



CASE STUDY

## How digital has enabled patients to access the right support at the right time

NHS Rotherham Clinical Commissioning Group

# Background

NHS Rotherham CCG are responsible for making sure that the people of Rotherham have the health care services they need. There are 29 GP practices in Rotherham, who are all members of the CCG. The CCG also works with a range of providers to make sure that health services meet the needs of local people. The main providers for Rotherham are Rotherham NHS Foundation Trust, Rotherham Doncaster and South Humber NHS Foundation Trust, Sheffield Teaching Hospitals NHS Foundation Trust and Rotherham Metropolitan Borough Council.

**“With increasing demands on GP practices and patient expectations to be able to manage their health in the same way they manage banking or shopping, there was a clear need to implement an easy to use app for patients to better manage their health.”**

Dr Richard Cullen, Chair  
NHS Rotherham Clinical Commissioning Group



# Approach

The Rotherham Health app was set up, working in partnership with Substrakt Health. The app guides patients to book appointments 24/7 with the most appropriate clinician and enables secure access to patient records and the ability to manage medication through a repeat prescription service without having to visit their GP Practice.

## KEY BENEFITS:

- Improving access to local health services
- Makes the best use of clinicians' time
- Reduce unnecessary administration
- Reduce DNA's
- Improve medication management
- Enhance patient experience

## **Creating a patient online platform**

Rotherham CCG wanted to use digital health technology to empower patients and make it easier for clinicians to deliver high quality care, thus enabling patients to seamlessly navigate the health care system to get timely care, first time and with the right clinician. Substrakt health partnered with Rotherham to ensure their Patient Pack® online consultation app was effectively localised, and NHS branded to best meet the needs of patients and services in the region.

## **Enabling better use of clinical time**

The Rotherham Health app enables individual practices to define specific roles across the health care professionals available so that patients can navigate to the most appropriate individual for help within the practice. The app uses an indemnified symptom checker that signposts patients to the most appropriate clinician and then makes it easy for them to book an appointment in the most convenient way for them, whether that is face to face, by telephone or by video for consultation.

## **Secure patient record access**

It was crucial that all patient data remained secure, so the app uses two-step security authentication and fully integrates with the primary care system, System One to enable full read and write back capability to the patient record.

## **Effective communication**

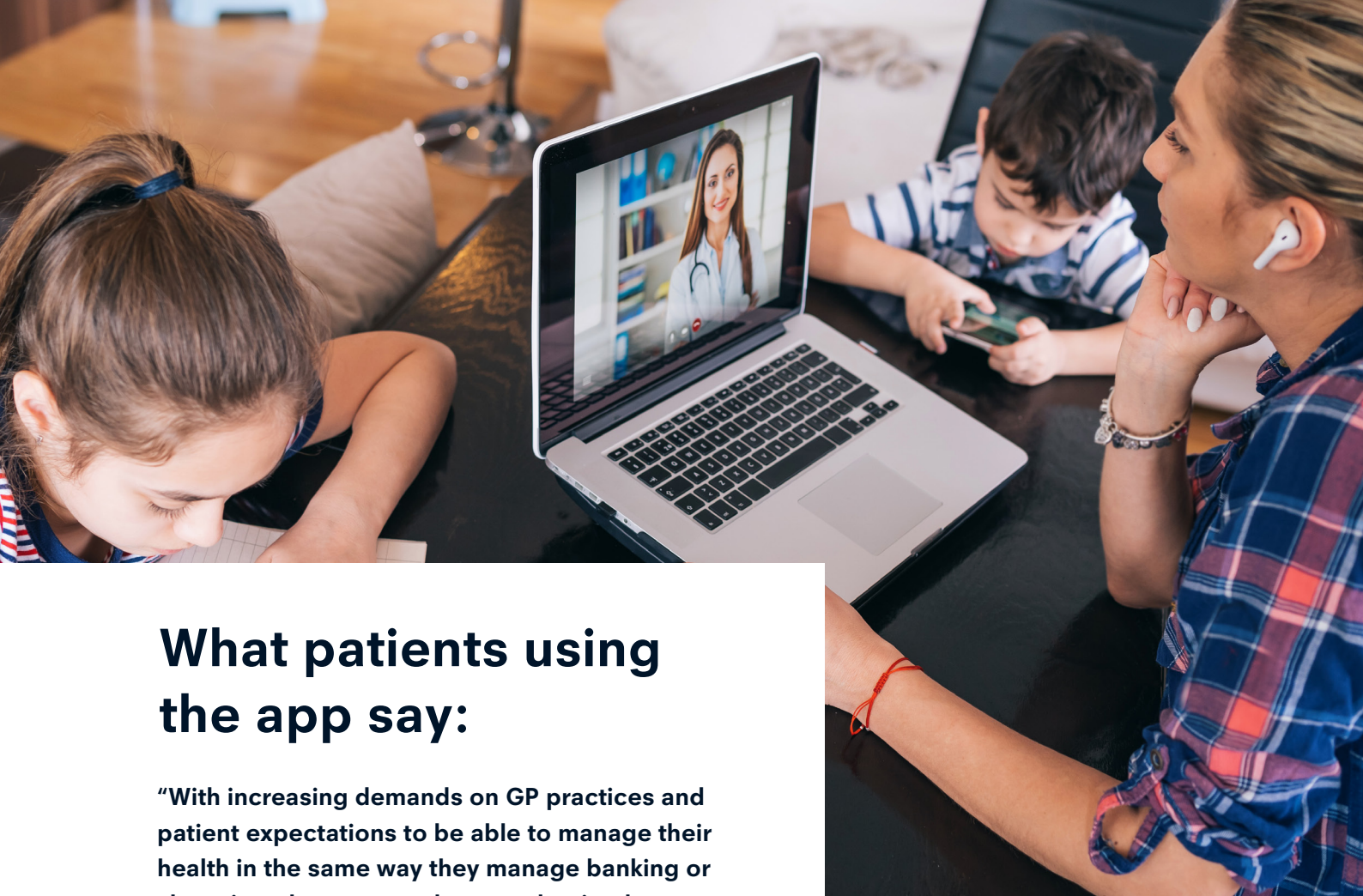
The solution provides automatic appointment reminders, targeted health campaigns and appropriate health assessments through the app or via SMS to ensure faster and lower cost communication to relevant patients. This support personalised patient engagement and empowers self-management based on their health needs.

## **Ensuring clinical engagement and patient activation**

Substrakt Health worked collaboratively with key stakeholders within Rotherham CCG to ensure strong engagement and project management processes were adopted to effectively implement the Health app. This included a programme to raise awareness, support training and drive adoption of the app through GP practice staff members, along with appropriate marketing materials for use in the practice to encourage patient registration and activation.

## **Working across the wider health economy**

The Rotherham Health app has the ability for patients to book outpatient appointments online and automatically receive targeted health advice and information based on their personal record to further improve health outcomes. Most recently, we added the ability for patients being treated for cancer to complete a pre-appointment questionnaire before attending their appointment, reducing the time spent in a hospital setting.



## What patients using the app say:

**"With increasing demands on GP practices and patient expectations to be able to manage their health in the same way they manage banking or shopping, there was a clear need to implement an easy to use app for patients to better manage their health."**

Emily Crock  
Rotherham Patient

**"The impact of the use of the app on the surgery is great. We have seen a reduction in telephone calls for appointments to the surgery. With over 25% of our appointments on the app and plans to increase that number, patients have access to a range of clinicians, dates and times so they can choose an appointment to suit them. The reduction in telephone calls enables the receptionists to provide a better service to all patients."**

Broom Medical Centre  
Rotherham GP Practice

## Results



**200,000**  
Patients



**29**  
GP Practices

To learn more please contact us at [info@substrakthealth.com](mailto:info@substrakthealth.com)