

healthw<sup>ve</sup>

# People-powered transformation for health and care.

## THE PROBLEM

**As health and care services change, people are at risk of being disconnected from the help they need.**

**Our health depends on many things, like money, where we live, school, social care, the voluntary sector and NHS services. To join things up, we need a new people-powered approach.**



ABOUT US

# We are engagement specialists

**We help organisations engage with their people to deliver impact.**

Our team are technical folk, clinical folk and connectors. 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.

THE SOLUTION

**We're making it easier for health and care organisations to involve people as things change, so everyone can access the help they need.**

**No one gets left behind.**



# 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 engagement system

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 communities, listen to their stories, gather rapid insights, and we keep listening and talking to make sure people are heard.

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 campaigns and community engagement.

HEALTHWAVE ENGAGEMENT SYSTEM

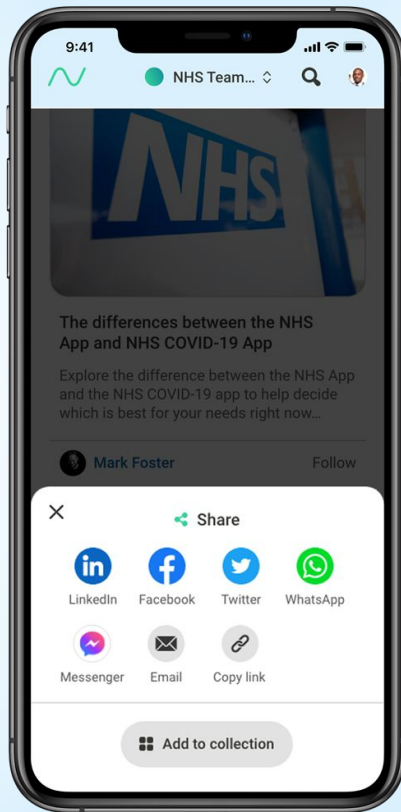
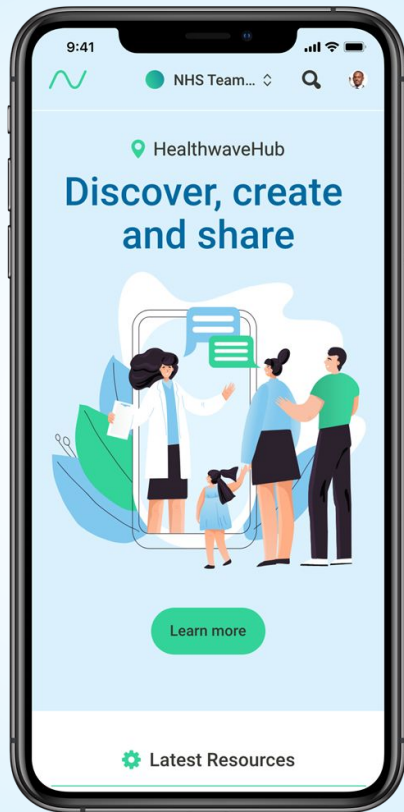
# We help people make sure their ideas and thoughts are heard.

We do this by giving people different ways to tell us what they think.

And for those that feel like they don't usually get to share their views, we make sure they can using their preferred channel.

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





**With Healthwave, it's easy to take action and make an impact. Create and share collections of links, discover new resources, and collaborate with others. And with built-in feedback tools, people can be part of the conversation.**

## HEALTHWAVE ENGAGEMENT SYSTEM

**We create an accessible hub where people can find information and things to share with others.**

Using the ideas from people in our community, we make sure that information is helpful and easy to understand.

By talking to people in different communities we can help them find what they need.

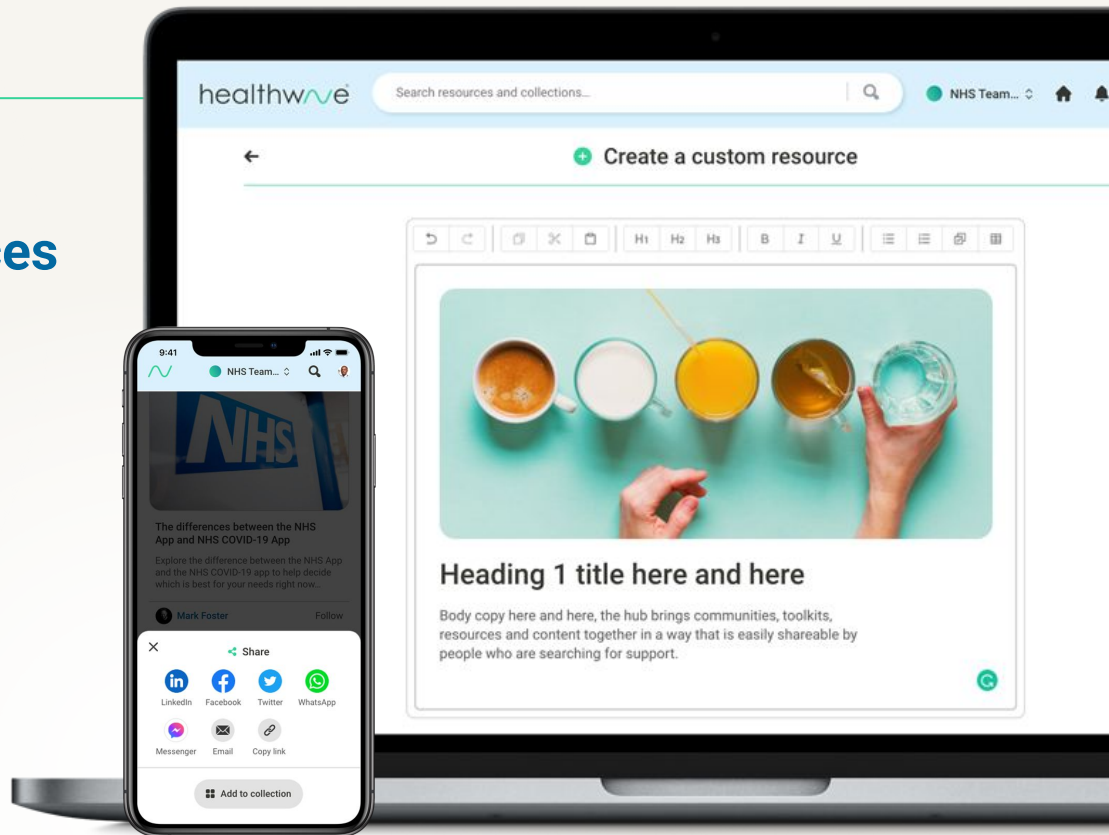
And we don't just wait for people to come to us - instead, we actively reach out to them to understand their needs and preferences.





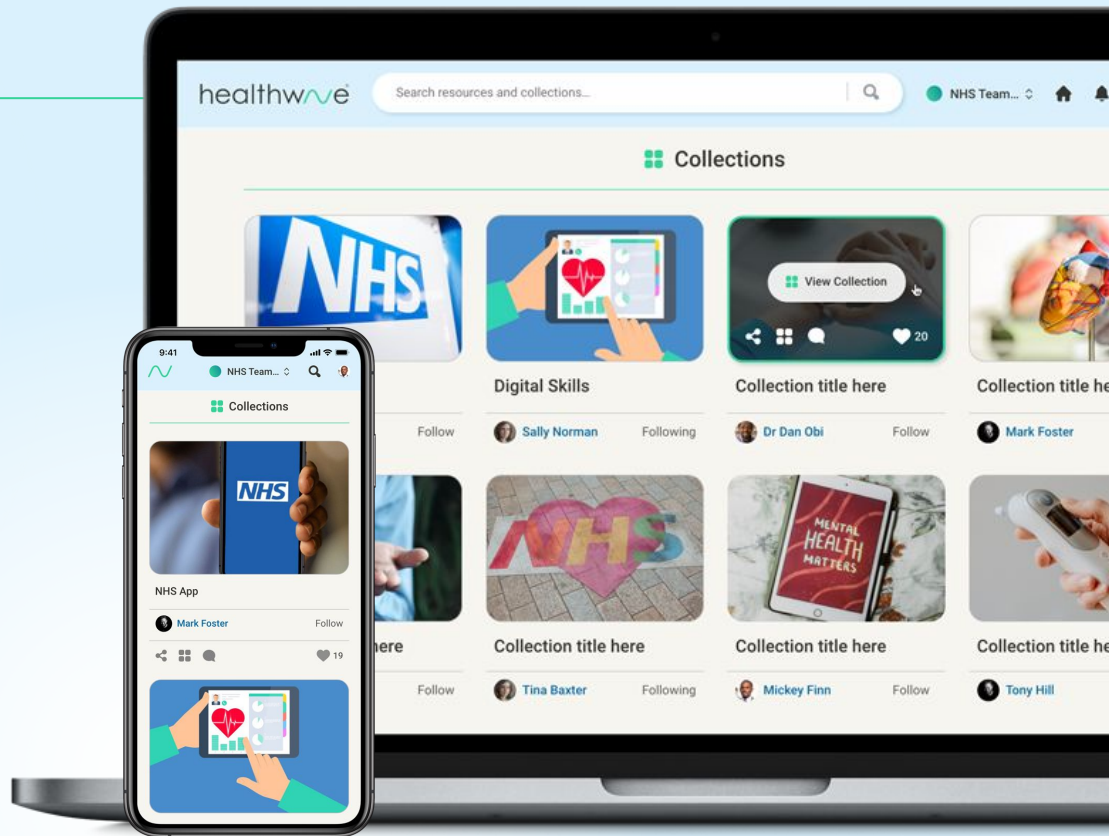
## DISCOVER

- ✓ Discover and share resources that matter
- ✓ Created by those closest to the action



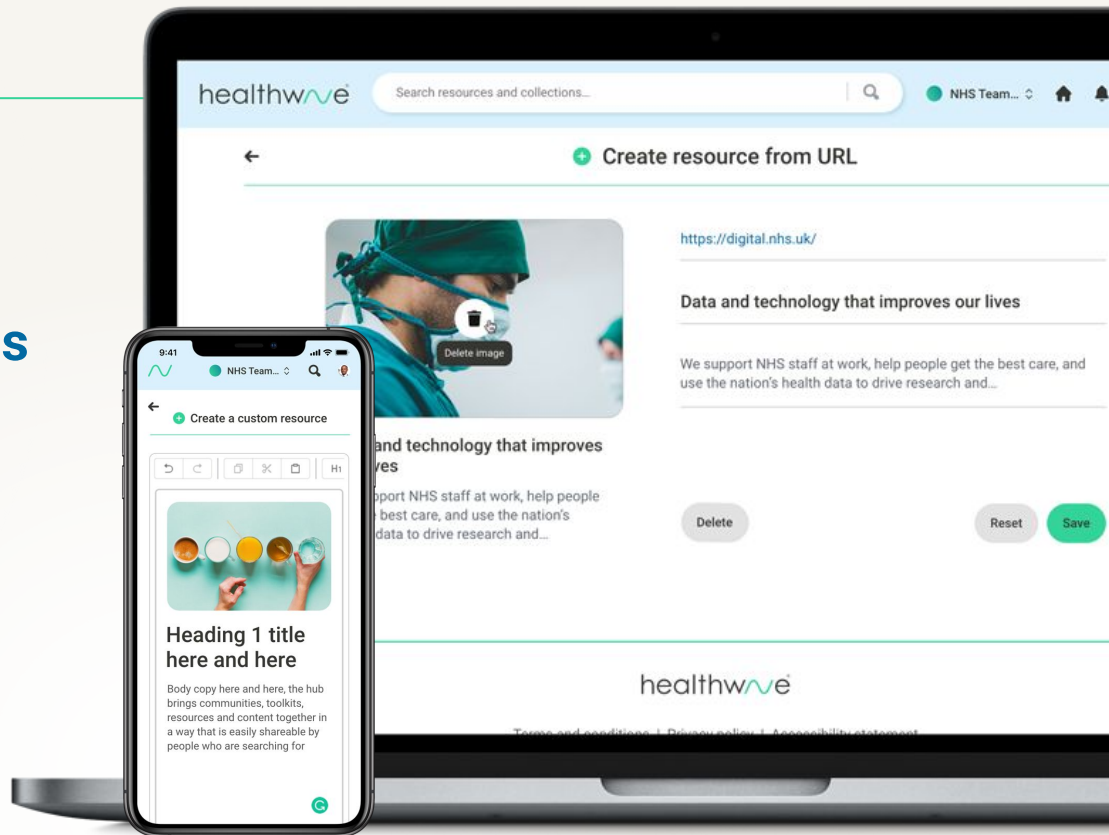
## COLLECTIONS

- ✓ No more endless searching
- ✓ Featured collections put the right resources at your fingertips



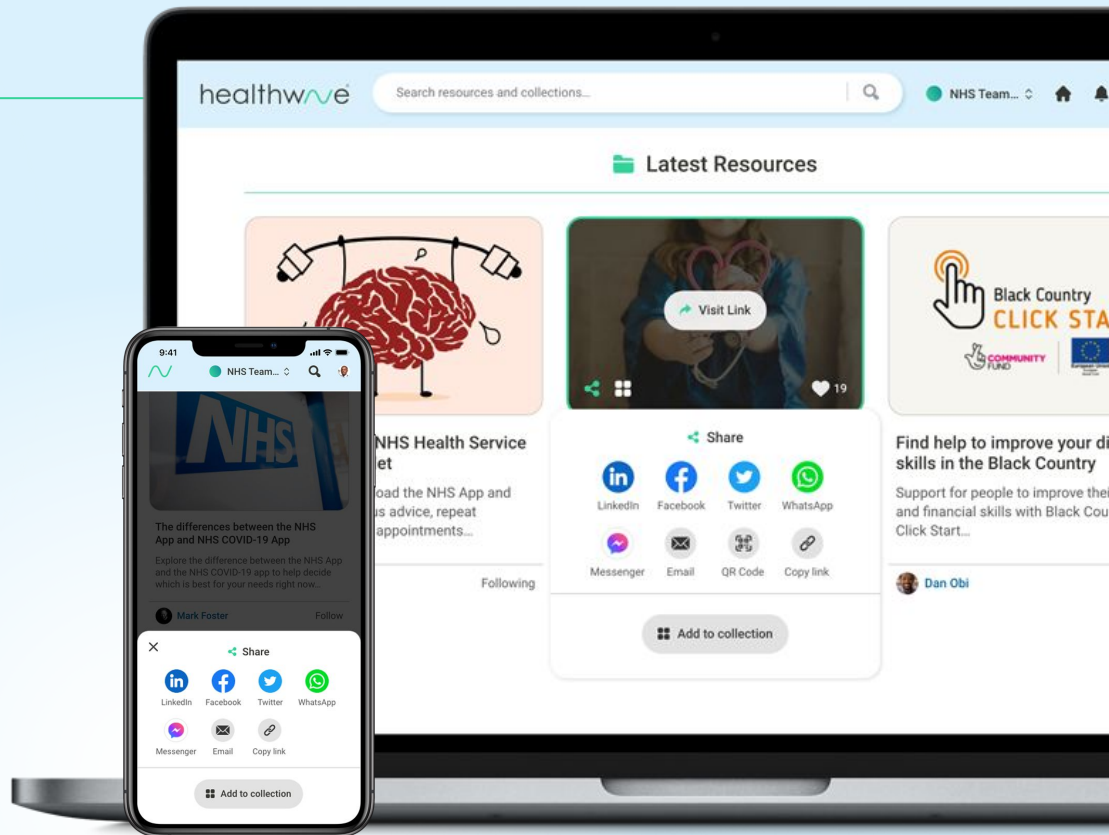
# CREATE

- ✓ Empower your community
- ✓ Create resources in seconds without the fuss



# SHARE

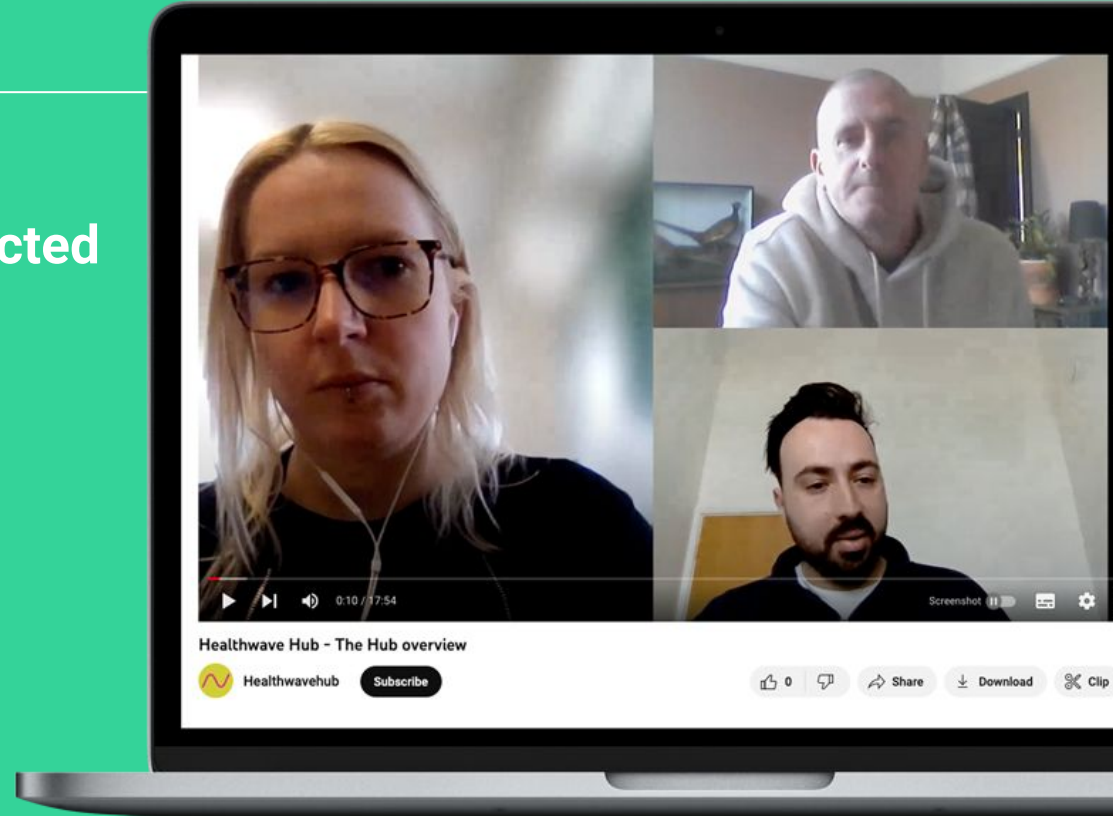
- ✓ Share resources instantly, hassle-free
- ✓ No account needed



## COMMUNITY

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- ✓ Get your community connected
- ✓ Build engagement through local networks and virtual online masterclasses



**For your organisation:** The Hub helps your community create and share information and talk to each other quickly. By gathering diverse resources it gives community members a voice, which promotes transparency and inclusion. And it helps reduce the workload of maintaining and updating resources centrally.

Feature	Benefit
Customised Hub URL	Tailor the Hub to your specific needs and preferences, creating a personalised experience for your community.
Team Collaboration	Invite and collaborate with colleagues and stakeholders to expand your organisation's reach and impact.
Quality Control	Maintain control over the quality and relevance of your organisation's resources.
Secure Access	Ensure the privacy and security of your organisation's data and resources.
Resource Spotlight	Highlight and showcase the best resources on your custom Hub.
Personalised Support	Get the assistance you need to make the most of the platform and achieve your organisation's goals.
Skills Development	Improve your team's engagement and productivity with targeted training and resources.

**For your community:** The Hub provides a flexible way to find and share lots of helpful things. You don't even need to sign in to see everything. As long as you're connected to the internet you can use it on your tablet or phone wherever you are.

**Feature**

**Benefit**

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Personal Dashboard

Time-saving with our quick and convenient way to access saved or created resources, reducing search time and increasing engagement.

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Add Links or craft your own with Txt2Link™

Quickly and easily create clickable links without any technical knowledge.

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Resource Sharing

Expand the reach of your communities resources by easily sharing them on social media and other platforms in just a few clicks.

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Community Interaction

Encourage engagement and feedback from your community to help improve services.

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Resource Updates

Stay up-to-date on the latest contributions from the Hub community.

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Hub Community

Connect with Healthwave Coaches and other users to share knowledge, best practices, and resources.

# Case studies



CASE STUDIES

# Black Country Integrated Care System

## CHALLENGE

The NHS App is intended to provide 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, indicating a need to increase uptake.**



## CASE STUDIES

### BLACK COUNTRY INTEGRATED CARE SYSTEM



140,000  
people  
reached

35  
community  
groups

## SOLUTION

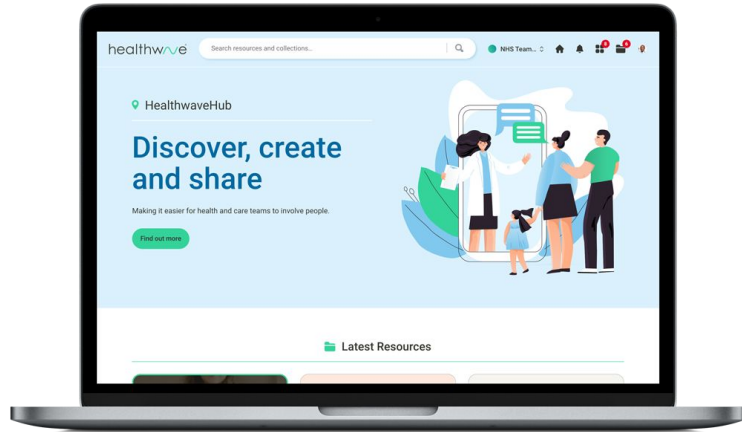
To meet this challenge, we engaged with the community to understand the best ways to increase App uptake.

Our approach involved over 140,000 people and 35 community groups, which allowed us to gather valuable insights on how they were using the NHS App. To promote the digital service, we complemented our community engagement with a digital marketing campaign, national PR and toolkits for local teams. We were able to reach over 30,000 people in the first month and during the project NHS App registrations and usage of core functionality increased.

To further support uptake, we used the Hub, which consolidated a range of resources around access to kit, connectivity and skills - all essential ingredients to digital uptake. We designed the Hub to be user-friendly and easily accessible for people working in health and care as well as with people not necessarily familiar with online tools.

We continuously gathered feedback through links to surveys to ensure the resources we provided remained relevant and effective and facilitated a community where people could support each other with tips and advice around basic online tasks, as well as online events sharing expert input.

The Healthwave approach helped people develop digital skills and confidence, which can have a positive impact on their health and wellbeing. Overall our efforts contributed to the goal of making healthcare more accessible to all..



CASE STUDIES

# NHS Connected Nottinghamshire

## CHALLENGE

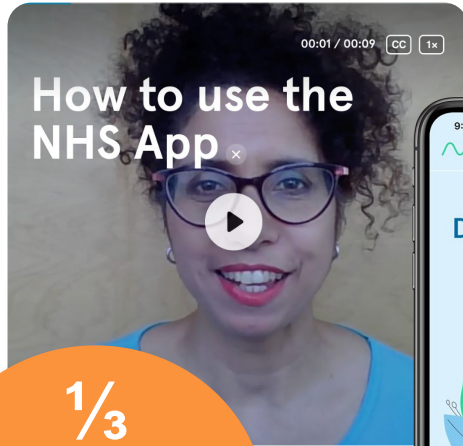
NHS partners in Nottingham and Nottinghamshire were ready to refresh their strategy in response to the changing landscape caused by Covid and the rapid shift to digital.

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



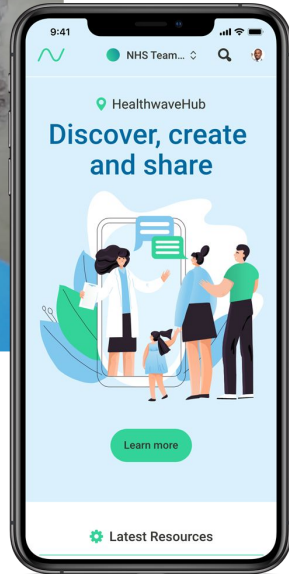
## CASE STUDIES

### NHS CONNECTED NOTTINGHAMSHIRE



1/3

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.



500  
people  
reached

50  
community  
groups

## SOLUTION

To meet this challenge, we designed and delivered representative behavioural insights surveys, user experience sessions and deep dive qualitative interviews to gather opinions from a broad range of consultees about digital health services.

Within three months we surveyed over 500 people across Nottinghamshire, engaged with 50 community organisations and conducted 30 interviews on the topic of digital access to healthcare services. The project provided valuable insights that informed action around strategy design, tailored communications, resources and user experience considerations for NHS healthcare apps.

To support the uptake of the NHS App we launched a campaign, which included sharable resources, toolkits, content and a growing community. During the project NHS App registrations increased, indicating the effectiveness of our approach.

CASE STUDIES

# Somerset Clinical Commissioning Group

## CHALLENGE

Low uptake of the NHS App - a potentially vital piece of NHS digital infrastructure - was a pressing concern. To address the factors influencing uptake of the NHS App, a deep understanding of local factors in specific patient groups was needed. For example, exploring the challenges faced by younger people in areas with particularly low social mobility.

It was also essential to include groups at high risk of digital exclusion in any engagement.



## CASE STUDIES

SOMERSET CLINICAL COMMISSIONING GROUP

74,000  
people  
reached

22  
community  
groups

### SENIORS

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

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A Simple Way To Manage Your Healthcare

DOWNLOAD

### OAPS

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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?*

healthwave

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DOWNLOAD

## SOLUTION

To address this challenge, we conducted an extensive citizen engagement exercise consisting of population-wide surveys, user experience sessions and qualitative interviews. Through this exercise, we identified several challenges to the uptake of the NHS App.

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 co-design strategies, including the development of Persona Videos.

Our insights informed a range of activation initiatives, including going directly to citizens both online and offline to raise awareness of the NHS App. We facilitated partnerships and provided 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 partners

We help teams drive people-powered transformation.



# Thank you

Discover how Healthwave can help you connect people to the services they need.

[info@healthwavehub.com](mailto:info@healthwavehub.com)