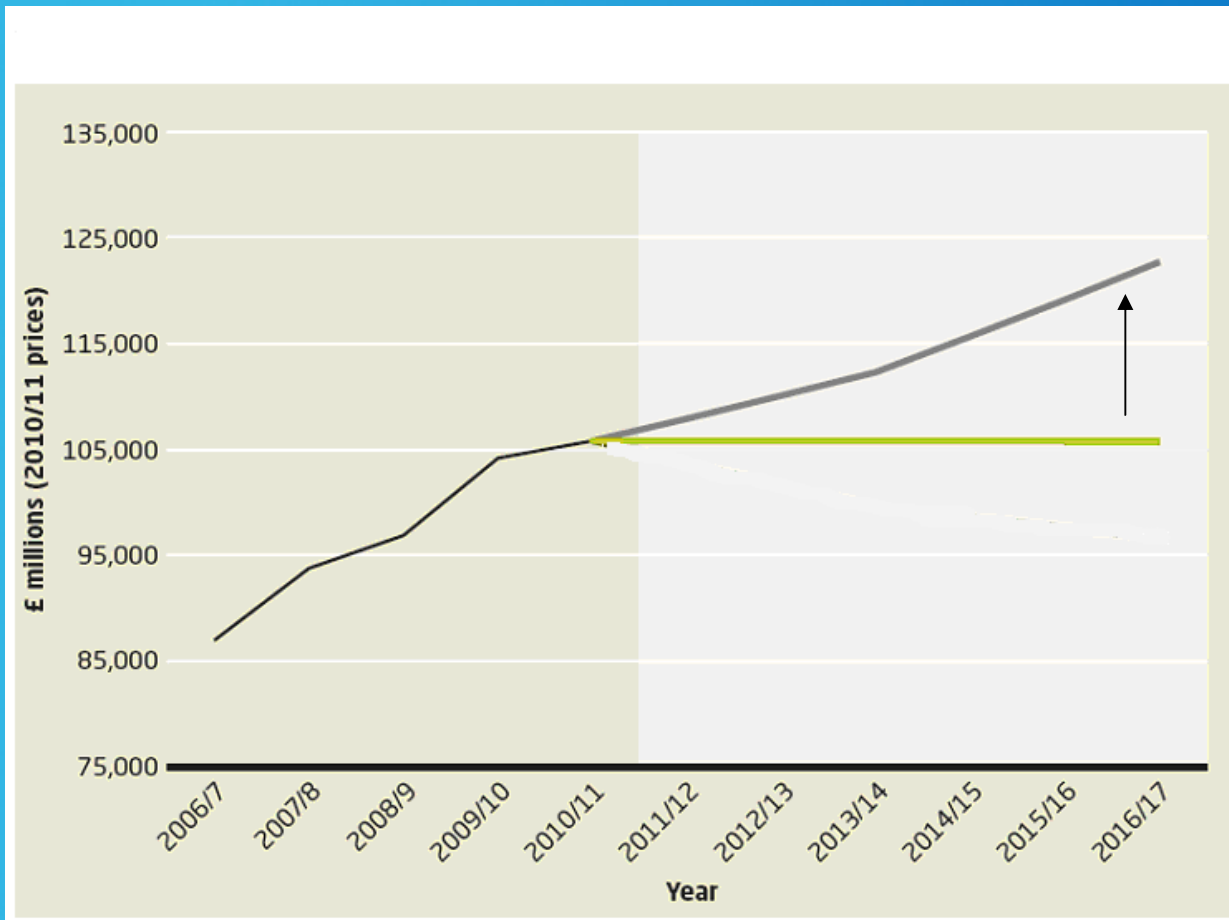


Nick Chapman

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

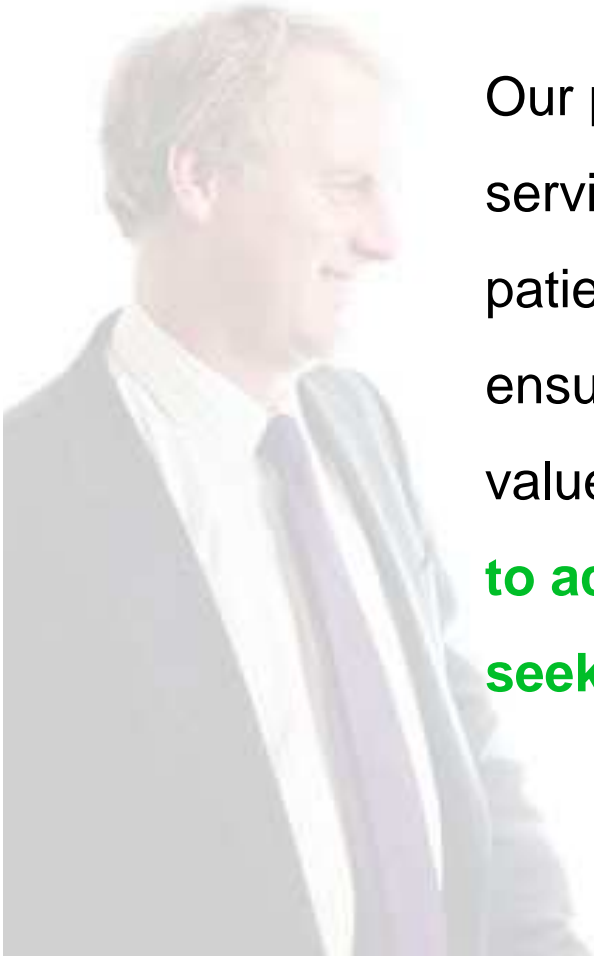


We're here.



NHS
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

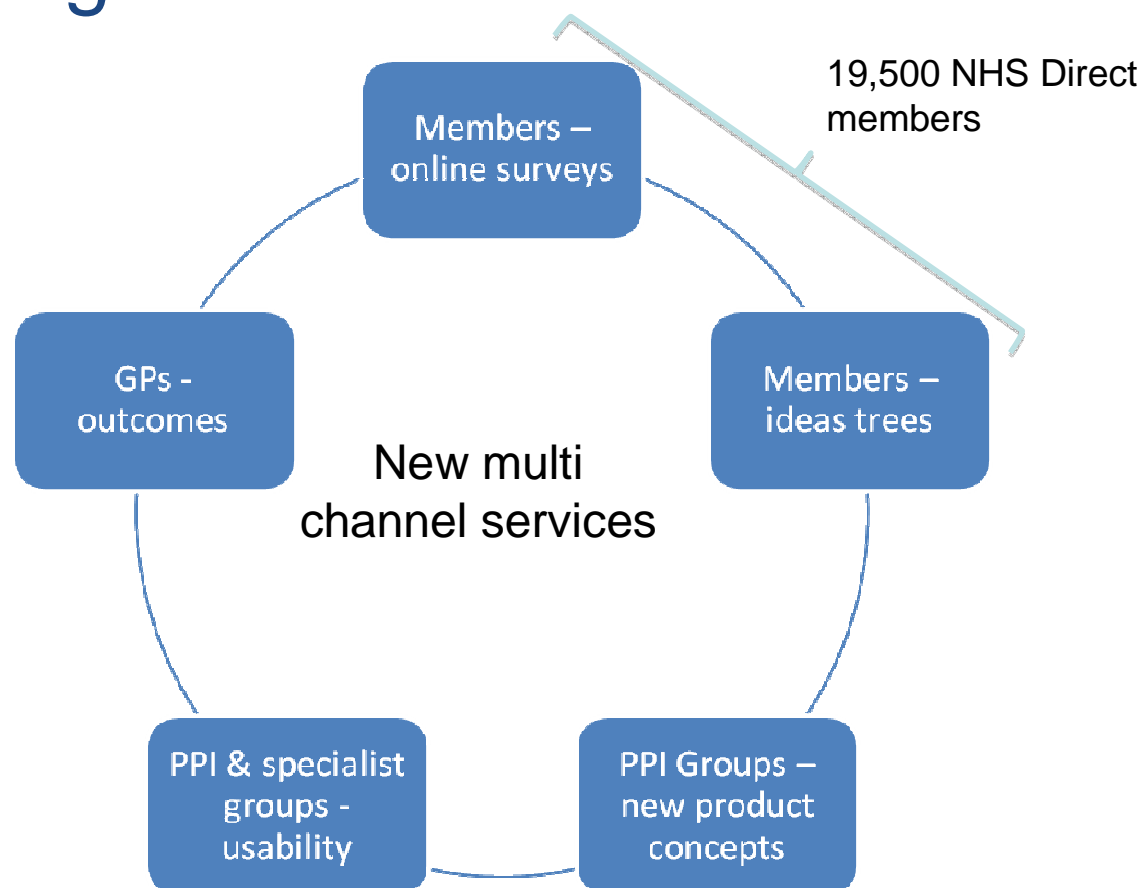
NHS Direct's multi channel services

- 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.



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
Direct

Our awards



CATEGORY WINNER – UK
Best Healthcare and Medical Site

