

Service Definition

Digital Front Door & Patient
Communications Advisory,
Enablement, and Delivery
Support

Service Overview

A service that improves how patients find, access and use care by integrating national digital channels with local workflows, creating a clear, consistent and user-friendly Digital Front Door.

Why organisations use it

- National direction to make the NHS App the primary digital front door by 2028
- Increasing pressure to improve access, reduce bottlenecks and manage demand digitally
- Fragmented channels causing patient confusion and inconsistent experiences
- Need to adopt digital-first messaging via NHS App, SMS and email
- Local uncertainty about when to use national tools vs local EPR/portal capabilities
- Limited internal capacity to redesign omni-channel access and workflows

What it delivers

- A clear, locally-aligned Digital Front Door strategy
- Redesigned patient and clinician journeys aligned to national standards
- Structured plan for NHS App, NHS 111 Online and NHS Notify adoption
- Integrated omni-channel communications model reducing inbound pressure
- A Board-ready roadmap for improving access and navigation
- Practical, implementable steps to improve system usability and consistency

Key Focus Areas

- NHS App feature adoption and workflow alignment
- Digital-first patient communications and NHS Notify configuration
- Navigation, triage and access pathway redesign
- Integration with local EPR portals, booking systems and telephony
- Content design, accessibility and patient inclusion
- Training, capability-building and operational readiness

Core Outputs

- Digital Front Door maturity assessment
- Omni-channel access blueprint and messaging architecture
- Patient journey maps across all core access pathways
- NHS App adoption plan and national–local integration guidance
- Recommendations aligned with elective recovery, UEC and primary care priorities
- Clinically-usable service specifications and implementation materials

How it feels to work with us

- Clinically-informed, patient-centred and grounded in real operational reality
- Pragmatic, collaborative and tailored to local constraints
- Non-vendor-biased and aligned to national platforms
- Designed to empower internal teams, not replace them

Who It's For & When to Use It

Who is this service for

- NHS provider trusts (acute, community, mental health)
- ICBs leading public-facing digital access redesign
- Primary care and GP access programmes
- Digital, communications, UEC and operational leads
- CCIOs, CNIOs, CDIOs and transformation leaders

When this service is most valuable

- Preparing for NHS App feature rollout or expansion (appointments, messaging, records access)
- Designing or refreshing your organisation's Digital Front Door
- Reducing access-related bottlenecks (telephony pressure, appointment demand, workflow friction)
- Introducing or standardising digital-first communications
- Redesigning triage, signposting or navigation across services
- Integrating multiple channels into a unified access experience

What success looks like

- Patients accessing services through simple, consistent digital routes
- Clear, reliable navigation across urgent, primary and planned care
- Reduced pressure on phone lines and front-door services
- Improved uptake and use of NHS App, NHS 111 Online and digital messaging
- Consistent communication touchpoints across all channels
- Clinicians and operational teams confident in digital workflows

A catalyst for improving digital access, communication and patient experience

This service helps organisations understand how their access landscape works today and what needs to change to build a modern, intuitive, NHS-aligned Digital Front Door that improves patient access and reduces operational pressure.

Who We Are



A world where organisations
are not left behind in their
desire to progress

Offering end to end bespoke delivery from first contract to final delivery, KCL Digital combines **proven leading edge thinking, design and digital approaches with decades of experience** from the frontline of healthcare and the public sector.

From discrete, tailored work to large national programmes, KCL Digital puts our client's interests first, always with a driven focus on **putting people at the centre** of what we do. Our approach means that we can confidently deliver what we commit to, with close monitoring in a **structured, adaptable, pragmatic, and seamless** way.

What We Do

OUR OUTLINE CONSULTANCY & PROFESSIONAL SERVICES OFFERS



Better EPR/ERP/Core System
Journeys (Implementation &
Optimisation)



Developing Digital Leadership
& Change Improvement



Bringing Strategy
to Life



Effective Disruptive Tech
Evaluation & Market Intelligence



Unlocking Working
Differently

OUR CORE CAPABILITIES



Value and Digital
Strategy



Leadership & Cultural
Change Advisory



Design



Deployment &
Delivery Services



HealthTech &
MedTech Advisory



Maturity Assessment &
Planning (Digital & Change)



Funding & Governance
Advisory



Talent Development &
Management



EPR/ERP/System
Features and
Configurations



User Research &
Business Analysis



Capability
Architectures

Our Outline Offers



Better EPR/ERP/Specialist/Core System Journeys (Implementation & Optimisation)

From the moment you start on your journey the challenge to making sustainable improvement to really achieve your vision begins. Using practical, real-world experience and proven approaches we can accelerate the achievement of the outcomes you are after through a rounded support model tailored for your organisation and context.



Developing Digital Leadership & Change Improvement

Digital is more about people than technology. We focus on understanding your context as we then build on user-centred design and sustainable behavioural change approaches exploring creating the environment for your people to thrive. Our services cover capability and multidisciplinary team development, governance and structure reviews, and culture reviews and leadership development.



Bringing Strategy to Life

Helping clients reimagine their organisation, market and ecosystem for the digital age, through practical holistic approaches to make plans achievable in the context of your organisation, leading the transformation, to deliver the best impact and outcomes.



Effective Disruptive Tech Evaluation & Market Intelligence

Ever wonder whether the buzz of AI and clinical technologies could work in your context? Conversely are you a manufacturer that is looking to enter or find sustainable growth in a complex public sector and health markets? Our services explore clinical operational needs and align technologies and assessment of the market for both providers and manufacturers.



Unlocking Working Differently

Covid catalysed a generation to think differently about work, but this was part of a longer-term trend. We can help you use the right technologies through understanding your workforce and the way they work and could work. Our personal driven approaches enable a more sustainable look at the choice, cost and effectiveness of technology use aligned to productivity increase and value/cost optimisation.

Why KCL Digital?

KCL Digital is well placed to support you with your digital journey as we bring the experience of working across health and social care, local and regional government, and the third sector all together with a depth of leading expertise and collaborative approaches to support sustainable continuous improvement.

A ROBUST AND RESILIENT SERVICE

- From discrete, tailored work to large national programmes KCL Digital puts our client's interests first always with a driven focus on **putting people at the centre** of what we do. We aim in all we do to enable a sustainable continually improving future and this is reflected in our offer.

EXCEPTIONAL ACCOUNT MANAGEMENT

- Our approach means that we can confidently deliver what we commit to, with close monitoring in a **structured, adaptable, pragmatic, and seamless** way offering exceptional collaboration as standard.

COLLABORATION TO MAXIMISE BENEFITS

- We operate in partnership through **co-creation and creative** means enabling wide views and points of view to be reflected in our work. This leads to **profound understanding of needs** and solutions and outcomes that **maximise benefits**.

FINANCIALLY VIABLE SOLUTION

- We believe the KCL Digital Team and experience are a compelling proposition. We offer industry prominent resource at a reasonable cost. Their **level of insight, frontline experience and understanding** is leading edge and represent **excellent value for money**.

Our People

KCL Digital is its people: We take the team thing seriously, pulling diverse minds together in our distinctive [spirit of helping people thrive](#). We value the principles of ‘working in the open’; sharing of ideas, insights, challenges, best practices, and emerging trends as [core to our delivery](#).

Whether on-site with clients, remotely or in our studio in Richmond, our approach to [matching the best talent as standard](#) delivers the kind of insightful problem solving that offers more than just delivery.

Our Core Industries & Focus

NHS Providers

From Primary to specialist care, technology and data has often become a burden, our teams can explore a way of doing things differently to unlock the true potential of the digital era for health.

Local & Regional Government

Government leaders face an ever-evolving landscape of increased expectations and productivity challenges. Our experienced team can help imagine and explore a path to realising your vision.

Voluntary, Charities and Social Enterprise

VCSE leaders face a daunting number of challenges, potential threats but also opportunities. Our experienced team will help you envisage and construct a pathway to success.

Social Care Providers

Digital can dramatically improve the quality and safety of care. Our teams can explore, from both a care and health system view, the opportunities and the actions to energise your plans.

Integrated Health Systems

Sizable shifts abound across Health and Care. Our multi-disciplinary approach helps systems stay in the know and ahead of the curve.

With our real-world specialist, specific knowledge and experience, we can tailor our offer to your needs driven by making a difference.

HealthTech & MedTech

Today, in health and care, emerging technology and science stands as one of the greatest opportunities. Our wide array of capabilities and experience help innovative companies tackle the challenges of thriving in a complex market and regulatory setup.

Private and Retail Health and Care

Finding a way to engage, improve experience and stay in touch with customers and patients is a major business issue. Our adaptable approaches, putting people at the centre, unlock ways to get these users clicking, talking and connected.

A flexible offer tailored for your need

BUILD A COLLABORATIVE PARTNERSHIP WITH YOU	UNDERSTAND THE REQUIREMENT & SUCCESS CRITERIA	DETERMINE WHAT SPECIALIST SERVICES ARE REQUIRED	FACILITATE OPEN DISCUSSIONS TO ENSURE ALL VOICES ARE HEARD AND INCLUDED
MANAGE & ASSUME RESPONSIBILITY TO PROVISION RELEVANT SERVICES	BE INCLUSIVE, SHADOW ALONGSIDE EXISTING WORK FORCE WHERE POSSIBLE TO PROVIDE SILENT MENTORING AND UPSKILLING	BRING IMPROVEMENTS TO GOVERNANCE, PROCESS, STRUCTURE, DOCUMENTATION	ENABLE INDIVIDUALS & TEAMS TO DEVELOP BY WORKING ALONGSIDE THEM IN ALL WE DO
BRING NEW WAYS OF WORKING THAT MAY NOT HAVE BEEN CONSIDERED BEFORE	OFFER ADVICE & SPECIALIST EXPERTISE IN RELEVANT WORK AREAS	HELP CLIENTS SOLVE PROBLEMS WITH A RANGE OF SOLUTION OFFERINGS	PROVIDE TALENT AND SKILLED RESOURCE WHO ARE QUALIFIED AND CAPABLE