

Doncaster & Bassetlaw NHS Foundation Trust

‘Be Well, Feel Good’ programme

Use of the Healum software and connected mobile app by Doncaster and Bassetlaw Trust’s ‘Be Well, Feel Good’ programme to support their patients to achieve their health and wellbeing goals, including weight loss.



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Healum 'Be Well, Feel Good' Medical Weight Management Case Study



Doncaster and Bassetlaw Trust Specialist Weight Management Service

Doncaster and Bassetlaw Trust were contracted by Doncaster Council to deliver the 'Be Well, Feel Good' programme to support Doncaster residents to achieve their health and wellbeing goals, including weight loss.

The Opportunity

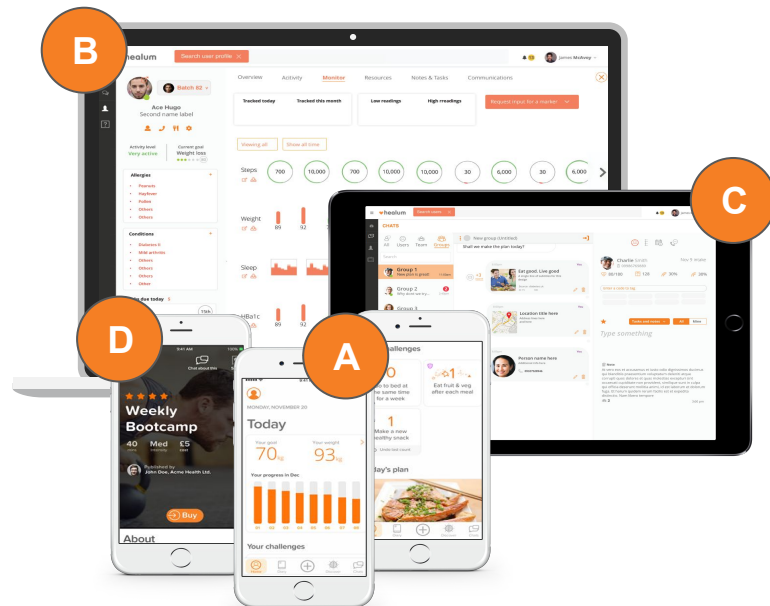
Doncaster Bassetlaw Trust identified an opportunity to use digital solutions as part of their delivery of the 'Be Well, Feel Good' programme, with the aims of:

- 1) **Improving the health outcomes** achieved on the programme
- 2) **Providing patients with the best possible experience** during the programme in an empathetic, supportive and relevant way
- 3) **Enhancing the capabilities and capacity of their delivery teams** to support and motivate patients to make healthy choices as part of their daily and weekly routines
- 4) **Improving the operational efficiency** of their staff when delivering the service
- 5) **Addressing health inequalities** by providing personalised approaches for each patient

The Solution

The Healum software was configured to enable the service delivery team at Doncaster Bassetlaw Trust to create personalised plans of education, support and motivation reinforcement, that addressed the unique needs of each individual patient, and could be shared directly with each patient through the Healum mobile app. Using Healum, the delivery teams at Doncaster Bassetlaw Trust were able to:

- a) set goals and actions as part of a shared decision making process with each patient
- b) monitor patient progress and outcomes around the goals and intentions they had set
- c) message patients in between delivery sessions to answer questions and provide additional support
- d) share relevant resources and services that support patients to adopt healthy lifestyle choices



The Key Outcomes

Patients that used the Healum app lost significantly more weight

Of those patients on the programme using the Healum app to manage their health, 75% lost weight, compared to only 15% of patients who were not using the Healum app.

75%



Lost weight

Patients were able to gain far more support at the moments that matter

758 conversations that took place between healthcare professionals and patients to provide helpful advice and empathetic support at the moments that patients needed it.

758



Supportive
chats

Delivery teams were able to better motivate and educate patients

524 goals were agreed and shared. Custom goals such as "Allow for a smaller portion/cake at my son's birthday this weekend" were created. 2,976 educational resources such as 'Eat Well Guide' and 'NHS 100 calories snacks' were viewed to reinforce health education.

2976



Resources
viewed

The use of the software and app lowered the cost of delivering the service

Operational efficiency in delivering the service was improved by service delivery team members being able to share resources 2,862 times through the app, instead of emailing or printing. All the service delivery team members reported that this function saved them time.

Delivery teams were able to understand their patients' needs better

Actionable insights from patient monitoring, including 370 daily actions tracked and 758 chat messages sent, allowed more relevant, motivating weekly conversations with patients.

524



Goals shared

Reducing health inequalities through personalised care

The Healum solution helps to address health inequalities by supporting staff to tailor their approach to individuals based on their socioeconomic or cultural backgrounds. The app displays content in multiple languages, and contains tailored services for each person.

"If a participant's progress is going in the right direction I can congratulate them and encourage them to keep doing what they're doing." ('Be Well, Feel Good' Dietician)

"The Healum app makes it easy to find the information that I have been taught during the class so I can refer back to it later and remind myself about what I need to know." ('Be Well, Feel Good' patient)

"With the Healum app you can just send information because you're only sharing the patient names so it is a lot easier and a lot less time consuming than printing or using email." ('Be Well, Feel Good' Dietician)



Doncaster and Bassetlaw Trust

The Doncaster Metropolitan Borough Council commissioned the 'Be Well, Feel Good' service to be delivered by Doncaster and Bassetlaw Trust. Doncaster and Bassetlaw Teaching Hospitals NHS Foundation Trust are a Trust who are based in Doncaster, providing services at 5 hospitals and 18 clinics and delivering health services to a population of around 420,000 (2).

Within the Doncaster area, 71.4% of adults aged 18 and over are classed as overweight or obese compared to the national average of 61.3%, and in contrast to the London average of only 23%. This shows that 77,000 people in the Doncaster area are overweight or obese (1), hence demonstrating the opportunity for effective weight loss programmes involving personalised approaches for each participant.

Doncaster and Bassetlaw Teaching Hospitals NHS Foundation Trust offer a range of healthcare services at their sites, and also delivered the Tier 2 Health Improvement service 'Be Well, Feel Good' for the residents of Doncaster to achieve their health and wellbeing goals, including weight loss. The 'Be Well, Feel Good' service used a person-centred and compassionate approach to address underlying determinants that impact on health, wellbeing and an individual's ability to take care of themselves. The programme was available to residents who have a BMI that classes them as obese. The programme structure consisted of 12 group sessions delivered by Nutritionists with input from Cognitive Behavioural Therapists.



The Opportunity

Opportunities for service delivery teams:

The delivery team members that work within the 'Be Well, Feel Good' service experience a variety of challenges. These include:

1. Helping patients achieve their health goals in a sustainable way in only 12 one hour face to face sessions.
2. Enabling each person to address the specific challenges that are holding them back from leading a healthy lifestyle, with limited time and resources.
3. Efficiently managing all the educational content and personalised strategies that different patients require to achieve success.
4. Keeping up to date with individuals' progress during the week in between sessions to ensure any issues are addressed in a timely manner.
5. Reducing the service delivery costs, by reducing the necessary time for staff to manage patients and reducing direct costs of the programme, such as printing costs.

These challenges make it harder for these delivery team members to offer the highest quality of care to the patients on the programme. These challenges pose a strong opportunity for Healum's digital solutions to support the service delivery teams in the 'Be Well, Feel Good' programme.



The Opportunity

Opportunities for patients:

The patients that rely on the services from the 'Be Well, Feel Good' service experience a variety of challenges.

These include:

1. Patients with a BMI of over 30 struggling to manage their health due to lack of knowledge and understanding of what healthy actions they need to undertake to achieve their health goals and weight loss.
2. Patients are unaware of what services are available for them in the local community, which ones they are eligible for, and how they can access these services.
3. Patients struggle to build healthy habits and have to deal with multiple barriers and obstacles that prevent them making healthy decisions and remaining motivated.
4. Each person has their own personal struggles in their lives that can often act as a barrier when getting help. Existing services for patients do not take these into consideration, and are therefore not personalised or empathetic enough to help patients understand exactly what approach would work best for them.

These factors all make it harder for patients to manage their weight loss and could have negative implications for their health. The 'Be Well, Feel Good' service is all about using a compassionate approach to support people in a way that is practical, relevant and accessible to them, and Healum's digital solutions offer support to this approach.

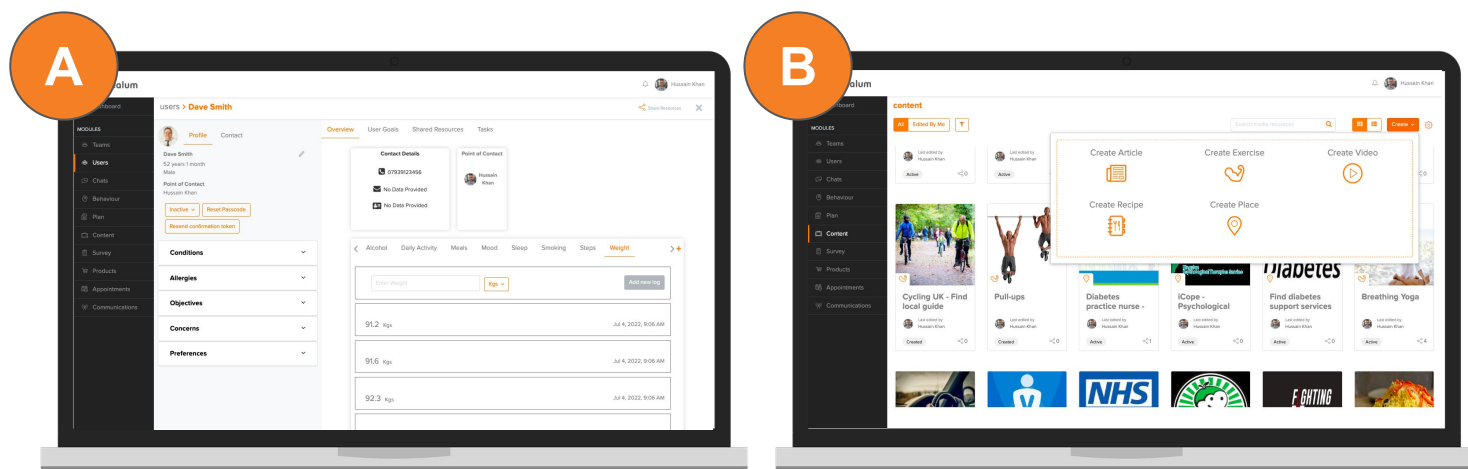
The Solution - Software

Healum is an intelligent patient management system that enables healthcare providers to deliver personalised care and support for patients to proactively and remotely manage their health.

Our cloud-based interoperable software enables teams of healthcare professionals to motivate, monitor and support a greater number of patients to manage their health in a way that is personal to them. It incorporates a number of tools for communicating with patients, sharing educational content, setting goals with patients, tracking patient progress and engagement with their health, and providing patients with a range of medical and non-medical health choices as part of an integrated plan of care and support that they can access on their mobile device.

The software aims to aid healthcare professionals with the following:

- a) **Patient management** - by being able to view all patient insights, records, progress and care plans
- b) **Patient education** - using systems to create and share informative articles, videos, recipes and local services directly to each patient
- c) **Adherence programmes** - allows the creation of a behaviour change programme for each patient using goals, actions and obstacles
- d) **Patient care plans** - allows the creation of care plans by multi disciplinary teams of clinicians and personalised to each patient
- e) **Secure communications** - allows secure messaging between healthcare professionals and patients, helping team members adhere to GDPR guidelines
- f) **Team management** - allows collaboration with other healthcare professionals in supporting care delivery



The Solution - App

Through our patient facing-app, patients with long term health conditions, including obesity, can access a personalised care and support service; this aims to make it easier for them to understand the medical and self-care choices that are available to them, and to access the set of healthcare services, educational content and other relevant services that can motivate and support them to take the daily, weekly and monthly actions needed to live their longest, healthiest and happiest life possible.

The app aims to aid patients with the following:

- a) **Monitoring and Insights** - Surfaced to patients and healthcare professionals
- b) **Personalised Education** - Receive personalised resources delivered through videos, articles, recipes and local services
- c) **Behaviour change support** - Systems to create goals, track different health metrics, create and tick off daily or weekly actions and address obstacles that they face when aiming to improve their health
- d) **Personalised Care Plans** - Easy to access goal oriented plans of services and support
- e) **Communications** - Chat function to allow communications with healthcare professionals delivering the programme



The Outcomes - Service delivery team

Outcomes for Service delivery team:

The Healum software helps healthcare professionals to provide high quality, personalised care for the Doncaster residents on the 'Be Well, Feel Good' programme.

As part of the 'Be Well, Feel Good' programme, this has resulted in:

- **Enhanced capability and capacity** of the service delivery team to support and motivate patients to make healthier choices in their day to day lives.
- Improvement in the **operational efficiency** of service delivery
- **Addressing the health inequalities** amongst the population of overweight residents of Doncaster

Enhanced capabilities and capacity of service delivery team:

Service delivery team members were able to address the underlying motivation of their patients more times, with more people, as shown by them sharing goals 524 times to app users and 192 goals being joined, examples of which include 'reduce weight' and 'walk more'. Delivery team members' capacity to reinforce programme content was also enhanced, as shown by resources being shared 2,682 times and viewed 2976 times in total. Popular resources being shared were 'Eat Well Guide' and '100 Calorie Snacks NHS'.

Improvement in the operational efficiency of service delivery

Multiple factors of the software-app integration led to time and cost savings for the service delivery staff involved in the programme, with the software-app integration allowing them to communicate more easily with patients through the chat function, share resources within seconds to avoid printing as well as any data protection issues, and monitor patients' progress more easily.



The Outcomes - Service delivery team

The chat function allows staff members and patients to share photos, messages and motivational quotes, whilst avoiding any issues related to data protection around sharing patients' personal information. The chat function allows healthcare professionals to create group chats for patients in their groups, as well as directly message individual patients. One nutritionist said "I would say a lot of our users suffer from anxiety, so being able to send messages on chats and ask questions virtually can make them much more comfortable". The chat function was popular amongst staff, with DBT staff members sending 470 chats in total and sharing 25 resources over chat, patients sent a further 288 chat messages.

Operational efficiency in delivering the service was improved by the service delivery team being able to share resources through the app, instead of emailing or printing. Staff members created 85 resources in the software and shared these resources to app users 2,682 times in total. All service delivery professionals running the weekly sessions reported that this function saved them time, one of which said "With the app you can just send information because you're only sharing the patient names so it is a lot easier and a lot less time consuming than printing or using email".

The cost savings associated with using the Healum software and app taking into consideration printing resources, tracking time for staff, reporting time for staff at the end of the programme and communication time with patients, total to almost £22,000. One service delivery team member stated that "I can confidently say that Healum has helped us enhance our service delivery and reduced costs of printing".

Addressing health inequalities:

Insights into each patient and their specific journey were generated through 288 participant chat messages sent, 192 goals joined, 370 actions tracked and 2976 resources viewed, which enabled delivery teams to understand patient progress and give them value insights ahead of participant conversations each week, ensuring more empathetic, relevant and supportive conversations with patients.



The Outcomes - Service delivery team

The app allows patients to track different metrics, and the connection between the app and software allows service delivery team members to view these tracked metrics to monitor patients outside of the weekly sessions. In terms of monitoring patients' progress, one Nutritionist involved in the 'Be Well, Feel Good' programme stated that they liked the software because "It allows me to just go on and see how patients are getting on". Another service delivery team member referred to being able to understand and support patients better by using insights from their tracking: "If someone has stayed the same weight for a bit I can make a few suggestions. If it's going in the right direction I can congratulate them and try to encourage them to keep doing what they're doing". Patients also expressed positive feedback regarding the tracking function, with one stating "In the evening I go into the app to make sure I have filled in all my trackers, but I also do this randomly throughout the day... tracking my weight going down helps to keep me on track". This app-software connection helps the healthcare professional to provide a personalised approach for each patient, thus reducing the health inequalities different communities face due to services not being designed for them and their specific needs.



The Outcomes - Patients

Outcomes for Patients:

The Healum app helps users to access high quality, personalised care so that they can effectively manage their weight loss. As part of the 'Be Well, Feel Good' programme, this has resulted in:

- **Improved health outcomes** achieved on the program
- Receiving the **best possible experience** during the programme in a way that they find empathetic, supportive and relevant
- More **personalised care** to make healthcare more equal amongst residents of Doncaster

Improved health outcomes achieved on the program

The ability to easily access health information through the app as well as daily support and methods to set health goals and track metrics to support these goals, all enable Healum app users to get the most out of the 'Be Well, Feel Good' programme shown by out of the 44 app users on the programme who tracked their weight, 33 lost weight, 10 gained weight and one stayed neutral. This means that 75% of Healum app users on this programme lost weight, compared to just 15% of the non-Healum users.

Receiving the best possible experience during the programme in a way that they find empathetic, supportive and relevant

Patients received a more empathetic, supportive and relevant experience through the use of the software and connected app and the functions including chat, resource sharing and goal setting. The chat function was used to stimulate dialogue with 758 chat messages being sent, helping to build better understanding and empathetic support between patients and the service delivery team.

In terms of resources being shared from the service delivery team, patients reported that "The app makes it easy to find the information that I have been taught during the class so I can refer back to it later and remind myself about what I need to know," and one Nutritionist stated that "Sharing resources is the most useful part. It is not limited by how much information you can provide or how much printing you can do. They can just go home, read all the information and are more likely to actually view a resource."



The Outcomes - Patients

More personalised care to help reduce the burden of health inequalities within Doncaster

For patients involved in the 'Be Well, Feel Good' programme who have access to the Healum app, they are provided with personalised behavioural change support through the functions of the connected software and app. 92% of patients who joined the programme requested access to the Healum app, demonstrating the popularity of this option to receive more personalised care.

Markers were tracked over 700 times, the three most popular of which were weight, water and sleep. These markers are visible by the service delivery team, allowing them to get insights into the progress of patients and provide feedback over chat or in the weekly sessions. Over 190 goals were selected and joined by users. Personalised 'custom goals' were created by users in the app, two examples of which are 'Eat 2 different protein filled meals this week' and 'Allow for a smaller portion of party food / cake on my son's birthday this weekend'. By allowing patients to reshape their journey with goals, actions and markers that they can identify with, they are provided personalised behavioural approaches they can actually identify with.



Testimonials

"I look at the resources weekly, normally at the end of each session to get a refresh of the class and get anything that wasn't covered in time"



DBT programme member

[In reference to sharing resources] "This is the most useful part. You are not limited in the amount of information you can provide or how much printing you can do. Plus people are more likely to go home and actually read a resource"



DBT service delivery team member

"I can confidently say that Healum has helped us enhance our service delivery and reduced costs of printing"



DBT service delivery team member

"I know what I have to do, I just can't put it into practice but the app helps me to keep on track by reminding me what I have learnt in the sessions and tracking my weight going down also helps"



DBT programme member



Future Prospects

Following a successful implementation of this solution in the Tier 2 Weight Management pathway, there are many possibilities of how Healum can Doncaster and Bassetlaw Trust could use Healum's solution, including, but not limited to:

1. Support the Tier 3 team to improve health outcomes for patients with BMIs of 35+, to deliver its Cognitive Behavioural Therapy programme as part of Tier 3 delivery and to provide patients with personalised programmes of medication, diet, lifestyle and therapy.
2. Enable the Bariatrics department to improve outcomes, reduce costs, enhance patient experience.
3. Supporting Doncaster Bassetlaw Trust Hospital to reduce the elective care backlog and to support patients with education and daily routines when they are waiting for their operations.
4. Enabling the Trust to deliver other parts of Doncaster Council's - Be Well programme including smoking cessation, weight loss management, NHS Health checks and care navigation.

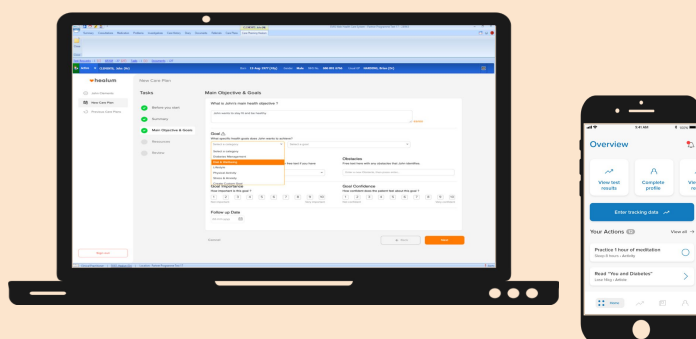




About Healum

History

Established in 2014, using our 8+ years of learnings with healthcare professionals and patients to co-create a personalised self-management care planning system.



The Healum system, its cloud-based interoperable software and connected client facing service, enable providers of integrated lifestyle services to:

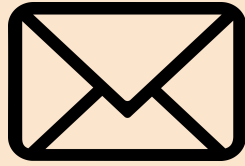
- Improve the health outcomes and retention rates that they are able to achieve on their programmes for more clients and over a longer time period
- Deliver hybrid digital, face to face and group lifestyle services, that enable them to address new commercial opportunities amongst new and existing customers, through the improved flexibility, scalability and lower unit costs of their delivery model.
- Improve their operational efficiency in recruiting patients, managing caseload, initiating set up, and delivering customised reporting on the data and outcomes of their service based on the needs of commissioners.
- Enable their delivery teams to work together more collaboratively and efficiently when delivering multicomponent services to a consistent standard of quality.
- Prove the efficacy of their service to commissioners and provide population health level insights that support their commissioners to better understand what their populations health needs are and what is working in addressing those needs
- Improve the capability and experience of delivery teams with a suite of digital solutions to support and motivate clients to adopt healthy behaviours by improving their capabilities to understand health, by surfacing local opportunities to support healthy lifestyles, and by addressing their underlying motivations to make healthy choices.
- Address health inequalities resulting from wider social determinants of health by providing integrated lifestyle services that are inclusive and provide clients with regionally and culturally relevant information, services and behavioural approaches they can identify with.



Contact Us



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Healum Ltd

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