

MyWay Communications - Service Definition Document

What the service is:

This service is a patient case finding digital marketing solution, that finds and then communicates with selected patient cohorts, to make them aware of the benefits and how to engage with NHS health programmes. It maximises appropriate patient referral to key NHS programmes, such as (but not limited to) NHS National Diabetes Prevention Programme, Digital Weight Management, Type 2 Diabetes Path to Remission; raising awareness of the benefits and how to enroll.

The service is driven by NHS data sources to and the application of 'cohort finding' rules, to enable:

- Population Profiling and reporting
- Patient cohort finding and list generation
- Direct marketing patient communications (SMS/ Email)

The service finds and engages selected patient cohorts in order to:

- Raise awareness of relevant programmes and their offerings.
- Point people towards simple action steps for appropriate referral.

The service reduces the burden on primary care by taking the work out of finding, engaging and onboarding appropriate patients who are most in need or at risk. It helps to ensure that care gets to those who will benefit most from available healthcare programmes, or other relevant resources/ services.

Responses and results are reported back to clinicians and / or 3rd party service providers as appropriate, for follow up.

Tasks can include:

- GP practice engagement by the MyWay Digital Health implementation team, to optimize involvement of all practices within the contracted region, including repeat follow up where required.
- Up to three (3) waves of direct to patients communications to each patients included to maximize on-boarding.
- Project management to coordinate activities and collaborate with 3rd party program providers.
- Engagement, reporting and fostering a shared effort and outcome goals.

Features

- Population Profiling and reporting
- Patient cohort finding and list generation
- Direct marketing patient communications (SMS/ Email)

- Clearly describe to appropriate cohort how they will benefit
- Point people towards simple action steps for appropriate referral

Benefits

- Ensures that programmes are offered to those most in need
- Help ensure care gets to those who will benefit most
- Increased patient awareness of relevant programmes and their offerings
- Reduce the burden on primary care to onboard patients
- Reduce the workload of finding and onboarding appropriate patients
- Reduce administration work when implementing vital national / local programmes
- Maximise available central funding to practices

Reporting

MWDH provide population-level service reporting and benchmarking

Information Governance:

MyWay Digital Health have established:

- NHS England GP data integration (EMIS, Vision, SystmOne)
- DPIA and IG documentation templates / processes
- Compliance with NHS Data Governance / ISO/IEC 27001 / GDPR / DTACE / DCB Clinical Risk Standards

Information Governance requires local approval, typically by the ICB commissioner, then Data Sharing Agreements need to be established with each GP practice and any other relevant Data Controller

Links to all relevant third-party data providers (e.g. Fitbit) are covered by patient consent and terms and conditions of use.

Getting started

We ensure that the website is complete, functional and is configured with local content and according to local stylesheets. We provide the customer with a Content Management System (CMS) to allow them to modify content. Full training is provided via online tutorials, documents and training manuals. Use Acceptance Testing (UAT) and sign-off criteria are clearly agreed up-front and completed as part of project acceptance. Support for patient registration is given in the the form of marketing materials for distribution and direct to patient mail out can be performed as an additional service (with GP consent). User guides and online tutorial videos are made available for site users (patients and carers) to ensure they achieve maximum benefit from the service.

Service setup

The MWD Service includes the following setup activities

- Template documentation for all aspects of Information Governance (IG), data sharing and consent

Managed hosted service setup in a secure data centre, with availability as defined in Schedule 4C

- Data Integration Work, consisting of data sharing agreements, and integration with Third Party Vendor Systems, conditional on dedicated resources being made available at the Commissioning Area to help manage, coordinate and generally drive this forward in a timely manner, limited to integration with:
 - GP system(s) EMIS/Vision/ SystOne (TPP)
 - Other integrations will be charged at cost depending upon complexity of interface and testing. Examples may include:
 - Other third-party systems in use in secondary care
- Integration with other authentication systems
- Travel and meeting expenses (including two face-to-face meetings and unlimited remote meetings)
- Project Management to coordinate team and oversee setup and support patient registration

Ongoing Support:

The MyWay Communications Service includes the following ongoing support

- Secure user authentication and registration management
- Technical and end-user support from 9am to 5pm Monday to Friday
- Monthly reporting of actions taken, communications and responses
- Patient notifications and alerts
- Support for evaluation and research activities (e.g. aggregate data provision, benchmarking, statutory reporting)
- We have included up to one day of analyst time per calendar month for research purposes. Time over and above that will be charged at an appropriate daily rate which will be advised on request

Additional services can be provided at cost to support rapid patient registration including direct patient mail outs (with GP practice consent).

Level of customisation:

Customisation: A broad level of customisation is available to commissioners. This includes the design, text, and the look and feel of communications, use of logos, colours, local content etc.

Service levels:

The MyWay Digital Health support service operates during Business Hours only, in accordance with our SLA

User access and authentication:

Users are authenticated when they access the service, through 2-factor authentication, username and password.

Data backup and restore, and disaster recovery

Our server environment is held on MS Azure and Amazon Web Services, where regular backups of data are maintained with off-site failover configured. We schedule periodic Disaster Recovery exercises and this is evidenced in our ISO27001 certification. The main data processing environment is held on MS Azure, with sufficient capacity to meet current demand, and options to increase processing power easy to implement – we aim for 99.9% availability within our contracts and service level agreements.

Security:

Data are handled in line with agreements with Data Controllers making use of the service.

Hosting options:

The platform is hosted on Microsoft Azure and Amazon Web Services, from data centres located in the UK.

Access to data upon exit of contract:

Not Applicable - there is no additional Patient identifiable Data created by this service.