Digital Health Strategy

i3 Digital Health Strategy

Digital health requires a change in mindset

Purpose
Drive a change in mindset towards engagement online

Goal
Exceptional and safe online behaviour and experience

Principles

Human Centred Design: Engage staff and patients to go online first, in ways they prefer. Align online behaviour with our values. Design with the user

Data Driven: Track and improve digital experiences using multi channel analytics. An open approach: open standards, open data, open source and open innovation
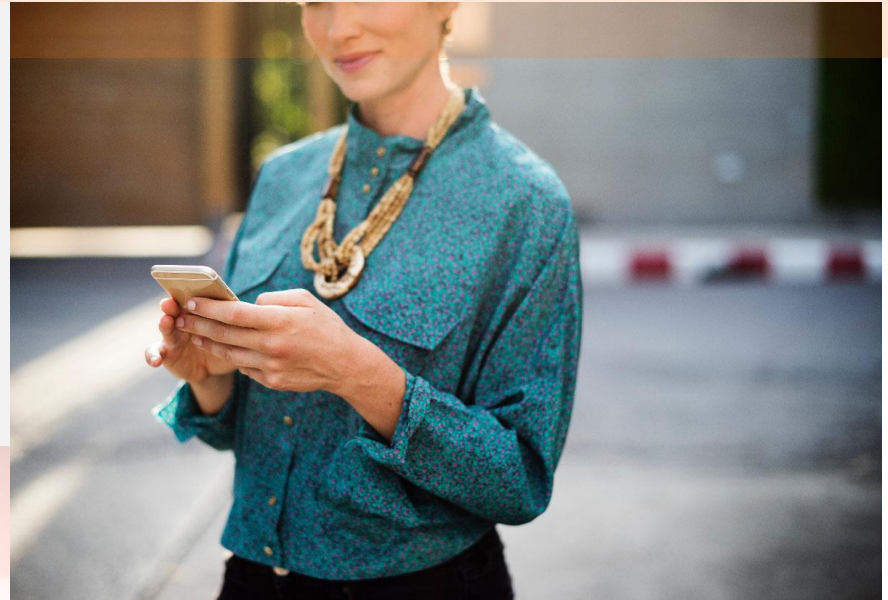
Community and Clinician Led: Develop and support online communities of peers

Background

i3 recognises the opportunity to transform health care through digital health technologies (DHTs) – connecting people to people and people to knowledge.

DHTs include social media, patient apps, new technologies e.g. virtual and augmented reality, online health information and resources

Why Digital Health?

- For Waitemata DHB to fulfill its promise of Best Care for Everyone it must embrace DHTs for exceptional care in a digital world

- Social media provide a range of online platforms for enhanced engagement and collaboration internally and externally

- Staff and patients are becoming familiar with DHTs and this provides opportunities for testing and developing digitally enabled models of care

- DHTs can help patients access health information, self-manage long-term conditions, and maintain their independence at home (ref: Nuffield Trust)

Our approach at i3 will enable cross functional teams to exploit digital health opportunities — beginning with small pilots to test, evaluate, iterate and adopt

Digital Health — Key Messages

- The context healthcare delivery is changing – many patients of all ages now live 'digital lives' and expect to have easier access to services online

- DHTs have the potential to transform the way patients engage with services, improve the efficiency and co-ordination of care, and support people to manage their health and wellbeing when and where they prefer

- Digital health includes emerging technologies that help us re-think traditional models of care.
  We will ensure a human-centred design approach for developing digital health tools and systems

Vision

Best digital experiences supporting best care

Awareness (1)

Grow awareness of digital health opportunities among staff and patients

Evaluation (2)

Evaluate DHTs and preferred platforms

Engagement (3)

Co-design digitally enabled models of care with staff and patients

Advocacy (4)

Promote and scale successful approaches

Align online behaviour with our values

Using health media with patients and each other

Everyone Matters
- Engage with others and listen
- Be transparent

Best, better, brilliant
- Be relevant & accurate
- Share the good work of others

With Compassion
- Be respectful
- Using your best professional judgment

Connect
- Connect personally, do not hide your identity
- Respect professional boundaries
- Be prepared to accept & monitor comments

Goals

By focusing on digital health to benefit both patients and clinicians we aim to:

- Improve the digital experience and engage people more meaningfully via DHTs

- Rebalance control in favour of patients for a more active role in their own health and care, by providing access to relevant, trusted information and facilitating peer support online

- Develop 'digital ecosystems' around people for enhanced and measurable digital experiences and outcomes

- Improve two-way communication and information-sharing between patients and clinicians and the wider Waitemata DHB community

i3 Digital Health Ecosystem

Next Steps

- Build i3 social media presence and health media brand

- Scope a digital health pilot in ORL service (including virtual clinics, patient preferences for health media platforms, peer support, chatbots, VR/AR, online booking, PERCy, i3 website etc)

- Digital patient experience workshop with e-Patient Dave October 30

Contact Us

i3@waitematadhb.govt.nz

@i3waitematadhb

@i3waitematadhb

i3 institute for innovation + improvement