healthwave

Pioneering people powered transformation in healthcare

Services brochure
2022
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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 left behind!

The Problem

As products and services evolve at pace and people are being disconnected from the very support and services they need, it is increasingly difficult to engage with and understand the people being left behind.
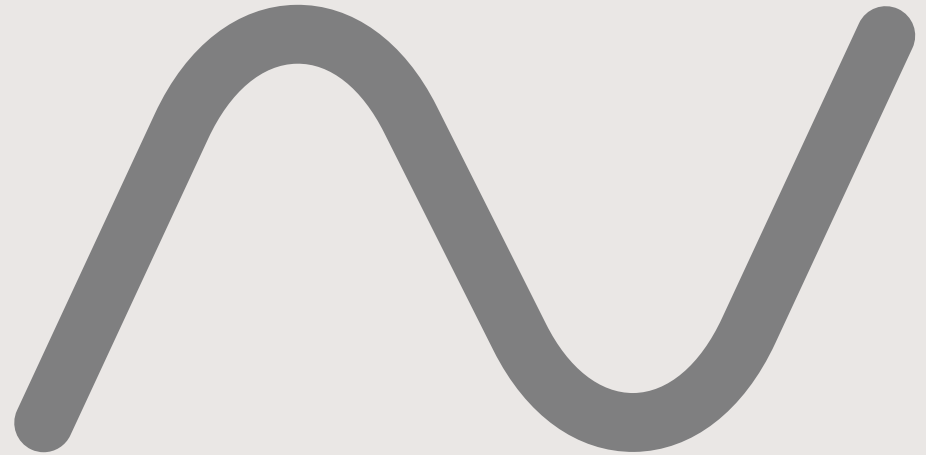
The Solution

Our approach is simple. We put people at the centre of everything we do.

Discover - Using our technical, clinical and research knowledge, we help teams ask questions at scale so they can build better products and services for the people they serve.

Engage - We create new opportunities for people to engage in service design and transformation. We talk to people in their networks, listen to their stories, gather rapid insights and provide ways to share continuous feedback.

Impact - We believe insight without action is time lost. That's why we work with teams to use insights to shape and activate their services so they are delivered in the way people want and need.
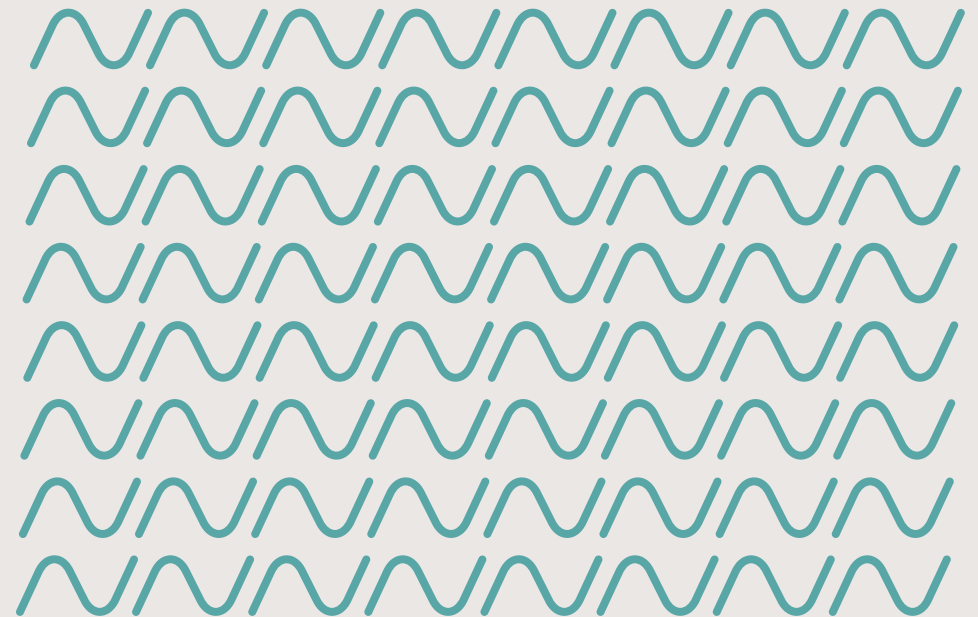
Evolving products and services

Customer

Citizen / Staff

- Actionable Insights
- Better use of products / services
- Inclusion
- Capacity and expertise
- Case studies

- Engagement
- Continuous feedback
- Community
- Sharable resources
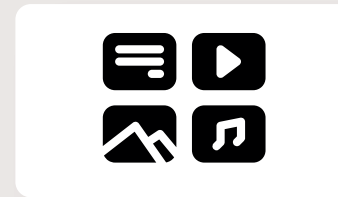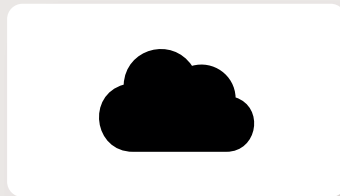- Tips and advice

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Platform

Access to real time reporting to support dynamic decision making

Access research informed shareable resources, events, video FAQs and feedback loops from any internet-connected device. Driven by campaigns.

HW Workspace

HW Hub

HW Cloud Data

HW Engage

Data held in a secure, Cloud based platform

Understand barriers and enablers to change through community engagement and rapid insights

Case studies

Black Country and West Birmingham ICS

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% people in Black Country and West Birmingham had registered for the NHS App.

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.
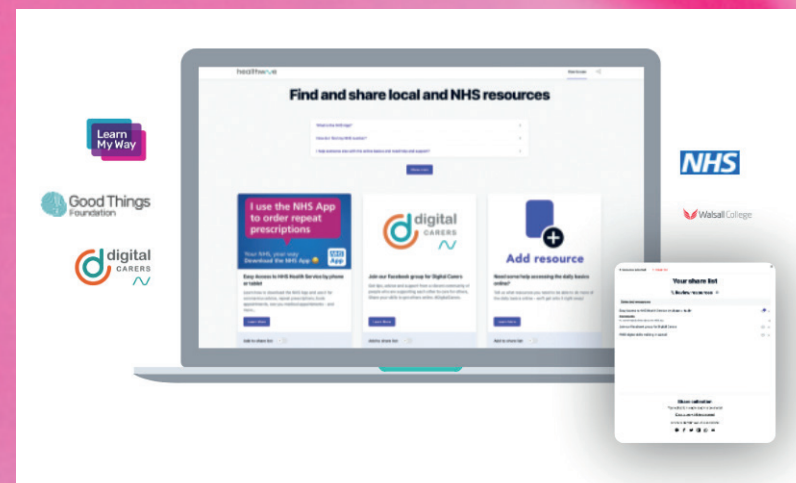
NHS Connected Nottinghamshire

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.

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.
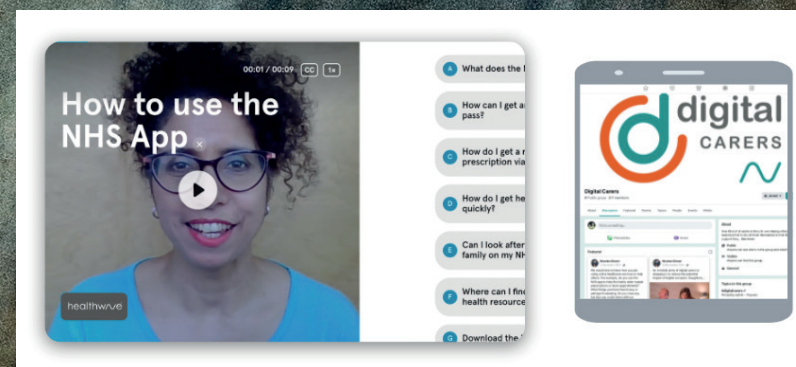
Somerset Clinical Commissioning Group

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.

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.
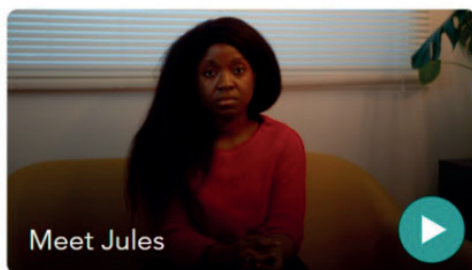
"I want to support the services that can support my child and work with them"
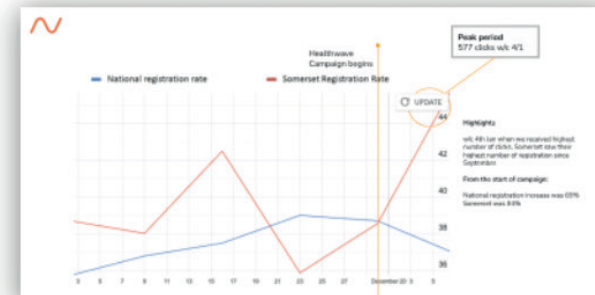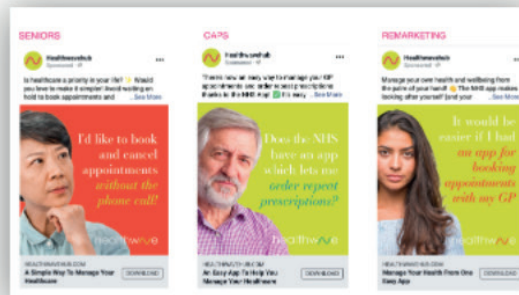
Trusted partner -

We help teams deliver people powered transformation.

Get in touch

Discover how healthwave
can help you with people
powered transformation.

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