

Rachel Power

Chief Executive Officer

Patients Association

The Patient Coalition for AI,
Data and Digital Tech in Health

The Patients Association

We want to ensure that everybody can access and benefit from the health and care they need to live well, by ensuring that services are designed and delivered through equal partnership with patients.

Introduction

- One of the oldest and most distinctive health and care (independent) charities in the UK
- Established in 1963 in response to thalidomide
- Not condition specific, but covers issues affecting patients
- Membership of patients wanting to campaign for change
- Supporting patients and promoting good practice

Why patient partnership is important to us

Patient partnership is our strategic focus

- Design and delivery of patient services
- Patients' own care and treatment (SDM)

Why is partnership better for patients?

- Quality and outcomes
- Cost-effectiveness
- Safety

How the Patients Association is approaching embedding patient partnership

- Membership
- Projects
- Helpline
- Policy consultations
- Engagement with organisations
- Social media
- Lived experience advisory panel, Patient Voices Matter

The Patient Coalition for AI, Data and Digital Tech in Health

- First of its kind
- Patient groups, charities, Royal Colleges & industry
- Championing patient perspective in digital health
- Provide insights & influence policymaking process:
 - identifying gaps in evidence and conducting research
 - developing policy recommendations
 - engaging with Government and policymakers to advocate for system improvements

Putting patients first: championing good practice in combatting digital health inequalities

- Report highlights importance of working with patients to reduce digital health inequalities
- Digitisation being prioritised to provide effective service & improve healthcare quality
- Patients unable to use technology face challenges trying to access health services

How does digital exclusion affect rural communities

- Digital exclusion more likely to affect people in:
 - lower income groups
 - people in social housing
 - people with disabilities
 - homeless people
 - people whose first language is not English
- Rural areas more likely to be digitally excluded due to poorer access to internet infrastructure
 - average broadband speeds slower in rural areas:
 - 2020 average speed in rural areas = 54 Mbit/s vs 81 Mbit/s in urban areas
 - Levelling up White Paper - UK have gigabit-capable broadband & 4G coverage (won't be achieved until 2030)

Digital health inequalities

Cases studies on ways to improve digital health technology:

- Simplifying Language Used on the NHS Website
- Asha- improving digital skill development for asylum seekers
- 100% Digital Leeds- support care home residents to become comfortable with digital technology
- Nailsea Place- wellbeing initiative to boost confidence and engage with online services

Recommendations

The Coalition report concludes recommending that the Government and NHS should:

- Engage with those digitally excluded
- Ensure patients have a choice
- Ensure language is appropriate for all audiences
- Learn from good practice.

For more information

- Visit our website

www.patients-association.org.uk

- Email us

Mailbox@Patients-Association.org.uk

- Follow us on Twitter

@PatientsAssoc

- Call our helpline

0800 345 7115