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# RURAL SERVICE USERS & PATIENTS

KATE PYM

PYM'S CONSULTANCY  
LTD





# POPULATIONS

- Low housing cost
- Dormitory
- Large elderly population
- High employment
- Low average wage







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# IDYLIC RETIREMENT?

- Public transport
- Geographic spread of healthcare provision
- Poor roads
- Hard to find homecare





# CHALLENGES FOR HEALTH & CARE

- Travel time and cost
- Rural isolation
- Unheard populations
- Lone working
- Recruitment & retention















# SECONDARY CARE



**NHS**

... within maximum waiting times and sets

**United Lincolnshire Hospitals**  
NHS Trust

**NHS**

County Hospital Louth  
High Holme Road  
Louth  
Lincolnshire  
LN11 0EU

Ref: 6891128 0  
NHS No : 426 286 6  
Tel: 01507 600100  
Fax: 01507 609290  
[www.ulh.nhs.uk](http://www.ulh.nhs.uk)



# ATTENDING APPOINTMENTS

- Morning call
- Hospital transport
- Relatives and carers
- Drive
- Park
- Walk
- Wait
- Repeat





# MULTIPLE CONDITIONS

- Multiple appointments
- Impaired cognitive function
- Poor mobility
- Pre-arranged events cause stress and anxiety
- Advocate needed





# NEW TECHNOLOGY TO ADDRESS CHALLENGES





# DERBY DIABETIC FOOT CHALLENGES







# PARTNERING FOR DIGITAL INNOVATION

Derby Teaching Hospitals   
NHS Foundation Trust

  
Derbyshire Community  
Health Services  
NHS Foundation Trust

  
Southern Derbyshire  
Clinical Commissioning Group

  
Erewash Clinical Commissioning Group

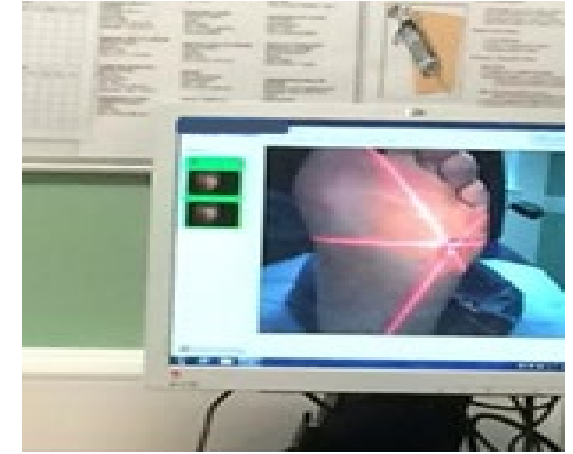
East Midlands  
Academic Health  
Science Network  
Igniting Innovation

  
England

  
entechealth

aranzmedical





## SILHOUETTE® TECHNOLOGY TO ADDRESS CHALLENGES

71% of patients reported that their confidence had increased in the care that they had received since the start of the deployment.” ***Professor Frances Game, Consultant Diabetologist and Director of R&D, Royal Derby Hospital, Clinical Lead for the initiative***



# THINKING ABOUT PATIENTS AND CARERS



FAILURE TO ATTEND RATES FOR OUTPATIENTS  
AND ELECTIVE ADMISSIONS NATIONALLY  
>35,000 PER MONTH



AN APPOINTMENT ISN'T JUST ABOUT  
TURNING UP



HOW CAN WE MAKE IT EASIER FOR PATIENTS  
TO ATTEND APPOINTMENTS AND RECEIVE THE  
TREATMENT THEY NEED AND DESERVE