

Service Definition

Healthier Together is a digital service available as a website and mobile app that helps to educate and empower parents, pregnant women and adults with specific conditions to make an informed choice about where and when to access healthcare services. Healthier Together has evidenced reduction in unnecessary A&E attendances, walk-ins and GP appointments and raises awareness of red flags to avoid delayed care.

The Healthier Together App and Website are designed to be highly configurable and locally relevant for NHS Integrated Care Boards (ICBs), Health Boards and GP practices. The following is included as part of the standard scope,

- Mobile-responsive website
- SEO optimisation
- Cyber Security
- 24/7/365 cloud hosting
- Unlimited bandwidth (subject to fair use policy)
- Unlimited user accounts
- Unlimited developer support to add new features or improve existing ones
- Intelligent search
- Machine Translation
- Video Showcase
- Training
- Dedicated helpdesk
- Compliance with current accessibility standards
- Website Analytics

Additional options which may be purchased separately include,

- Share Features
- Advanced Localisation
- Enhanced Accessibility
- Chatbot
- Advanced Insights
- Video Library
- Human-validated Foreign Language
- Content management

The Healthier Together website can be accessed using any compliant and supported modern browser and is highly configurable to support individual ICB requirements. As part of the onboarding process for the website, we will implement the following,

- Provide the sitemap for the National website for review, approval and modification of content.
- Implement the requested changes to the local content and website structure (where appropriate).
- Add personalisation options e.g. Hospitals, Trusts, GP practices for the respective region.
- Configure access to Professional content by role.
- Configure Local Services information as provided.
- Configure access to Content Management System and provide training to editors and publishers.

The Healthier Together app is available for download for both the iOS and Android platforms via the Apple Appstore and Google Playstore respectively. As part of the service to an Integrated Care Board (ICB), we will implement the following,

- Enable the Healthier Together app to support patients registered with any GP practice within the system geography.
- Localisation of the Healthier Together app to signpost patients to local resources (ICB level).
- Updates to healthcare content to align with local pathways, advice and guidance.
- Primary care engagement and onboarding support as necessary to practices.
- Link to GP practices to enable patients to submit an online request to be sent electronically via email.
This service may be enabled on an opt-in basis at an individual practice level and customised to align with individual practice preferences.
- Ensure that the app remains active and available for download via the Apple Appstore and Google Playstore, is kept updated and complies with all technical, legal and privacy requirements of Apple and Google respectively for the duration of this contract.
- Access to the Healthier Together Dashboard and Analytics Data