

Health Board	26 th July 2018	Agenda Item	3iv.
Report Title	Digital Inclusion, NHS Wales and ABMU		
Report Author	Hamish Laing, Executive MD and CIO		
Report Sponsor	Hamish Laing and Tom Crick OBE		
Presented by	Professor Hamish Laing		
Freedom of Information	Open		
Purpose of the Report	To demonstrate the importance of Digital Inclusion for the NHS in Wales, to give examples of what is already being done and to consider what more ABMU in particular could be doing to improve Digital Inclusion.		
Key Issues	The NHS is not supporting Digital Inclusion for its staff and patients. This is both a moral issue but also a barrier to service transformation and getting best value out of digital investment. Welsh Government have placed expectations on Health Boards and Trusts to play their part in Digital Inclusion. The benefits of investing in Digital Inclusion have been demonstrated with a high Return on that Investment as well as direct operational benefits.		
Specific Action Required (please ✓ one only)	Information	Discussion	Assurance
			Approval X
Recommendations	<ol style="list-style-type: none"> 1. To note the benefits of addressing Digital Inclusion and the risks of not doing so 2. To note Welsh Government expectations of Health Boards to play a greater part in improving Digital Inclusion. 3. For ABMU to adopt the Digital Inclusion Charter and explore opportunities to secure a Digital Inclusion co-ordinator on a trial basis and to develop Digital Champions in all our units and amongst our larger staff groups. 4. For ABMU to commission support for Digital Inclusion from partners with the requisite skills to support us in supporting our patients and staff. 5. ABMU to advocate for a Digital Inclusion Guide to be commissioned for all of NHS Wales to use. 		



Digital Inclusion, NHS Wales and ABMU

INTRODUCTION AND CONTEXT

The NHS in Wales and its partners in Social Care and third sector organisations increasingly are exploring ways to provide access to services and advice for patients and service users through digital technologies; in some circumstances, care is being delivered digitally. These opportunities are expected to accelerate and are being encouraged.

Welsh Government have recognised that 60% of people in Wales aged 75 and over and 25%¹ of disabled people are still digitally excluded. “These people are also more likely to access health and social care services than the rest of the population, [and that] it is critical that we encourage more digital inclusion activities as part of our digital health transformation work, across a range of health settings”². The importance for Health and Social Care has been reiterated in its recent progress report which makes clear its expectation that the NHS must play a greater part³.

WHAT IS DIGITAL INCLUSION?

Digital Inclusion is about working with communities to address issues of opportunity, access, knowledge and skill in relation to using technology, and in particular, the internet⁴. In the context of the NHS this would apply to those who use our services, Citizens seeking to maintain or improve their wellbeing and our staff who must use new digital technologies for their work and in their own lives.

¹ National survey for Wales 2016-17

² <https://gov.wales/about/cabinet/cabinetstatements/2018/digitalincludereport/?lang=en> accessed 23 May 2018

³ <https://gov.wales/docs/det/publications/180418-digital-inclusion-progress-report-and-forward-look-2018-en.pdf>

⁴ Digital Communities Wales

IS DIGITAL INCLUSION AN ISSUE IN WALES?

Wales and some regions of the UK face challenges with Digital Inclusion. Inclusion is lower in Wales (and parts of Scotland and NI) than in much of England, although recent work by the Department of Digital, Culture, Media & Sport has identified significant regional variation for digital skills and inclusion⁵.

Digital Inclusion is estimated using measures of Infrastructure availability, the number of people who have never been online, possession and use of basic digital skills as well as social measures which predict exclusion. Figure 1 demonstrates that outside our two city conurbations, the likelihood of Digital Exclusion is high⁶.

Welsh Government's Strategy (September 2017) set a central mission of delivering ***Prosperity for All*** and describes what needs to be done to deliver its priorities, and how it will join up services and work differently across Government and with partners to have a greater impact in improving digital skills⁷. There is an ambitious programme (Superfast Broadband Cymru) to deliver the required infrastructure to those households not commercially attractive to broadband providers and the Swansea Bay City Deal has made improved infrastructure a priority.

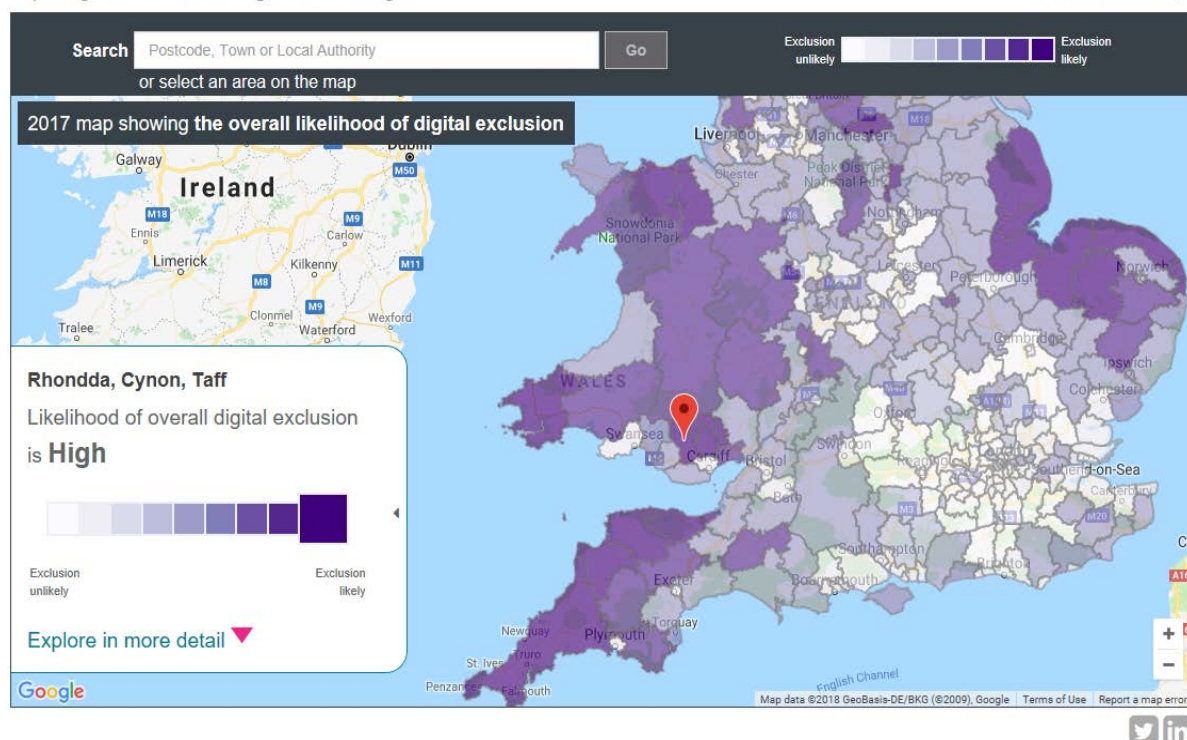
As part of the "Curriculum for Wales" reforms, a new Digital Competence Framework was made available to all schools from September 2016. The new approach means more than just using computers and aims to equip pupils with the cross-curricular digital skills they need and can apply in the real world in the years to come.⁸ Whilst welcome, there are many citizens without the digital skills they need to engage with the NHS digitally. This applies to our patients but also our staff.

⁵ <https://digitalinclusion.blog.gov.uk> accessed 27 May 2018

⁶ <http://heatmap.thetechpartnership.com> accessed 20 May 2018

⁷ <https://gov.wales/docs/strategies/170919-prosperity-for-all-en.pdf>

⁸ <http://www.gov.wales>



Rhondda, Cynon, Taff

Likelihood of overall digital exclusion is **High**



The likelihood of overall digital exclusion is made up of eight core digital and social metrics.

Combined Digital Indicator



[Explore the combined digital indicators](#)

Figure 1: Digital Inclusion “Heat Map” for England and Wales 2017

THE CASE FOR DIGITAL INCLUSION

Digital Inclusion benefits citizens as well as the NHS. Improving digital literacy has been shown to have a significant impact on improving health outcomes for patients by helping them to take control of their health and care. Giving them skills to access to the right information and services enables them to manage their conditions better as well as helping to relieve the burden on NHS services⁹.

⁹ <https://digital.nhs.uk/about-nhs-digital/our-work/transforming-health-and-care-through-technology/self-care-and-prevention-domain-a/widening-digital-participation>

The benefits for individual patients and carers, include:

- improved self-care for minor ailments
- improved self-management of long term conditions
- improved take-up of digital health tools and services
- time saved through accessing services digitally
- cost saved through accessing services digitally
- reduced loneliness and isolation

Supporting people to get online and use digital health resources can be crucial to delivering NHS priorities including:

- physical and mental wellbeing
- prevention
- avoiding deterioration of existing health conditions
- self-care
- long term condition management
- appropriate use of urgent and emergency care
- shared care
- shared decision making
- more appropriate use of services, including primary care and urgent care
- better patient adherence to medicines and treatments

Evaluation of Phase One of the NHS Widening Digital Participation programme in England provides the most detailed analysis in the UK of the impact of increasing digital inclusion on health. Of those who were supported by the programme¹⁰:

- 56% went on to find information on the internet about health
- 59% felt more confident in using health information
- 51% have now used the internet to explore ways to improve mental health and wellbeing
- 52% feel less lonely or isolated
- 54% of those in need of non-urgent medical advice said they would now go online before consulting their GP, to look at sites such as NHS Choices
- 21% made fewer calls or visits to their GP, with 54% of those saving at least three calls in the three months before being surveyed and 40% saving at least three visits over this period.
- 10% made fewer calls to NHS 111, with 42% of those saving at least three calls in the three months before being surveyed.
- 6% made fewer visits to A&E, with 30% of these saving a minimum of three visits in the three months before being surveyed.
- 29% went online to find health services, such as looking for a new GP.
- 22% progressed to booking GP appointments online and 20% have ordered repeat prescriptions online.
- 17% went online to rate or review their GP or another health service they have used.

¹⁰ <https://www.goodthingsfoundation.org/> [Tinder Foundation]

This evaluation estimates a return on investment of £6.40 for every £1.00 spent by the NHS on digital inclusion support.

Increasing digital inclusion has benefits for society as a whole, as well as for the NHS. It is important to take these benefits into consideration when considering the impacts for public health. Analysis of Scottish data carried out for Carnegie UK Trust¹¹ in 2016 demonstrated the wider societal benefits of internet use being associated with better health and wellbeing.

Those who use the internet are more likely to have:

- been to a cultural event
- visited outdoors for recreation
- taken part in sport
- volunteered

Conversely those who are not online are more likely to have visited their doctor once a month or more.

A 2014 report from BT - Valuing Digital Inclusion¹² - calculated the social return on investment (SROI) of digital inclusion for individuals and for workers.

For individuals, getting online is worth £1,064 a year due to:

- increased confidence
- less social isolation
- financial savings
- increased opportunities in employment and leisure

In 2015 Welsh Government acknowledged the findings of The Cabinet Office Digital Efficiency Report which suggested that online transactions are 20 times cheaper than by phone, 30 times cheaper than by post and as much as 50 times cheaper than face to face¹³.

EQUITY OF OPPORTUNITY AND ACCESS

In launching the Digital Health and Care strategy for Wales¹⁴, Mark Drakeford AM recognised the opportunity digital technologies provide to “create a Wales where

¹¹ <https://www.carnegieuktrust.org.uk/publications/role-digital-exclusion-social-exclusion/>

¹² <https://www.btplc.com/Purposefulbusiness/Connectivity/Beingonlineisgoodforsociety/Valuing-Digital-Inclusion.pdf>

¹³ Digital First. Welsh Government 2015

¹⁴ Informed Health and Care: A Digital Health and Social Care Strategy for Wales

citizens have more control of their health and social care, can access their information and interact with services online as easily as they do with other public sectors or other aspects of their lives, promoting equity between those that provide and those that use our services in line with prudent healthcare and sustainable social services”.

In 1971 Julian Tudor Hart described the “Inverse Care Law”¹⁵ in South Wales, with the principle that the availability of good medical or social care tends to vary inversely with the need of the population served. More recently, research has shown that those who suffer social exclusion are at least four times more likely to be digitally disengaged than those who are more socially advantaged¹⁶. It is therefore essential that we do not act to create a “Digital Inverse Care Law”, leaving behind those who are digitally excluded; either by choice or circumstance. This will require careful planning and constant monitoring.

WHAT IS THE NHS IN WALES ALREADY DOING?

The NHS in Wales has huge reach into communities, through our community services, local health and wellbeing centres, pharmacists, optometrists, dentist and GP surgeries as well as through outpatient consultations. We also work closely with local authority, academic and third and voluntary sector partners.

Although there is no “central register” of Digital Inclusion activities, several elements of Workstream one (“Information for You”) in the national digital plan will improve Inclusion. We know that Health Boards and Trusts have installed free public Wi-Fi on hospital premises making it easier for patients to use information and services when they most need them, and many have programmes to improve the digital skills of their staff. Digital Communities Wales report that most Health Boards have developed local initiatives to improve Digital Inclusion for patients.

Nonetheless we have not seen a concerted and co-ordinated effort by the NHS in Wales to use our reach to help address the levels of Digital Exclusion that exist. Not only are we missing out on opportunities to improve the health, wellbeing and wealth of our communities and hence reduce demand on the NHS, but we are increasing

¹⁵ THE INVERSE CARE LAW *Tudor Hart, Julian. Lancet , Volume 297 , Issue 7696 , 405 - 412*

¹⁶ Price Waterhouse Coopers (2009) “Champion for Digital Inclusion, The Economic Case for Digital Inclusion”
http://parliamentandinternet.org.uk/wp-content/uploads/Final_report.pdf

the risk that the most advantaged will benefit from digital strategies whilst the disadvantaged who would benefit most, will be left behind.

Unless rates of digital inclusion rise steeply we will find that our efforts to adopt “digital first” solutions are hampered and delayed leading to protracted periods of “double-running” of analogue and digital approaches and non-delivery of benefits.

WHAT IS ABMU DOING?

ABMU is probably at the forefront of “citizen-facing” digital initiatives. We were the first Health Board to offer free public WiFi in a hospital and since April 2018 provide that in every acute and community hospital in the Health Board. We have up to 12,000 concurrent users at peak times. We are the first Health Board to offer our patients a patient-controlled record (Patient’s Know Best) with integration into the national data architecture. For the first time in Wales patients will have access to their secondary care information and be able to share that securely with whoever they wish as well as being able to message their clinical team for advice. This evaluation demonstrator will go live for outpatients in Princess of Wales shortly. Alongside that we are working with Digital Communities Wales to provide support to patients to use Patient Knows Best and other online applications. We gave up our in-house IT training capacity as a “CIP” some time ago but we have recently invested in trainers for some of our digitally excluded staff to support them through their online training and hope to expand this to broadening their basic digital skills capability, which will improve their life opportunities. However, we do not have a programme for digital skills for patients or staff more generally. This means we do not get best value or efficiency when our staff use software applications (eg office, ESR) and some of our patients cannot engage with us digitally when we would want them to be able to do so.

WHAT MORE COULD THE NHS DO?

We are fortunate that there is plenty of experience and advice that we can draw upon: Welsh Government has a Digital Inclusion Board and has commissioned the Wales Co-operative Centre to deliver Digital Communities Wales¹⁷. Although quite a modestly funded programme, it has some excellent online resources and has supported many organisations to improve Digital Inclusion. Over 200 organisations in Wales have signed their Digital Inclusion Charter¹⁸ (Annex A), although no NHS body has yet done so in its own right. If Boards and Trusts were to adopt the charter

¹⁷ https://digitalcommunities.gov.wales/#what_we_do

¹⁸ <https://digitalcommunities.gov.wales/charter/sign/>

it would demonstrate commitment to Digital Inclusion and bring some focus for Boards on this important issue.

NHS Digital in England have just published a Digital Inclusion Guide for Health and Social Care¹⁹, which contains important principles for a Digital Inclusion strategy and references further guidance from the UK Government Digital Service as well as extensive links to online resources and partner organisations. Whilst inevitably some of the content is not applicable in Wales and there is local information that would be relevant to us in NHS Wales, there would be merit in considering if this workstream should commission such a guide for NHS and Social Care in Wales. This could be informed by research commissioned by Wales Co-operative Centre, in partnership with ABMU from Carnegie Trust UK which will report in November 2018.

ACKNOWLEDGEMENTS

I am grateful to Karen Lewis, Wales Co-operative Centre and Professor Tom Crick MBE, for their assistance with this paper.

RECOMMENDATIONS

6. To note the benefits of addressing Digital Inclusion and the risks of not doing so
7. To note Welsh Government expectations of NHS Wales to play a greater part in improving Digital Inclusion.
8. For ABMU to adopt the Digital Inclusion Charter and explore opportunities to secure a Digital Inclusion co-ordinator on a trial basis and to develop Digital Champions in all our units and amongst our larger staff groups.
9. For ABMU to commission support for Digital Inclusion from partners with the requisite skills to support us in supporting our patients and staff.
10. ABMU to advocate for a Digital Inclusion Guide to be commissioned for all of NHS Wales to use.

¹⁹ <https://digital.nhs.uk/about-nhs-digital/our-work/digital-inclusion>

Digital Inclusion Charter for Organisations

Launched in February 2016, Digital Communities Wales have created a Digital Inclusion Charter for organisations in Wales which are promoting basic digital skills and helping people get online.

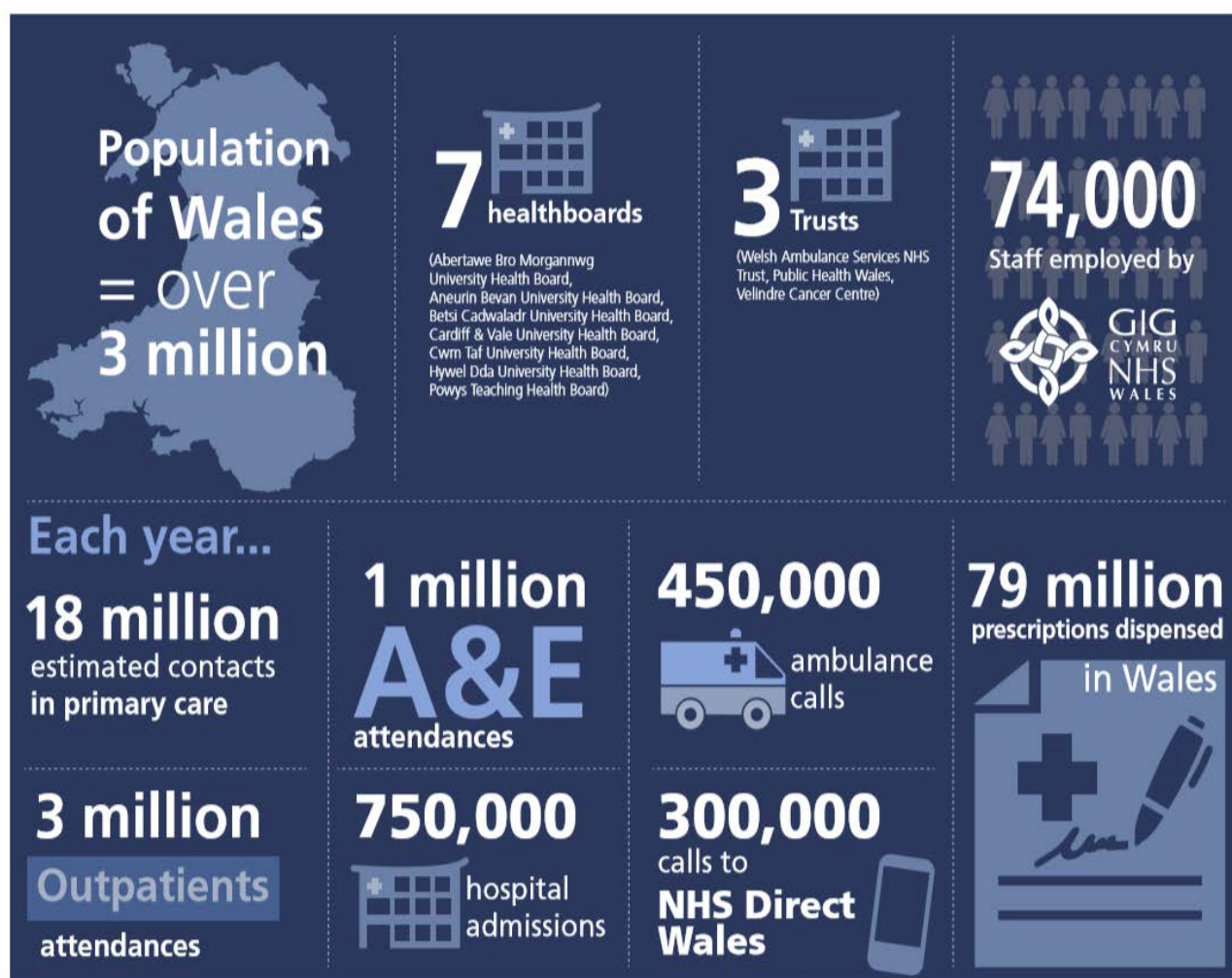
Charter Principles

1. Ensure that all our staff and volunteers have an opportunity to learn basic digital skills, and that they take advantage of this opportunity.
2. Ensure that digital inclusion principles are embedded into our day to day activities.
3. Encourage and support our staff and volunteers to help other people to get online and have the confidence to develop basic digital skills and help other organisations to embrace digital tools.
4. Commit support and resources for digital inclusion activities and initiatives in Wales in whatever ways we can.
5. Share best practice and activity around digital inclusion with Digital Communities Wales so that our activities can be co-ordinated for maximum impact and measured consistently.
6. Look to build local partnerships amongst organisations which want to share ideas and co-ordinate activities with others in their area.

To sign up your organisation, go to:

<https://digitalcommunities.gov.wales/charter/sign/>

Summary of patient / service users contacts in NHS Wales



The NHS in Wales has huge reach and regular contact with our its communities that can be used to support Digital Inclusion for citizens

Governance and Assurance										
Link to corporate objectives (please ✓)	Promoting and enabling healthier communities		Delivering excellent patient outcomes, experience and access		Demonstrating value and sustainability		Securing a fully engaged skilled workforce		Embedding effective governance and partnerships	
	X		X		X		X		X	
Link to Health and Care Standards (please ✓)	Staying Healthy	Safe Care	Effective Care		Dignified Care	Timely Care		Individual Care	Staff and Resources	
	X		X					X	X	
Quality, Safety and Patient Experience										
By engaging in Digital Inclusion for our patients, citizens and staff as a Health Board, we will reduce risk from error or unfamiliarity, improve safety of systems and improve patient engagement and experience. We will also improve our reputation as an employer who develops its staff and as Health Board that is supporting its patients and modernising its way of working.										
Financial Implications										
We will need to consider investing in our staff and partners to improve digital inclusion. In the first instance we could apply to charitable funds for a trial of a digital inclusion co-ordinator and through our third sector C4B grants for training and support. We could seek external investment as part of the transformation fund. The ROI has been shown to be significant as digital exclusion will be a barrier to service change towards digital solutions.										
Legal Implications (including equality and diversity assessment)										
It is acknowledged that citizens with protected characteristics are more likely to be digitally excluded. This initiative therefore would be expected to have a positive impact on equality.										
Staffing Implications										
The appointment or secondment of a Digital Inclusion Co-ordinator on a fixed term basis. Agreement in whose executive portfolio DI will sit. Digital champions would need some time released to deliver their impact.										
Long Term Implications (including the impact of the Well-being of Future Generations (Wales) Act 2015)										
Improving the digital skills and inclusion of our staff and patients will contribute positively to “A prosperous Wales” through greater skills and education, “A healthier Wales”, a “More equal Wales” by avoiding a digital inverse care law, and contributing to a “Wales of cohesive communities”.										
Report History		A similar paper has been supported by National Informatics Management Board and presented to the WG Digital and Data Group, chaired by the Leader of the House in June 2018								
Appendices		Digital Inclusion Charter for Organisations in Wales (Annex A) NHS activity infographic (Annex B)								