

# Humber and North Yorkshire ICS

Utilising the Digital Journey Planner to progress  
digital optimisation



Humber and North Yorkshire  
Health and Care Partnership

## Contents

- Introduction..... 3
- Aims and objectives..... 3
- Challenges..... 4
- The solution..... 4
- Outputs..... 4
- Outcomes..... 4
- Impact..... 5
- Lessons learned..... 5
- Acknowledgement..... 6



## Introduction

The Digital Journey Planner (DJP) is a practice 'diagnostic and improvement' web tool that helps GP practices baseline their current level of digital maturity and understand what the path to improvement looks like.

The [Humber and North Yorkshire Health and Care Partnership](#) commissioned Redmoor Health to support its practices using the enhanced subscription. This includes wrap-around support delivered via one to one calls, workshops with practices and Primary Care Networks (PCNs), and topic-specific webinars to underpin the DJP and provide depth of understanding.

Development of a digital champions network is usually part of the enhanced offer, but the ICS opted to use their GP IT partner, N3i, to work alongside the ICS team and Redmoor to support the practices. Redmoor's team of specialists have primary care operational knowledge and clinical system/product knowledge, so can bridge the gap between technology, people and process.

"We're really thrilled about our partnership with Humber and North Yorkshire ICS to progress their digital optimisation agenda using the Digital Journey Planner. The team are really enjoying our work supporting the N3i team and engagement with practices to use the tool to help them improve access to digital services."

**Tracey Coulter**

Digital Programme Manager  
Redmoor health



## Aims and objectives

Redmoor Health was commissioned to support a local project team to support GP practices across the ICB footprint to improve digital access services. The DJP tool was seen as a sensible approach to assessing local capability and digital maturity.

The desired outcome was and is to equip all practices with effective and compliant websites and social media.



## Challenges

Independent reviews of GP websites showed a significant variation in quality and standards. Many GP practices were/are not making good use of social media to engage with patients and carers.

From the ICS perspective, several developments associated with the DJP tool were needed, particularly with regard to reporting and shared access to local plans/reports.

## The solution

Redmoor Health supported the N3i project team in delivering a briefing and an engagement session. Improvements to the DJP reporting and access were also made during the programme, which proved effective.

## Outputs

21 induction and engagement sessions were jointly delivered by the project team and the Redmoor Health support team; with feedback indicating these were well received.

To date, 75 practices have attended an introduction session; in addition, a significant number of staff have attended Redmoor Health training webinars.

## Outcomes

- The project team has engaged 103 practices of the 183 across the region.
- 58 practices in Vale of York have registered accounts in the DJP, and 15 action plans have been created.
- In the North Yorkshire region 31 practices have been engaged with, 4 have signed up from the DJP assessment, 2 have created an action plan, and 1 has started the action plan.
- In the Hull East Riding region, 42 practices have been engaged, 12 have signed up to the DJP, and 6 have created an action plan.

- In Northern Lincolnshire, 30 practices are engaged, 16 have signed up to the DJP, 5 practices have created action plans, 8 have got a delivery plan in place to complete their action plans, 1 has completed an action plan, and 3 have started action plans.

## The impact

The project has been running for six months and is still in its early days. Despite significant operational pressures across Primary Care, 15 practices have developed an action plan for the patient communication module. As a direct result of this, they are considering the introduction of a social media ‘managed service’ offering and are actively seeking service offerings from several digital partners. Trevor Wright, Digital Primary Care Programme Manager, said:

“Redmoor has a significant level of key and experienced resource, and clearly understands the challenges associated with deploying digital tools across general practice. Their approach was tailored to our need, and they fulfilled the ‘partnership’ role very well working with our project team and other partners very effectively. The training and educational material provided by Redmoor was excellent, particularly the training webinars.”

**Trevor Wright**

Digital Primary Care Programme Manager  
Humber and North Yorkshire



## Lessons learned

Strategic partners are important to progress the ‘digital optimisation’ agenda and working with Redmoor as a strategic partner has allowed us to develop effective engagement with practices. The use of the DJP has been positive and we see the use of this tool as key to establishing a baseline position and the foundations to build stable digital capability on.

### Engage the key contacts

It has been helpful to have PCN leads leading the email communications with practices. The project team can engage with any member of a GP practice but has found particular success engaging IT leads.

### Be direct

Doing face-to-face action plan meetings and engaging practices one on one has aided in the uptake of the Digital Journey Planner.

### Meet practice where they are at

The project team attended practice managers' forums to engage practices. The local ICS facilitates these meetings and integrates them into their existing practices.

### Recognise capacity issues

The project team have been offering local implementation support for action plans such as setting up social media pages. This provided practices with extra capacity to complete action plans.

## Acknowledgement

The Redmoor project team has been very well supported by N3i as a key strategic partner.

## The Digital Journey Planner

The Digital Journey Planner is a practice diagnostic and improvement web tool that helps GP practices to baseline their current level of digital maturity and understand what the path to improvement looks like. The Digital Journey Planner offers a series of modules for practices to work through, including patient communications, GP online services and digital inclusion.

GP practice in England can access the DJP's patient communications module for FREE, sign up today via the link:

<https://digitaljourneyplanner.co.uk>

For further information about the enhanced support available please visit our [subscription page](#)