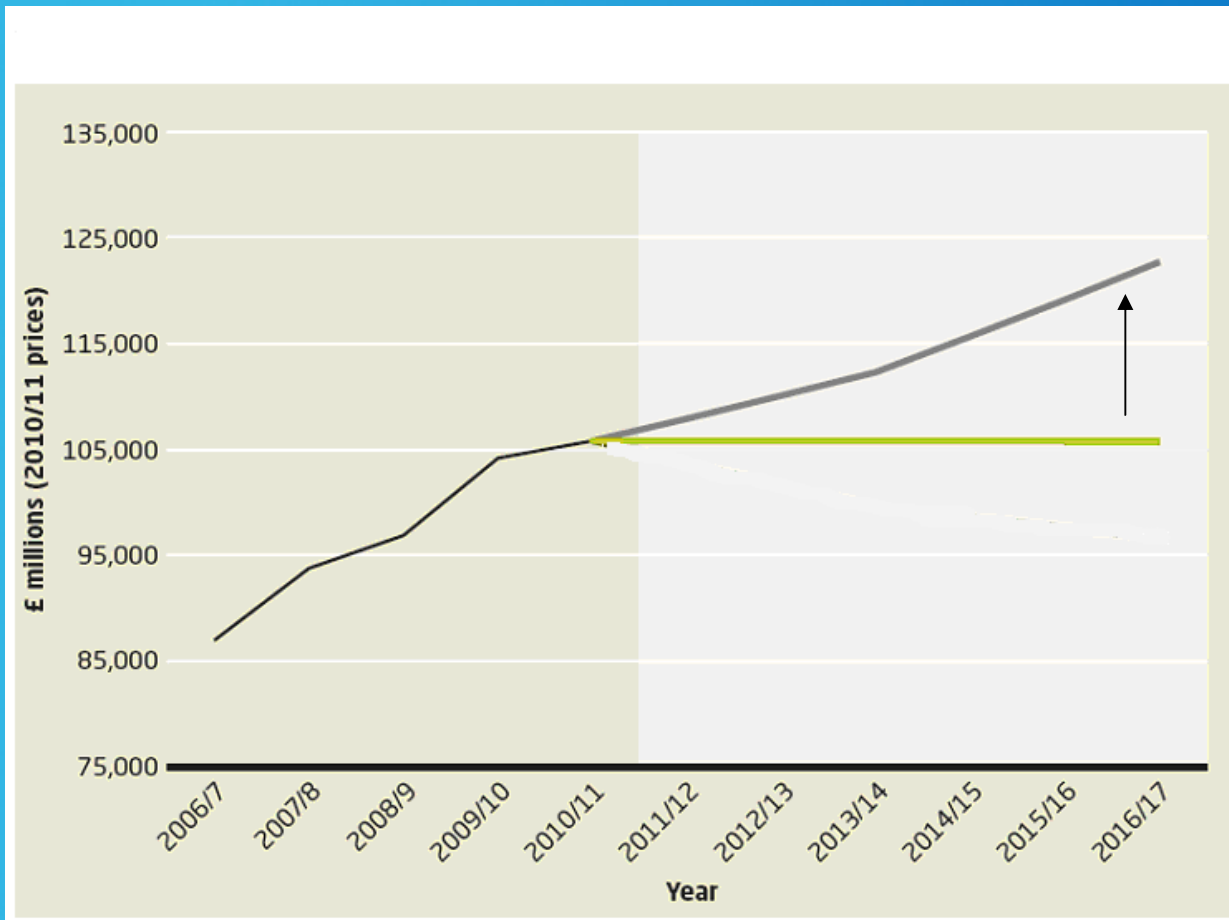


Nick Chapman

Chief Executive – NHS Direct



Challenges facing the NHS



The NHS must release up to £20 billion of efficiency savings by 2014 whilst driving up quality

Demand is increasing due to ageing population, new treatments available, higher patient expectations

What are the barriers?

- • Traditional healthcare delivery
- • Financial disincentives in the system
- • Redesigning patient pathways is hard
- • Patient voice is not strong enough

We're here.

NHS
Direct

NATIONAL PANDEMIC FLU SERVICE

The NPFS was the 1st time prescription drugs have been authorised through self assessment- online or supported by a non medical call agent

2.7m assessments completed, of which 44% were online

1.1m courses of anti-viral medication issued remotely

Reduced cross-infection

Released face to face services for more acutely ill patients

We're here.

NHS
Direct

Health & symptom checkers





We're here.



NHS
Direct

- 4.7m callers to 0845 4647 for urgent care advice and health information
- 5.4m users of health and symptom checkers on-line

Combined impact:

- Consistent over 90% patient satisfaction
- 1.1m saved A and E visits
- 1.6m saved GP appointments/contacts

We're here.

NHS
Direct

Mobile devices and applications



Since 1st June 240,000 people have downloaded our new free apps, and these have been used 850,000 times

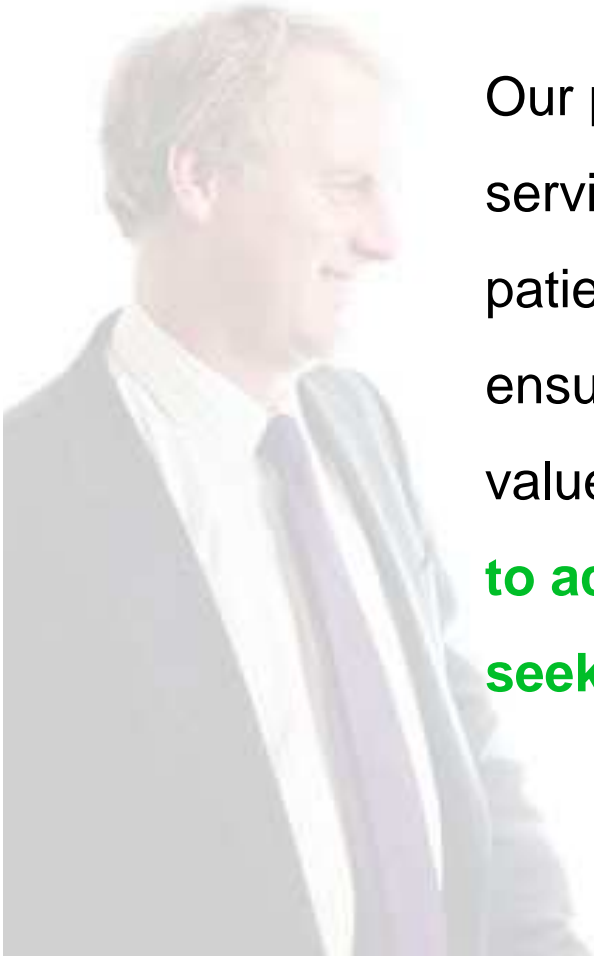


We're here.



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Direct

A web first organisation



Our patients currently think of NHS Direct as a telephone service. We must, of course continue to be available to patients who just pick up the phone as now. But to ensure we continue to give a service that is highly valued, **we need to think about patients who choose to access us by looking on the web first, and then seek phone contact** if that is what they need.”

We're here.

NHS
Direct

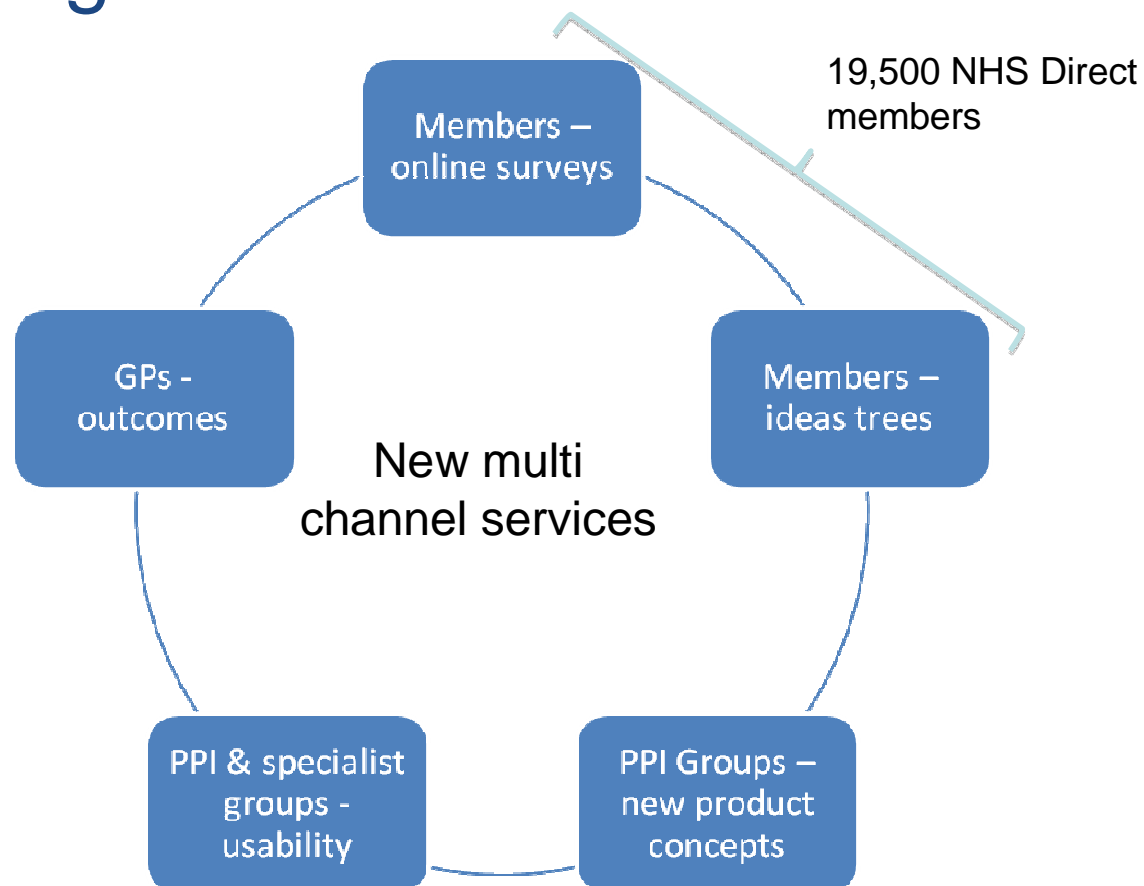
NHS Direct's multi channel services

- NHS Direct believes that the future is multi channel
- We are continuously designing new services based around patients' needs and ability
- Goals:
 - Offer support and reassurance across all channels
 - Keep the human element
 - All services are clinically supported
 - Our service is inclusive to all



We're here.

Gathering information





We're here.



NHS
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Syndication – web options

NHS Direct
format –
exactly as on
nhsdirect.nhs.uk

Ideal if you:

Are an NHS Trust

Have an NHS style
website

Have limited resource
for customising

NHS Direct format but
in plain or your own
corporate colours

Ideal if you:

Have a strong corporate
colour scheme

Want to keep
consistency in your
website

Completely integrated
in to your website style

Ideal if you:

Have a unique website

Have web programming
resource available

We're here.

NHS
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Our awards



CATEGORY WINNER – UK
Best Healthcare and Medical Site

