

# discover digital

Discovering  
Digital for health  
and wellbeing  
with the public

Sharing experiences  
of Scotland's first  
week of public-facing  
engagement events  
around digital health  
and care



A Health and Social Care Alliance Scotland report





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# Foreword

We now live in a world that is increasingly digital, as services and transactions are moving into the online sphere. The transformational impact of this is high on the agenda of both the Scottish Government Technology Enabled Care programme and the Health and Social Care Alliance Scotland. However, we cannot emphasise strongly enough the importance of keeping people at the centre of these developments, especially when they concern our health and wellbeing.

We believe that co-production and open conversations will be instrumental to ensuring that the Scottish Government's Digital Health and Care Strategy is carried out in alignment with its principles of 'enabling, connecting and empowering'. Only through partnerships such as the one demonstrated by the 'Discover Digital' initiative will we be in a position to ensure that the voice of lived experience to be in the driving seat of its implementation.

'Discover Digital' was just one aspect of the work being carried out in support of the Strategy. Through our extensive partnership, we strived to create an environment where experts and project leads from across sectors could meet and cross-pollinate ideas, alongside citizens. We have gained valuable knowledge of what works well (as well as what does not) when trying to engage with the public. We have trialled new outreach methods and we are hereby publishing our learning in this report. Our efforts rewarded through the participation of people with long term conditions, carers, families, children, young and older people and members of BME communities across our 5 events.

We think that 'Discover Digital' should carry on. To maintain momentum, we must keep the links we have forged with partners, collaborators and the general public active and we look forward to our next edition of Discover Digital: tools for self management and care.



**Margaret Whoriskey MBE, Head of Technology Enabled Care and Digital Health Care Innovation, Scottish Government**

*Margaret Whoriskey*



**Prof. Ian Welsh OBE, Chief Executive, Health and Social Care Alliance Scotland**

*Ian Welsh*

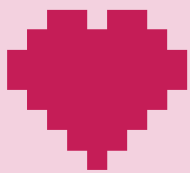
# How to read this report

This report sets out the aims of 'Discover Digital' and presents the learning that was gathered from the events.

'Discover Digital' served two overarching purposes:

- > to engage the public in activities related to digital aspects of health and social care and
- > to surface, through the ensuing conversation, what people thought were on this subject.

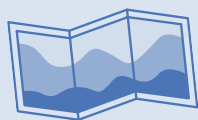
As a result, we have uncovered and included in this report different lessons, marked as follows:



The ALLIANCE's recommendations regarding public engagement on the topic of digital health and care. If you are a community engagement worker or are looking to organise similar events, you are more likely to be interested in these. They are marked with the heart symbol and highlighted in dark pink.



Outcomes and recommendations regarding future digital health and care developments, derived from the public's needs and wants, as discussed at the events and workshops. If you are a clinician or other type of health and social care professional, you are more likely to be interested in these. They are marked with the 'light bulb' symbol and in moss green.



Some of the workshop summaries are followed by a '**resource**'. This is to raise awareness of potential solutions already available, marked in blue and through the 'map' symbol.

In the middle of the report, you will find a chapter called **#PeopleAtTheCentre: Digital Discoverers**. To keep in line with our commitment to person-centredness, we decided to bring together these 4 stories that people have submitted to us in the run up and after Discover Digital. They are everyday examples of how people use different tools for their wellbeing and the impact this has had on their lives.

# Summary

## We know digital innovations help us to live better and healthier.

But innovation should always be designed with people, for people. It is important however to ensure that the 'us' in the sentence above truly means all of us: regardless of age, background and ability, we all have the right to live well. And as a consequence, we all have a right to access the technology that can help us live well.

Using technology to help people live better and healthier is high on the agenda of the Scottish Government and Local Government. This is evidenced by the publication of a 'Digital Health and Social Care Strategy' in April 2018, as well as the annual 'Digital Health and Care' week taking place every year in November. The latter consists of several events for professionals across health and care sectors, as well as academia and industry, to learn more about what is currently happening in the field in Scotland, the UK and internationally and share their experiences.

There has always been a desire and different attempts to allow people to have a say in these developments. The Strategy, for example, has been informed through the 'Our Voice' Citizen Panel and included a public consultation element. As everyone can benefit from using digital services for their wellbeing, everyone should be able to help shape them.

However, in order to widen the conversation even further, the Health and Social Care Alliance Scotland (ALLIANCE) was invited by the Digital Health and Care Week Steering Group to organise 'Discover Digital: for your health and wellbeing'. This was a week of events for the general public that was framed more like a culture or science festival than a conference. This way, we sought to create opportunities for attendees to learn about digital tools and their uses for health and wellbeing, as well as share their views, in an immersive, hands-on environment.

We adopted a partnership approach to support and guide our work. We had support from the

Scottish Government, Local Government, NHS 24, NHS National Services Scotland, BCS Health and Care Scotland and the Digital Health and Care Institute, in addition also to the Dundee Science Festival. This resulted in a busy programme, with 5 events taking place on 5 different days, aimed at people of all ages from different backgrounds.

The events ranged from demos of available technology to workshops to discuss topical themes, such as "data" and "accessibility". The public had opportunities to give their opinions, come up with new ideas and learn more about what is already out there. This report sums up these findings and suggests possible approaches going forward.

'Discover Digital' was the first event of its kind in Scotland and the core message we wanted to transmit was that digital is for everyone. There is no one-size-fits-all, however, and therefore it is important for different voices to be heard and listened to. To open this conversation, we had to learn to leave behind technical terms, jargon and mystery acronyms and stick to a simple call to action: come along and discover digital for your health and wellbeing.

Moving forward, we want to build on this experience and expand our offer to include more opportunities for members of the public to become meaningfully involved. Moreover, we want to make it clearer how people can become active players in this field and become champions for digital to support wellbeing. Based on our experience of running the events in 2018, in 2019 'Discover Digital' will return, bigger and better, to explore the theme of: self management - how can we best harness the power of digital to look after our own wellbeing?

To keep updated, please follow our twitter page [@DHCscot](https://twitter.com/DHCscot) or email us at [DHCscot@alliance-scotland.org.uk](mailto:DHCscot@alliance-scotland.org.uk) and let us know you would like to join our mailing list. We will announce the date of 'Discover Digital: tools for self management and care' in April 2019.

# 1 Why 'Discover Digital'?



## National Context: Scotland's Digital Health and Social Care Strategy

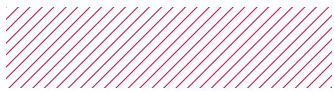
Scotland's ambitious '**Digital Health and Care Strategy: Enabling, Connecting, Empowering**' was launched in April 2018. It is an accessible document which recognises that digital must be "central, integral and underpin the necessary transformational change in services in order to improve outcomes for citizens".<sup>1</sup>

This focus on '**outcomes for citizens**' is what helps guide us towards a vision where people are in control of their health and wellbeing, with digital tools serving a core function to achieve this: "as a citizen of Scotland: I have access to the digital information, tools and services I need to help maintain and improve my health and wellbeing."<sup>2</sup> Digital products and services offer many opportunities to empower people, if they are genuinely co-designed: "If we are to truly transform how we deliver health and care, our citizens and front-line staff need to be involved from the very beginning for any service redesign".<sup>3</sup>

The ALLIANCE is cited as a 'key national delivery partner' in the strategy. Our Digital Health and Care programme is funded by the Scottish Government to facilitate third sector and citizen participation, as well as to help drive innovation.



1, 2, 3 Scottish Government, Digital Health and Social Care Strategy:  
<https://www.gov.scot/publications/scotlands-digital-health-care-strategy-enabling-connecting-empowering>



## Digital Health and Care Week

Over the past three years, Scotland has hosted its annual Digital Health and Care Week in November. The week is organised by a Steering Group chaired by the Scottish Government including representatives from NHS 24, the Digital Health and Care Institute, Local Government Digital Office, the ALLIANCE, Coalition of Care and Support Providers in Scotland and BCS Health and Care Scotland.

In collaboration with national partners, the group brings an interesting week of national events centred around digital health and care. The main event each year is a national conference, which provides professionals across sectors with an opportunity to hear about new developments in policy and practice in Scotland, elsewhere in the UK and drawing on international evidence and experience. This event is very well attended; however, its content and format is not set out in a way that would appeal to and engage members of the public.



## The case for a public-facing week

The Digital Health and Care Steering Group proposed extending the remit and format of the conference to include a separate linked public facing event. Such an event, aimed at the general public, would help the organisers engage with this audience and raise awareness of digital developments undertaken in the Scottish health and care sector.

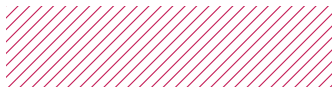
The ALLIANCE representatives on the group took on the task of implementing this suggestion, which eventually evolved, through further discussions and engagement into a broader set of activities:

‘Discover Digital: for your health and wellbeing’, a week of events in Dundee and Glasgow between 21 – 26 October. The initiative had 3 main aims:

- To increase public awareness of what is available in terms of digital health and care services and support;
- To allow the public to participate in conversations around new initiatives;
- To enable policy and project leads to hear first-hand what the public think about a range of services.







## Understanding digital health and care

'Digital health and care' can mean different things to different people. There are various technologies that fall under this term: booking online GP appointments, repeat prescription orders, personal wearable technology, advanced medicine, hi-tech medical equipment, and the list goes on. The technology is there, in abundance, but it must work *for people* by putting *them* in the driving seat towards *their* wellbeing goals.

To help us make the public aware of these different meanings, we planned an immersive event, with clear themes, that was forward looking. Using the format and language of a culture and arts festival, we aimed to appeal to the general public including families, young people, carers and BME groups, among others.

This also helped us focus the week's activities on showcasing relatable and interesting digital support and services across the public, private and third sectors that are already – or are becoming – publicly available. Attendees were provided with the opportunity to tell us what mattered to them and what resonated with their own experiences.



## What happens next

The feedback and stories gathered through 'Discover Digital' have given us a flavour of what a sample of the general public thinks about digital health and care and an indication of the level of interest in the topic. We have committed to take these initial insights forward, through the leadership group and beyond, to inform the implementation of the Digital Health and Care Strategy as well as future developments.

Moreover, we believe that this is just the start of a very important conversation. We will continue to create opportunities for people to engage with digital technologies for wellbeing. We hope this will act as the foundation on which we will build a network of public participants to inform digital health and care development in the future. So 'Discover Digital' will return bigger and better in 2019, when we will seek to explore the theme of digital and self management in more detail.



## Leadership group

The ALLIANCE organised and managed the events, as well as chairing the meetings of the Planning Group.

The initiative was co-funded by the ALLIANCE in partnership with the Scottish Government (TEC Division) and sponsored by NHS 24, Local Government Digital Office, NHS National Services Scotland, BCS Health & Care Scotland and the Digital Health and Care Institute (DHI) Scotland.

The full list of partners and collaborators can be found in the Acknowledgements section.



# 2 'Discover Digital'

'Discover Digital' took place between 21-26 October 2018. It was Scotland's first week of events to explore how we might live better and healthier with the help of technology. The events were open to people of all backgrounds and ages. By showcasing a mixture of everyday tools, apps and specialist tech, we wanted to inspire people to think differently and to discover how Scotland's healthcare is transforming to digital across sectors.

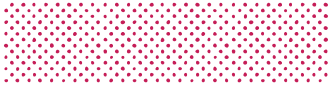
The week consisted of 5 events. It launched in Dundee on the 21st October with the **Dundee Showcase** (a light pop-up exhibition) and then continued in Glasgow with three workshops and another, larger, **showcase**. The workshops explored the ways in which technology can support people with their help and wellbeing in more detail:

- **Your health stories and how tech might change them.** A workshop ran by Product Forge to map health stories for their upcoming Digital Health Product Forge.
- **Healthcare and wellbeing data: the art of the possible.** A demonstration from the Digital Health and Care Institute (DHI) that explored how data could look over the next 2-3 years.
- **Does digital work for everyone?** An event led by NHS 24 invited speakers from Age Scotland, Deaf Scotland, SCVO and Scottish Government to discuss the challenges people living in our communities may have with 'digital' services.

The two showcases were mainly demonstrative, presenting the public with some digital tools and resources and creating opportunities for direct feedback. The workshops were exploratory, looking at the issues in specific areas and devising potential solutions.

All 'Discover Digital' events were free to attend and wherever possible the ALLIANCE provided additional support to enable participation.





## #PeopleAtTheCentre: Digital Discoverers

Before diving into sharing lessons from the week, we would like to invite the reader to find some stories from people who helped us promote this initiative. We invited them to share, in their own words, how technology helps them keep well and happy on a daily basis. These are extracts from our Digital Discoverers' contributions. Read the full stories at [www.alliance-scotland.org.uk/blog/opinion](http://www.alliance-scotland.org.uk/blog/opinion).

### Tell us a bit about yourself

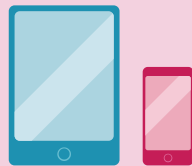
I'm Grant Reilly, a Type 1 Diabetic, Chartered Marketer and communications professional with a passion for branding and creating engaging content that adds value and has a positive impact on society.

I am Stephen Morrison, aka **HowManyMiles**, a plus-sized and middle-aged fitness and travel blogger, physical activity and active travel advocate and, gadget geek.

I am also a step-dad to two teenage boys, so keeping ahead of digital technology, attempting to reduce their screen time and trying to keep them active is a daily challenge.

### Three ways in which you use digital tech to look after your health / wellbeing

- > UnderArmour Record app to track all my workouts on a daily basis.
- > MyFitnessPal app to track my nutrition to ensure that all my macros are tracked in line with training programmes.
- > The freestyle libre constant glucose monitoring system, which links with my phone to get a constant review of my blood glucose levels. This allows me to take responsibility, hold myself accountable and make informed decisions about my diabetic care to minimise/prevent any long-term effects.



- > The simplest tech I have is also the one that changed my life. The pedometer. For me, as a user, one key aspect of any developing tech is its ease of use. For adoption, simplicity trumps complexity.
- > At the centre of everything I do, there is an app called Garmin Connect. It connects to the gps watch on my wrist and the Garmin smart scales in my bathroom. I can track my steps, my speed, my cadence, my heart rate and VO2 max (basically how efficient my lungs are) in addition to my weight, body fat percentage and food intake via MyFitnessPal.
- > My Vitality app is something I cherish. I "earn" free cinema tickets, discounted running shoes, bikes and gym membership while it encourages me to set goals. 12,500 steps is my daily target.

### Aspects of 'Discover Digital' that you are most excited about

It looks an amazing week of free events but I'm most interested in the free drop in event at the Glasgow Science Centre, where you will get the chance to meet and interact with a number of stakeholders with some great new digital technologies.

The DHI are the lead partners on the following event, which will challenge us to imagine the future and what role smart technologies might play in our lives by 2020.

Our children live in a digital age and if they are to see a ripe old age, we need to engage them in their worlds, both virtual and real.

Showcasing apps, games and technology that can improve our health and our healthcare systems appeals not only to the health and fitness blogger, but also the NHS patient and blockchain enthusiast. Imagine using smart contracts to store and swiftly transfer patient data or to chart the movement of blood products from donation to transfusion.

## Tell us a bit about yourself

My name is Paul Moore. I'm a father of four girls and grandad of two grandsons.

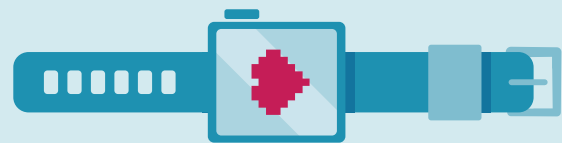
I'm also recently a peer volunteer with RAMH (Recovery Across Mental Health), supporting service users from the local library access the resources in their community that will help with their mental health.

My name is Anna Sort and I'm a nurse, entrepreneur and gamer.

I've loved videogames since I was 5. I liked helping people too, so I decided nursing was my career. I never thought the two of them could come together, until I had a personal experience that made me rethink my career path and my contribution as a nurse to improve people's life.

## Three ways in which you use digital tech to look after your health / wellbeing

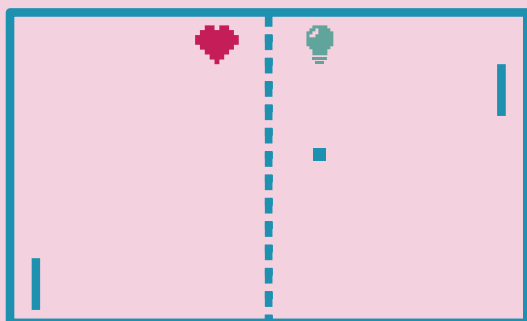
- > I use my laptop to access my Open University course. I do this as it helps me with my mental health, plus I'm learning more about health, wellbeing and social care.
- > I use my iPad to keep in touch with members of the mental health group I'm part of. There are no health professionals, but we all live with mental health issues and we support each other with our own lived experience. We have 402 members and growing.
- > I use the internet to access apps. I do a lot of research for my degree course and for my own benefit, so I have a better understanding. And maybe I can go on helping others, who don't know about self management and put it across how they can use their phone, iPad and laptop to access the information that is going to help their recovery.



- > I have a smartwatch and a device that tracks your sleep, as I thought I was never going to be able to sleep with something on my wrist.
- > When I'm most under pressure I keep up a calorie counter or similar app because I know I tend to overeat.
- > I have tried to use a gym app, but not a fan of those yet. However I do use YouTube to tune in with my favourite yoga teacher ever, Adrienne.

## Aspects of 'Discover Digital' that you are most excited about

I'm really interested in Discover Digital: For Your Health and Wellbeing on the 24th October and see what's really out there and what works.



I think discovering is great, but I think it's even more fascinating changing paradigms of the old and the "we've always done it this way" by asking the boldest and silliest 'WHY's.

Also using current technologies that are SUPER obvious in one area into another area, where it was never thought it could work or actually benefit from.

# 3 Findings and stories



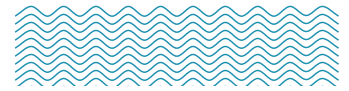
The 'Discover Digital' events booked out in advance\* and throughout the week we had quality face to face engagement with well over 500 members of the public. We welcomed people with long term conditions, carers, families, children, young and older people, and BME communities who engaged in conversations around how technologies might benefit their health and wellbeing, today and in the future.

In general, there was good to very good feedback, with all events having received average scores between 4.1 and 4.7 (out of 5) from participants.

\* The only event which did not see great uptake was cancelled two weeks prior to 'Discover Digital'. More on this is in Chapter 4 under 'Outreach and Marketing'.



# The Dundee and Glasgow showcases



Dundee

Event Score: 4.2 / 5

Glasgow

Event Score: 4.2 / 5

## Overview

The two showcases aimed to be hands-on, immersive pop-up exhibitions of digital technologies for wellbeing.

The Dundee event was envisaged as a launch and introduction to 'Discover Digital', part of the 'Dundee Science Festival'. The format was that of a scaled-down version of the Glasgow showcase to provide those living in Dundee with a chance to experience similar innovations. The Dundee Science Centre's permanent medical exhibition was a fascinating setting to complement this activity.

The mirror event at the Glasgow Science Centre offered the public an opportunity to interact with 18 different stalls and exhibitors from across sectors, as detailed in the **full programme**.

**“Great for all ages – 3 years, 6 years, 12 years”**

**“Not much technology to help with future living requirement – expected more on healthcare wellbeing, possibly technology to help live independently”**

## Dundee exhibitors:

SoundPlay Dome

Cyrenians SCCR

Pocket Sized Hands

National Theatre of Scotland



## Glasgow exhibitors:

Cyrenians SCCR

Pocket Sized Hands

National Theatre of Scotland

The Scottish Fire and Rescue Service

Roar: Connection for Life

Alzheimer Scotland

Glasgow Centre for Population Health

NHS Highland

BCS Health and Care Scotland

NHS National Services Scotland

NHS 24

Attend Anywhere

Computerised CBT

Home and Mobile Health Monitoring

NHS Inform

ALISS

The Digital Health and Care Institute

Google Digital Garage

## What worked well

### Outreach:

Both showcases attracted the broadest audience that we have engaged with so far, including a number of seldom heard groups such as the elderly, unpaid carers and BME groups. The events were described as successful family or community days out and suitable for people from a range of backgrounds. The Dundee launch was a light introduction to new ways of thinking about wellbeing. Throughout the day there was a large turnout of parents with young children, this being the busiest day of the 2018 edition of the Dundee Science Festival.

### Variety:

At the Glasgow Showcase, a large percentage of the feedback referred to the good range of exhibitors and the amount of new information attendees had access to. The points repeated time and time again by our partners, collaborators and visitors referred to the quality of the conversations that the event had inspired and the range of people it reached.

### Interaction:

Attendees were invited to take part in a Bingo game whilst visiting the stalls (see figure 1). Full rows or columns offered the chance to enter a prize draw. This meant that we were able to incentivise engagement across the stalls, making sure that our exhibitors were getting good footfall and the type of engagement they wanted.

## What participants took away from the event:

**“NHS Inform – didn’t know about it but will use it”**

**“Knowledge that I did not have before”**

**“A greater understanding of some of the great innovations I’ve only heard of in passing”**

**“Ideas for own service delivery”**



## Benefits to exhibitors:



### What could be improved

#### Communication:

A few exhibitors did not show up to the event in Dundee. Better communication between the ALLIANCE, Dundee Science Festival staff and exhibitors might have mitigated or prevented this from occurring. Furthermore, some activities had to be booked by attendees on arrival and were limited in availability. As a result, the day only covered a thin slice of the range of digital innovations available. This resulted in varying levels of satisfaction with the event and even pronounced dis-satisfaction in a couple of cases.

#### Exhibition space:

Because of the nature of the ticketing system at the Glasgow event, there was a constant stream of people attending from 10am to 3.30pm. Stands were therefore constantly busy, which was a positive. However, the event was also very busy and perhaps a larger floor area could help distribute the audience better.

#### Interaction:

While both showcases were good introductions to the topic, it was unclear what attendees could do after the event to stay involved.

**“We have greater understanding of the needs and priorities of service users”**

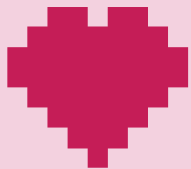
**“The type of team building I get from these is invaluable. Particularly being in the Highlands to see that people in the central belt are interested in our work really help build morale”**

## Outcomes



### Findings from the Bingo card:

- 5 out of 6 people prefer digital, self-paced training to ‘in-person’ classes.
- 94% of people would be happy to use remote monitoring. The rest were unsure.
- The average score for the NSS question was 4.5 (out of 5), indicating a tendency to trust the ability of tech to support our lives and wellbeing.



### Engagement:

- 186 people who booked free tickets through us attended the Dundee event. There was additional footfall through the Dundee Science Centre.
- The Glasgow event drew 165 people that booked tickets through us, with an additional 100 people walking in from the day’s wider Science Centre footfall.

These numbers suggest that there is value in engaging people in agenda-free, fun-filled, family-friendly spaces, as well as an interest in digital wellbeing. Exhibitors at the Glasgow Science Centre event estimated they have each engaged with between 60 – 100+ people. Some partners have referred to their interactions as ‘mini focus groups’, which will help them shape their services and products in the future.

### Networking:

- Over 40 professionals were also present, exhibiting and networking. Some noted that they themselves have learned more about the field and identified opportunities for collaboration and future work.

## Bingo card

# BINGO

### The Google Digital Garage Bus

Do you prefer digital self-paced training to in-person classes?

Circle the answer

Yes / No

### DHC - Demo Dani

What are the names of 2 Demo Dani innovations?

### ROAR

Try the ROAR VR experience and get a sticker in return

### Cyrenians SCCR

Try the ROAR VR experience and get a sticker in return

### BCS Health and Care Scotland

When was the BCS formed?

### Glasgow Centre for Population Health

Play the Higher or Lower game and get a sticker

### NHS NSS

How much could you improve your health and wellbeing through more effective use of technology of digital support?

0 - not at all,  
5 - to a large degree

Circle the answer

0 - 1 - 2 3 - 4 - 5

### Scottish Fire and Rescue Services

Find out how tech can help keep safe from fire and get a sticker

### Home and Mobile Health Monitoring

Would you be happy to use remote monitoring as part of your care to self manage your health?

Circle the answer

Yes / No / Not Sure

### Attend Anywhere

See a video consultation in progress and get a sticker

### cCBT

When was cCBT first introduced in Scotland to treat depression and anxiety?

### Pocket Sized Hands

Play 'Dish Life' and get a sticker

### NHS Highland

Try the MRI VR experience and get a sticker

### National Theatre Scotland

Experience the 'Reason I Jump' AR App and get a sticker

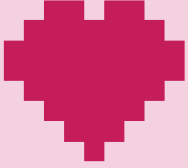
### NHS Inform

Visit the NHS Inform stall and get a sticker

### Alzheimer Scotland

Name two buildings from the Digital Highstreet

## Recommendations



### Local connections:

- › Organisations planning awareness raising events should consider locations that are outside the central belt and/or rural. If there are no direct links with such remote communities, a partnership approach should be adopted by building strong connections with a local organisation that can act as a mediator. These relationships should be given proper consideration to ensure that all parties are working towards a common vision of what the event will look like. Moreover, responsibilities should be clear to everyone involved and plenty of planning time should be allocated to allow for any slowness in communication.

### Communication:

- › Attendees' expectations should be managed through a central communication point. It needs to be clear at the point of booking what people are committing their personal time to and who the target group for the event is.

### Intersectionality:

- › Events that cut across sectors and bring together different points of view are recommended. These can give the public a larger picture idea of a complex field, as well as present them with different 'hooks' – aspects that will spark their interest and keep them engaged for longer. 'Agenda-free' venues are useful for engaging with new audiences and sparking their curiosity in a new topic.

### House keeping:

- › While it can be tempting to try and pack as much information and activity as possible in a day, consideration should be given to the comfort of all the people attending an event. Whether they are staff, exhibitors or participants, people are more likely to appreciate a well spaced out event, that allows them to engage on their own terms.

### Call to action:

- › A successful event will spark long-lasting interest for attendees. Therefore, routes to further engagement should be highlighted for those who might want to learn more or get involved in any upcoming events.

**“Great event, informative and great inclusion of general public as well as professionals with an interest”**

# Your health stories and how tech might change them

Event Score: 4.1 / 5

## Overview

This event was ran by Product Forge (<https://productforge.io>), who wanted to map common roadblocks encountered by people in their health journeys:

- How do these journeys begin and end?
- How long do they take?
- Is there enough support available at all points, through professionals, friends or family?
- Is there any technology involved?

Participants were then asked to consider the future: in an ideal world, how does this journey look instead? Can we use technology at any point to bridge this gap between reality and ideal, by solving specific problems at specific points of the journey? Attendees were grouped according to their interests and allowed to map a story of their choosing.

## What worked well

This workshop started from a blank page, with the outputs entirely dependent on participants' willingness to share their stories. Nonetheless, the facilitators quickly managed to tap into the attendees' creativity and 6 topical themes emerged: self management, mental health, pharmacy, GP registration, care after surgery and sharing children's health information. Summaries of the journeys are noted below.

## What could be improved

The structure of this event could have been more interactive. Participants noted that they wanted to share their stories as a group, but time did not allow it.



## Outcomes



The stories mapped out during the workshop have informed the Digital Health Product Forge event (21 - 24 February 2019).

## Recommendations



### Facilitation:

- Organisers should attempt to understand the audience's desired outcomes from a session at the beginning. Keeping this in mind, the running order and timings of a workshop can be adjusted to take them into account.



### Participants' solutions:

- The ideas overleaf come from members of the public with varying levels of knowledge of digital health and care. They can be seen as recommendations for future services. We tried to balance the ideas, where possible, with examples of what is already available to provide those who might consider taking the ideas forward with a starting point. We will also work to bring these to the attention of relevant organisations.

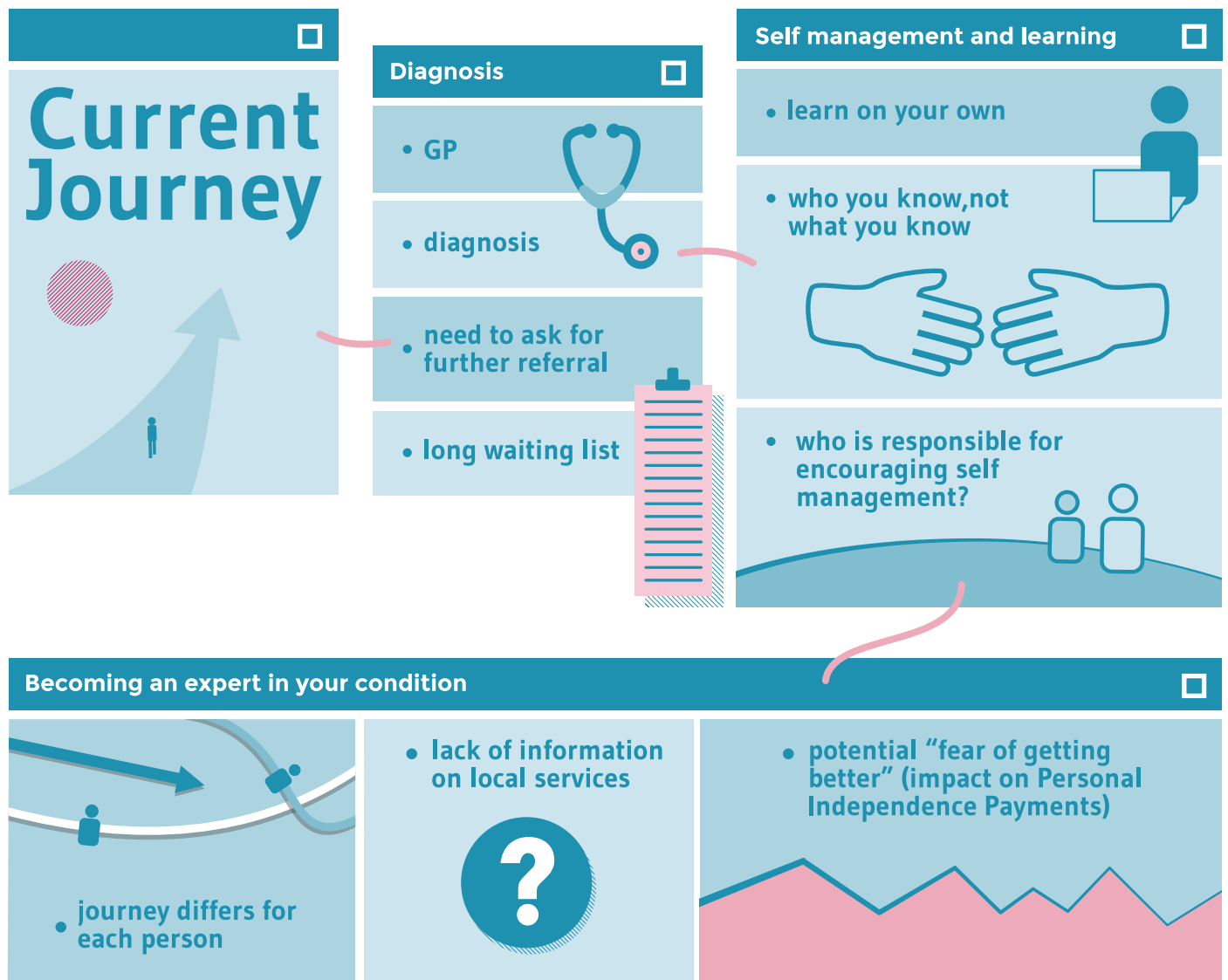
## > Theme 1: Self management

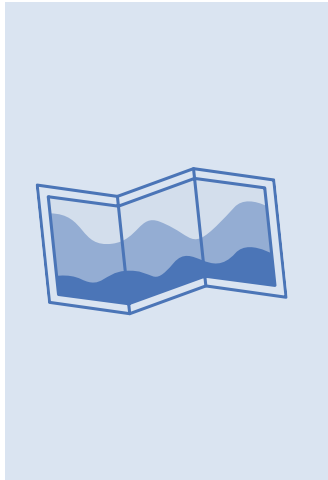
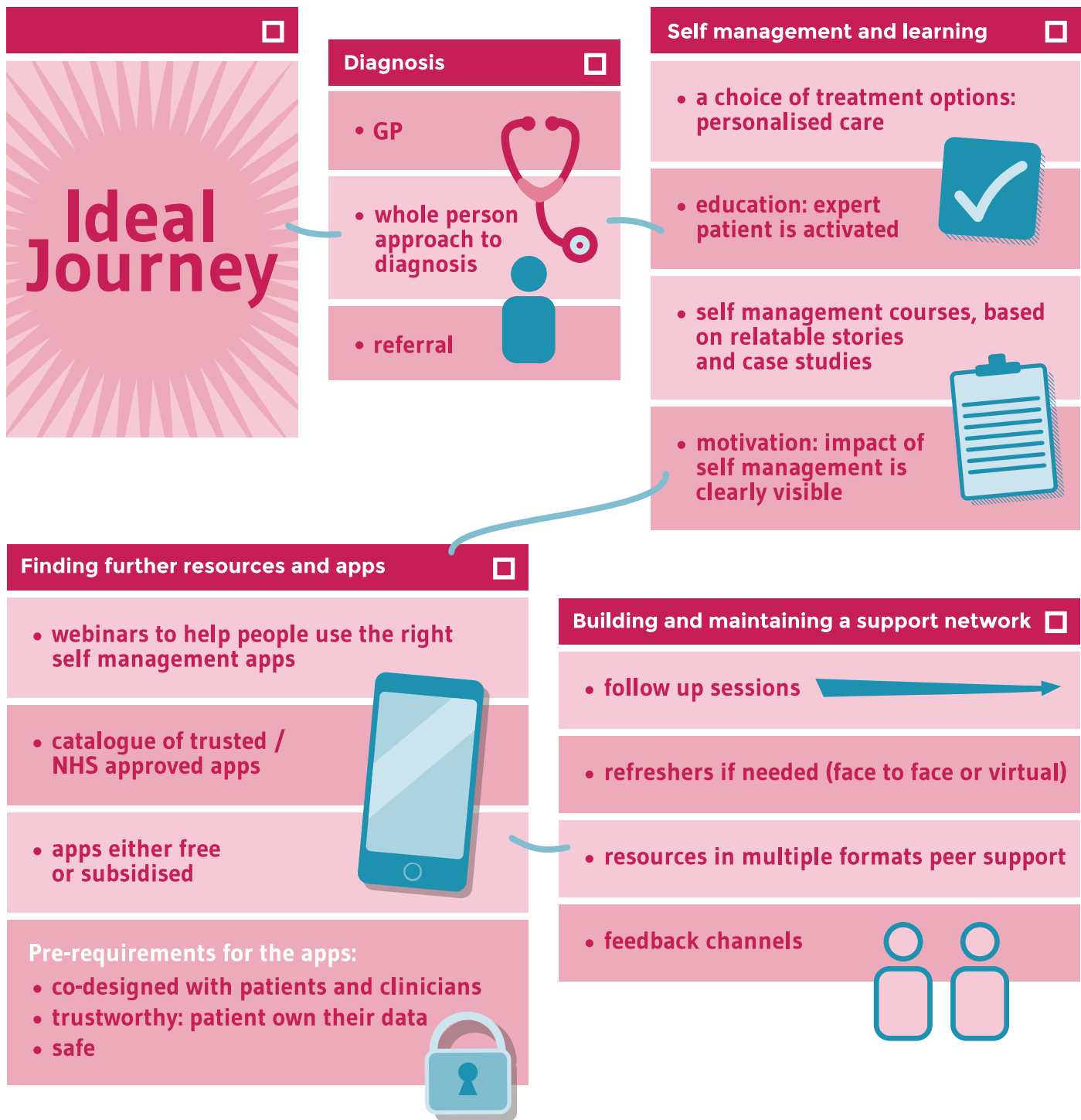
The focus of this user-journey map was on complementary, whole-person approaches to treatment. This is a way for people to access care that is tailored to them. This could potentially save the NHS funds, as people access wider support, spend less time in hospitals and take less medicine. In this vision, people are empowered to become 'experts in their condition' and choose their own treatment.



### Participants' solutions:

- > Digital courses, supported by apps, to teach self management and to shift people's thinking away from the medical model. The apps must be peer reviewed and rated by users to ensure quality and accountability.





**Resource:**

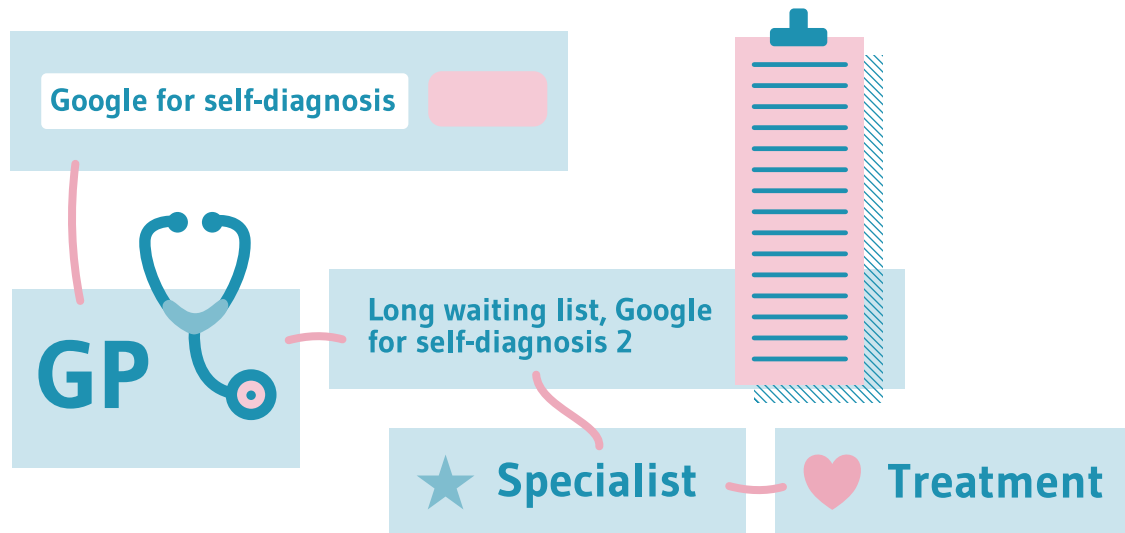
The **NHS Centre for Integrative Care** was mentioned by participants at this table: “Integrative care is [...] focused on the person, not on either the disease or a particular therapy. The intention with integrative care is to promote and enhance wellbeing, resilience, and the realisation of an individual’s potential capacities for self-care, self-regulation and self-healing.”<sup>4</sup> Whilst this was described as a useful resource for teaching self management, participants noted that the addition of digitally supported courses might enable further learning.

4 NHS Greater Glasgow and Clyde, ‘What is integrative care?’: [www.nhsggc.org.uk/patients-and-visitors/main-hospital-sites/gartnavel-campus/nhs-centre-for-integrative-care](http://www.nhsggc.org.uk/patients-and-visitors/main-hospital-sites/gartnavel-campus/nhs-centre-for-integrative-care).



## > Theme 2: Mental health

Participants who discussed the mental health theme were concerned by the long waiting times and the uncertainty affecting someone waiting for support or treatment. The journey they mapped consisted of 5 steps from initial concern to treatment:



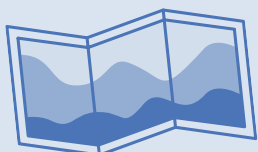
They identified 5 core issues within this experience:

- > Difficulty booking appointments
- > Long waiting lists
- > Poor communication between health services (such as GP and mental health specialist)
- > Individuals are not allowed to control own data flow, share their information or grant access to it to anyone
- > Access to specialists is often dependent on the post code lottery



### Participants' solution:

An app to keep track of an individual's appointments, progress and history. This way, the patient is aware of the process step-by-step and can control certain aspects: build a mental health toolbox, a resource library or a support network and share personal information. Another feature was tracking moods through emojis. An alternative solution was to have 'peer reviews of diagnosis online,' an idea founded on the principles of shifting power.

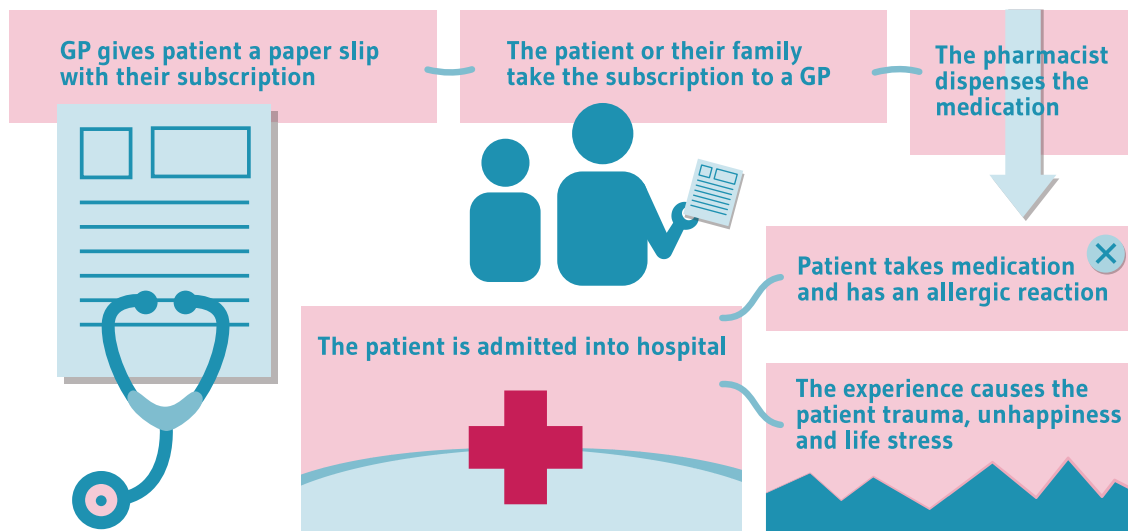


### Resource:

England's **NHS Digital app** library, currently in beta, covers an extensive list of apps related to mental health. Many of them will include elements of the idea above. However, none of them are integrated with the NHS referral system as our participants envisaged.

## > Theme 3: Pharmacy

Participants highlighted potential issues that can arise in a patient's pharmacy interaction. The problem in this journey is caused by human error at step 3: the pharmacists might change the brand of the medication without being aware of the patient's allergies.



### Participants' solution:

A smartphone app that people can use to record their allergy information and share it seamlessly with their pharmacist via a barcode. Ideally, this would also be available for international use when people travel outside the UK



### Resource:

There are two examples that are close to this currently available, one from the public sector and one from a private provider.

The former is the **Key Information Summary**: 'a collection of information about a patient extracted from the patient's general practice record. [...] out of hours services, Scottish Ambulance Service or NHS24 may use the KIS to gain more information about people they are in contact with.'<sup>5</sup> This includes information on medication, allergies and reactions to medicines.

The latter is '**MedSmart**', developed by Talking Medicines Limited. This medicine management app allows users to track their medicine and it can flag any potential interactions with other medicine or any listed allergies. While this solution does not include a mechanism for sharing data with pharmacists, the users themselves can be empowered to manage and communicate any potential adverse reactions themselves.

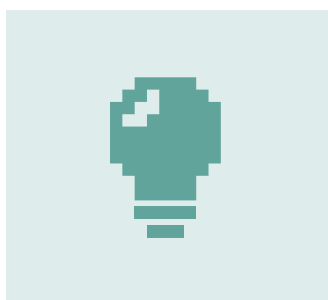
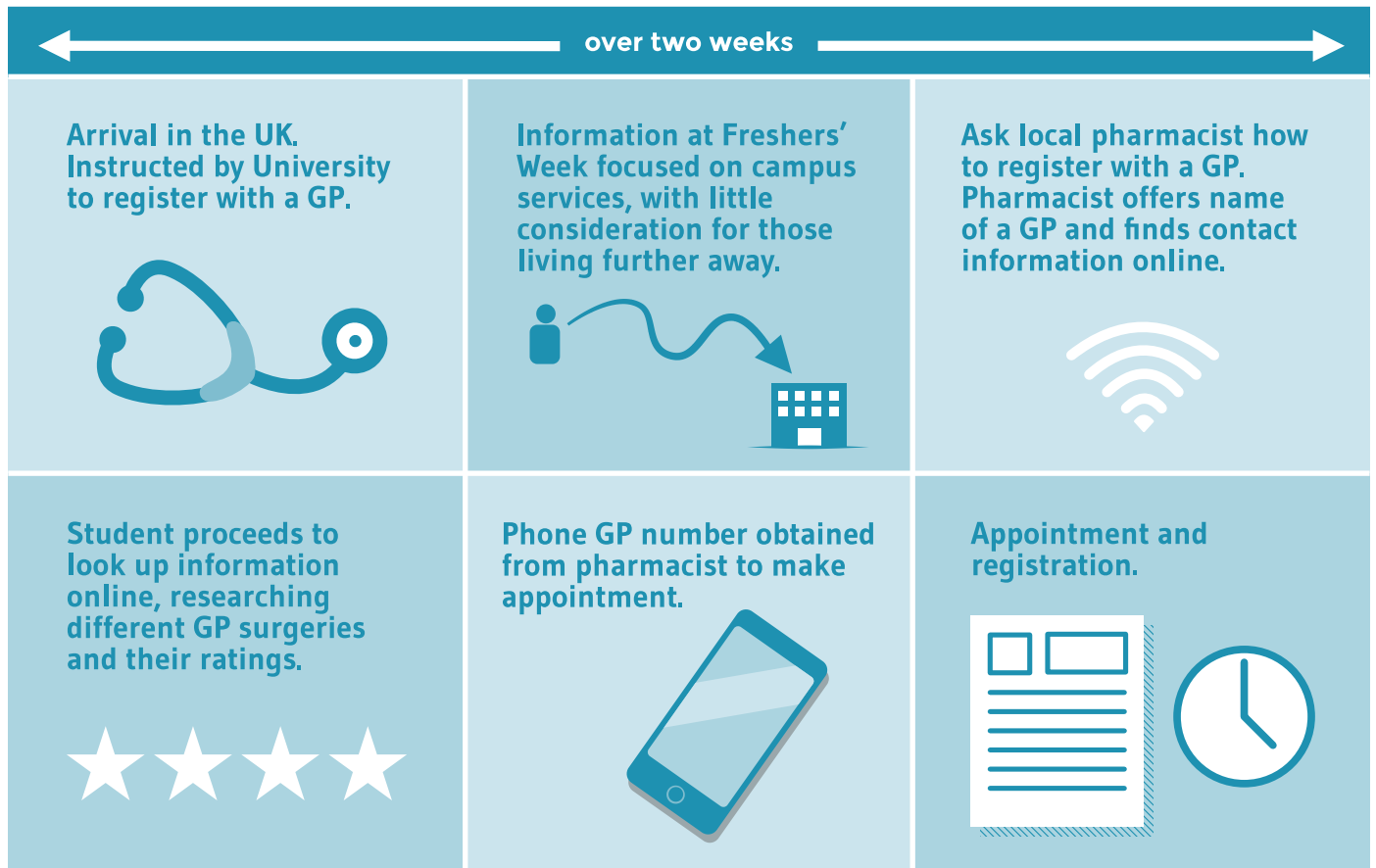
If we are to look at an international example, Estonia and Finland have an agreement through which they facilitate cross-border access to digital prescriptions for their citizens.<sup>6</sup>

5 SCIMP, Key Information Summary: <https://www.scimp.scot.nhs.uk/key-information-summary>

6 E-Estonia, First EU citizens using ePrescriptions in other EU country: <https://e-estonia.com/first-eu-citizens-using-eprescriptions-in-other-eu-country/>

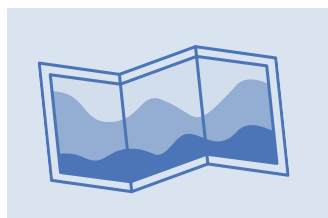
## > Theme 4: GP registration

For someone who has just arrived in the UK, understanding the health system and knowing how to register with a GP can be confusing. The attendees in this group mapped the average journey of an international student:



### Participants' solution:

While no direct solution was proposed, participants noted that there needs to be more clarity in the information provided by Universities or online, that is tailored to an international audience who might be unfamiliar with the NHS.

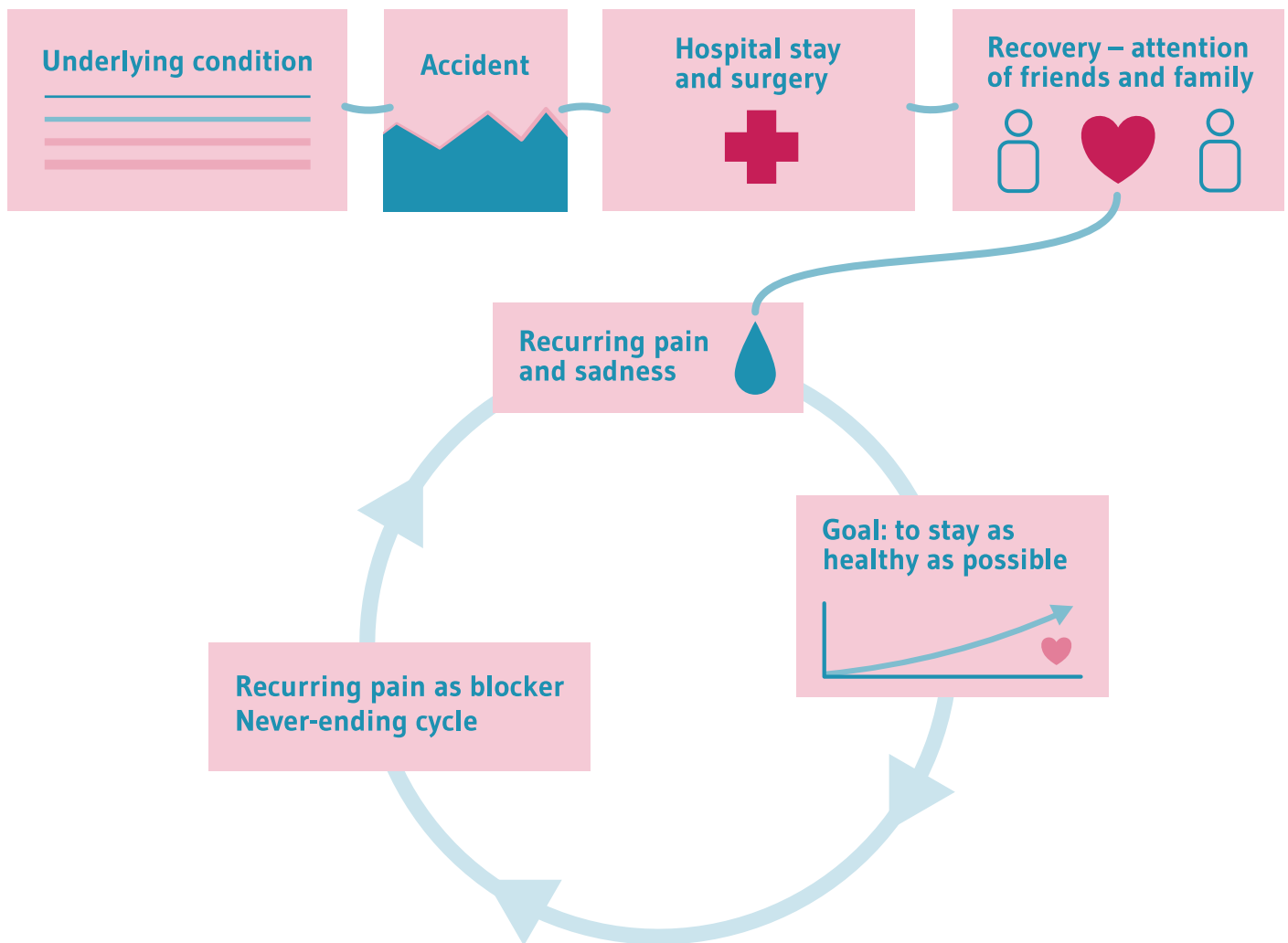


### Resource:

**NHS Inform** offers comprehensive information on the NHS in Scotland, including how to find and register with a GP.

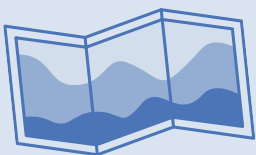
## > Theme 5: Care and pain management after surgery

The journey of recovery after surgery is often as difficult as the one leading up to the intervention, however there is less support afterwards. The group noted that in such a situation, the individual's support network involves physiotherapists, surgeons, GP and practice nurse, pharmacist and family. Despite this strong network and attempts to focus on what keep them well (gardening, travelling, time with family etc), what is missing is information on pain management.



### Participants' solution:

Portal interactive website that educates about the side effects and aftermath of surgery, with advice on pain management.



### Resource:

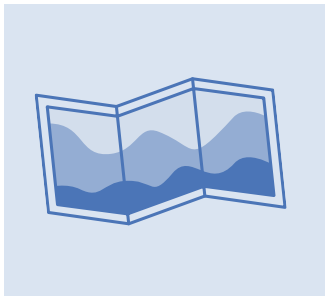
**Pain Concern** is a website that provides information about different types of pain and how to manage it. Resources include e-booklets, videos, podcasts, stories from other people and an online chatroom.

## > Theme 6: Sharing children's health information

Parents of young people with long term conditions must repeat health information relating to their children's health when seeing different professionals. This is either due to clinicians not having the time to read through expansive records before or during consultations, or due to the individual's records being stored under a different authority or health board.

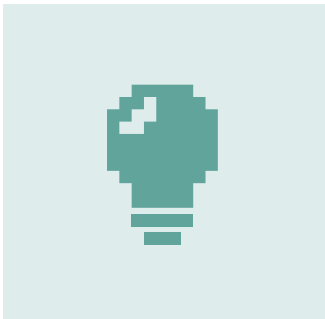
This group was aspiring towards a future where parents own precise, clinically accurate, summary information on their children's conditions and can easily share it. Current methods include: medicine diaries, paper files, the **Personal Child Health Record (The red book)**, storing information on personal phones, exchanging information over email and the patient association health passports for emergency essential information.

Clinician needs were also highlighted. It was noted that health professionals would want information that is authenticated, clinically endorsed and logically organised on a timeline, but does not add to their workload.



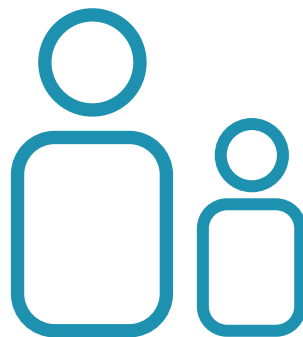
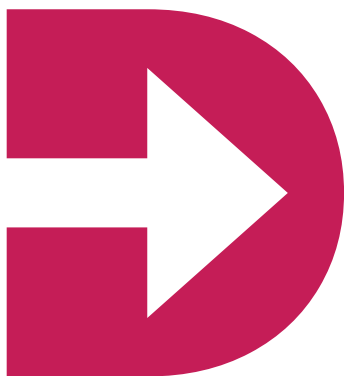
### Resource:

**Patients Know Best** was highlighted by participants as a tool that could enable this future vision. PKB is an app that claims to give patients control of their medical records an online patient portal software.



### Participants' solution:

Another idea mentioned by this group considered the transition from child and adolescent care to adult care. They suggested a product to help the young people become literate in their own condition before transitioning to adult care, so that they can advocate for themselves when this happens.



# Healthcare and wellbeing data: the art of the possible

Event Score: 4.6 / 5

## Overview

The two 'Art of the possible' demonstrations led by the Digital Health and Care Institute (DHI) had a two-fold purpose:

- the DHI could showcase their work and share insights into ways to access and use personal data
- the discussion explored public attitudes towards data sharing and formed the basis of a bank of participants for future co-design workshops

The demonstrations were centred around the **Backpack project**, a co-designed person-centred solution aimed at the general public. The DHI took the participants on an interactive journey to build their health story: What keeps people well? Is it a goodnight sleep, quality time with family or perhaps the ability to self manage? What information would participants include in their personal data store? Who would they include in their support team?

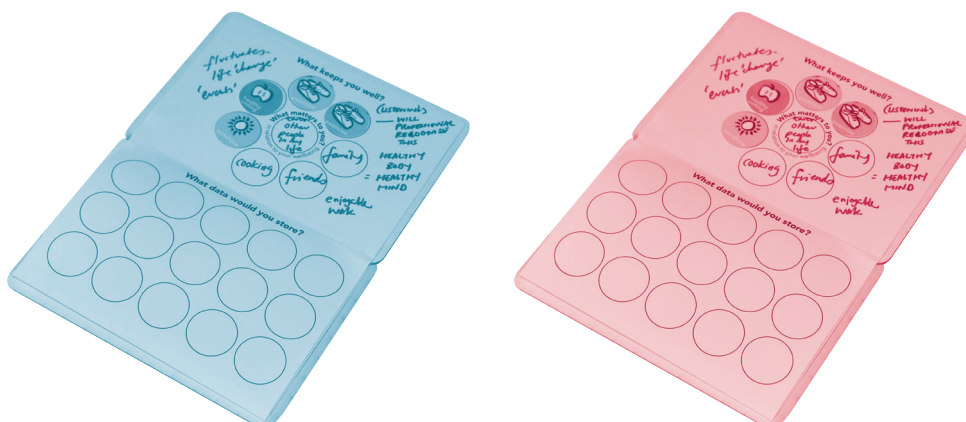
The workshop explored the themes of privacy, security, convenience and trust.

## What worked well

These workshops were highly appreciated by attendees, with the discussion described as being 'stimulating' and 'engaging'. The props designed by the DHI co-design team were seen as useful and innovative.

## What could be improved

Some participants noted that they would have welcomed more interaction or live demonstrations of wellbeing technologies. Furthermore, these events drew a higher proportion of attendees from the (healthcare and digital) professions and ideally, we would have liked to attract more general members of the public.



## Outcomes

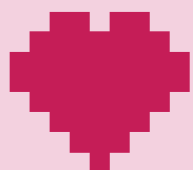


Participants were educated on the data they already unknowingly share. Some mentioned that they also took away new ideas and inspiration from the session.



Once again, this workshop allowed us to gauge attitudes towards aspects of digital health and care. There was positive feedback on the opportunities that could be enabled by technology, counterbalanced with caution and a greater understanding of issues that need to be addressed.

## Recommendations



### Outreach:

- Events around topical technical themes are likely to attract stakeholder audiences with an interest in the topic. This can be counterbalanced through a staged approach to promotion (i.e. targeting specific groups) and more focused efforts in using a common language in order to reach and resonate with the general public.

**“Fantastic, interactive workshop which was relevant to work and personal life”**

**“Encourage people who don’t have health issues to start thinking about this”**

# Does digital work for everyone?



Event Score: 4.6 / 5

## Overview

This event was led by NHS 24, who were keen to seek insights from the public about digital health and how best to engage users of services in designing accessible and inclusive digital services and products.

- This was a collaborative event with speaker representation from Age Scotland, Scottish Council for Voluntary Organisations (SCVO) and deaf scotland who set the scene by presenting some of the challenges and considerations in relation to accessing digital services. They highlighted some of the approaches they might recommend for tackling inclusion, promoting more awareness and increasing access to and uptake of services.
- Group activity 1: What is your experience? What are the current issues?
- Head of User Centred Design at Scottish Government presented the Scottish Approach to Service Design
- Group activity 2: How might we address these?

## What worked well

The session was a successful way to close the first 'Discover Digital' week, with participants telling us they appreciated being part of a conversation hosted in such an accessible format.

**“Very accessible and BSL support welcome”**

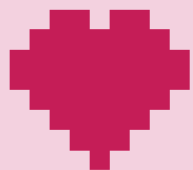
**“I want to know about everything. It was interesting and good to hear digital is essential”**

## What could be improved

Some participants expected to find live demonstrations or training to support their digital skills. This was perhaps due to our marketing of 'Discover Digital' as a hands-on, immersive initiative. More distinction between the marketing of specific events could address this.



## Outcomes



NHS 24 took this opportunity to build upon their strategic commitment in relation to stakeholder engagement and person centred approaches, which in turn helped them gather intelligence specifically related to digital issues.

Attendees noted that the session helped build a sense of solidarity, leaving behind feelings of isolation and disengagement when they realised that they were 'not alone' in facing certain issues.

## Recommendations



### Participants' solutions:

- > The ideas below come from members of the public who face a variety of barriers to accessing digital. They can be seen as recommendations for future services. As before, we tried to balance the ideas, where possible, with examples of what is already available. We will work with NHS24 to explore these issues further.



## > Theme 1: Confusion

Confusion is especially problematic when a person is not well enough to spend long looking for information.

Participants spoke about too much of everything: directories, websites, services information, resulting in not knowing where to look and which sources can be trusted. Where do we find the right service directories? Which service is appropriate for me? What is the emergency level?

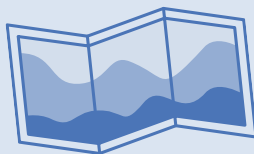
**“There is too much information and I’m not sure which is appropriate to my situation”**



### Participants' solution:

A triage system that knows the identity of the person performing the search and therefore returns relevant information only. Of course, this should include an option for anonymity as well. The system was envisaged as sifting through a central back of quality assured information.

The accessibility of such a system and the information it provides was highlighted several times. It should be flexible, offering alternatives such as video, audio, large print or braille to digital text. 'Easy read' text was a must, as was a feedback loop, with the system asking the person carrying out the search questions such as "Did you understand this information?", "Did you find what you were looking for?" In the event of the answer to any of these questions being "No", it was noted that a conversation to identify the problem should start.



### Resource:

Once again, NHS Inform is closest to this vision. 'Info for Me' is a service part of NHS Inform that 'helps you to create your own personalised leaflet with the health and social care information you select. You can then save, print or share this leaflet with others.'<sup>7</sup> The user does not need to log in or provide any information to collate this personal information. While the service does not solve the search aspect, it addresses repeat access needs.

<sup>7</sup> HS Inform, 'Info for Me': <https://www.nhsinform.scot/info-for-me>. Accessed January 2019.

## > Theme 2: Accessibility

The accessibility challenge spans across design, language used, connectivity (as well as costs associated with it) and level of information. Lack of phone service in GP practices or hospitals, the restrictive cost of assistive technologies for those with sensory impairments and ineffective design are all to be considered.

Participants specifically highlighted that issues with accessibility can stem from lack of (affordable) connectivity, especially in remote and rural areas. As not everyone has access to WiFi and mobile data charges are expensive, participants suggested broadband is viewed as a utility going forward and prioritised as such.

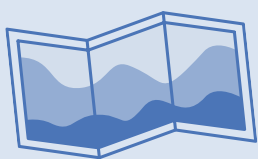
Mobile-friendly websites were also mentioned. It was recognised that websites from the health or public sectors are not always mobile responsive. Even when they are, phones are not suitable for filling in lengthy forms and therefore this should not be required or expected in health or public service provision.



### Participants' solution:

Providing computers or assistive technology in supported accommodation sites. It was believed that unless dedicated community hubs of resource are established, or more visibility and access to support funding is facilitated, a lot of useful information could remain unused.

Moreover, if people are expected to complete tasks or fill in forms online, support should be available. This can take the form of providing support from staff, access to suitable hardware (internet enabled computers) and alternatives where necessary (paper forms).



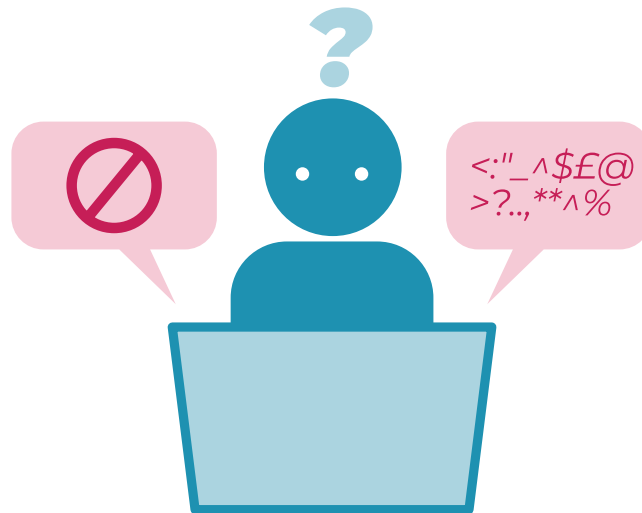
### Resource:

Some housing associations have established such hubs. For example, Lorreto Care have set up 'Click & Connect Centres' in Glasgow and West Dumbartonshire: [www.lorettocare.co.uk/how-we-care/community-engagement/click-and-connect-centres](http://www.lorettocare.co.uk/how-we-care/community-engagement/click-and-connect-centres). The 'Digital Inclusion and Housing' website, an online resource dated in 2016, covers more examples of such hubs:

<http://digitalinclusionandhousing.scot>.

## > Theme 3: Exclusion

Digital can isolate rather than include. There are assumptions being made that can be detrimental, such as the one that young people are digitally savvy by default or that more digital services will promote social engagement, without prior consideration of skills and access. Participants emphasised the pace of change in this field: generations appear to speak different languages and even on a relatively short time scale the language of digital changes very quickly, potentially alienating people.



Security and fear was another point strongly made by the workshop participants. It was noted that the elderly in particular are afraid of falling into financial scams whilst browsing the internet. Unfamiliarity with common web language can escalate this. This can lead to anxiety and worries that are often detrimental to people's health and prevent them from engaging with services online.



### Participants' solution:

While there was no directly proposed solution to this issue, by addressing the skills and development solutions that follow under the next theme, exclusion and fear can also be addressed.

## > Theme 4: Skills and development

A similar discussion on the speed at which the technological field advances raised issues regarding formal support needs. There was a feeling of frustration in the air when mentioning common blockers such as lack of knowledge, getting devices (smart phones or smart meters) without instructions on how to use them, data protection fear and misinformation, frequent changes in software or practice without further instructions.



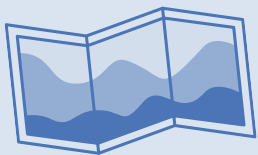
### Participants' solution:

More training courses, engagement opportunities, events to attend that can help people participate in digital and gain confidence. In health and care related issues, it was suggested that nurses and community pharmacists could be trained to teach digital skills.

It was clear however that there is a perceived need for more essential digital skills training, delivered on an individualised, flexible basis that recognises the difficulties of access and affordability that come with technology. These approaches should be co-designed and follow a cascading model where you “teach people to teach” for greater impact.



Another discussion highlighted the benefits of intergenerational support. Participants admitted to making particular efforts to keep up with technology to communicate with family members. However, we must not forget that having a family member with the time to teach digital skills is not a given. Perhaps a recommendation could be that more intergenerational projects are looked at and started across Scotland.



### Resource:

The SCVO Essential Digital Skills Framework (<https://scvo.org.uk/digital/participation/skills>) is a definite step forward. It allows organisations to better understand and cascade these skills to their individual audiences.

## > Theme 5: Alternatives to digital

Perhaps one of the strongest discussion points at this session was that of an increasingly digitised world where there is no more space for face-to-face services. Participants noted that communities have recently been going through changes and disruption as shops and banks close down, increasingly encouraging people to access their services online. Even public service transactions are turning digital and often trying to get customer service or support from a real person rather than an automated bot or phonenumber can be a struggle.

While change cannot be avoided in an evolving society, participants noted that they should be developed in collaboration with everyone, including the elderly and the most vulnerable of a society, as they are at risk of being most disadvantaged by these changes.



### Participants' solution:

There were 4 factors which our participants saw as instrumental in achieving a future where no one is left behind. This were:

- > preserving human touchpoints
- > allowing for personal choice
- > accessible formats
- > financial support

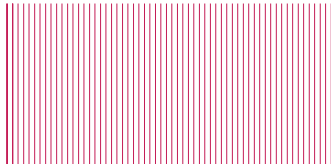
The importance of human relationships and social interactions was emphasised time and time again. One suggestion was to use trusted individuals in the community (home carers, pharmacists, hairdressers and supermarket clerks) to support people to access digital health services. Thus, these who already form the pillar of the community become 'digital coaches'.

Participants also thought that the best way to engage "digital hostages" was by providing access to digital services (through kiosks, robots or tablets) in physical spaces of importance in the community (library, hair dresser, pubs or shops). Choice was highlighted as a basic right to refuse to be digital and be given options instead, to avoid exclusion.

Multiple channels were seen suitable for allowing different routes of access (i.e. voice enabled devices, computers in the community) into services. Participants thought these should be designed with extreme users in mind.

# 4

## Recommendations for the future



'Discover Digital' was the first event of its type organised in Scotland. We were therefore treading uncharted ground and had to learn as we went along. Despite being a highly ambitious project, delivered in a very short timescale, we believe it was a great achievement against its main aims:

➤ **To increase public awareness of what is available in terms of digital health and care services and support:**

Our events reached over 1000 people online and 500 people in person, some of whom were previously unaware of the range of digital tools for health and wellbeing. Moreover, our events invited attendees to consider how technologies not commonly associated with health (virtual reality goggles, smart speakers, miniature cameras, digital games etc) might be used to benefit our wellbeing.

➤ **To allow the public to participate in conversations around new initiatives:**

The 'Discover Digital' workshops allowed participants to share their experiences and thoughts on several health and care related matters. This resulted in the 12 topical themes recorded in this report. As always, we were amazed by our participants' willingness to share, contribute and help inform future developments.

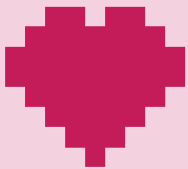
➤ **To enable policy and project leads to hear first-hand what the public think about a range of services:**

All the events, but perhaps most of all the Glasgow Showcase, created opportunities for people from all walks of life to engage directly with those at the forefront of innovation. Feedback from exhibitors noted that it provided them with a valuable opportunity to trial their innovations with audiences they might not have had access to otherwise, as well as record immediate feedback.

As with any innovative event, however, there were areas for improvement. Overleaf are a few of our most important lessons.

## > Leadership

The 'Discover Digital' Steering Group took a long time to form. This generated a degree of uncertainty around responsibility for themes and activities, as well as general capacity.



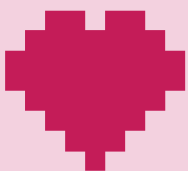
### **Recommendation:**

For large or multiple events, forming a Steering Group at least nine months in advance will be an advantage. This will allow for responsibilities and task to be allocated clearly and intuitively. A core group of people committed from the start, with varying strengths but following the same values, will help steer any project in a structured way. We also think that it would benefit any public-facing project to be informed by people with lived experience by having them on the group.

We believe that establishing from the start a clear ownership of the outputs arising from any activities delivered in a partnership, as well as having initial plans for 'next steps', will aid the vision of any event or project. Of course, a degree of agility is recommended.

## > Planning

There were also lessons learnt regarding programming. Scheduling the Dundee event for a Sunday meant that securing commitment from professionals was more challenging. However, this event saw the greatest percentage of the public, especially families and young people, attending.



### **Recommendation:**

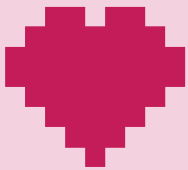
Events outwith normal working hours are great for engaging the general public. Adopting a collaborative approach and allowing for additional time to plan and communicate personally with all parties (contributors, hosts, marketers) will help deliver such events.



## > Incorporating technology

In November 2018, we deployed an online location-based game as a promotional tool for 'Discover Digital'. The aim of the game was to increase awareness of population health and different services or local attractions from Glasgow, by relating them back to public health indicators from the Understanding Glasgow Project [www.understandingglasgow.com](http://www.understandingglasgow.com). This element added to the interactive, innovative and immersive aspects of 'Discover Digital'.

Our experience was that while creativity and innovation are to be encouraged, implementing technologies without full testing capacity and developmental control can be challenging. The launch of the game, initially planned for the end of September, was delayed for almost two months due to technical issues and difficulty in getting it tested. During the two weeks the game was live, it received over 500 hits. Unfortunately, because of an issue with form submissions we do not know how many people actively participated by completing the trail.



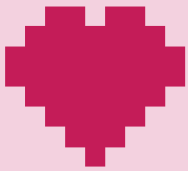
### **Recommendation:**

Trying out novel and fun ways to engage an audience is worthwhile. However, realistic timelines should be considered, alongside the technical process: who will build the technology? How much input will you have in its implementation? What are the processes for testing and updating the technology?



## > Communication and language

The importance of good communication cannot be understated. We have at times tried to maintain personal contact with our partners and collaborators. However, this was at times challenging, especially where geographical boundaries came into play. There was a lack of clarity regarding the content of the Dundee event, which transferred through to public perception and experience.



### **Recommendation:**

We believe that there are two key areas that can be addressed to ensure effective communication:

- > One core message should be agreed on before any external communications are made. This will ensure that correct and concise information is distributed online from the outset. While details can change, retracing information pathways online to correct mistakes is not an easy task.
- > Messages and communication should be in the language of the target audience. Organisers are encouraged to test and trial different messages within and outwith their networks for clarity.

## > Outreach and marketing

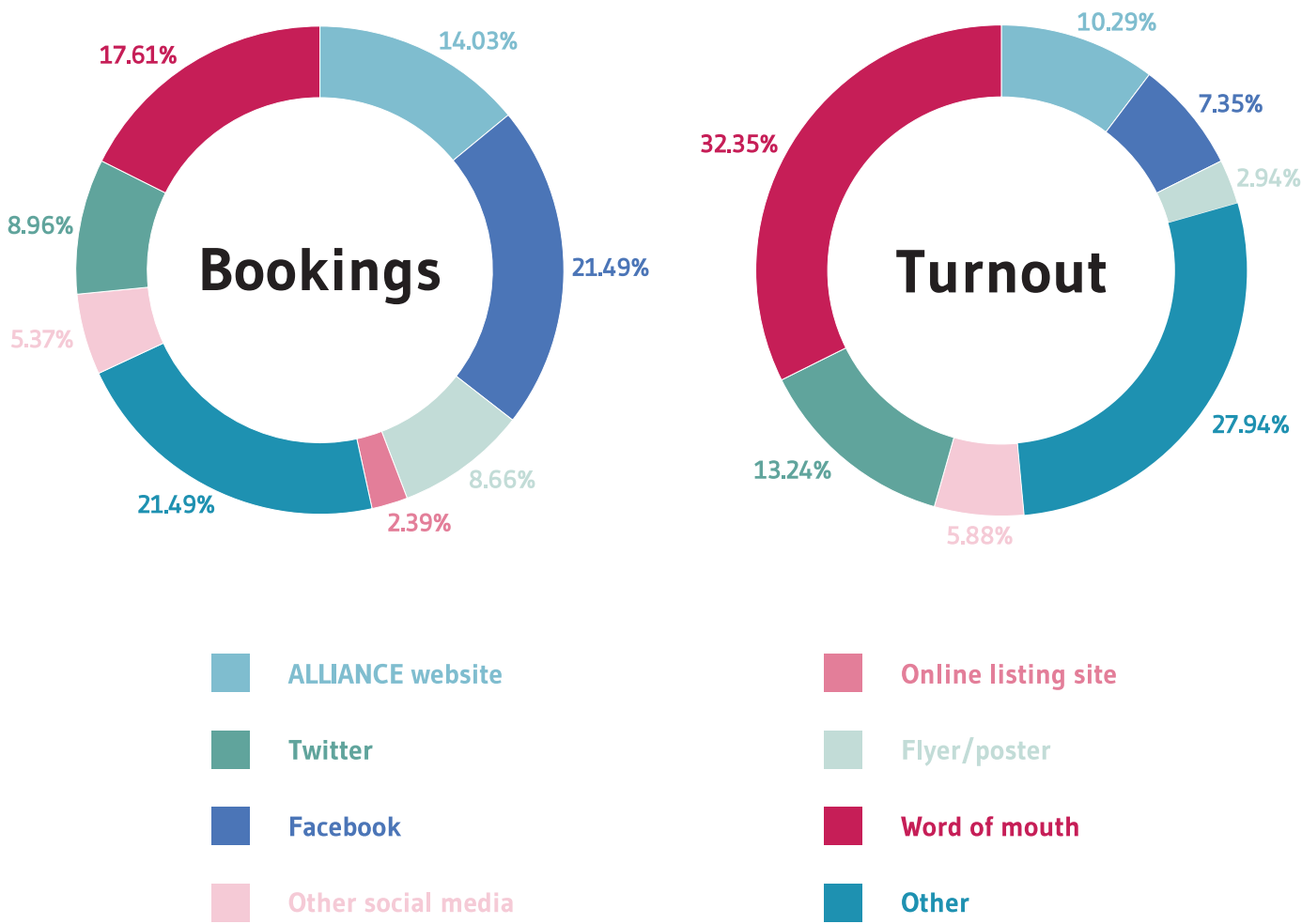
Trying to reach new audiences was perhaps the most difficult, but also most rewarding aspect of 'Discover Digital'. We found that it was invaluable to engage with groups which are often on the fringes at such events: we had BME visitors, elderly, young carers etc. In many instances, our outreach attempts had to be channelled through organisations we have not previously engaged with either. It is important to note that an intensive, targeted and flexible approach was needed in these cases, as generic attempts often do not return results.

We devoted our efforts to a mix of print and online promotion. We believe that flyer and poster distribution, as well as adverts in the Metro have helped promote the initiative but did not result in the uptake in bookings that we expected. Online promotion through social media and various websites, as well as a native advert on the Glasgow Live website, was more successful in this respect, with more than half the bookings coming from online channels.

It is interesting to note that whereas 'word of mouth' accounted for less than a fifth of bookings, it did account for almost a third of those that turned up on the day. We believe this is reflective of the importance of personal contact and grassroots efforts. While promoting 'Discover Digital', we appealed to professional and personal contacts to spread the word about the initiative and invite participants along. We contacted schools and nurseries, colleges and universities, community groups and informal networks. This was a labour-intensive task, carried out over almost a month.

However, we have thus reached to new networks in an informal, warm manner. Where possible, we also supported some attendees' participation by covering travel costs or making the necessary accessibility provisions. The groups that attended as a result of this process were amongst the most curious and engaged, as well as belonging to a seldom heard demographic.

### Where did people find out about the event?

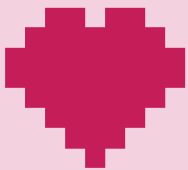




One type of engagement did not work as well as the others and one of the events planned for the 'Discover Digital' week was cancelled due to low registrations. This was the 'Youngwaves: finding and spreading online support' event, aimed at young people between 16 – 25 years of age. As some of our presenters were a group of young people under 16, we decided to cancel the event to avoid disappointment on their side in the eventuality of a low turnout. We believe the low registrations were due to a lack of capacity in our partnership to lead on this theme, as well as using a different ticketing system.

With regards to the number of people we have reached, we believe 'Discover Digital' was a success. We engaged with over 500 people in person, although we had bookings in the range of 1,000.

Online, there was a real buzz throughout the week. The biggest engagement was during the Glasgow Showcase on the 24th, when we saw over 100 tweets from 50+ accounts. The @DHCscot tweets impressions jumped three-fold and the booking pages accumulated over 2,000 views in total.



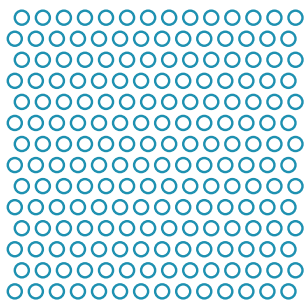
### **Recommendation:**

Organisers should ensure that capacity is considered before committing to any specific themes or a certain number of events. Ticketing should always be made easy, taking interested individuals through a journey that is either familiar or intuitive.

Organisers should consider and expect a rather high dropout rate when organising free, public-facing events. It is also worth considering that in this case most of the bookings were made the week before the events, which can affect planning.

Any social media analysis should be done in the three weeks after the event. After this period of time has passed, most free social media aggregator tools available online will stop returning relevant results.

# 5 ‘Discover Digital’: moving forward



‘Discover Digital: for your health and wellbeing’ was ground breaking in its approach and therefore its planning had to be started from scratch. While approaching potential collaborators, we only had our enthusiasm and own belief in the importance of person-centred approaches to prove its value. Nonetheless, we have managed to bring together a vast number of people, experts and professionals of all ages and backgrounds who together made the week into a success.

Despite challenges regarding human resource and capacity, we believe that the findings presented in this report are proof of what can happen when bringing people together and connecting different fields of work. We hope that by sharing what people told us they need and by highlighting some available resources linked to these needs, we can influence the direction of developments in this field.

The engagement we have had across the week is testament to the fact that the public are interested in health and wellbeing technologies. We will therefore continue to act as a catalyst for co-production and seek further commitment from our partners and collaborators, so that they will facilitate opportunities for meaningful public involvement.

In line with this, we do believe that ‘Discover Digital’ should not end here. By carrying on with this initiative, we will be in a position to continue contributing to future editions of the Digital Health and Care Week, as well as explore digital sub-themes in even more detail.

We intend to organise ‘Discover Digital: tools for self management and care’ in 2019, alongside and in partnership with the national ‘Self Management’ week. This will allow us to reach an even wider audience and move outside the central belt, further into the rural and remote areas of Scotland. This partnership will also allow for further capacity within the ALLIANCE for delivering an exceptional week of events once more.

To be kept up to date, please follow our Twitter page at **@DHCscot** or email us at **DHCscot@alliance-scotland.org.uk** and let us know you would like to join our mailing list.

For wider updates on Digital Health and Care in Scotland, please visit **www.digihealthcare.scot**  
We will announce the date of ‘Discover Digital: tools for self management and care’ in April 2019.

# Acknowledgements

The ALLIANCE Digital Health and Care team would like to thank the following divisions of the Scottish Government for their essential support: Technology Enabled Care, eHealth and Digital Health and Care Scotland.

This initiative was only possible thanks to the funding support received from the Scottish Government, which allowed us to approach potential partners and secure further sponsorship:

Headline sponsors:

NHS 24  
NHS National Services Scotland (NHS NSS)  
BCS Health and Care Scotland.

NHS 24 were also the theme-lead and sponsors for the inclusivity theme.

The Digital Health and Care Institute (DHI) were the data theme-lead and sponsors.

Of course, 'Discover Digital' would not have been successful without the further collaboration and support of individuals from multiple organisations:

- Dundee Science Festival staff, the Dundee Science Centre and Create Converge\* supported our launch in Dundee
- Product Forge hosted a feeder event for their Digital Health Hackathon, due to take place in February 2019
- Pocket Sized Hands developed a pilot of a creative location-based signposting exercise
- Flourish Marketing supported our marketing and promotion activities
- The Glasgow Science Centre supported our launch in Glasgow

Other organisations without which we could not have reached as wide of an audience include: Young Scot, Sunny Govan Radio, Muslim Women's Resource Centre, Community Led Action & Support Project (CLASP), Loretto Care and many others.





Even with this complex partnership model in place, 'Discover Digital' would have not been the success it has been without the cooperation and participation from members of the public who have helped make this a reality by coming along. We would like to extend our gratitude to everyone who attended a 'Discover Digital' workshop, showcase or demonstration and who took the time to explore the digital possibilities in health, care and wellbeing.

Photography by Bartosz Photography and Nicole Waters from NHS NSS; Report design by Steven McGregor.

Special thanks go to Margaret Whoriskey, Nessa Barry, Arlene Campbell, Dan Harley, Brendan Faulds, Katie McLure, Grant Reilly and Dorothea Higgins for all their invaluable help.

\*Create Converge is a project to help companies in the North Sea region make the most of creative digital solutions to show, tell and sell. The project brings together nine partners in five regions and countries around the North Sea, Denmark, Germany, Sweden, England and Scotland. They are all currently involved in supporting the development of creative screen industries and skills. It taps into their wider networks to deliver on the promise of converging creative technologies (CCT). Project leader is Dundee City Council in Scotland and its offices Digital Dundee and TayScreen, the screen office also serving the Councils of Angus, Fife and Perth & Kinross. Creative technologies are seeing increasing convergence. Using a mix of all the creative screen tools is invaluable for helping people to enjoy content, understand information and interact with it. Beyond entertainment, they offer applications for training, service delivery and marketing. Please take a look at [www.createconverge.eu](http://www.createconverge.eu). Create Converge supported by the European Union North Sea Region VB Programme.

# Further resources

Backpack Project: <https://futurehealthandwellbeing.org/backpack>

Digital Health and Social Care strategy: [www.gov.scot/publications/scotlands-digital-health-care-strategy-enabling-connecting-empowering](http://www.gov.scot/publications/scotlands-digital-health-care-strategy-enabling-connecting-empowering)

Digital Inclusion and Housing: <http://digitalinclusionandhousing.scot>

Digital Stories video series: <https://youtu.be/aJhdi8XX2L4>

Digital Health Product Forge: <https://productforge.io/events/digital-health-product-forge>

Discover Digital: Glasgow Showcase programme: [www.alliance-scotland.org.uk/blog/resources/discover-digital-for-your-health-and-wellbeing-the-glasgow-showcase](http://www.alliance-scotland.org.uk/blog/resources/discover-digital-for-your-health-and-wellbeing-the-glasgow-showcase)

Key Information Summary: [www.scimp.scot.nhs.uk/key-information-summary](http://www.scimp.scot.nhs.uk/key-information-summary)

Loretto Care 'Click & Connect Centres': <https://www.lorettocare.co.uk/how-we-care/community-engagement/click-and-connect-centres>

MedSmart: <https://gomedsmart.com>

NHS Centre for Integrative Care: [www.nhsggc.org.uk/patients-and-visitors/main-hospital-sites/gartnavel-campus/nhs-centre-for-integrative-care](http://www.nhsggc.org.uk/patients-and-visitors/main-hospital-sites/gartnavel-campus/nhs-centre-for-integrative-care)

NHS Digital App Library: <https://apps.beta.nhs.uk>

NHS Inform: [www.nhsinform.scot](http://www.nhsinform.scot)

Pain Concern: <http://painconcern.org.uk>

Patients Know Best: [www.patientsknowbest.com](http://www.patientsknowbest.com)

SCVO Essential Digital Skills Framework: <https://scvo.org.uk/digital/participation/skills>

# Share your thoughts

Get in touch at: [DHCscot@alliance-scotland.org.uk](mailto:DHCscot@alliance-scotland.org.uk)

0141 404 0231

@DHCscot #DiscoverDigitalScot



# About the ALLIANCE

**The national third sector intermediary for a range of health and social care organisations.**

The Health and Social Care Alliance Scotland (the ALLIANCE) has over 2,700 members including large, national support providers as well as small, local volunteer-led groups and people who are disabled, living with long term conditions or providing unpaid care.

Many NHS Boards, Health and Social Care Partnerships and Primary/Community Care practices are associate members and many health and social care professionals are Professional Associates. Commercial organisations may also become Corporate Associates.

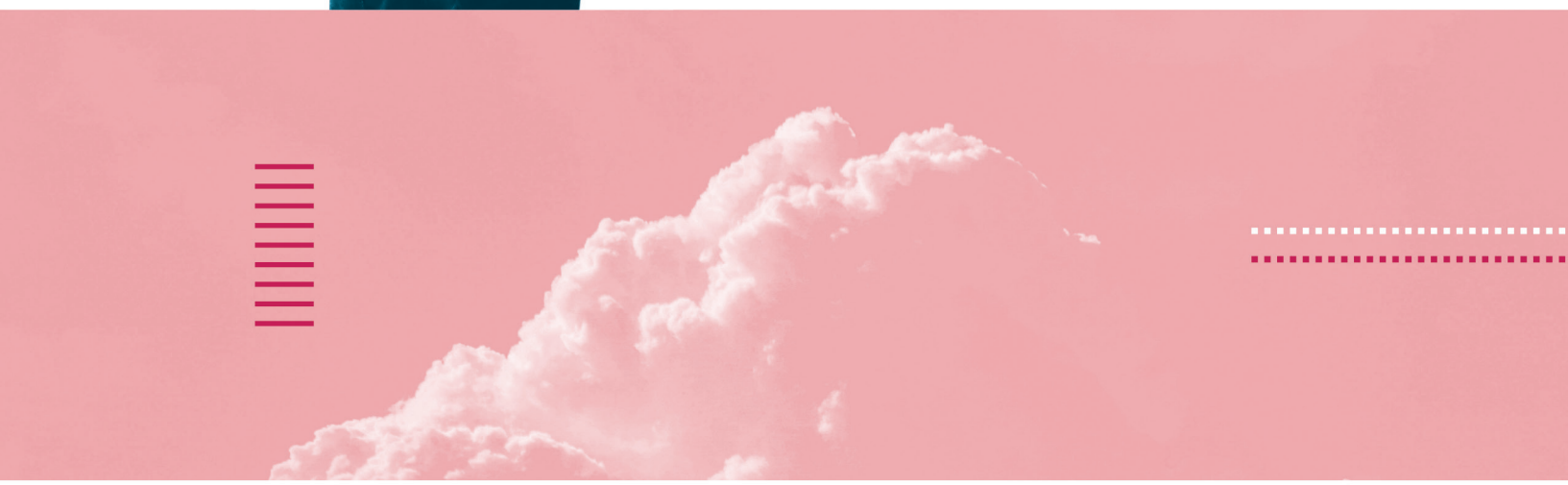
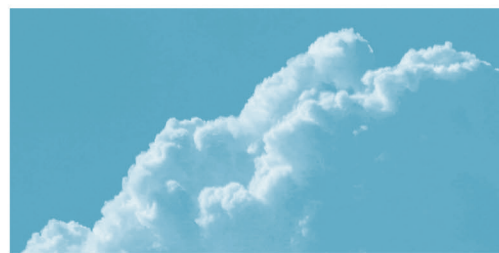
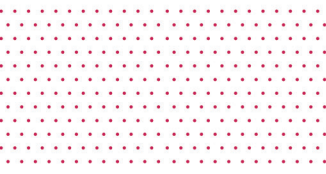
Our vision is for a Scotland where people of all ages who are disabled or living with long term conditions, and unpaid carers, have a strong voice and enjoy their right to live well, as equal and active citizens, free from discrimination, with support and services that put them at the centre.

The ALLIANCE has three core aims; we seek to:

- Ensure people are at the centre, that their voices, expertise and rights drive policy and sit at the heart of design, delivery and improvement of support and services.
- Support transformational change, towards approaches that work with individual and community assets, helping people to stay well, supporting human rights, self management, co-production and independent living.
- Champion and support the third sector as a vital strategic and delivery partner and foster better cross-sector understanding and partnership.



**ALLIANCE**  
HEALTH AND SOCIAL CARE  
ALLIANCE SCOTLAND  
people at the centre



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