

# Personalised Health Video Communication

Influencing patient behaviour  
and achieving equality and  
equity of access

**NHS**

**Midlands and Lancashire**  
Commissioning Support Unit



# Personalised Video Communication

- Combining the digital capabilities of the Midlands and Lancashire CSU
- With the tried, tested and evaluated effect of data driven personalised video communication adapted for the NHS from consumer Marketing by Citizen Communications
- To introduce a highly effective approach to influencing patient behaviour, delivered:
  - At scale
  - At pace
  - Cost efficiently
  - Across ALL sections of the population

**NHS**

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# Addressing areas of clinical priority

## Long term conditions are making the NHS unsustainable

"literally pushing health services to breaking point"

and are **having a huge impact on UK citizens.**

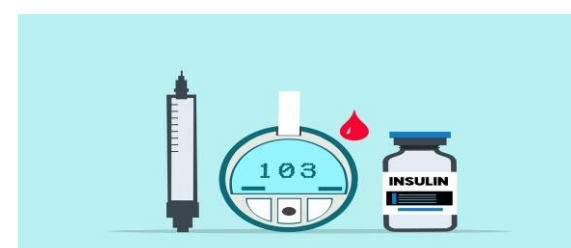
50%  
of all  
GP appointments



### Obesity

28% of population  
c. £10 billion  
by 2050

£7 in every £10  
spent on long term conditions



### Diabetes

c. 20m diagnosed  
or at risk.  
£14 bn, 10% budget pa



### Cardio Vascular Disease

c. 6 m diagnosed  
£7 bn cost pa  
and rising

10% reduction  
in life expectancy  
for most deprived



### Mental Health

25% of population  
£105 bn  
economic cost

# Positive impact on core NHS priorities



# Introducing Data Driven Personalised Health videos

## a powerful tool to help people

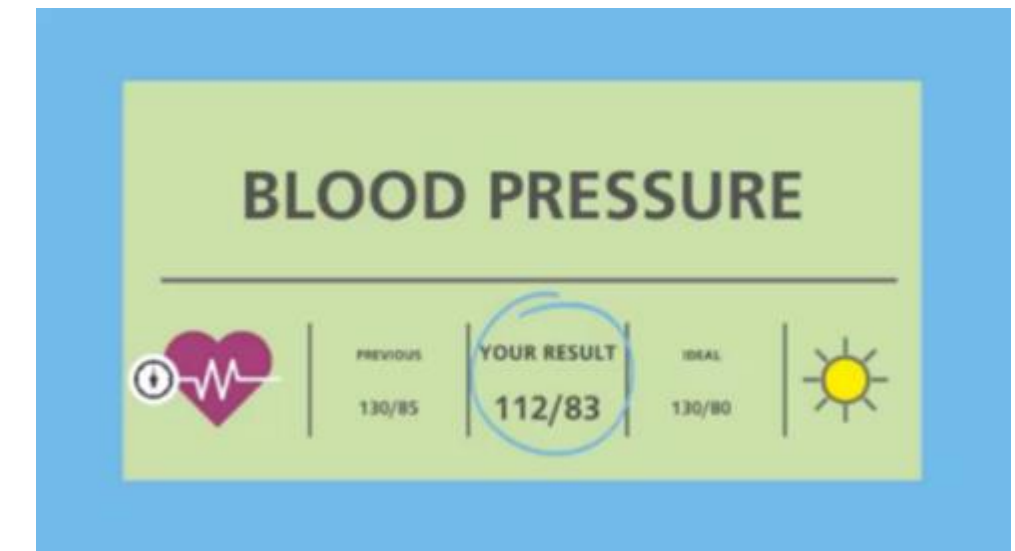
- make positive lifestyle changes
- manage health conditions
- access health and care services.

## used to give people

- individualised health information,
- reassurance and motivation
- the ability to act in information easily

## To become active participants in their own health and well being

### medical information



personalised by gender, ethnicity, age etc.

### relevant online services



### practical information



### location information



## Increasing patient engagement National Diabetes Prevention Programme

### content personalised by

- Name
- Gender
- Ethnicity
- GP Practice
- Service Provider
- Session dates and times
- HbA1c / Risk score



# Key measures impact measures

## National diabetes Prevention Prog

Initial patient recruitment > 50%

> 33% patient propensity to act

>10% uplift in patients engaging with the prevention programmer

Patients **4 x more** likely to continue with prog than control group

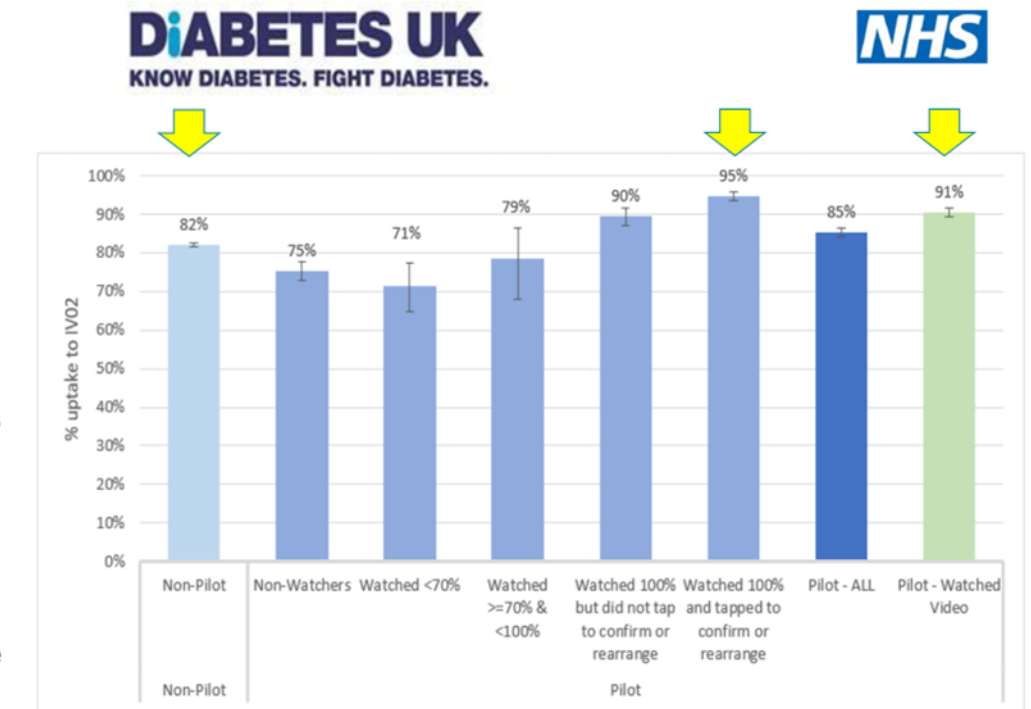
Source NHS



Public Health  
England

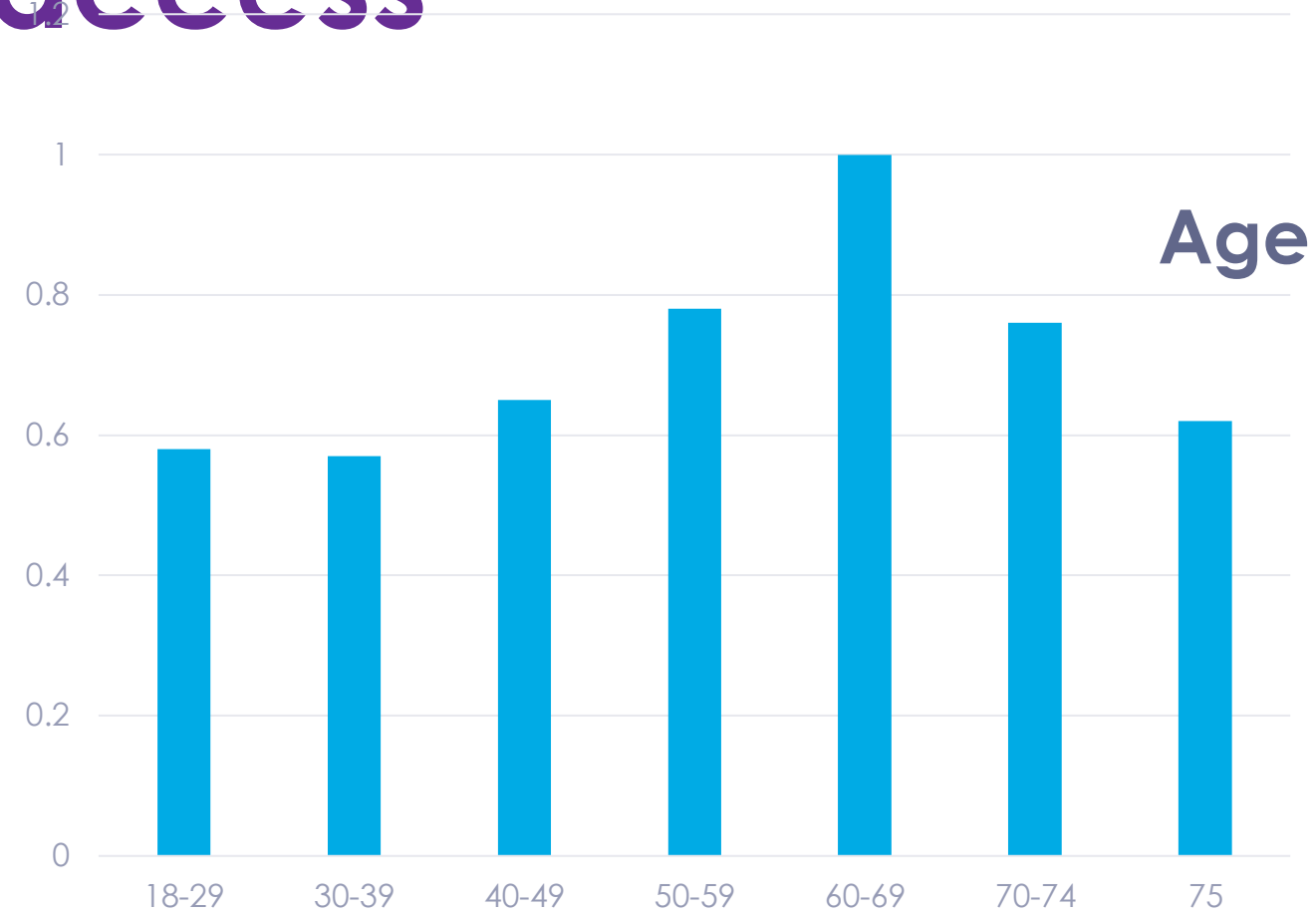
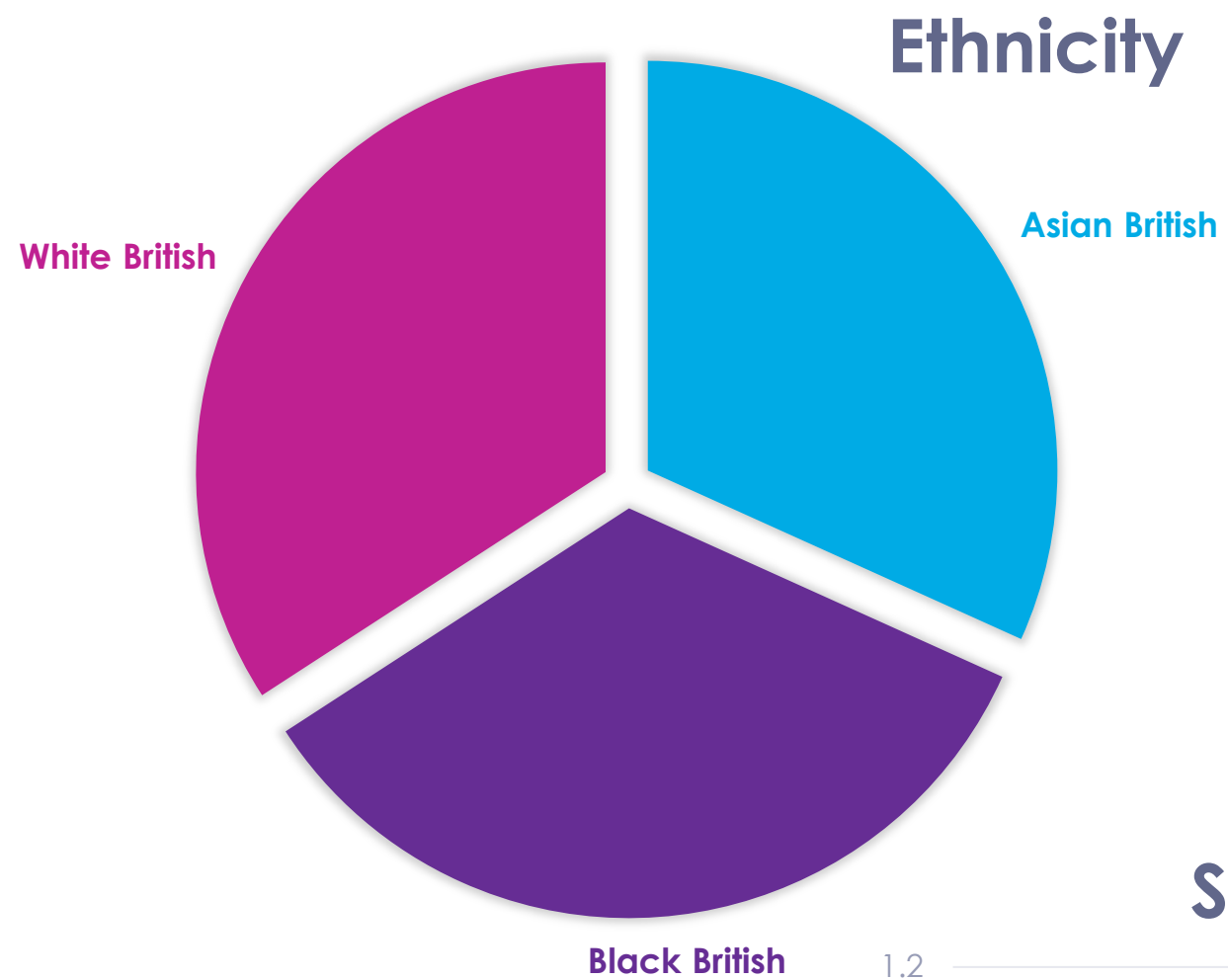
### Uptake to IV02: Analysis Groups

- Uptake was the highest for those watching 100% of the video
- Difference between non-watchers vs watched video (combined)
- Non-watchers lower than those that didn't receive the video at all
- Note that the overall comparison of 85% vs 82% HAS to include those people that won't watch the video

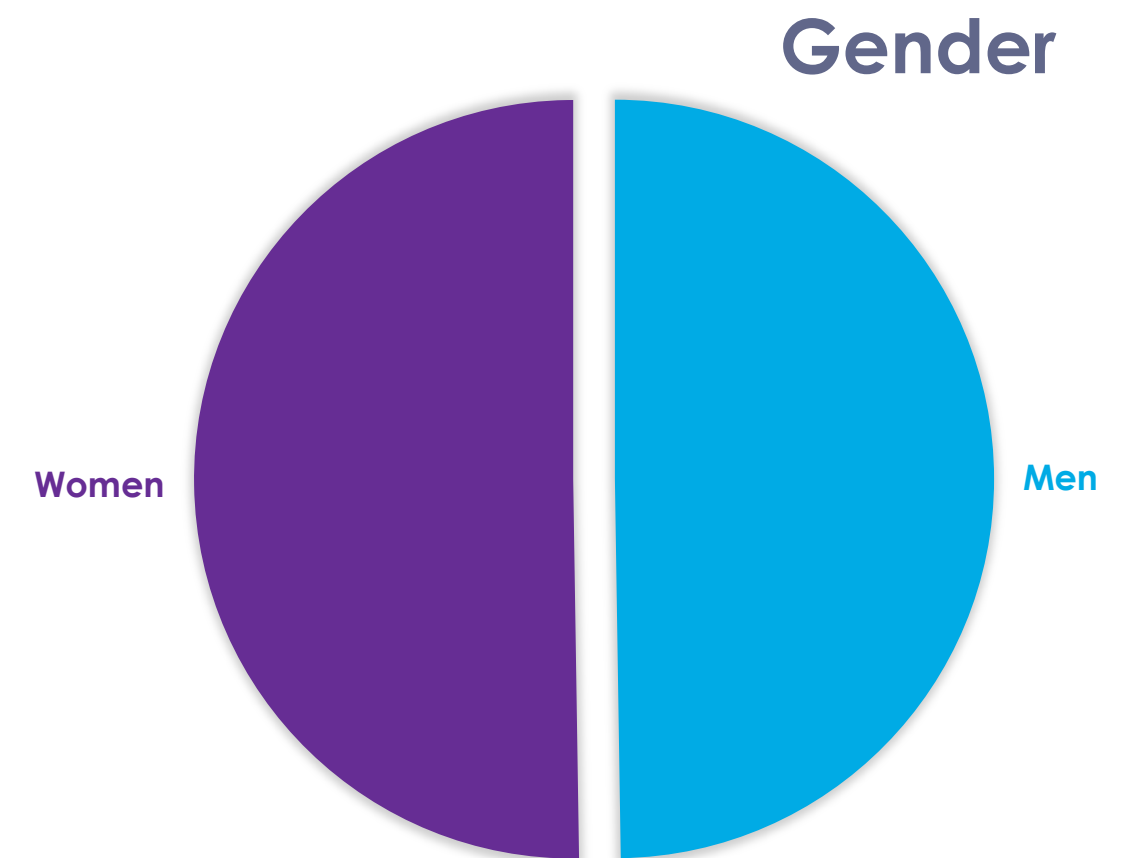
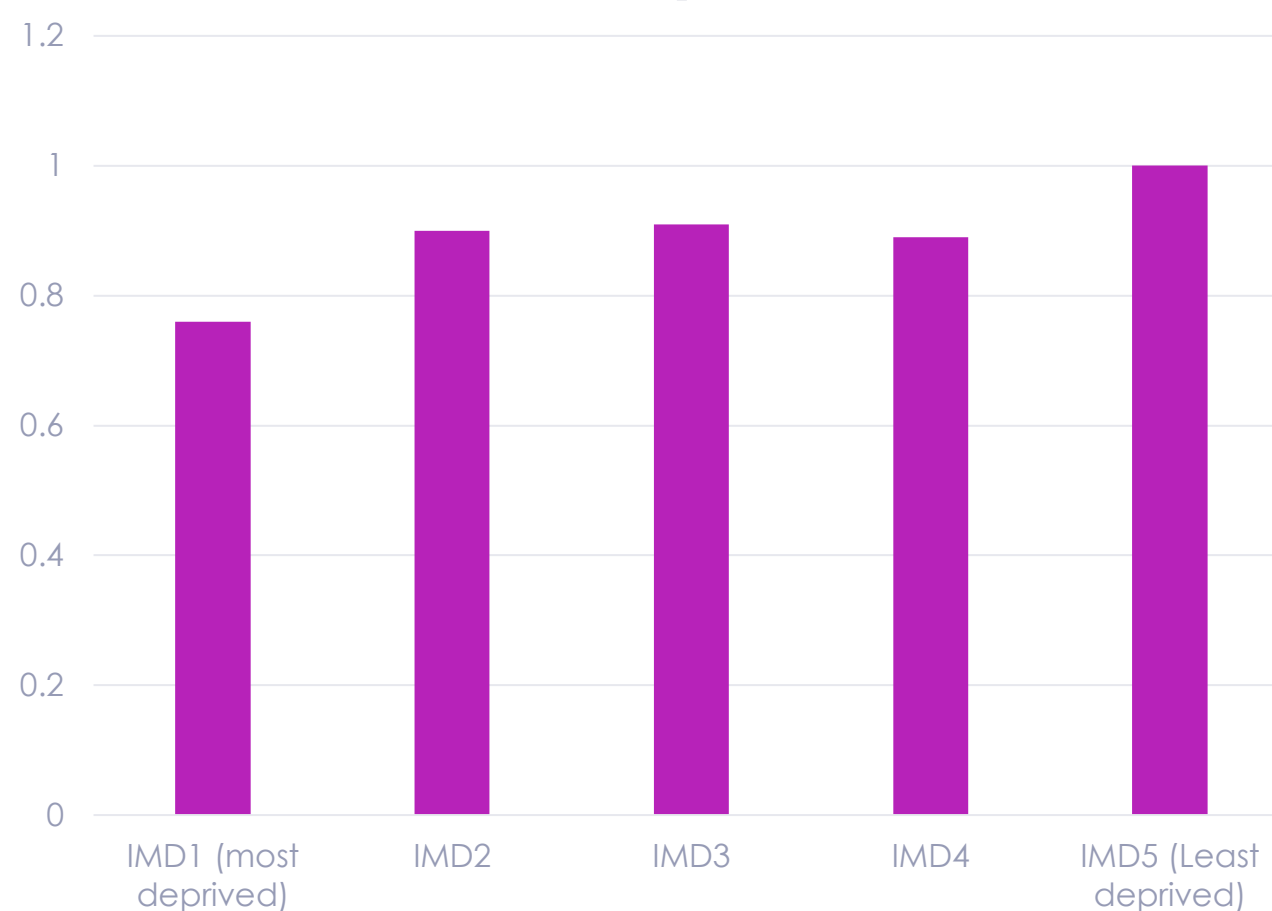


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# Achieving broad equality of access



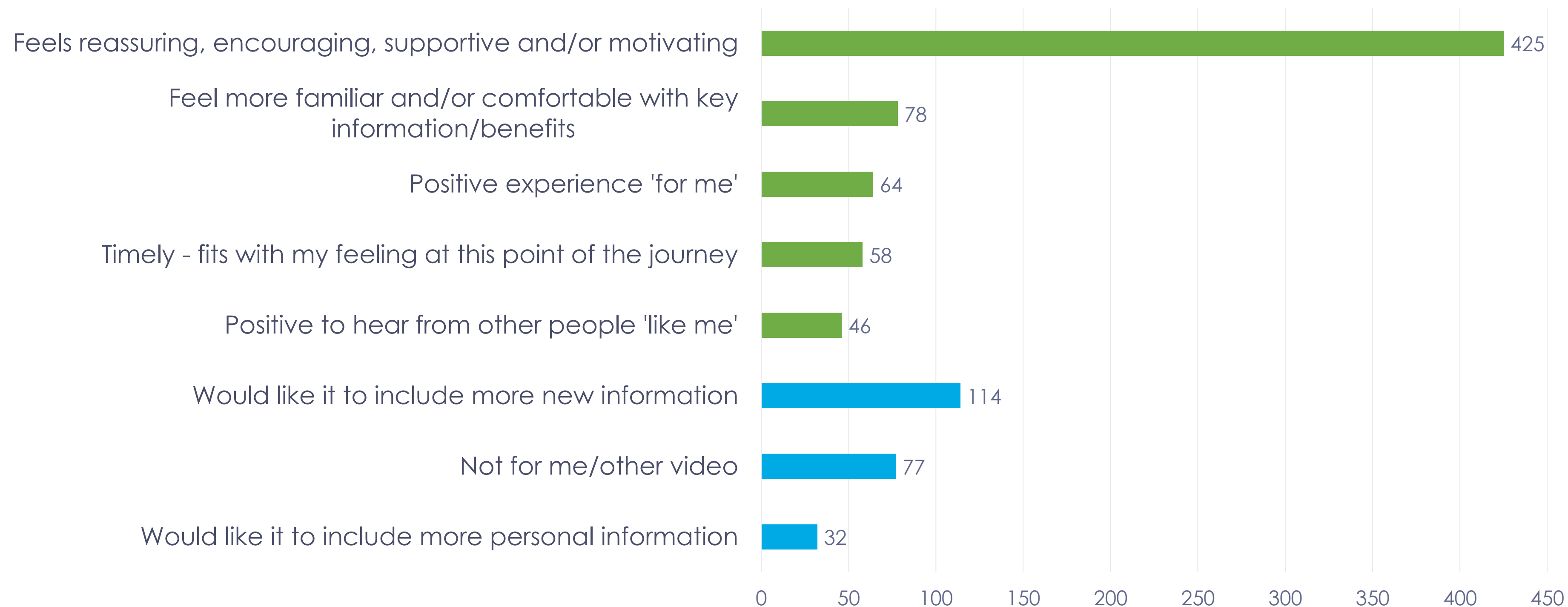
### Social deprivation



Source: NHS England 22/9/21



# Maintaining the “human touch” in an increasingly digital world



# A very broad range of applications



## Already in use

- Diabetes Self Management NHS / ROCHE
- Covid-19 – Long Term Conditions Management
- National Diabetes Prevention Programme
- CVD Prevention Programme

## On-going discussions

- Cancer screening
- Targeted health checks
- Mental Health – Children and Young People

**c. 500,000 patients impacted by the end of this year**

# Personalised Video content – examples from the NHS

You & Type 2 – Diabetes self management

<https://youtu.be/SXBna3lvmU>

COVID-19 Long term conditions management

<https://youtu.be/dNafMH-3hVY>

NHS England – Diabetes Prevention Programme

- Asian British Female: <https://youtu.be/yGy3-d4WqTE>
- White British Male: <https://youtu.be/eyLLI9CRC7E>

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A stylized illustration of a hand holding a smartphone. The phone's screen is light blue and displays the text 'Thank you' in white. The hand is a reddish-brown color. The background is a solid blue color with a large, rounded purple shape behind the phone.

Thank you