



# Summer Schools 2023

a **digitalhealth** event 

27-28 July

**#DHSS23**

## Whitepaper launch: revolutionising digital communications in the NHS

### **Chair: Jon Hoeksma**

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CEO  
Digital Health

### **Simon Eccles**

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VP and Chief Health Officer  
(EMEA)  
Salesforce

### **Peter Thomas**

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CCIO  
Moorfields Eye Hospital  
NHS Foundation Trust

### **Rachel Hutchings**

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Fellow  
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# Maximising opportunities for digital healthcare

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Digital Health Summer School - 27<sup>th</sup> July 2023

# Digital in healthcare

- Increased use of digital in supporting healthcare
- Multiple complex factors can influence patient uptake and engagement with digital tools - risk of digital exclusion and inequalities
- Importance of a person-centred approach which takes account of the variation in people's situations and preferences (risk of overly rigid approaches to digital care)

# Maximising opportunities for digital healthcare

- Co-design the intervention and implementation pathway with all relevant stakeholders
- Consider local context (e.g. workforce structure or organisational set-up)
- Ensure the technology is appropriate and accessible to the patient population
- Consider factors that might affect engagement (e.g. motivation, trust, privacy and space, accessibility)
- Consider how technology is offered and communicated (when, how and by who)
- Consider access to technology and connectivity (data poverty) – societal approach
- Understand the reasons for people being hesitant about using digital
- Training and support for staff (confidence and communication)
- Ongoing support and engagement (from healthcare team, family, friends and peers)

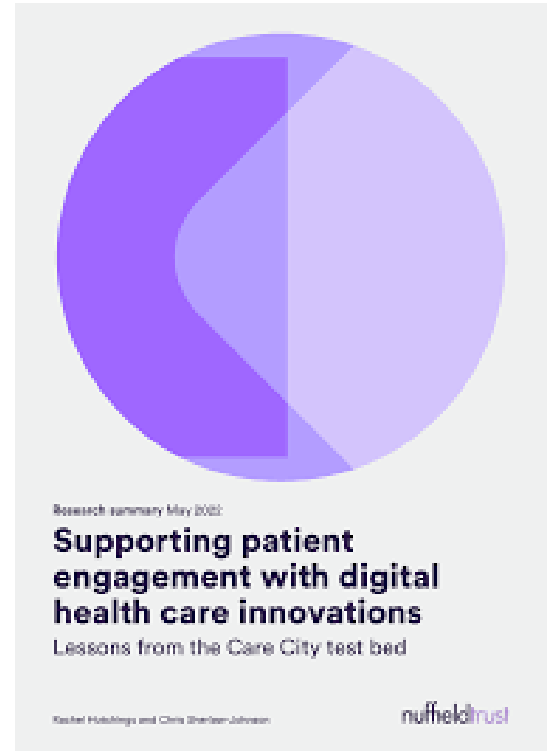
# Further information

Website spotlight -

<https://www.nuffieldtrust.org.uk/topics/technology-and-digital>

[Supporting patient engagement with digital health care innovations](#)

[Getting the best out of remote consulting in general practice: practical challenges and policy opportunities](#)





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