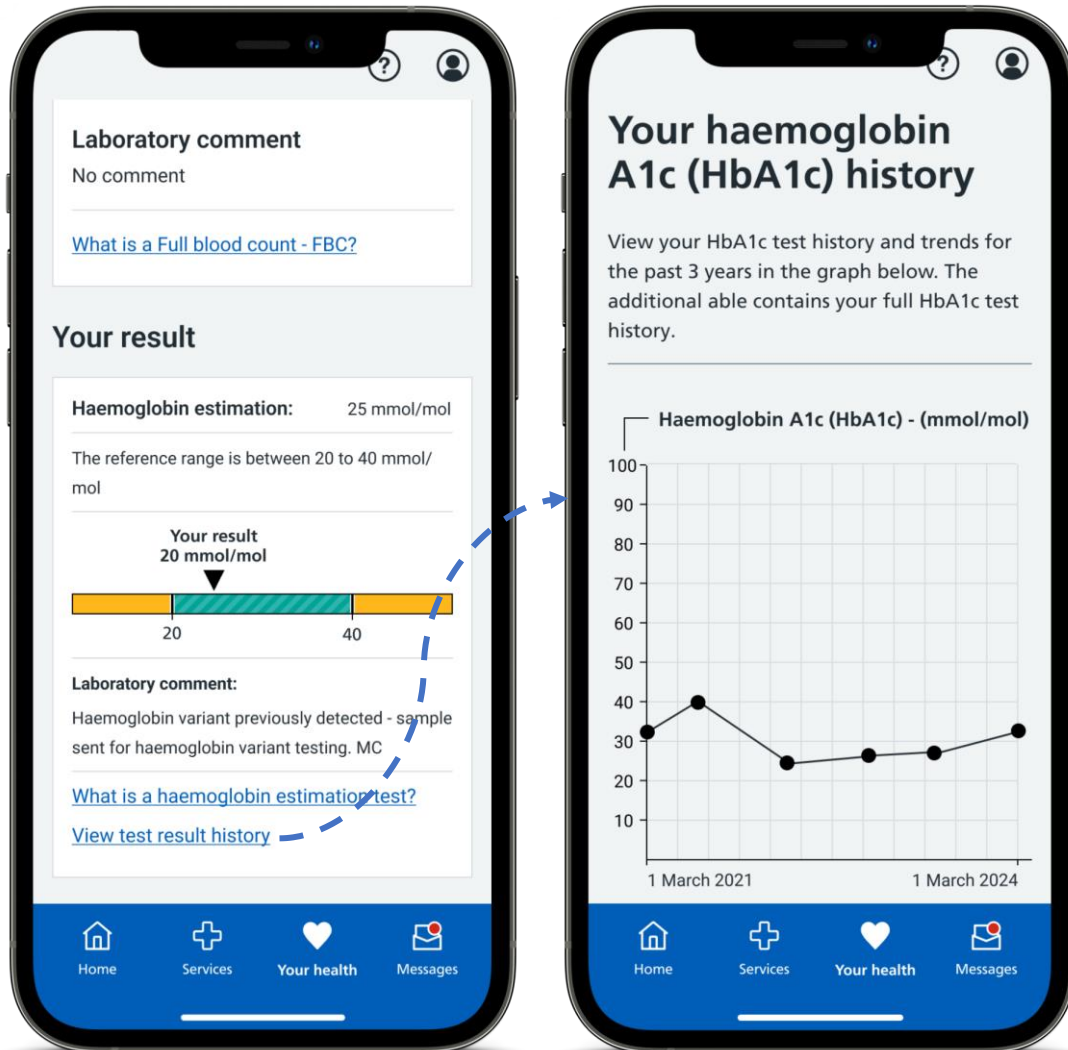
To this



We've been releasing regular improvements resulting in:

- Around **5 million** views per month
- An **uplift in return visits** to the NHS App
- User satisfaction survey response of **83% positive or very positive rating** – from over 3k survey responses.

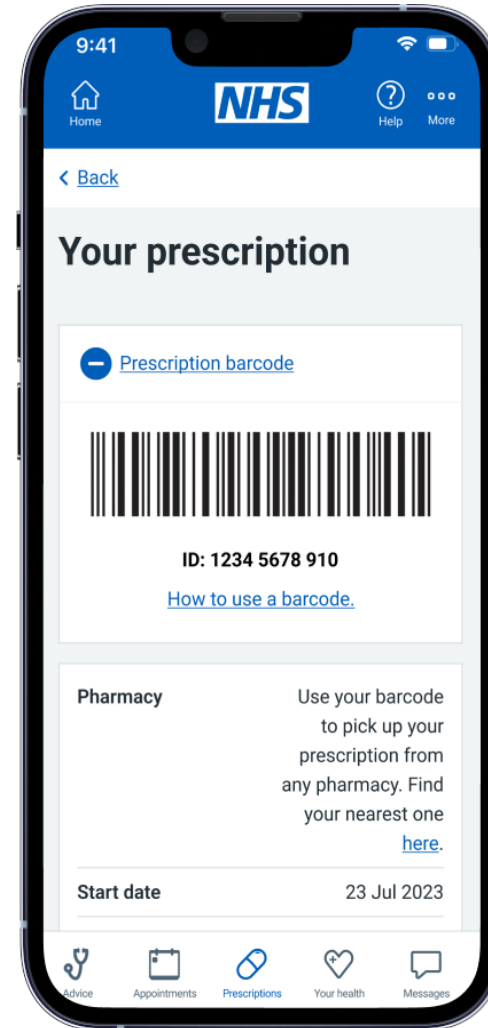
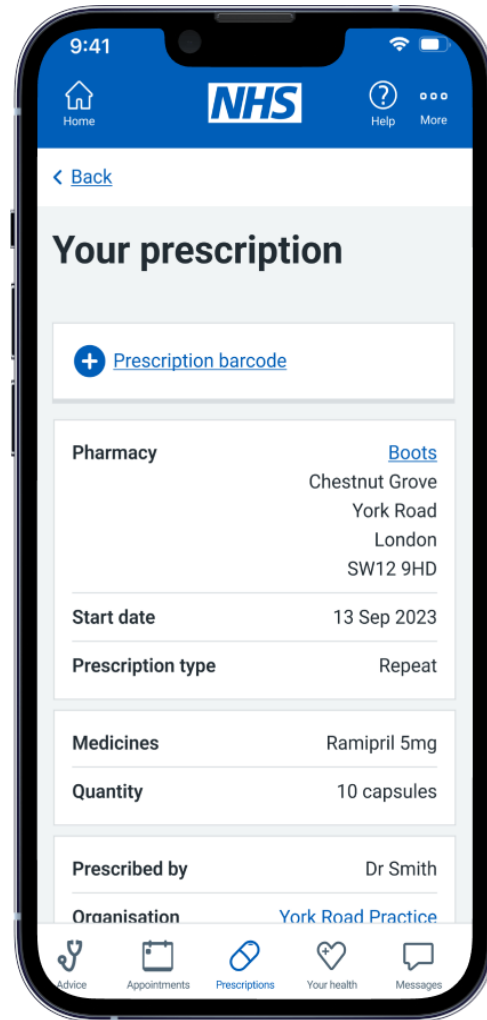
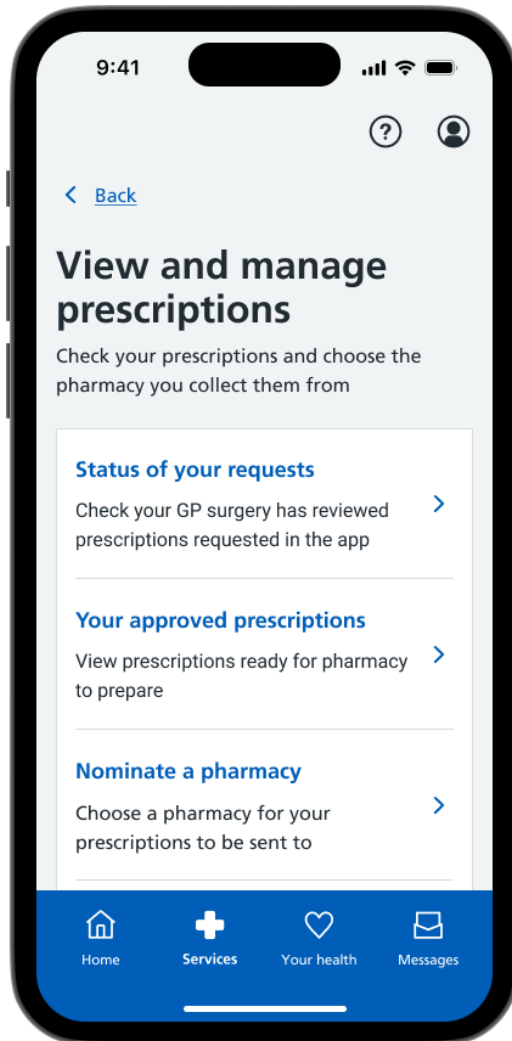
# Test Results



For those managing diabetes, we now have graphing on HbA1c.

Our research shows that being able to see the trends of test results over time allows people to **better manage their own healthcare** and take control of their conditions.

# Prescriptions



The number of repeat prescription orders through the NHS app has grown by **52%** over the past year

Over the past year, over **42 million repeat prescriptions** were requested via the NHS App, which has led to **2.1m** hours of frontline staff time saved.



# Digital Prescriptions

## View approved prescriptions:

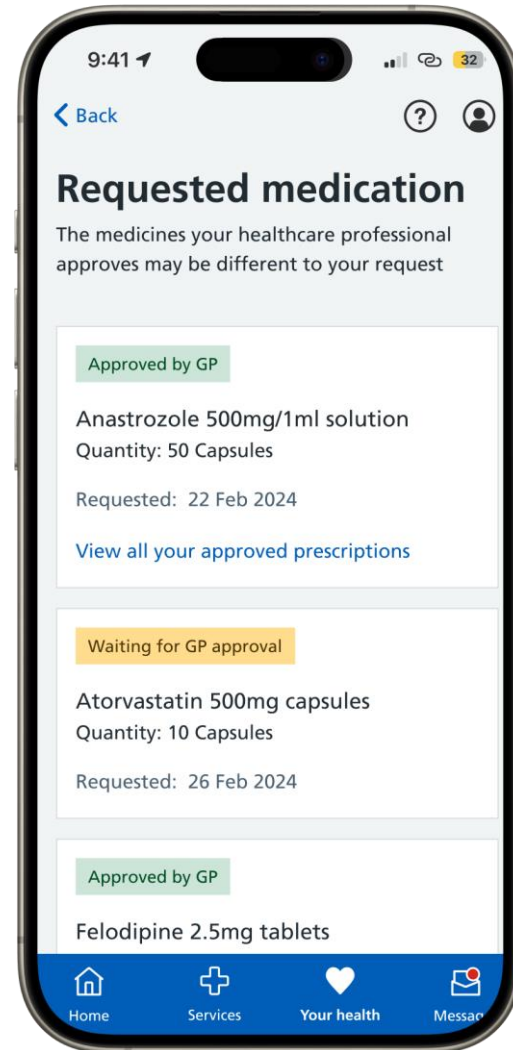
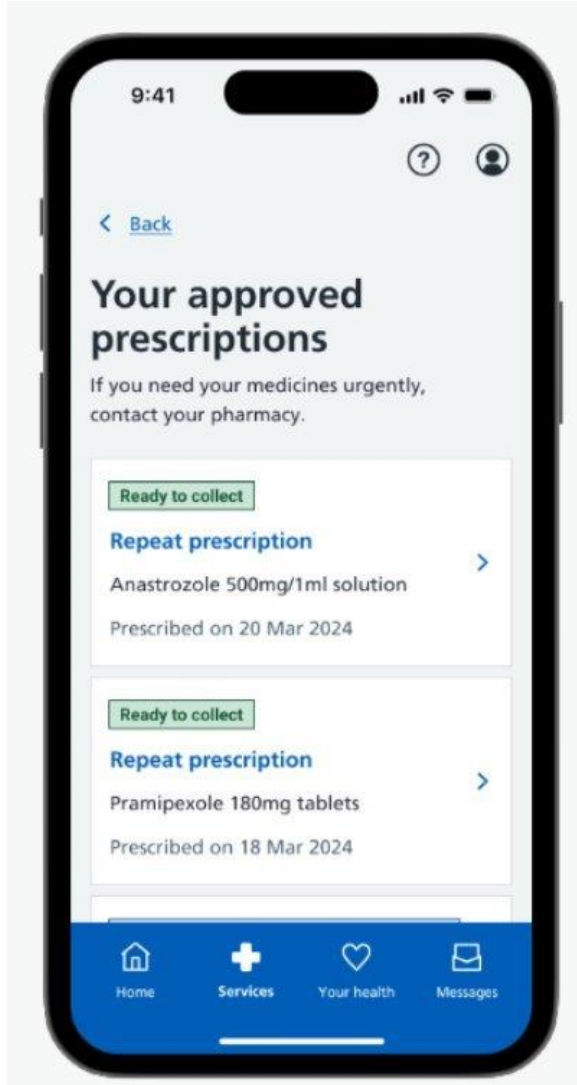
- An average of **540,000** individuals are viewing their approved prescriptions per week

## Digital Barcodes:

- Over the next year, **1.9m** non-nominated paper barcodes are anticipated to be collected in person. Switching these users to a digital barcode could save **125,000 hours** of GP surgery admin time

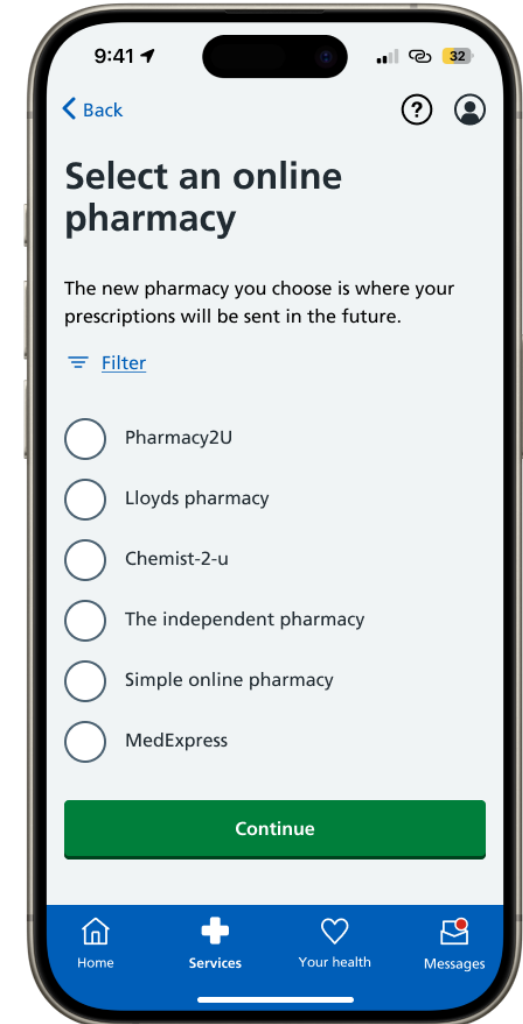


# Prescription Tracking



We've recently started rolling out **prescription tracking**, which will give patients GPs & pharmacies a better experience.

We will also be enabling **distance selling pharmacies** as an option in the NHS App.



# Caring for others in the NHS App

Unlocking access for ~20m through digital proxy.

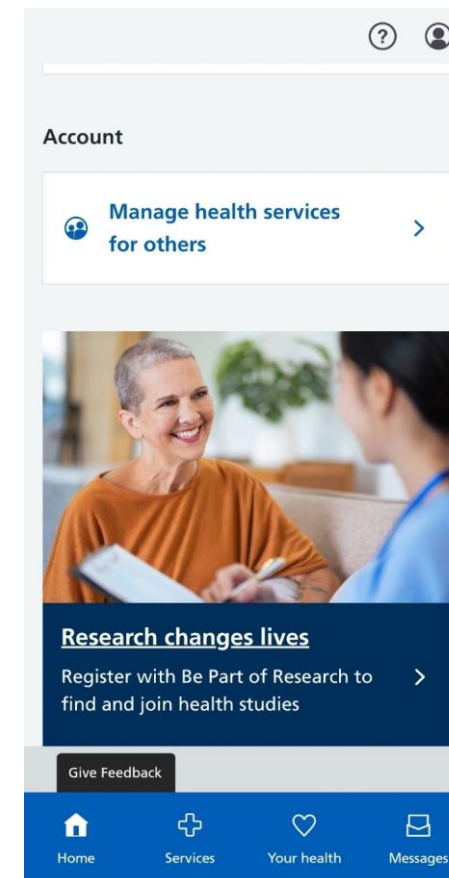
Millions of people will benefit from the NHS App services once proxy works effectively including:

**7.8m** children aged 11 or under

**4.6m** children aged 12 to 18

**6m** unpaid carers  
(20 hours a week or more)

**47** active pilots underway  
**2,000+** applications



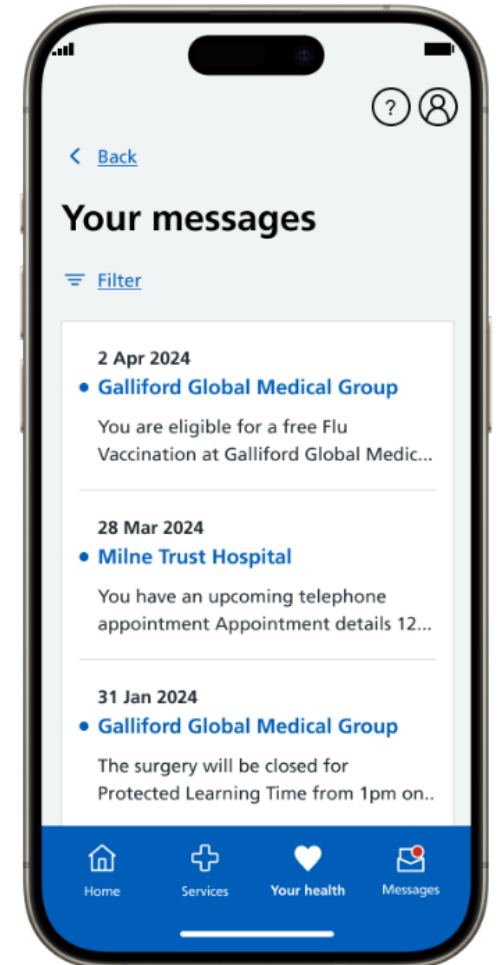
# Messaging

**97% of GP Practices are integrated with the NHS App for messaging.** Not all message types come through the NHS App yet, but we are working to expand this by:

- Piloting **direct 1-1 messages from GP to patient** via the NHS App
- Working with practices to **increase awareness** of the NHS App as a primary messaging channel and working with them to **raise awareness with their patients.**

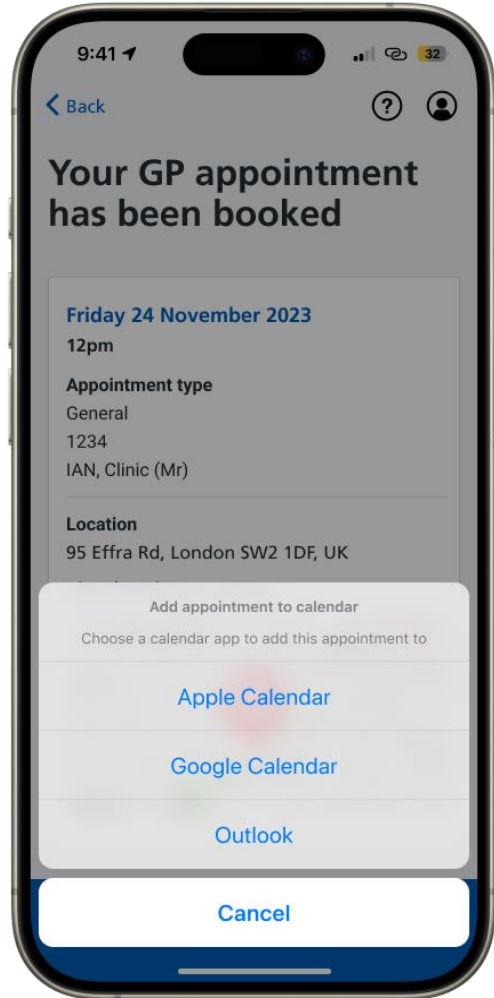


**Reduce £65m spent each year on GP patient messaging (£450m across NHS)**

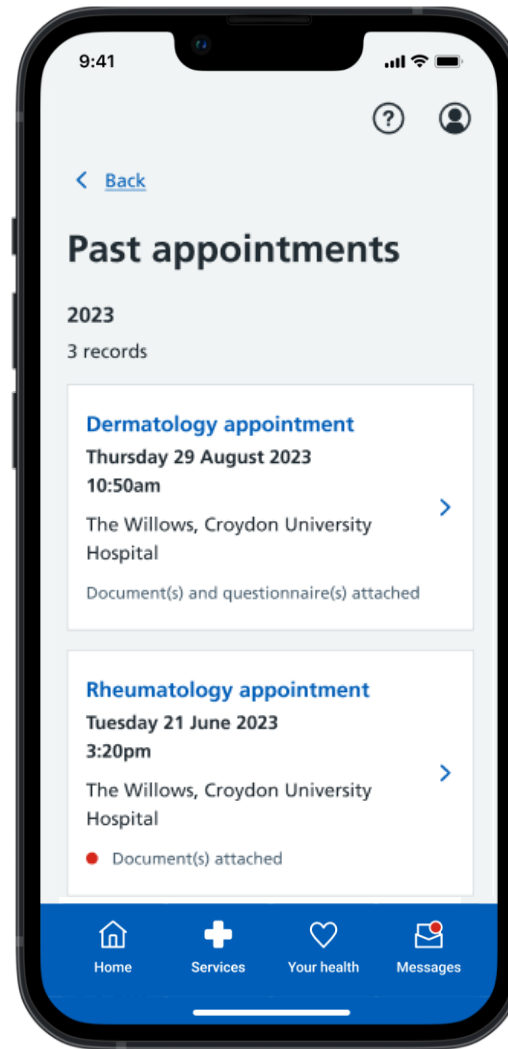


# Looking forward

# Appointments



Reminding people about their GP appointments by enabling them to add to their own calendar.

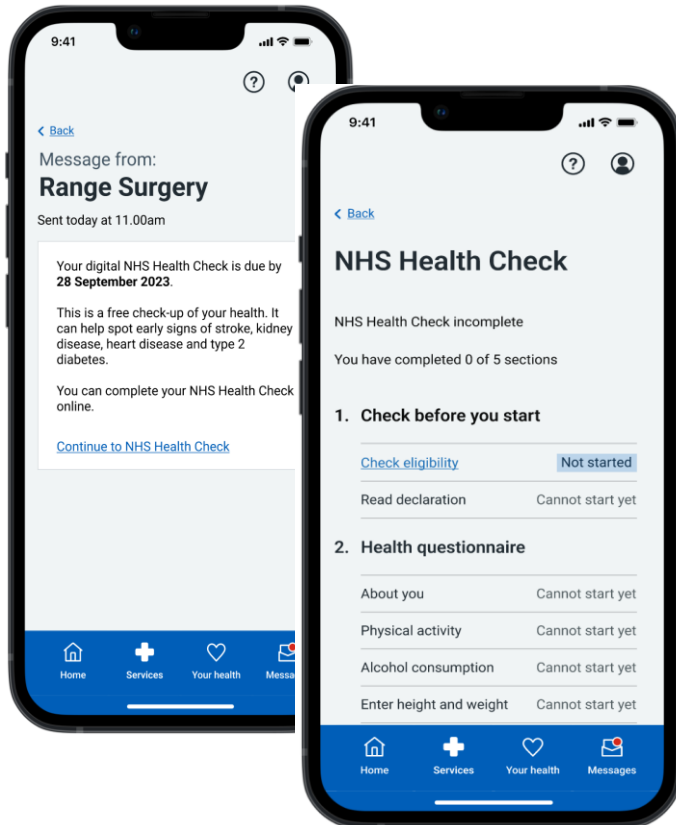


Enabling people to see all their past and upcoming hospital appointments

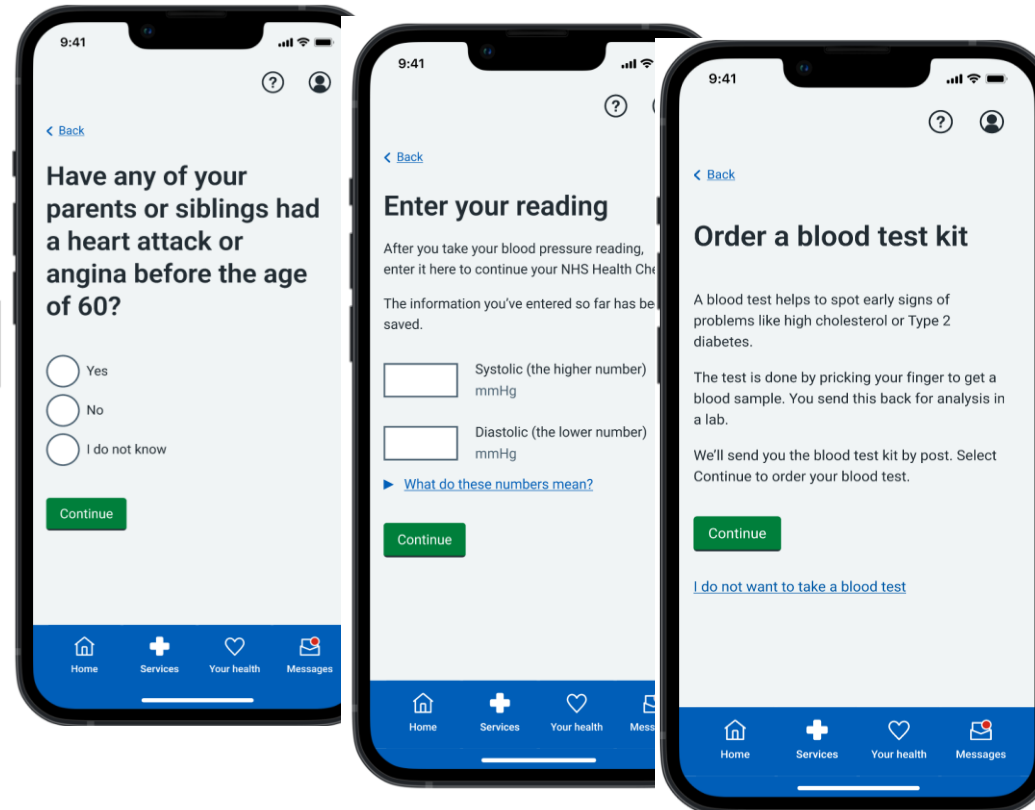
We're also working on improving the experience for **invite-only appointments** initiated by GP practices, as well as displaying both **GP and hospital appointments** in one place.

# Digital Health Check

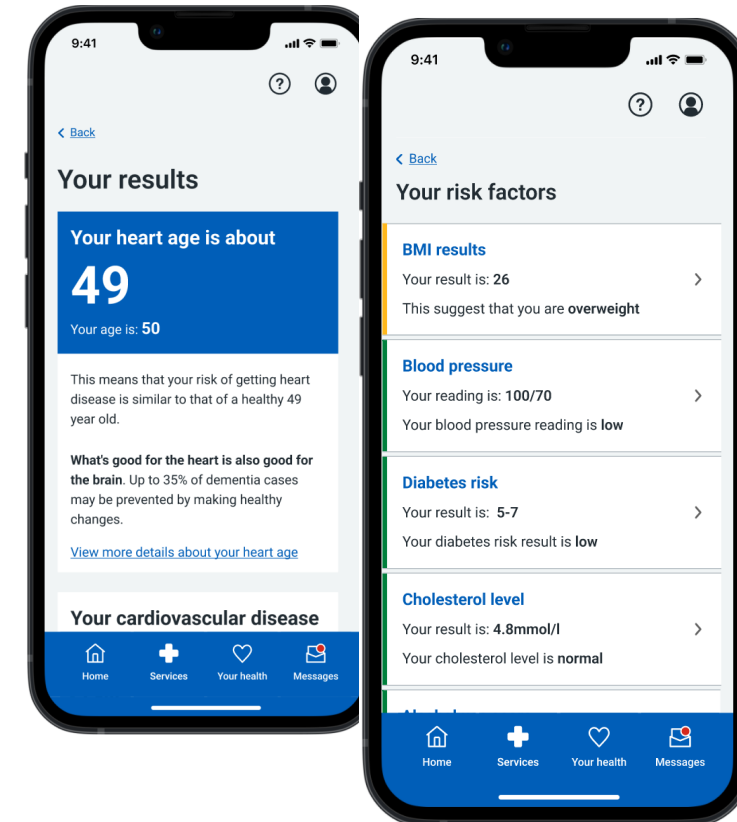
## Invite & Eligibility



## Data Collection



## Results & Follow On



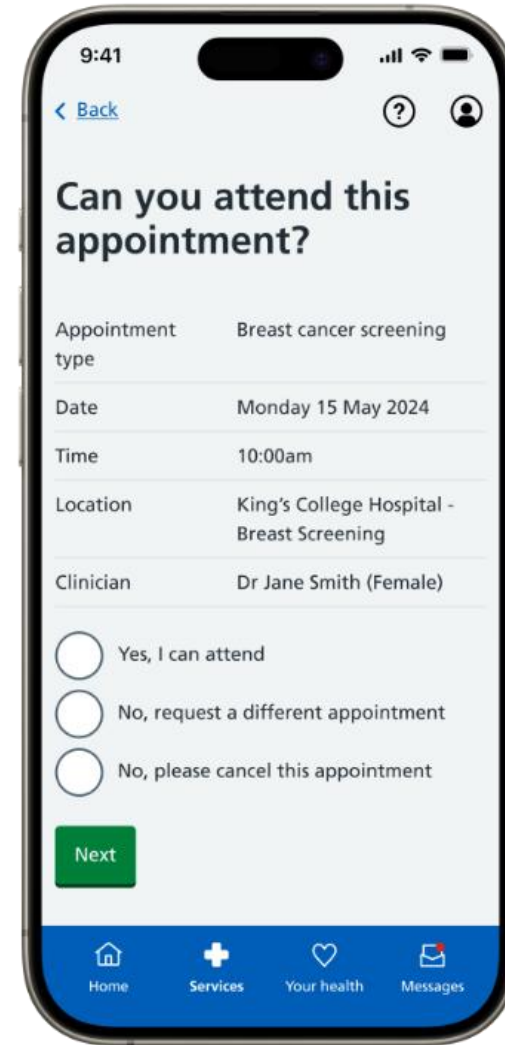
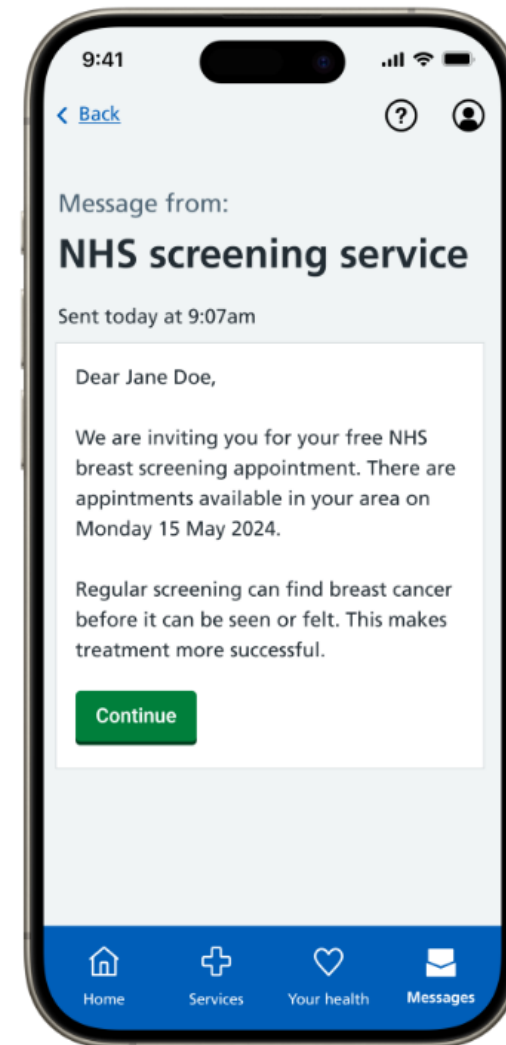
# Screening Pilot

## In 2024/25 we will start delivering a Digital First Screening experience:

- Invite people to breast screening appointments (pilot)
- Send out NHS App reminders to eligible citizens to return their bowel screening sample (FIT kit)

## Digitally enable national screening delivery:

- Unlock ability for us to see what screening people are eligible for (and in the future surface this personalised information to citizens within the NHS App)
- Improve uptake of cervical screening with a modern, national database which in time will enable us to offer HPV self-sampling





# Using NHS App tools for digital diagnostics and treatment



**Assured digital tools to diagnose conditions and self-refer; access to a broad range of self-care services .**

## WHY THIS MATTERS

2.5 million people are economically inactive due to long-term sickness. The technology in people's pockets can be leveraged to help people have earlier routes to care and get back to work sooner.

## PROOF POINTS

Apps are already being tested in NHS health settings that use a phone's camera to check vital signs and provide diagnostic quality imagery for high-risk skin conditions

**Musculoskeletal digital treatment tools have shown reductions in physio referrals, prescriptions, A&E attendances and GP appointments**

## POSSIBLE FUNCTIONALITY:

- Integrate remote blood pressure and vital signs Medtech
- Offer digital support tools for the biggest conditions that cause people to be inactive:
  - Muscular Skeletal conditions like joint pain
  - Anxiety, depression and stress
- Review opportunities for mobile phone-based tools to catch conditions early

***23.3 million days of productivity are lost each year due to MSK conditions***

***Every £1 spent on MSK digital tools has been shown to save the NHS £4.20***

***94% of patients see an improvement in doing normal activities using the tool\****

\* Health Innovation Network evaluation



# Aligning on key priorities

The NHS App and NHS.uk have already played a significant role in unlocking capacity within primary, secondary and urgent/emergency care. We'll continue to focus on these as priorities:

## Primary Care Demand

Proven delivery including:

- **890,000 hours of practice staff time saved in 23/24** by meeting patients' needs more efficiently
- **18.6m views of health records every month** (and growing) via the NHS App, will continue to free up even more practice time.

## Support Prevention

Proven delivery including:

- **92% of all flu and covid vaccinations are booked digitally**, freeing up frontline capacity.
- The NHS App will be a crucial starting point for at home screening (e.g. cervical and bowel) **contributing to the elimination of cervical cancer by 2040.**

## Reduce waiting times in A&E

Proven delivery including:

- **30% of all NHS 111 triages start digitally** – this is 4x quicker and 9x cheaper than via the phone.
- Using AI to power triage will help citizens get to the right service faster and **reduce the number of people at A&E**, helping reduce waiting times.

## Reduce referral to treatment times

Proven delivery including:

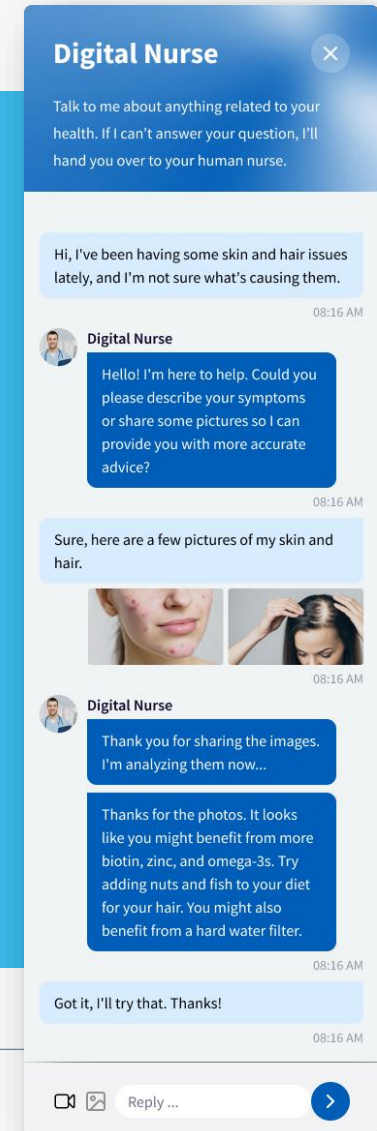
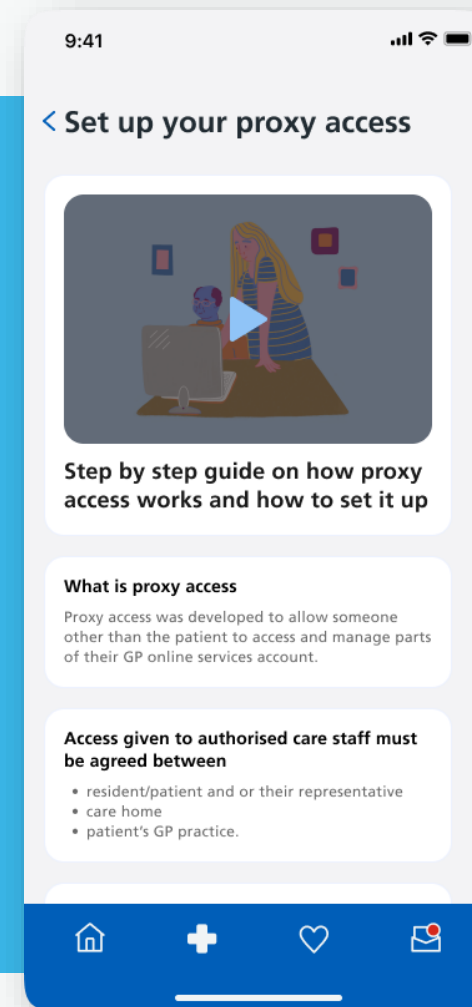
- **791,000 more hospital appointments in 23/24** due to a reduction in outpatient DNAs.
- **100,000s of patients have been removed from waiting lists** due to the NHS App and there is even more we can do to support the 18-week goal for elective care.

# Better Manage Demand

Realising the power of digital and AI to provide personalised interactions and help citizens to reach the right care, first time and unassisted.

## Benefits to Citizens

- **AI-powered triage** to help navigate citizens to the most appropriate care setting and 'next best action', delivering an improved patient experience and reducing the burden for frontline healthcare professionals.
- **Access to personalised self-serve content**, advice and guidance to drive channel shift to digital and support patients to resolve health queries through digital interactions on NHS App and NHS.uk website.
- **Manage health services for others**, with digital registration and supporting content available for parents, family members and carers.



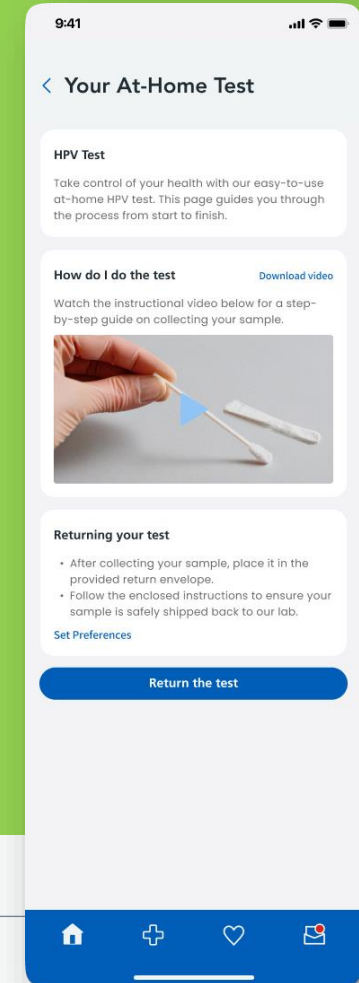
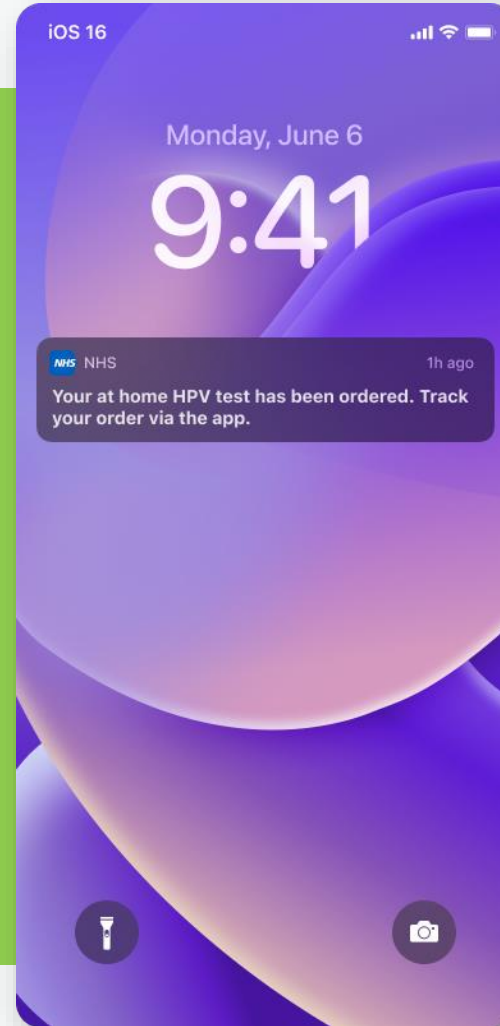
(Visuals for illustrative purposes only)

# Support Prevention

Supporting the treatment and prevention of illness by identifying and assessing health risks and encouraging citizens to adopt healthy behaviours.

## Benefits to Citizens...

- **Get invitations and reminders** to regular Health Checks at key life stages, based on the patient's personal health risk(s), to aid early detection and reduce the risk of disease.
- **Receive guidance on 'next steps'** and promote citizens to take appropriate action through supported self-management, including at-home testing and screening services.
- **Ability to book and manage** relevant vaccinations and screenings through the NHS App and NHS.uk website to enable helping the public and carers to stay well.



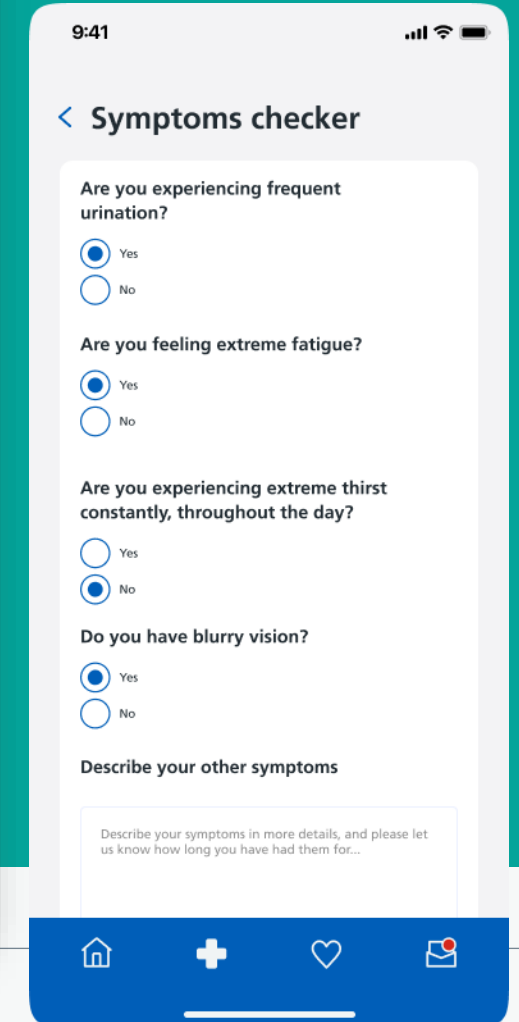
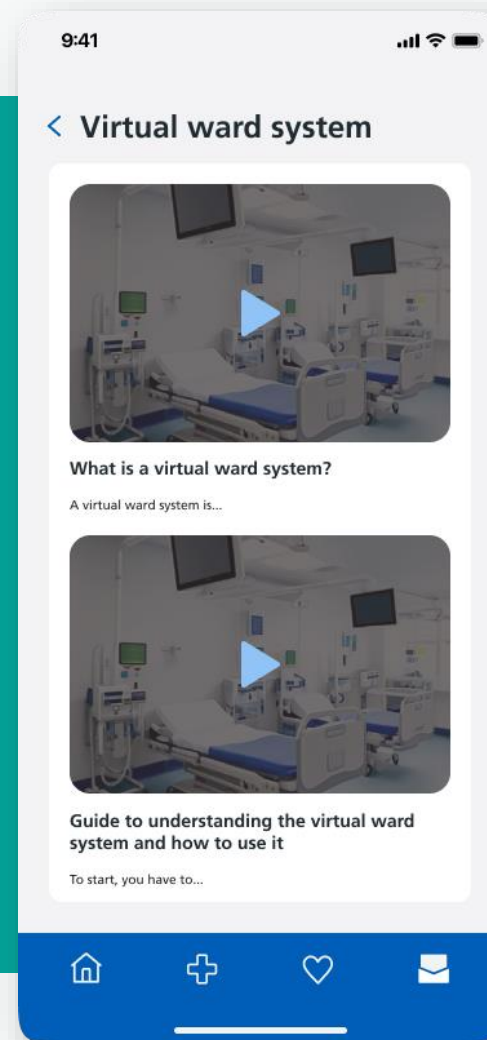
(Visuals for illustrative purposes only)

# Reduce waiting times in A&E

Increasing adoption and usage to improve patient's first contact and reduce pressure on hospital beds.

## Benefits to Citizens

- **Expand innovations in digital** and allow citizens to complete triage questionnaires online, view current wait times for their local A&E department, receive pain management advice and digitally check-in upon arrival.
- **Leverage AI technology** to provide more conversational and interactive symptom checking and triage experience and offer tailored self-care guidance based on the patient's symptoms and conditions.
- **At-home care and support** delivered through virtual wards and remote monitoring technology, to help reduce hospital admission rates.



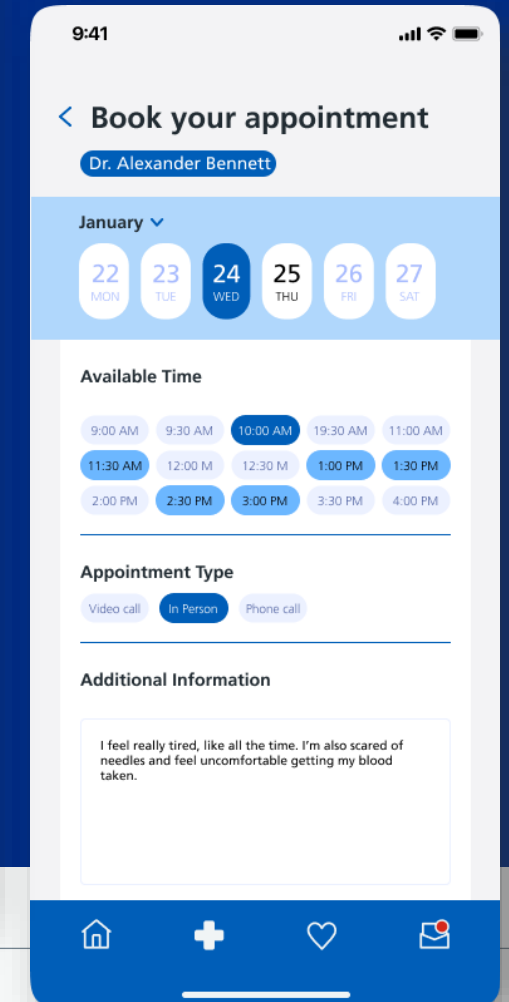
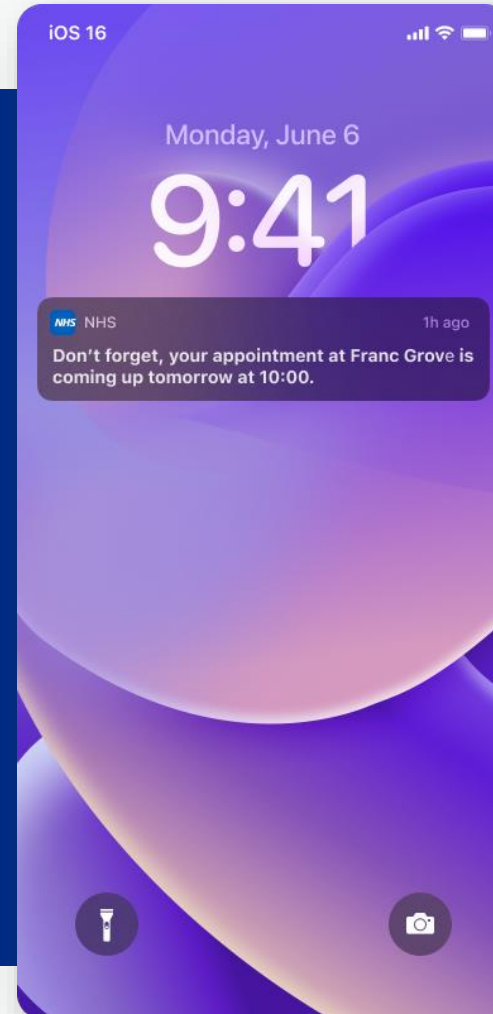
(Visuals for illustrative purposes only)

# Reduce referral to treatment times

Transforming the patient experience by unlocking capacity within primary, secondary and urgent & emergency care.

## Benefits to Citizens

- **Receive reminders and notifications** from a range of healthcare settings, including acute, mental health and community trusts, to stay informed of upcoming health interactions and tasks that require action
- **Pro-active messaging and prompts**, to nudge citizens to complete pre-appointment questionnaires and assessments digitally, with two-way communication to enable further remote monitoring of patients
- **Default to digital** and allow patients to conveniently manage appointments and referrals through the NHS App and NHS.uk website relieving the burden on the frontline



(Visuals for illustrative purposes only)

# From Transaction to Transformation...

The NHS App will support delivery of the Health Missions

## *Analogue to Digital*

By ***digitising processes and communication***, we will free up capacity to treat more patients and improve our citizens' experiences.

## *Hospital to Home*

By ***connecting services and creating new pathways underpinned by technology*** we will the shift of care from hospitals to community and home settings

## *Sickness to Prevention*

By ***prioritising personalised, preventive care***, promoting healthy lifestyles and early interventions we will improve the health of the nation

**NHS App: the trusted, secure place for citizens to manage all their health and care**