

Activate

An NHS communications platform developed by the NHS for the NHS combining the power of data with cutting edge technology to deliver more effective and efficient programme and service performance for patients, clinicians and system leaders.



Activate is a digital communications platform which makes the flow of information between organisations and patients seamless. This leads to better experiences for patients and increased productivity and reduced costs for healthcare providers. It activates the patient to take positive steps to improve their health and care.

The challenge



For patients

NHS must be there for me when I need it, easy and convenient for me to access.



For clinicians

We need to provide the services our patients need within the workforce capacity we have.



For system leaders

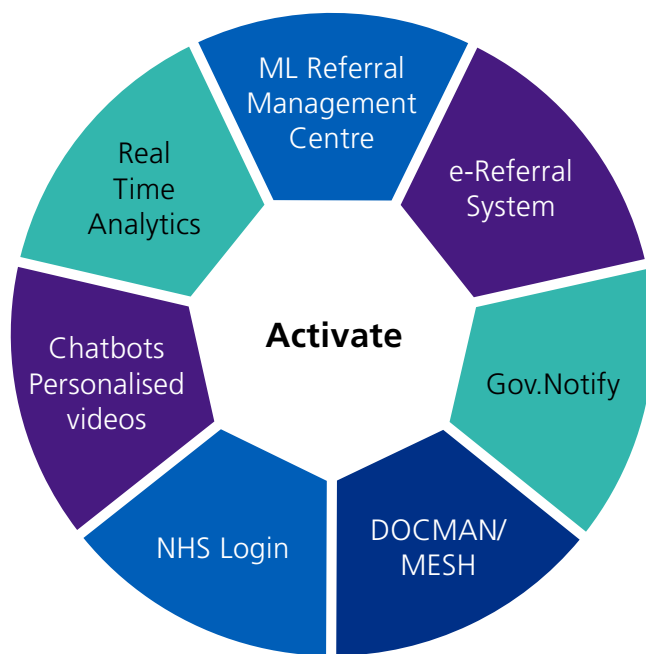
We must meet health outcome objectives and get better value for money.

The solution

Activate is an end-to-end communication platform - a set of tools with advanced communication capabilities, all working together in bespoke combinations – to address specific system and patient communication needs. It removes the barriers to seamless and trusted personal data flows.

Features include:

- ▶ Designed to be interoperable with NHS systems
- ▶ Integrated with NHS Login for NHS National Digital Weight Management Programme
- ▶ Multiple interfaces which enable information to flow freely between systems
- ▶ Personal data moves with the highest standards of compliance and clinical safety
- ▶ Ability to be fully automated and provide real-time analytics
- ▶ Low cost to scale up.



NHS Midlands and Lancashire (ML) in partnership with our partners, Digital Space and Citizen Communications, created Activate to ensure our patients are informed, supported and motivated to act with confidence. By integrating advanced technology, dedicated professionals and innovative processes, the platform allows patients to do more for themselves at every step of their healthcare journey. This positively impacts the workload of clinicians and increases uptake and completion of crucial healthcare services and programmes.

Our impact

Activate is operating at scale, delivering results TODAY and has the potential to considerably improve patient engagement, outcomes and associated processes and reduce resource requirements.

Overall Metrics*



600,000
emails to patients

Personalised Videos



9,000
videos watched by /
sent to patients



National Diabetes Prevention Programme

- ▶ **45%** increase in referral uptake
- ▶ **11%** improvement in ongoing engagement



Cardiovascular Disease Prevention Decathlon

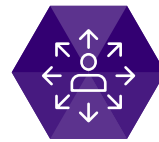
- ▶ **49%** patients booked or requested info
- ▶ **75%** programme completion rate
- ▶ **79%** average session attendance
- ▶ **76%** lost weight (who had loss as a goal)
- ▶ **30%** increase in physical activity

*All metrics correct as of October 2024

Digital Weight Management Programme



516,000
SMS messages



420,000 referrals received by multiple referral sources including over **350,000** GP referrals via national e-referral



243,000
chatbot calls



99,000
clinical letters to GPs

Waiting List Validation Service



9-14%
(depending on specialty)
reduction in patient waiting lists



80%
patient contact rate



67%
of patients served with chatbot calls



200,000
patients engaged



Helped identify priority patients on the waiting lists



How we do it

- ▶ Highly flexible data input and patient validation
- ▶ Referral management call centre options include:
 - Call centre managed by our experienced specialists, which uses local phone numbers to increase confidence in patients and provide necessary support for less digitally skilled patients
 - Integration with local call centre managed by clients
 - Combination of specialist and locally managed call centres
- ▶ Automated AI chatbots and personalised video messaging
- ▶ Risk stratification
- ▶ Ongoing monitoring
- ▶ Automated reporting to clinical systems.



Our mission

Working towards a world-class healthcare system, adding value by creating more effective, efficient and seamless communication powered by data and digital innovation that is transforming the performance of the NHS today.

Why Activate?

- ▶ Designed for the NHS, by the NHS
- ▶ Multi-disciplinary expertise, including digital innovation, clinical safety, information governance, cyber security, project management, communications and engagement
- ▶ Rapid seamless integration with NHS systems and workflows
- ▶ Opportunities for scaling up
- ▶ All investment flows back into the NHS.





For patients

More convenient access for more people to benefit from NHS services, with equality of access.



For clinicians

More patients adhering to care plans. Automated communication freeing up capacity.



For system leaders

Improvements in operational efficiency. Better returns on investment in commissioned services.



Activate applications

Using our advanced technologies and communication solutions, such as chatbots, call centres and video, Activate has been adapted to enhance performance for a wide array of services, including:

- ▶ Referral services including the national e-Referral Service (e-RS)
- ▶ Waiting list validation
- ▶ National Diabetes Prevention Programme
- ▶ Cardio Vascular Disease Prevention
- ▶ Digital weight management
- ▶ Smoking cessation

Activate is designed for customisation and can be used for most engagement requirements, including:

- ▶ Reducing outpatient department Did Not Attend (DNAs)
- ▶ Screening programmes
- ▶ Patient transport services

Compliance and data safety



DCB 0129 Clinical Safety



ISO 14001 Environmental Management Systems



ISO 27001 Information Security Management System



Cyber Essentials Plus accredited



ISO 9001 Quality Management System



DSPT compliance



Get in touch

For more information or to arrange an introductory call, please contact:



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Visit us at mlcsu.co.uk