



Redmoor Health

Your digital health partner

SERVICE DEFINITION DOCUMENT

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About Redmoor Health

Redmoor Health helps health and public sector organisations deliver practical digital and operational improvement. We work across primary care, local authorities and integrated care systems, supporting teams to modernise access, streamline workflows, strengthen patient communication and improve prevention activity.

Our approach blends hands on delivery support with digital tools that make it easier for local teams to plan, implement and evidence change. Everything we do is designed around real operational environments, ensuring improvements are achievable, measurable and sustained.



What we do

Redmoor helps health and public sector teams improve how services work for staff and the public. Our focus is on clearer access, stronger communication, better use of digital tools and data, and supporting organisations to deliver change confidently at every level.

We support organisations to:

- Improve how people access and navigate services
- Strengthen public-facing communication across channels
- Use data to understand performance and variation
- Embed digital tools so they support day-to-day work
- Improve operational processes and workflows
- Deliver prevention and outreach activity to reach priority groups
- Build capability and support change across teams, neighbourhoods and systems

Our products and services

Below is an overview of the services Redmoor is submitting to G-Cloud 15. Each entry provides a clear summary of what the product or service is used for and the value it delivers.

EDGE

LOT 2b – Software as a Service (SaaS)

Primary care analytics platform combining key national and local datasets into one view.

- NHS App, online services and online consultation data
- Telephony performance (where available)
- Friends & Family Test and GP Patient Survey
- Population and practice demographics
- Practice income and activity data
- Benchmarking across practices, PCNs and systems
- Clear trend and variation analysis to guide improvement

Digital & Transformation Hub

LOT 2b – Software as a Service (SaaS)

Online platform for structuring and tracking digital and transformation work across primary care and public sector teams.

- Baseline assessments across key operational and digital areas
- Automated action plans based on assessment results
- Knowledge base with templates, SOPs and guidance
- Project and action tracking for practices, PCNs and systems
- Clear reporting to support governance and assurance

AI Knowledge & Operations Assistant

LOT 2b – Software as a Service (SaaS)

A secure AI tool that gives staff fast, accurate answers to operational questions by drawing on approved organisational documents.

- Single access point for policies, SOPs, templates and guidance
- Gives clear answers with links to the right document or form
- Enables regional or organisational content to be shared and retrieved easily through prompts
- Supports drafting of comms, SOPs and operational materials
- Works through browser or Microsoft Teams with safe non clinical guardrail
- Reduces time spent searching for information and cuts repeat queries
- Improves consistency across teams, services and neighbourhoods

Digital & Transformation Service

LOT 3 – Could Support

Practical support to plan, deliver and embed digital and operational improvements across health and public sector services.

- Discovery and baselining to understand current performance
- Development of clear, achievable improvement plans
- Deployment support for digital tools and new ways of working
- Capability building through structured support and training
- Programme delivery, monitoring and reporting
- Embedding of sustainable, measurable change across organisations

Redmoor Communications

LOT 3 – Could Support

Support to strengthen public-facing communication across health and public sector services.

- Managed social media service for large portfolios
- Clear, accessible content across digital and print channels
- Website content review and improvement
- Targeted multi channel campaigns
- Google reviews support and monitoring
- AI enabled video and content creation
- On the ground support for communication projects
- Training for staff involved in communication and engagement

Redmoor Creative

LOT 3 – Could Support

Creative and design support for public sector campaigns and engagement.

- Development of campaign concepts and visual identities
- Design of digital and print assets
- Production of video, animation and motion graphics
- Templates and toolkits for local teams
- Digital development for campaign pages and microsites
- Creation of social media assets and marketing materials
- Support for multi channel campaign delivery

Redmoor Prevention & Outreach Service

LOT 2b – Software as a Service (Saas)

Support to increase uptake of prevention, screening and early detection activity.

- Discovery and data review to understand current uptake and gaps
- Design of outreach, recall and engagement approaches
- Practice engagement, onboarding and ongoing project support
- Development of clear, targeted communication material
- Multi channel outreach to priority groups
- Coordination with community and voluntary partners
- Evaluation of uptake, reach and equity to guide future activity



EDGE

LOT 2b – Software as a Service (SaaS)

Redmoor Health EDGE is a primary care analytics platform that brings key national and local datasets into a single view. It supports practices, PCNs and systems to benchmark performance, identify variation and track improvement over time.

Service features:

- Combined primary care datasets including NHS App, online services, OC data, telephony and FFT
- GP Patient Survey integration and population insights
- Income and activity data to support planning and assurance
- Benchmarking across practices, PCNs and systems
- Trend and variation analysis
- Thematic views for access, digital, prevention and operational delivery

Service benefits:

- Helps teams understand performance quickly and clearly
- Supports targeted improvement across practices and neighbourhoods
- Reduces time spent gathering and interpreting data
- Enables consistent reporting for PCNs, places and ICBs
- Provides a single source of truth for digital and operational metrics
- Supports planning for access, digital maturity and prevention programmes

Digital & Transformation Hub

LOT 2b – Software as a Service (SaaS)

The Digital & Transformation Hub is an online platform that provides structured assessments, action plans, knowledge resources and tracking tools to support improvement work across practices, PCNs and wider health and public sector teams.

Service features:

- Digital and operational maturity assessments
- Automated action plans aligned to assessment outputs
- Knowledge base with templates, SOPs and guidance
- Project and action tracking for teams and systems
- Role-based access for practices, PCNs and ICBs
- Reporting dashboards to monitor progress
- Integration with EDGE insights

Service benefits:

- Provides a clear framework for managing improvement
- Supports teams to prioritise and plan work effectively
- Reduces duplication with ready-to-use resources
- Helps track progress and evidence delivery
- Improves consistency across practices and neighbourhoods
- Strengthens local capability through structured support

AI Knowledge & Operations Assistant

LOT 2b – Software as a Service (SaaS)

The AI Knowledge & Operations Assistant is a secure tool that gives staff fast, accurate answers to operational questions by using approved organisational documents, policies and templates.

Service features:

- Single access point for policies, SOPs, templates and guidance
- Instant answers with links to the correct documents
- AI-enabled drafting for comms, SOPs and operational materials
- Accessible via browser or Microsoft Teams
- Safe, non-clinical configuration with guardrails
- Analytics to understand usage and information needs

Service benefits:

- Reduces time spent searching for information
- Improves consistency across teams and services
- Supports clearer, more accurate operational decision-making
- Cuts repeat queries to central teams
- Helps staff produce high-quality documents quickly
- Makes organisational knowledge easier to maintain and share

Digital & Transformation Service

LOT 3 – Could Support

The Digital & Transformation Service provides hands-on support to plan, deliver, deploy and embed digital and operational improvements across health and public sector services.

Service features:

- Discovery and baselining to understand current practice
- Development of practical improvement plans
- Deployment support for digital tools and new ways of working
- Capability building through structured support and training
- Programme and project management, monitoring and reporting
- Support to embed sustainable change across teams and systems

Service benefits:

- Helps organisations implement change with confidence
- Reduces pressure by improving day-to-day processes
- Ensures digital tools are used effectively and consistently
- Builds skills and confidence across local teams
- Provides clear evidence of progress and impact
- Supports alignment with system-level priorities

Redmoor Communications

LOT 3 – Could Support

Redmoor Communications provides specialist support to strengthen public-facing communication across health and public sector organisations.

Service features:

- Managed social media service for portfolios of accounts
- Clear, accessible content across digital and print channels
- Website content review and improvement
- Targeted multi-channel campaign delivery
- Google reviews support and monitoring
- AI-enabled video and content creation
- Training for staff delivering communications

Service benefits:

- Improves clarity and consistency of public messaging
- Reduces workload through end-to-end content delivery
- Increases engagement with key campaigns and priorities
- Enhances online presence and reputation
- Supports communication at practice, PCN, system and public-sector level
- Strengthens public understanding of services and health information

Redmoor Creative

LOT 3 – Could Support

Redmoor Creative delivers campaign development, design and digital production for public engagement across health and the wider public sector.

Service features:

- Campaign concepts and visual identity development
- Digital and print asset creation
- Video, animation and motion graphics production
- Toolkits and templates for local teams
- Digital development for campaign pages and microsites
- Social media asset creation

Service benefits:

- Creates engaging, professional content for diverse audiences
- Supports multi-channel outreach with consistent branding
- Improves the effectiveness of public sector campaigns
- Reduces pressure on internal design and marketing resource
- Ensures accessibility and clarity across all materials
- Helps organisations deliver high-impact, recognisable campaigns

Prevention & Outreach Service

LOT 3 – Could Support

The Prevention & Outreach Service supports organisations to increase uptake of prevention, screening and early detection activity.

Service features:

- Discovery and data review to identify gaps and priorities
- Design of outreach, recall and engagement approaches
- Practice engagement, onboarding and project support
- Development of clear, targeted communication materials
- Multi-channel outreach to priority groups, including AI Avatars
- Coordination with community and voluntary partners
- Evaluation of uptake, reach and equity

Service benefits:

- Helps increase uptake of key prevention programmes
- Reaches underserved and high-need communities
- Improves clarity and consistency of prevention messaging
- Supports practices through structured engagement and delivery
- Strengthens local collaboration across partners
- Provides evidence to guide future prevention work



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