

# Meddbase Population Health Management for NDPP



Jaillan has worked with Meddbase, co-ordinating product marketing and communications at the company, since the software was first launched in the early 2000's.

She has overseen the creation and publication of the Diabetes Prevention White Paper, as well as sharing the study's findings and key messages with the wider industry.

She is focused on communicating the Meddbase mission, to join up healthcare using digital tools and leads the company's population healthcare offering.

## Jaillan Yehia

Meddbase Public Sector & Communications Director



Erin has worked across all NHS-specific projects at Meddbase, including the National Adaptor Integration Test Partner Programme and the NHS Buying Catalogue compliance process, and has overseen the NDPP pilot study and co-authored the White Paper.

Focused on a holistic view of the way the software fits into NHS and digital healthcare requirements, she will demonstrate and discuss Meddbase pathways, a powerful system tool which was harnessed to successfully execute the pilot. Having managed the entirety of this project, Erin is well-placed to summarise the methodology, reasoning and outcomes presented.

## Erin Johnston

Meddbase NHS Product Owner

Advanced and highly secure clinical management system integrating Electronic Medical Records with a complete toolkit of features.



# About Meddbase



**Full featured cloud-based electronic record system**



**Serving global healthcare organisations for 20 years**



**Developed, hosted and supported in the UK by a team based in offices in London and Southampton**



**2m appointments booked last year**



**1.5m patient texts sent in 2022**



**6m patients added to the system**



**Bespoke Pathways System**



## Meddbase and The NHS

Working with NHS Digital for a number of years across a variety of projects to integrate Meddbase functionality with NHS public health records:



Developing GP Connect integration to facilitate reading from and writing to NHS GP Records



NDPP Digital Communications Project



Compliance for the NHS Buying Catalogue for Meddbase Lite



National Adaptor Integration Test Partner Programme

- Filling 200,000 funded spaces per year
- Working within GP capacity
- Addressing variation in referral rates between practices and between high and low deprivation areas
- Reaching critical mass for F2F NDPP courses in distinct areas in an efficient and timely manner
- Avoiding additional cost, time and administrative burden associated with traditional methods of invitation such as postal invites



## Understanding Key Challenges to Delivering NDPP Services



# Meddbase NHS Humber & North Yorkshire NDPP Pilot Results

## Overview of the pilot successes

### Key Aim:

Determine if efficiently and reliably identifying patients at risk of Type 2 Diabetes using Meddbase - and engaging them via SMS - would increase uptake of NDPP services without increasing admin or clinical burden

### Key Findings:

- **1,000%+ increase** in monthly referrals generated - from an average of 32 per month to 363
- **331% increase** in patients reaching Milestone 1 (M1) from an average of 16 per month to 69
- Continued impact on M1s, with an average of 45 per month for the next three months - **181% above** the baseline



*“We've seen phenomenal success; previously we had to wait to achieve the critical mass required to make the programme viable, but we can now confidently say that we will have enough patients to start a group. The success of the pilot has given us the confidence to bring in additional human resources to manage patient conversions. That's the beauty of this solution - the untapped potential is huge.”*

### Scott Walker

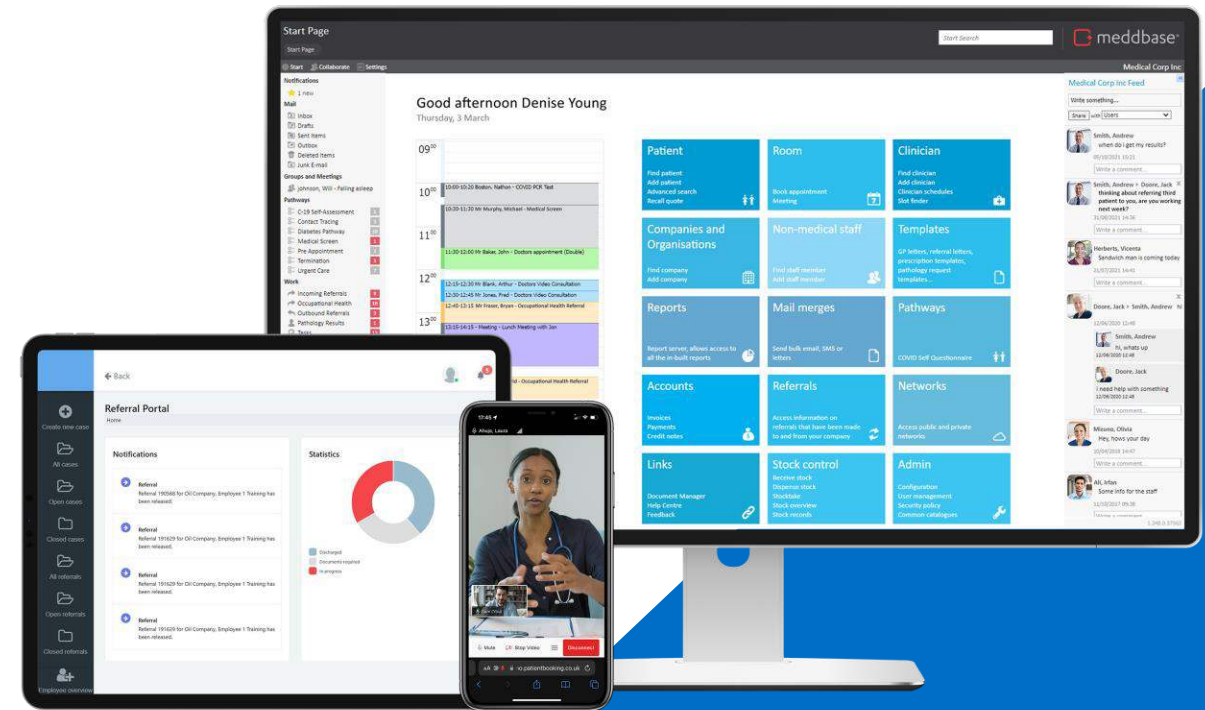
Senior Responsible Officer (SRO), Humber and North Yorkshire  
Health and Care Partnership

# The Plan

- Kick off project call with all parties to establish a workflow and timeline – using both opt in/out models
- CPG identified a number of similar practices (list size, eligible cohort size, deprivation etc) - Place Leads secured consent from practices for involvement in the pilot
- Digital exclusion was explored – it was determined for a small pilot that only those with mobile phone numbers would be included
- Information Governance was broken down by process steps so that appropriate agreements were in place between only those elements who were involved with each stage of the process
  - Care Plus Group (CPG) who hold the contract with both N & NE Lincs ran searches within the 4 practices who had consented to be involved
  - Eligible patients transferred to Meddbase using an NHS.net email account - with a Data Sharing Agreement (DSA)
  - Referrals were then transferred to Xyla (NDPP Provider) again using the secure, identified referral process as per the national programme - Process underpinned with a Data Sharing Agreement (DSA)
  - Patients who were not for referral were passed back to CPG so that the relevant practice could code that they had been offered & declined NDPP

# Meddbase Pathways System

- Automate business and clinical decision workflows to ensure the right information is given to the right user at the right time, resulting in better, more confident decision making.
- Share tasks between administrators, clinicians and patients to truly join up the Healthcare process.
- Expert Meddbase staff assist with Business Process Modelling through to Pathway creation, resulting in client business processes being enforced by the Meddbase Pathways System.





# The Process

CPG identified eligible patients at Practice level

Patients passed across to Meddbase

Invite text agreed (opt out/opt in)

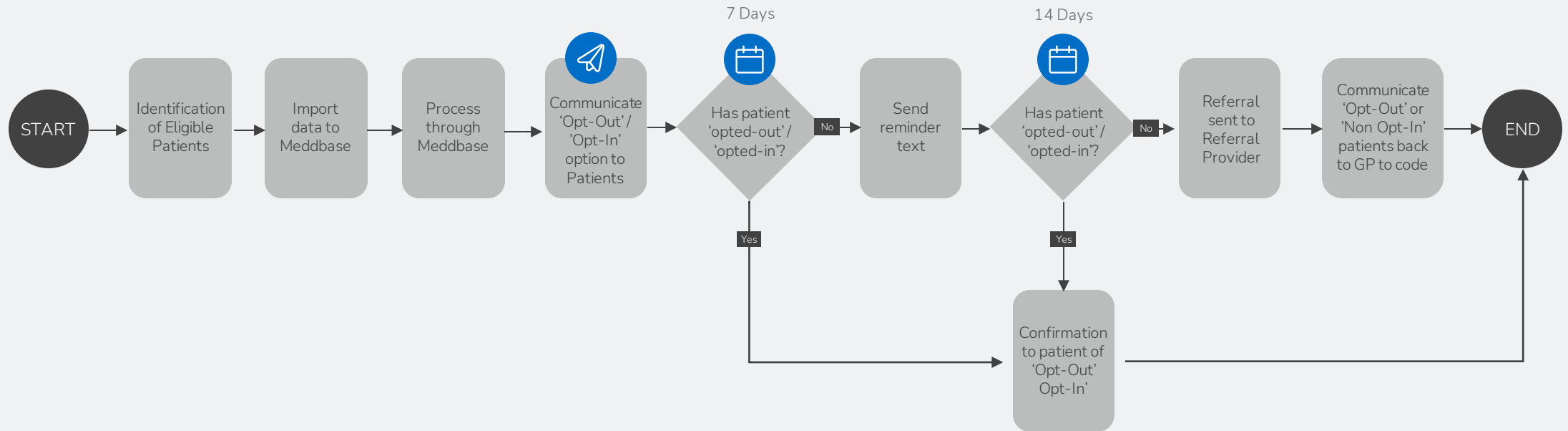
Time frames specified – 14 day close out with reminder text at day 7

Referrals were sent through to Xyla

# Overarching Project Workflow

To Opt-out or Opt-in the patient will need to send a text through to confirm.  
The patient will then be 'Opted-out' or 'Opted-in' within Meddbase

Patient workflow



All communications containing patient identifiers will be made via nhs.net email

# Opt-Out Communications (Opt-In were the same)

## First Contact:

[GP Surgery] invites you to take part in the NHS Diabetes Prevention Programme (NDPP). Your blood test on [Blood test date], indicates that your blood sugar was in the pre-diabetic range.

The programme is delivered remotely due to Covid-19.

If you would like to opt out of this referral, please text 'Opt Out' to [Mobile Number].

If you do not opt-out, by [{DATE}+ 14 days], you will be contacted by your local NDPP provider.

## Second Contact:

[GP Surgery] invites you to take part in the NHS Diabetes Prevention Programme (NDPP). Your blood test on [Blood test date], indicates that your blood sugar was in the pre-diabetic range.

The programme is delivered remotely due to Covid-19.

If you would like to opt out of this referral, please text 'Opt Out' to [Mobile Number].

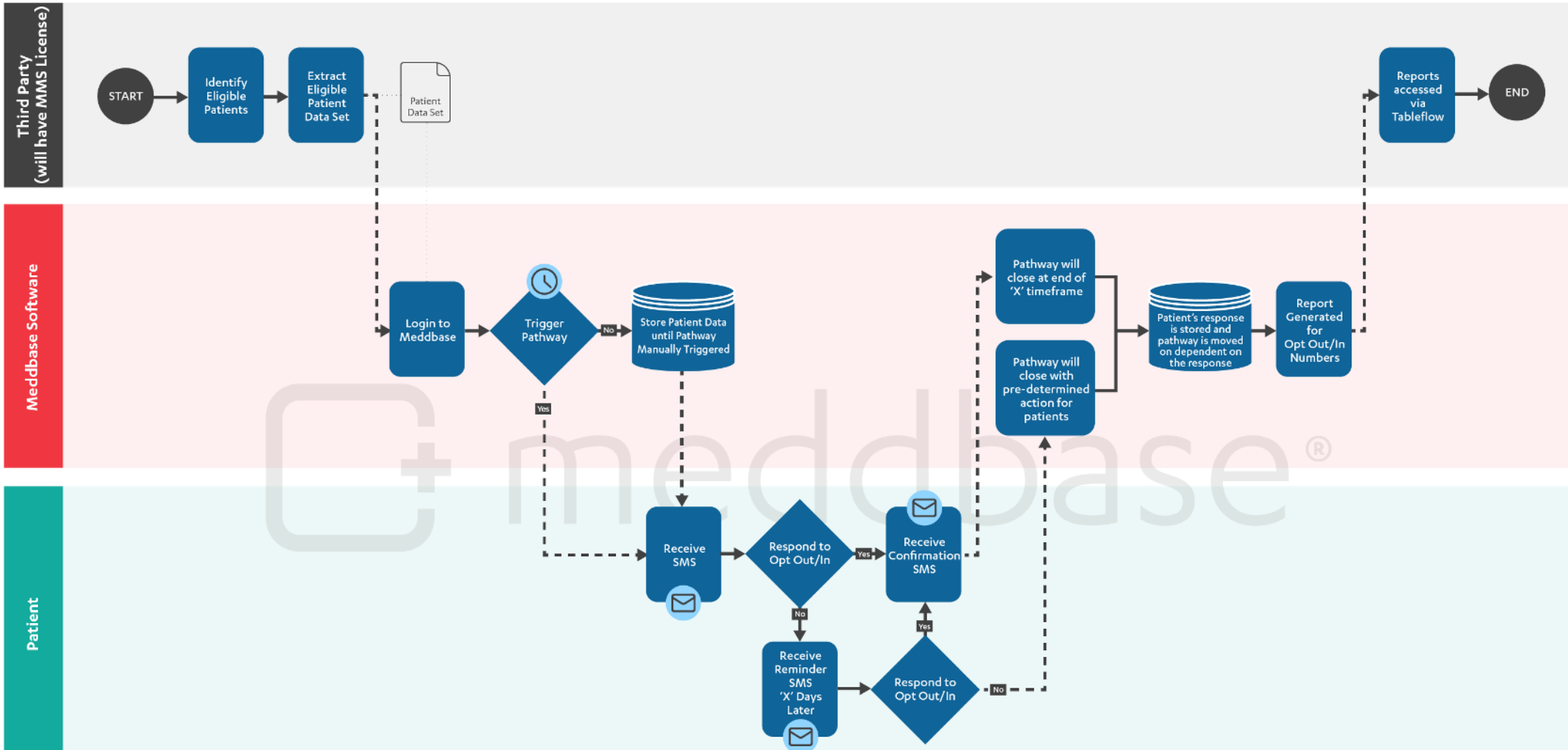
If you do not opt-out, by [{DATE}+ 7 days], you will be contacted by your local NDPP provider.

## Opt-out/Opt-in confirmation:

Thank you for contacting us, you have now been opted out of the NHS Diabetes Prevention Programme.

[GP Surgery]

# Overarching Project Workflow

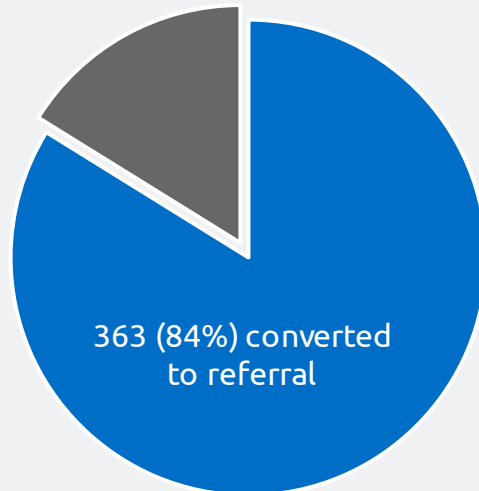


# The Pilot Results

Pilot 1  
January 2022

## 'Opt-out' model

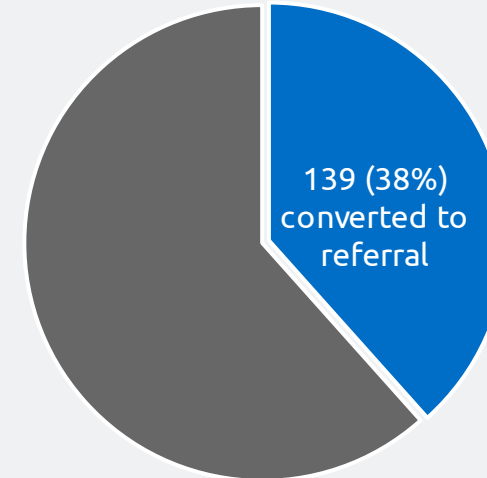
433 patients invited



Pilot 2  
February 2022

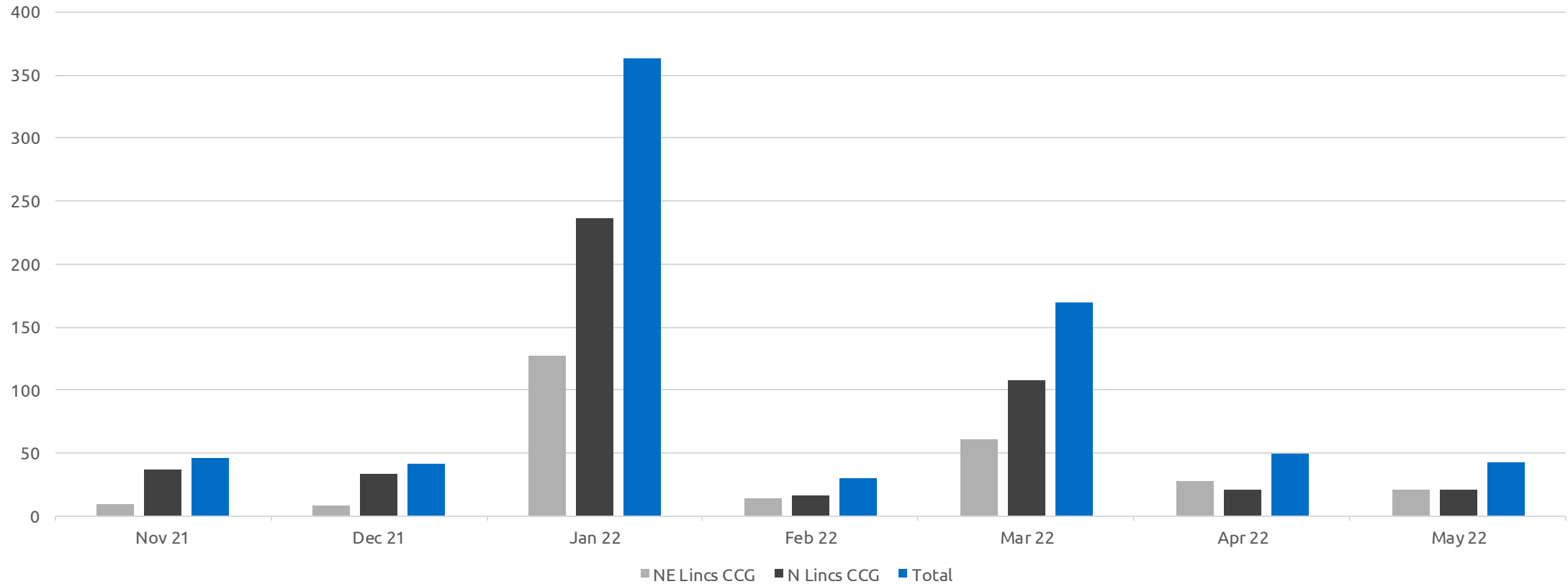
## 'Opt-in' model

362 patients invited



# The Impact

Referral Rates



# Benefits



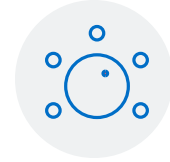
Reduction in  
Clinician time



Reduction in  
admin time



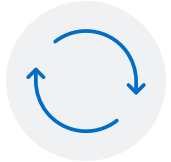
Reduction in stationery  
and postage costs of  
traditional methods



Control on variability



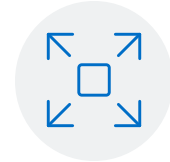
Control on timeframe  
and target audience



Repeatable



Less stress and  
workload – light touch  
solution



Flexible to expand  
solution across the  
population health  
landscape

- Reliably identify patient groups at risk of developing Type 2 Diabetes
- Conduct strategic advanced searches to select targeted patients
- Effectively and efficiently reach targeted patients at-scale via SMS invites
- Automatically capture information to update Electronic Patient Records
- Guarantee data quality and data security at every stage of the process
- Transform patient engagement and participation in NDPP services
- Improve programme referrals and overall completion rates
- We have seen NDPP uptake in our pilot region increase by 1,000%



## Meddbase Population Health Management Solution For NDPP





# QA

