

*Towards inclusive online provision of public services in  
European cities and regions, Prague 14 October 2005*

**E-HEALTH GOOD PRACTICE:  
NHS DIRECT'S NEW MEDIA SERVICES**

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## *Background*

- Chief Medical Officer's report *Developing emergency services in the community* (1996)
- *The new NHS: modern, dependable* (1997)
- NHS Direct – fast convenient access to health advice & information
- 180m euros a year – 4,000 staff
- 4 channels: telephone (1998-), website (1999-), print self help guide (1999-), digital television (2004-)





# Delivering a multi-channel service

**THOMSON Local**  
Presents 2004 2005

**Colds and flu**  
The ultimate guide for  
prevention and treatment

**18 million homes**

118866  
Get doctors' expertise

Sort of sick  
in your mind

**600,000 calls per month**

Welcome to NHS Direct Online

**1 million visitors per month**

- Rest Treatments website
- Self-help guide
- Local information database
- Frequently asked questions
- Send us your enquiry
- HealthSpace
- Disclaimer
- Site map
- Contact us
- About NHS Direct
- Other links

**Need help choosing the best treatment for you?**  
Visit the Rest Treatments website to find out more.

**Not feeling well?**  
Try our self-help guide for advice.

**Looking for information about the NHS?**  
Search our local information database.

**Hot Topics**

- The best treatment for you
- New information from the BMJ on NHS Direct Online
- Self-harm
- The first national inquiry into self-harm among young people
- MRSA made clear
- Update
- The silent disease
- Ovarian cancer awareness campaign
- Wear a daffodil
- Marie Curie campaign

**Top 5 Topics**

- This Hour
- Swain's Cyst
- Irritable bowel syndrome
- Thrush

**NHS Direct**

Main Menu

- Looking after yourself
- Health encyclopaedia
- Using the NHS
- Help

**500,000 viewers per month**

Healthy eating Press

healthy, from pregnancy through childhood to old age... of foods from all groups to stay healthy...

Press **help** for advice on using this service  
Press **i** to see important information

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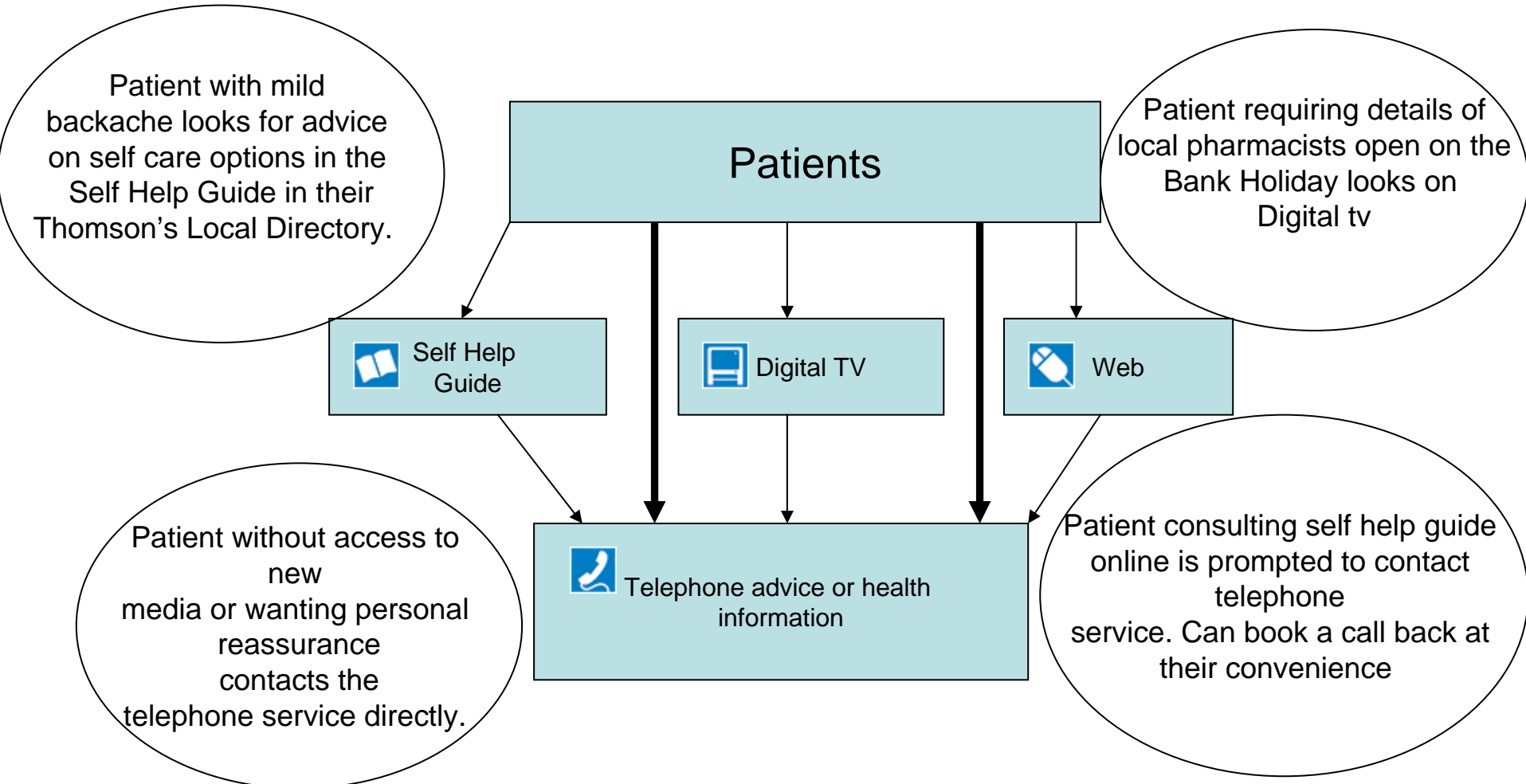


## ***Objectives: NHS Direct's three year multi-channel strategy***

1. Increase in awareness & use of New Media channels
2. Improve access by extending availability of digital tv and usability of website
3. Shift focus from informing to empowering users to take decisions based on personalised advice
4. Provide an increasingly localised service
5. Integrate different NHS Direct channels enabling seamless user journey
6. Provide portal to appropriate NHS transactions

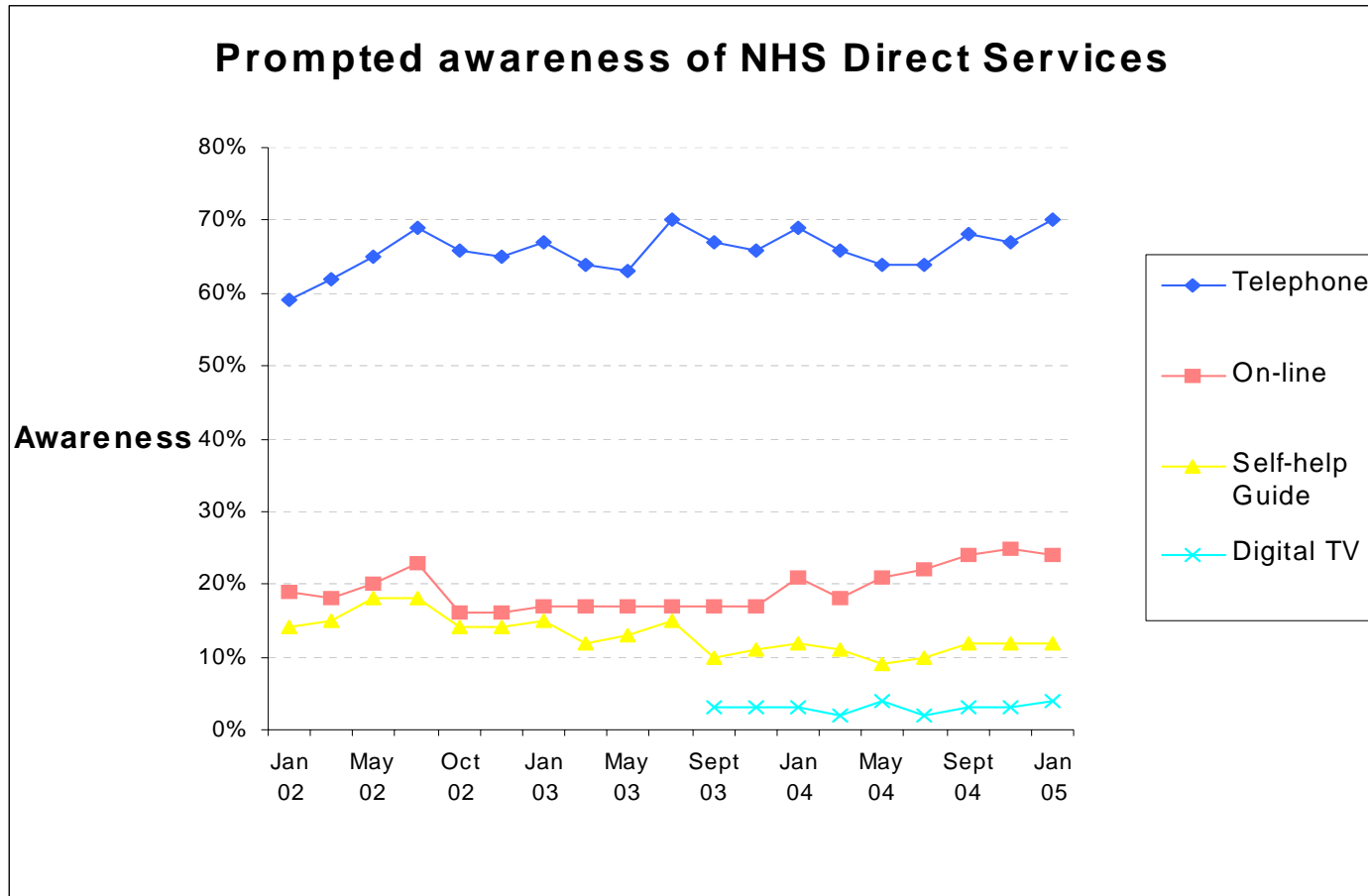


## User orientation: access





## *User orientation:visibility*





## User orientation:visibility

Now there are even more ways you can get confidential health advice and information from NHS Direct



► Telephone 0845 4647  
► [www.nhsdirect.nhs.uk](http://www.nhsdirect.nhs.uk)  
► Digital TV

Available 24 hours



## NHS Direct – We're here to help



### Feeling ill? Not sure what to do?

- Look in the NHS Direct self-help guide at the back of your Thomson Local directory
- If you want to speak to a health professional, telephone NHS Direct for confidential health advice on **0845 4647**.



### Looking for health information?

To find out more about conditions and treatments, or for details of local health services:

- Try the NHS Direct Online website at [www.nhsdirect.nhs.uk](http://www.nhsdirect.nhs.uk)
- Go to our service on Sky digital TV – simply press the interactive button on the remote control and scroll down to NHS Direct Interactive
- Telephone NHS Direct for confidential health information on **0845 4647**.

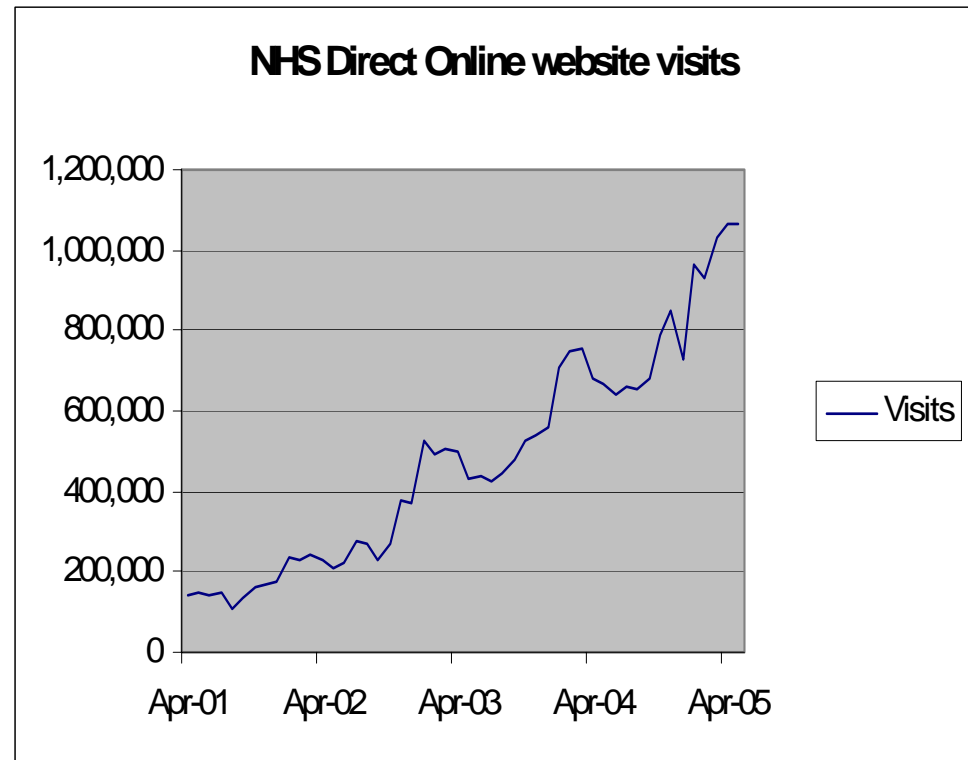


Calls to NHS Direct are charged at the same rate as local calls and for patients' safety all calls are recorded.



## *User orientation: utility*

- Meeting modern expectations
- Reducing pressure on health care system
- Enabling appropriate service use
- Supporting self care & healthy lifestyles
- Steep increase in online use





## *User orientation: service quality*



- 95% satisfaction ratings
- 350,000 repeat website visits a month
- Choice of channel to meet individual needs and preferences
- User involvement in strategy development
- e-Europe e-Health Award 2003



## *Lessons learned & future developments*

- NHS Direct needs to use new media channels to manage cost and demand
- High levels of activity but still gap between awareness and use
- Channels need to be joined up rather than in parallel – needs technical integration and staff attitude
- Users prepared to bring experience & expectation of e-commerce to health care
- Need to know more about outcomes and not just activity