

## Health and Wellbeing Board

10 March 2020

<b>Title:</b> Development of Appt-Health product; digitally transforming preventative healthcare for local GPs.	
<b>Report of:</b> Councillor Maureen Worby Cabinet Member for Social Care and Health Integration.	
<b>Open</b>	<b>For Information</b>
<b>Wards Affected:</b> All	<b>Key Decision:</b> No
<b>Report Author:</b> Pye Nyunt, Head of Insight & Innovation	<b>Contact details:</b> <a href="mailto:pye.nyunt@lbbd.gov.uk">pye.nyunt@lbbd.gov.uk</a>
<b>Accountable Director:</b> Mark Tyson, Director of Policy and Participation.	
<b>Accountable Strategic Leadership Director:</b> Elaine Allegretti, Director of People and Resilience.	
<b>Summary</b>  An update around the work of App health's Innovation UK funded pilot in Barking & Dagenham which focuses on a text booking service for Health checks.	
<b>Recommendation(s)</b>  The Health and Wellbeing Board is asked to note the report.	

### 1. Background

- 1.1. The NHS Health Check is a health check-up for adults in England aged 40-74. It's designed to spot early signs of largely preventable conditions including stroke, kidney disease, heart disease, type 2 diabetes and dementia. It is also intended to reduce the administrative pressure on, and cost to Primary Care providers.
- 1.2. The NHS Health Check Programme locally is underperforming. The Public Health England target for uptake of Health Checks is 66%, LBBB has a current uptake rate of 60.1%. Despite this being lower than the national target, LBBB is still higher than the England average which currently sits at 48.1%.
- 1.3. During the summer of 2018 a small prototype pilot was trialled with Appt Health, a small start-up company, in two of the borough's GP surgeries. Although only at a small scale, the pilot showed promising results by increasing the uptake of Health checks in the two surgeries it worked in.
- 1.4. As a result, LBBB's Insight Hub and Appt-Health jointly bid for funding from Innovate UK to develop an automated two-way booking system for NHS Health Checks. It was announced in March 2019, that we were successful in securing **£142k** to commence an 18-month project in LBBB from April 2019.
- 1.5. The project is being delivered with the support of Together First – the consortium of GPs in the borough - as well as the Clinical Commissioning Group and LBBB Public Health colleagues.

1.6. The Insight Hub's new Behavioural Science Lead, Tim Pearse, joined the team on the 3<sup>rd</sup> June and has been working with the Appt Team to design messages and the evaluation of the project.

## 2. The benefits of increased uptake

2.1 Higher uptake in LBBD would lead to a range of long-term population health benefits. A University of Cambridge study from 2018<sup>1</sup> found that for every million people aged 40-74, increasing the uptake of the Health Check by 30% would lead to:

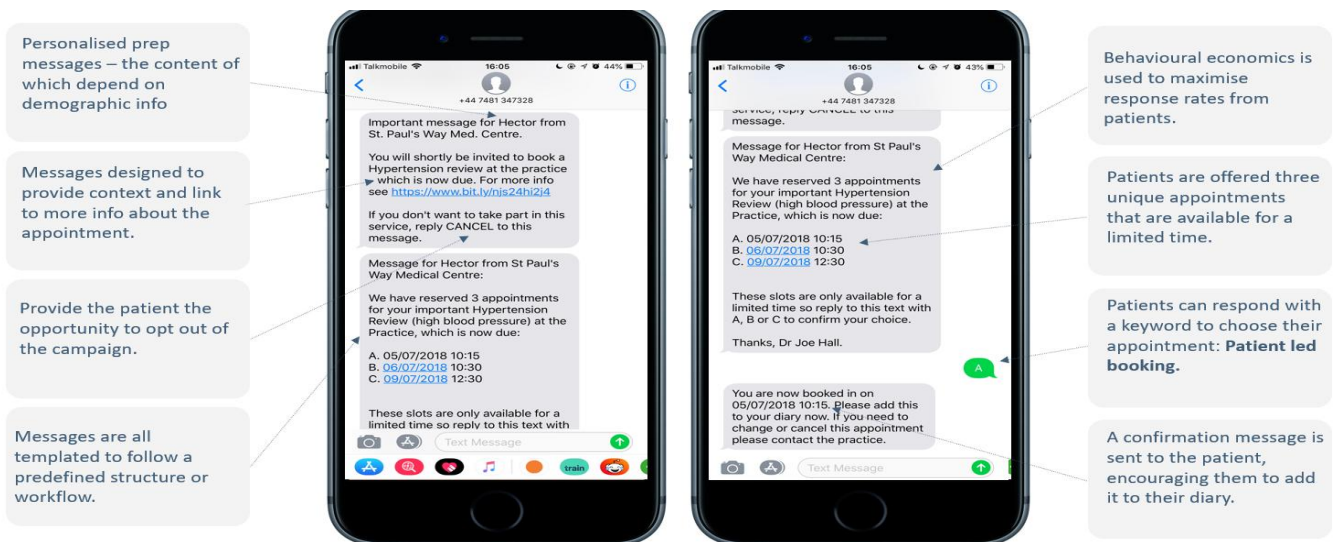
- 980 fewer preventable deaths
- 3,700 more people free of disease, and
- 27,000 additional Quality Adjusted Life Years (QALY) over the lifetime of the participating cohort.

2.2 This represents a public benefit of £8.1 billion (based on the estimate of 15 million eligible individuals in England).

1 <https://journals.plos.org/plosmedicine/article?id=10.1371/journal.pmed.1002517>

## 3. How the Appt Health Product Works

3.1 Appt-Health works by matching data on eligible patients and availability of appointments in GP surgeries. The product then sends a personalised text message to your phone to allow you to book an appointment.



## **4. Trial Approach**

### 4.1 Selection of practices

All practices in Barking and Dagenham were sent a letter about participating in the trial, from the Clinical Commissioning Group (CCG), co-signed by Dr Jagen John (the Head of Barking and Dagenham CCG) and Cllr Worby (Health and Wellbeing portfolio lead for LBBB). As a result, seventeen GP surgeries volunteered to take part in the trial and offer a balanced spread according to the practice list size, historical NHS Health Check uptake rates and geographic location.

### 4.2 Selection of cohort and randomisation

To test the efficacy of the product we will run a randomised controlled trial. This means that in each surgery the eligible cohort will be randomly split, and one half will receive Appt and the other will receive business as usual i.e. letters/call and re-call. The trial started on 01/08/2019 and will end on 31/03/2020.

### 4.3 We estimate that 4,000 patients will be part of this trial over this time.

## **5. Future commercial model**

5.1. The company Appt-Health will retain all intellectual property for the development of the product for the lifecycle of this project (which is funded by Innovate UK).

5.2. The LBBB GPs that signed up to the trial will be able to use the product for free for the duration of the trial. IF they want to continue to use it after this there will be a subscription fee payable to Appt Health.

## **6. Next steps**

6.1 The randomised control trial will continue to run until the end of the financial year, following a predetermined sequence of rounds.

### **October 2019 – January 2020: Appt SMS round 2 and round 3.**

- Any patient that does not attend an NHS Health Check in round 1 (i.e. they do not book or they book and do not attend the booked appointment) will be included in a follow up in round 2 (and so on for round 3).
- This approach ensures that every resident has the opportunity to book a health check at a time is convenient for them and will allow us to target specific messaging at different groups to (we hypothesise) improve engagement and maximise health check uptake rates.
- Data analysis to be carried out by the Insight Hub to better understand the demographic groups that engaged/didn't engage in round 1 of SMS invitations.
- Report quarter 2 progress to Innovate UK (funder).

### **November 2019:**

- Apply insights from analysis of round 1 to design round 2 SMS workflow to better target groups that didn't engage in round one. For example, this could include targeting demographic groups with anomalously low uptake rates with a more assertive message about the risks of cardiovascular disease – which may improve uptake routes in that group.

### **December to January 2019:**

- Carry out service design project for multi-media approach in round 3+ (e.g. paper letters and automated voice calls)
- Run a GP and Practice Manager engagement event.
- Conduct a more general discussion with the community regarding access to primary healthcare and appointment booking using the council's One Borough Voice platform.

### February 2020 – follow up letters

- Not every patient will be able to book by SMS, so we will be following up to ensure access is maximised.

### February - March 2020: Automated voice calls

- A final round of automated voice calls that will follow the letter invitations as a final opportunity for patients to book as part of the trial.

## 7. Results as of Jan 2020

Appt's cohort data	Round 1	Round 2	ESTIMATE: Round 3,4 & 5	Total
Booking rate achieved (of SMS's delivered)	46.70%	15.20%	50%	N/A
Booking rate of total cohort (n=2554)	24.16%	5.76%	38%	67.54%
Number of patients booked	617	147	961	1725.00
Estimated QALYs	6.17	1.47	9.61	17.25
Estimated additional years of life	5.55	1.32	8.65	15.52
Estimated new detections of disease	31.47	7.5	49.01	87.98

LBBB data	#	Description
Borough average uptake rate	54.80%	(Source: PHE FingerTips 15/16-19/20 data)
Range (Best performing practice - Worst performer)	133.00%	(Best had 136% uptake, worst had 3% 18/19 data)
Total number eligible	50477	(Source: PHE data)

Projections (if Appt used in all GP practices)(Over 5 years)	#
Number of patients booked	34092
QALYS	341
Extra years of healthy life	307

## 8. Next stages

8.1 Based on lessons learned from success to explore other areas where the Appt-Health tool could improve take up rates.

**Public Background Papers Used in the Preparation of the Report: None**

**List of appendices - None**

