healthwave®

People powered transformation for healthcare.

We believe in a world where people are placed at the heart of product and service design - so everyone can easily access what they need, when they need it

No one gets left behind

healthwave | Pioneering people-powered transformation for healthcare

The Problem

As products and services evolve, people are being disconnected from the very support they need

It's a challenge to understand such a vast and complex group of people and how to connect with them effectively.

The Solution

We help organisations understand their audiences, to engage and connect them to the services they need

WORKING WITH US
We have three phases to our workflow

1 DISCOVER
Through scoping sessions we bring together key stakeholders to consider your population, possible interventions and desired outcomes - facilitated by our clinicians, researchers and technical specialists.

2 ENGAGE
Using cutting edge technologies, we talk to people in their networks, listen to their stories, gather rapid insights and provide ways to share continuous feedback to shape services in the way people want and need.

3 IMPACT
We deliver solutions with impact: data flows from our platform to build actionable plans, toolkits, resource hubs and content brought together in a way that is easily shareable by people with influence in your communities. All accelerated by comms campaigns and community engagement.

We are
engagement specialists

We help organisations engage with their people to deliver impact.

Our team are technical folk, clinical folk and researchers. But we're not dusty, ivory tower academics. We take this expertise to the people, through communication and community engagement.

We love working with organisations who wish to understand their community, with the goal of connecting with them in some way.

HW
ENGAGE

We get your audience's voice heard.

Their voice is placed at the heart of shaping services, through our multi channel engagement platform.

We help you engage citizens who are normally excluded from conversations, via their preferred communication channel.

Data flows from the platform to tackle your service challenges and inform action plans.

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HW
HUB

We create an accessible hub of shareable content to inform and engage your communities of influence.

Shaped by audience insights, the hub brings communities, toolkits, resources and content together in a way that is easily shareable by people who are searching for support.

This is complemented by outreach campaigns and community engagement.

HW
WORKSPACE

We enable dynamic decision making for service leaders.

Our dedicated workspace enables you to track and monitor data in one secure place without the need to monitor multiple communication channels and handle different pools of data.

Our workspace empowers you to take insight led actions and create evidence led resource strategies.

Case studies.

Black Country Integrated Care System

CHALLENGE

The intent behind the NHS App is to be a single front door to the NHS, offering an easy access point to advice and services

Only 29% of people in Black Country and West Birmingham had registered for the NHS App

140,000 people reached

35 community groups

SOLUTION

We engaged with the community to understand the best ways to increase App uptake.

We involved over 140,000 people and 35 community groups to gather insights about how they were using the NHS App. Complemented by a digital marketing campaign, national PR and the provision of toolkits for local teams, we reached over 30,000 people in the first month to promote the NHS digital service. During the project NHS App registrations and usage of core functionality increased.

The HealthwaveHub was developed to consolidate a range of resources around access to kit, connectivity and skills, fundamental ingredients to digital uptake.

Designed in a way that resources can be shared by people working in health and social care and 'digital carers' with those not necessarily familiar with online tools.

We used links to surveys to gather ongoing feedback to help iterate the resources to ensure they remained relevant.

People could also access a community supporting one another with tips and advice around supporting others to do the basics online as well as online events sharing experts views and Q&A.
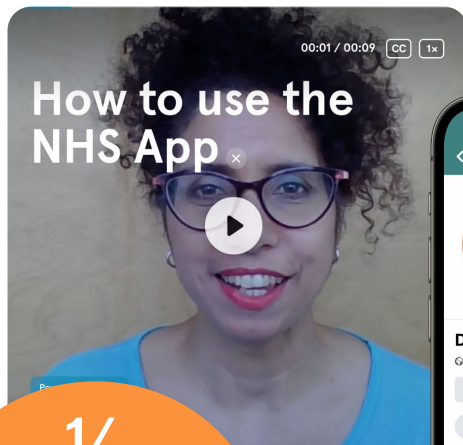
NHS Connected Nottinghamshire

CHALLENGE

NHS partners in Nottingham and Nottinghamshire were ready to refresh their strategy - very relevant given the change in the landscape, with Covid and rapid shift to digital.

Our brief was to gather meaningful insights that reflect the whole population in Nottinghamshire about the way they access health services digitally. These wider population insights were needed to feed into the strategy and inform shorter term planning.
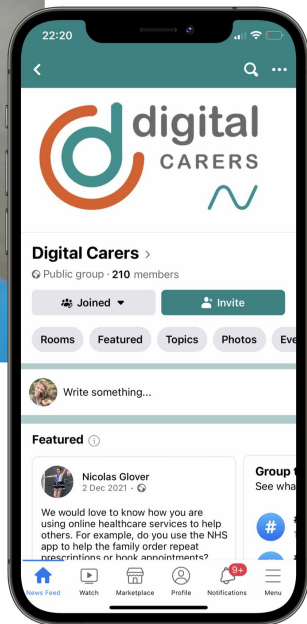
500 people reached

50 community groups

⅓ of adults in the U.K. are helping others with digital tasks but find it very difficult themselves to find the help and support they need.

SOLUTION

Our approach involved the design and delivery of representative behavioural insights surveys, user experience sessions and deep dive qualitative interviews to seek the opinions of a very broad base of consultees about digital health services.

Within three months we surveyed over 500 people across Nottinghamshire, engaged with 50 community organisations and interviewed 30 people on the topic of digital access to healthcare services.

The project informed future action around strategy design, tailored communications and resources and user experience considerations for NHS healthcare apps.

We launched the Digital Carers campaign alongside sharable resources, toolkits, content and a growing community to support the uptake of the NHS App. During the project NHS App registrations increased.

Somerset Clinical Commissioning Group

CHALLENGE

Uptake has been low for the NHS App - such a potentially vital piece of NHS digital infrastructure. To address the factors that influence uptake of the NHS App, a deep understanding of local factors in specific patient groups was needed - for example, looking at younger cohorts in areas where social mobility was particularly challenging.

A well designed and representative data analysis, including groups that were at high risk of digital exclusion was necessary to gain a full and fair picture on which to base strategic decisions.

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CASE STUDIES
SOMERSET CLINICAL COMMISSIONING GROUP

74,000 people reached

22 community groups

SENIORS

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Is healthcare a priority in your life? ✨ Would you love to make it simpler! Avoid waiting on hold to book appointments and ...See More

I'd like to book and cancel appointments *without the phone call!*

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HEALTHWAVEHUB.COM
A Simple Way To Manage Your Healthcare
DOWNLOAD

OAPS

Healthwavehub
Sponsored

There's now an easy way to manage your GP appointments and order repeat prescriptions thanks to the NHS App! ✅ It's easy ...See More

Does the NHS have an app which lets me *order repeat prescriptions?*

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HEALTHWAVEHUB.COM
An Easy App To Help You Manage Your Healthcare
DOWNLOAD

REMARKETING

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Manage your own health and wellbeing from the palm of your hand! 👍 The NHS app makes looking after yourself (and your ...See More

It would be easier if I had *an app for booking appointments with my GP*

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HEALTHWAVEHUB.COM
Manage Your Health From One Easy App
DOWNLOAD

SOLUTION

Following an extensive citizen engagement exercise, which consisted of population wide surveys, user experience sessions and qualitative interviews, a number of challenges to uptake and utilisation of the NHS App were identified.

We provided NHS colleagues with insights to support policy and communication decisions around increasing uptake of the NHS App.

Our people powered transformation approach to digital adoption helped when co-designing strategies, including through the development of Persona Videos.

Our insights informed a range of activation initiatives, including going direct to citizens both online and offline to raise awareness of the NHS App, facilitating partnerships and providing tailored resources to community influencers to help engage with individuals not currently accessing digital channels.

During the project there was an increase in NHS App registrations at the point of specific activation initiatives.

Trusted partner

We help teams drive people-powered transformation

Lancashire and South Cumbria
Health and Care Partnership

CONNECTED
Nottinghamshire

NHS
Cambridgeshire and Peterborough
Clinical Commissioning Group

NHS
Somerset
Clinical Commissioning Group

NHSx

NHS
East London
NHS Foundation Trust

Imperial College
London

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CORNWALL
COUNCIL

NHS
Black Country and
West Birmingham
Clinical Commissioning Group

CORNWALL
TRADE AND INVESTMENT

NHS England and NHS Improvement

Get in touch

Discover how Healthwave can help
you understand your people

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