



# Digital First Primary Care

## What Has It Done So Far? What's Next?

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# Digital First Primary Care

## TODAY'S (VERY BREIF) OVERVIEW

### What's Has it Done (20-21)

- Financial Summary
- Range and Scope of Projects
- The Sound Doctor
- Digital Champions

### What's Next (21-22)

- Financial Summary
- Plans for the Year
- Example - Innovation Fund
- Coming Next - What is Primary Care





# Finances and Plan

£2.7m received in 2020-21 in two tranches

Divided (relatively) evenly across the region

Projects locally driven

# Range and Scope

## 70 Separate Projects Approved

North East and North Cumbria Digital Summit 2021

- Digital GP Hub
- Digital Champions
- Training Sessions for Patients
- PCN Mobile App
- Digital Self Management
- Website Development
- Registration Support
- Navigation Tools
- Clinical Guidelines
- Regional Digital Team
- Website Revisions
- Digital Inclusion
- PCN Research
- Videoconferencing
- PCN Phone line
- Care Home Digitisation

**CONSISTENCY**



# Structured Education

Clinically Driven Films, Course and Behaviour Change Animations

Support Patients Managing Chronic conditions at home

Material on Causes, Symptoms, Risks, Treatments and Management of each condition

In short Snippets that Patients and carers can return to.

CPD

<https://tinyurl.com/ybbtygaa>  
(Not to be Provided to Patients)

# The Sound Doctor

**Inhalers**

What are my inhalers for?

00:03

Keep out of the sight and reach of children  
1000000118755

## The first line of treatment

Short-acting  
bronchodilators

These are  
sometimes known as  
"reliever" inhalers

What are they?







## Key things to remember

- 1 Inhalers contain different types of medicine
- 2 Some help relieve symptoms like breathlessness
- 3 Others help prevent exacerbations and future problems
- 4 Inhalers only work if you use them correctly
- 5 Used properly they can greatly improve your life
- 6 Get your inhaler technique checked regularly



# Digital Champions

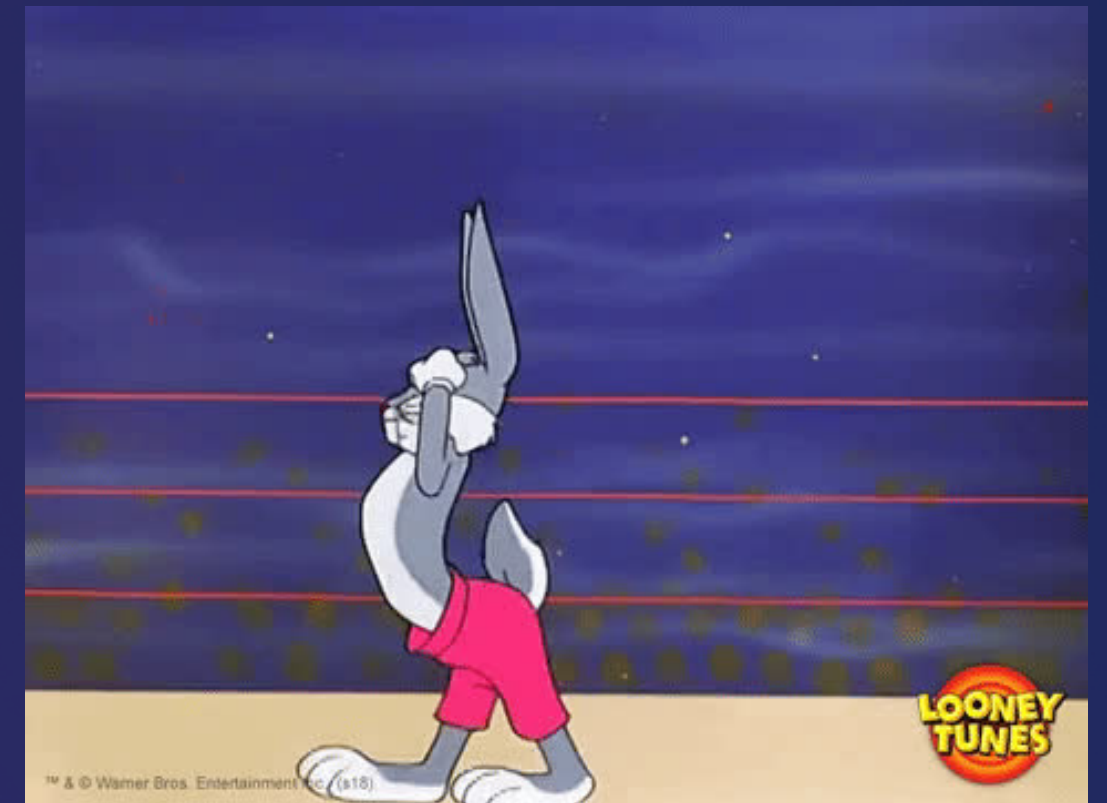
## SHARING OF EXPERIENCE WORKING TOGETHER

Increasing utilisation of digital solutions

Internal support across PCN

Empowering practices and staff

Working with AHSN to develop Digital Pioneer programme







# Finances and Plan

Tranche 1 - £1.9 million

Thematic approach taken

Projects centrally driven on themes

Localised to add nuance and local needs

# Consolidated Themes

## Optimising Digital First Primary Care

- Benefit realisation from what's already in place
  - Websites
  - Digital Maturity
  - Telephone Systems

## Innovation

## Marketing Strategy and Communication

**TOGETHER**

# Innovation Fund and Hub

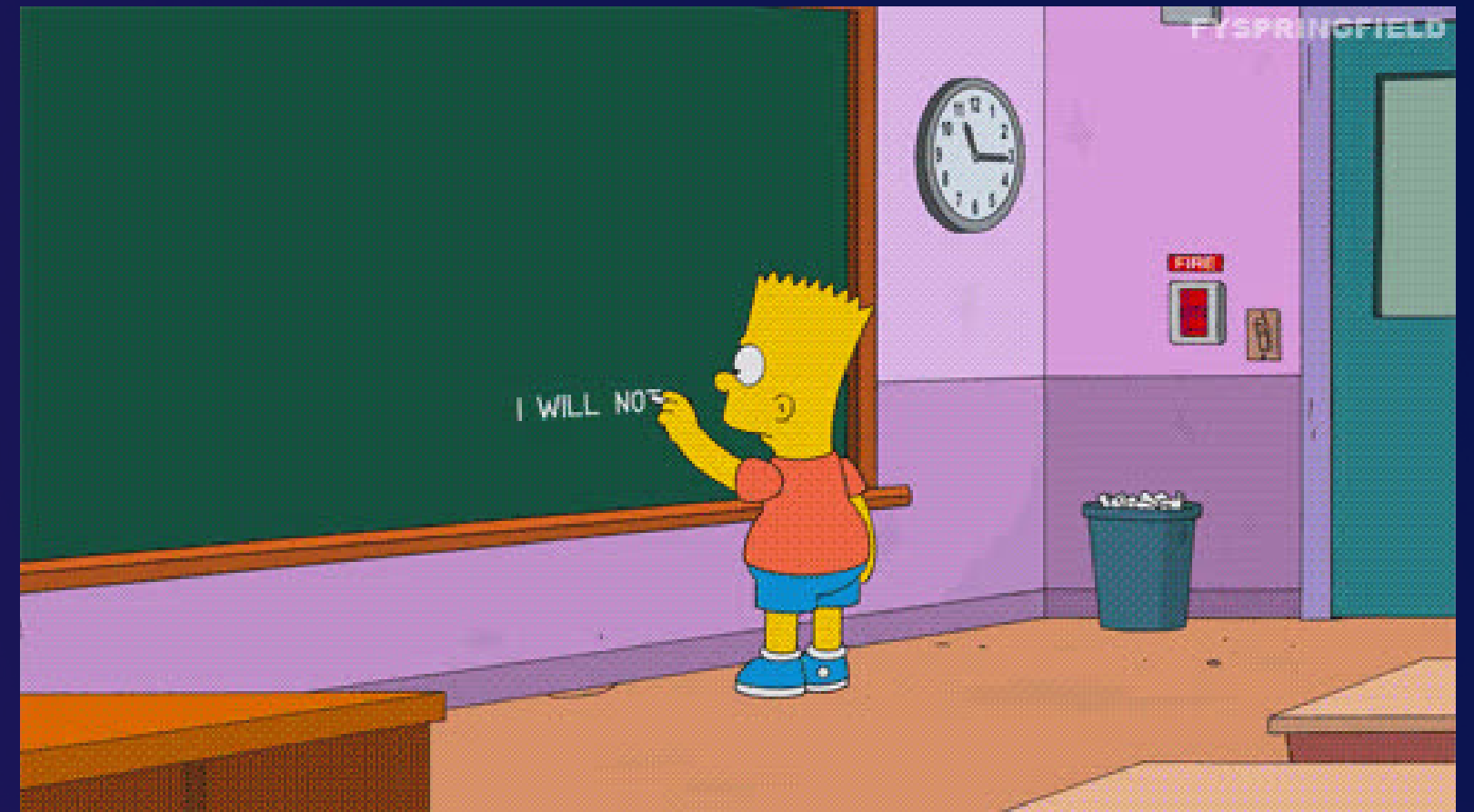
10% of the DFPC budget

Brilliant Ideas but Nowhere to go

Established Model in Secondary care

Scope and Engage

Innovation Manager (8a)





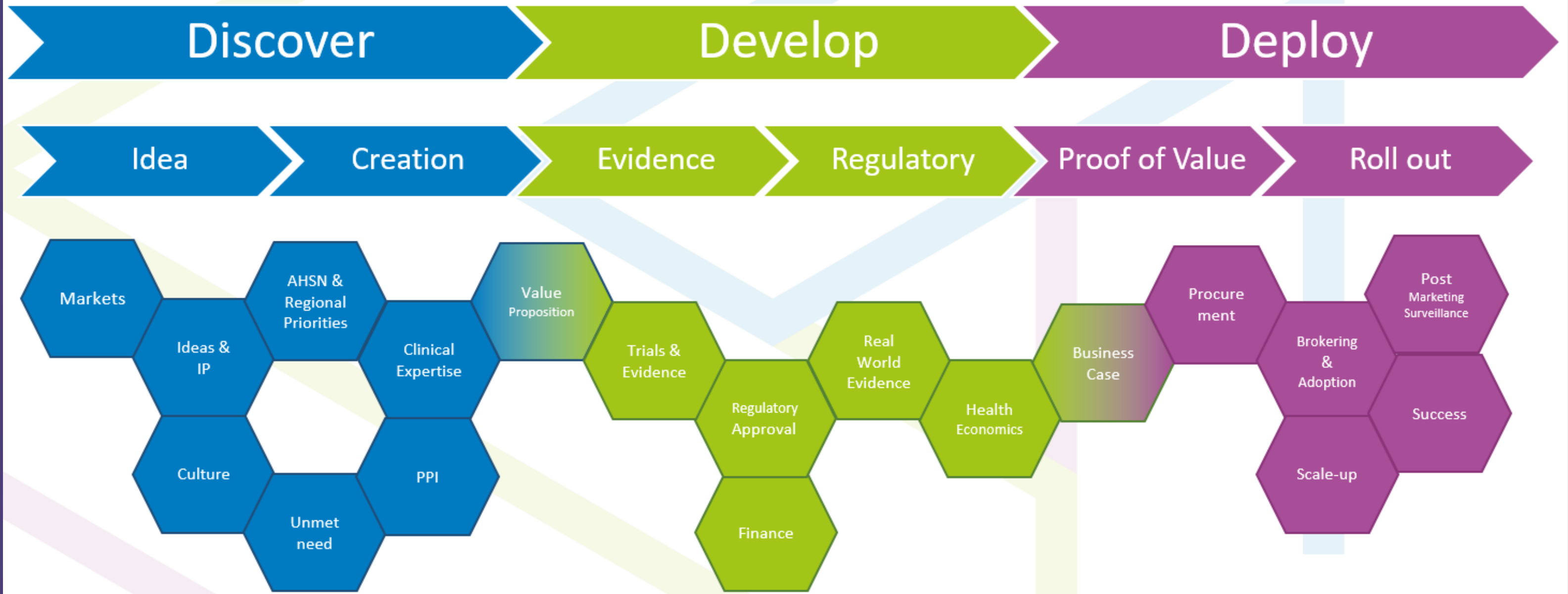
- A connected
- ‘Network of
- Networks’

Connecting – academia, NHS, innovators, local authorities, 3<sup>rd</sup> sector, policy, regulators, funders, investors, international partners.

*The***AHSN***Network*



# Innovation Pathway





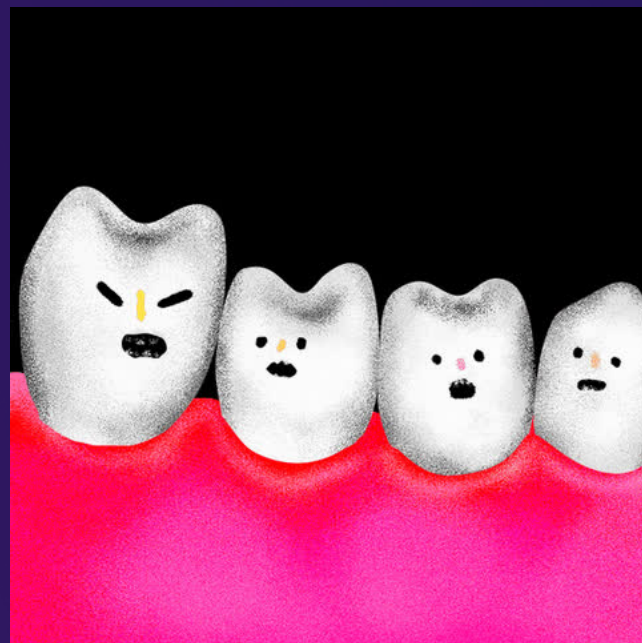
# Tranche 2

## Primary Care - Whats That!

Further tranche of funding coming later this year

Will bring 2021-22 upto same level of funding as 2020-21 (£2.7million)

But Primary Care isn't just GP surgeries.





**Thank You**

**Please Reach out with Any Queries**

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