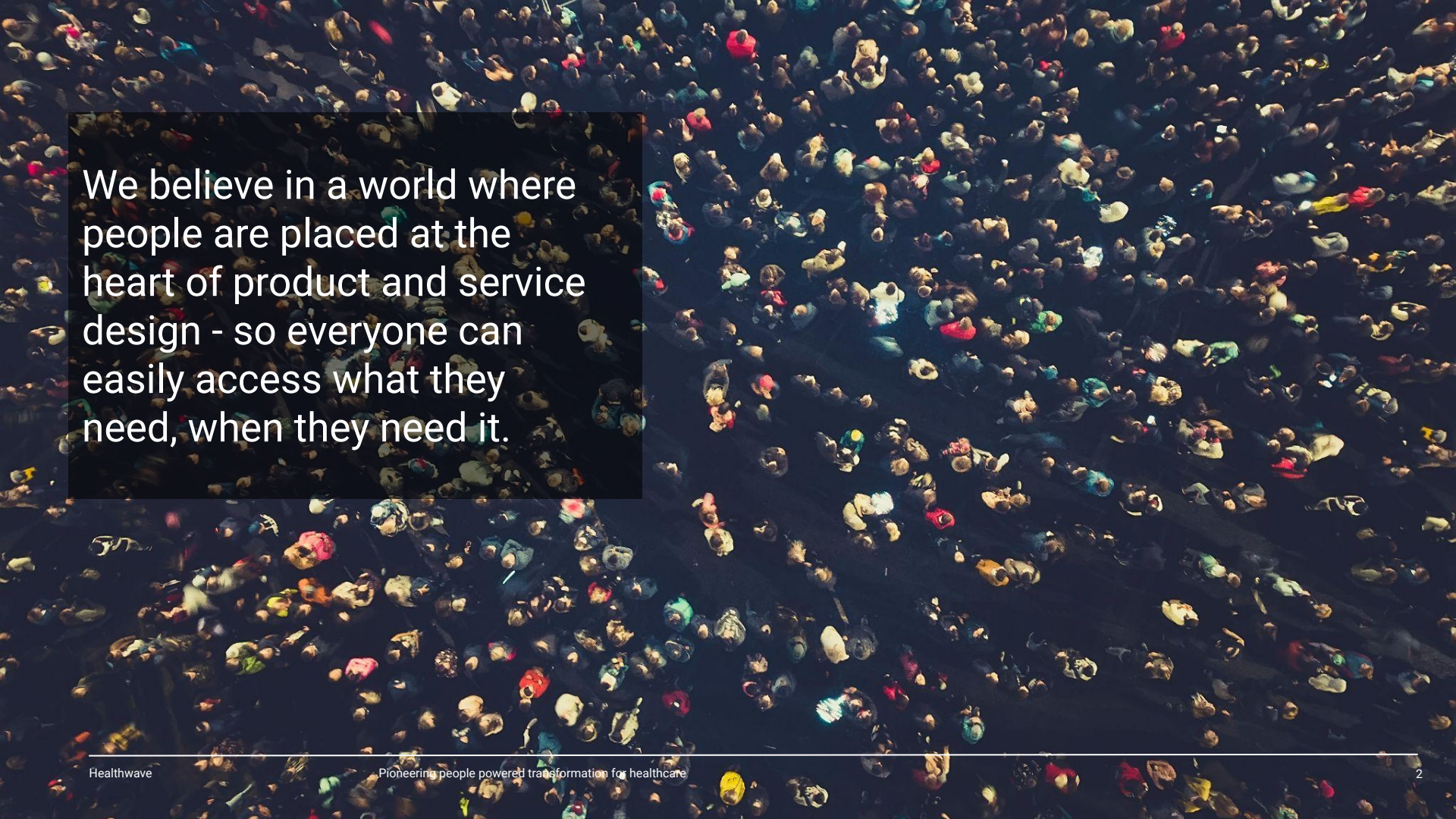




People powered
transformation
for healthcare.

Join the movement
Products and Services 2022

An aerial, high-angle photograph of a large crowd of people at night. Many individuals are wearing colorful glow sticks or light-up accessories, creating a vibrant pattern of red, blue, green, and yellow against the dark background. The crowd is densely packed, filling the entire frame.

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.**

The Problem

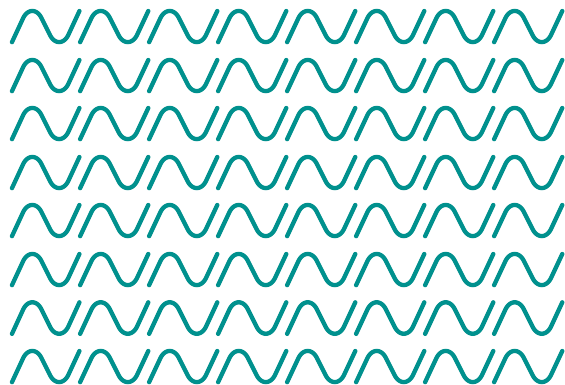
As products and services evolve, people are being disconnected from the very support they need.

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

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.

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.

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.

About us

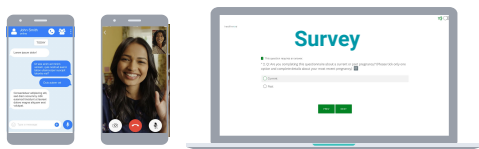
We are engagement specialists.

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.

All in one platform



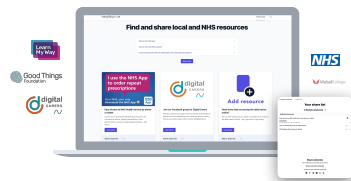
HW Engage

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.

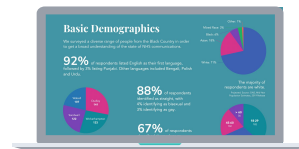


HW Hub

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 and Cloud Data

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

Case study

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% 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.

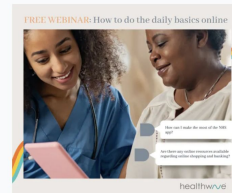
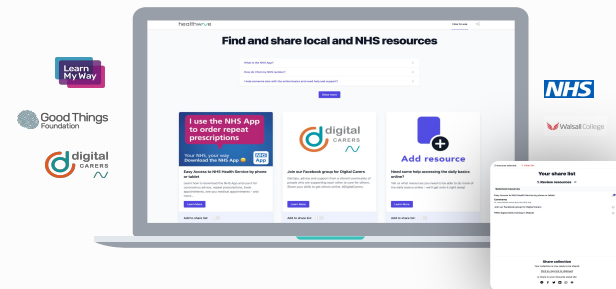
The HealthwaveHub was developed to consolidate a range of resources around access to kit, connectivity and skills, fundamental ingredients to digital uptake.

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.

140,000 people reached 35 community groups



Free webinar - How to support others do their healthcare basics online

Thursday the 26th of May 2022 at 1pm

Banking, supermarket shopping, streaming - do you struggle to help others do the daily basics online? This unique session is designed to help you!

- Insights & research on how many people help others online and the scale of the challenge
- Expert views from Laura at Memory Matters on how people can learn new skills - whatever age they are - and the life transformation it brings
- Q&A - ask the experts for their advice and knowledge

[Click here to register](#)

500 people engaged
50 community groups

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.

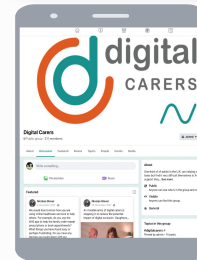
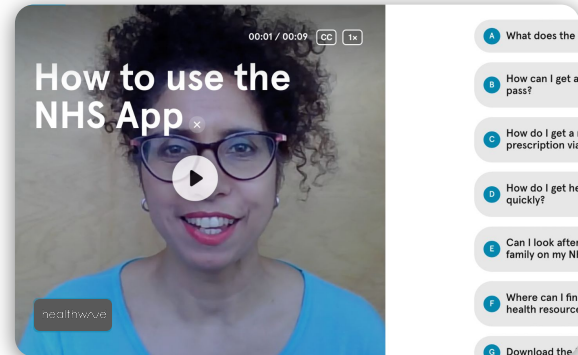
Solution

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.



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.

74,000 people reached 22 community groups

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

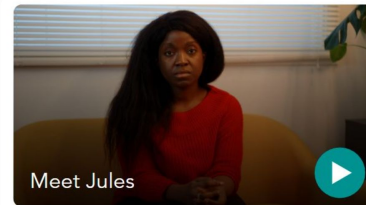
Following an extensive citizen engagement exercise, which consisted of population wide surveys, user experience sessions and qualitative interviews, a number of challenges to uptake and utilisation of the NHS App were identified.

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

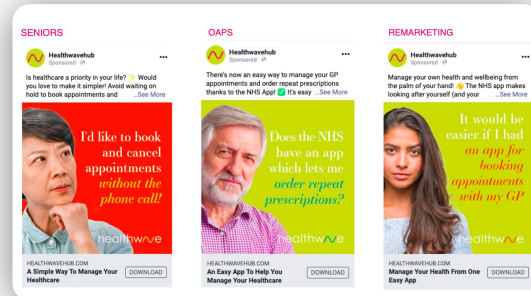
Our people powered transformation approach to digital adoption helped when co-designing strategies, including through the development of Persona Videos.

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 drive
people powered
transformation



NHS England and NHS Improvement



Get in touch

Discover how Healthwave can help
you understand your people

info@healthwavehub.com

healthwave[®]