

A person is sitting on a dark grey couch in a modern, brightly lit room. Instead of a head, they have a large, clear incandescent lightbulb. Inside the lightbulb, a glowing yellow lightning bolt is visible, symbolizing an idea or innovation. The person is wearing a dark blue blazer over a light blue shirt and a grey tie. They are wearing blue jeans and a black watch on their left wrist. Their hands are clasped in their lap. To the left, a small, round, light-colored table holds a laptop. The background shows a window with vertical blinds. The entire image has a soft, pinkish-purple tint.

WEST MIDLANDS SOCIAL
CARE DIGITAL AND DATA
ENABLED COLLABORATIVE

Social Care Data and Digital Collaboration

Safina Mistry
5th April 2019



The Region



Birmingham

Coventry

Dudley

Hereford

Sandwell

Shropshire

Solihull



Stafford

Stoke

Telford

Walsall

Warwickshire

Wolverhampton

Worcestershire



Purpose



A region with sustainable health & care systems,
Supporting local economies and communities whilst promoting
health and well being outcomes ...

- **Leading** Change with people (Co-production)
- **Facilitating** scalable well being interventions
- **Learning** Research and best practice
- **Supporting** Economic development
- **Communicating** Re-framing the narrative for ASC –
helping people to care for themselves. Creating a trusted Brand

Scope Phase

Defining collaborative touch points



- **Key Stakeholders** ... ADASS, AHSN, STPs, IEWM, PSC, NIHR CLAHRC
 - **Define top pressures** ...Interviews
 - **Analysis** ..Where can we add value ?
 - **Metrics and Evaluation** .. How
 - **MOU** ... Programme of work between AHSN/ADASS
- One size does not fit all ..Local Flexibly in delivering good practice*



Approach



INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES	IMPACTS
<p>Clinical leads</p> <p>Portals</p> <p>AHSN</p> <p>ADASS</p> <p>STPs</p> <p>NHSI/ARC</p> <p>IEWM</p> <p>PSC</p> <p>Citizens</p>	<p>Digital exemplars</p> <p>Bid applications with Industry</p> <p>Evidenced based Research</p> <p>Data into predictive information</p> <p>Evidenced based Research</p> <p>Behavioural insight embedded into commissioned services</p>	<p>4 defined work-streams</p> <p>Dummy Data runs using health and care data</p> <p>Workstreams embedded Co-production</p> <p>outcome-based commissioning sessions</p> <p>Evidence based Evaluations</p> <p>Show & Tell Workshops</p>	<p>Algorithms</p> <p>Visibility of layered data</p> <p>Range of best practice tools and resources</p> <p>Diverting demand from ASC</p> <p>Reduced duplication</p> <p>Shift in existing workforce behaviour.</p>	<p>Established links with industry</p> <p>Sustainable HWB interventions</p> <p>Increase in available tools and resources</p> <p>Scalable initiatives</p> <p>Integrated support between NHS and ASC</p> <p>Quality for citizens</p>

Work Streams



P&SC

Isolation/Loneliness

Inter-generational approaches

Carers employer Pledge

AI ..machine learning voice recognition and activation devises

Data Modeling

Dummy data sets created by the

Utilization of anonymized NHS and Social Care data

Risk stratification

Development of algorithms

Data visualisation

STToC

Improving admissions avoidance priorities

Transfers of care

Care Homes Workforce

Red Bag My Home Life

My Space

B/C

Population health

Behavioural insights research and tools

Diabetes type2 "at risk" / "newly diagnosed"

Commissioning for Better Outcomes

Data and Digital

- Technology advances ..easier to pull useful information from the data and drawn together, We have the right data but our insight is often poor.
- Applying predictive analytics, artificial intelligence and deep learning, we can better understand the current demands/ shape the market through smarter commissioning.
- Present data more visually ..interactive
- Better data could enhance the delivery of services ..ASC may require staff with different skill sets to make effective use of it
- The way banks and retailers have shifted services online in the past decade could provide insights for adult social care
- Technology should follow form not function. It needs to enhance independence, inclusion and be immediate
- Voice Activated digital assistance ...



west midlands
ACADEMIC HEALTH SCIENCE NETWORK



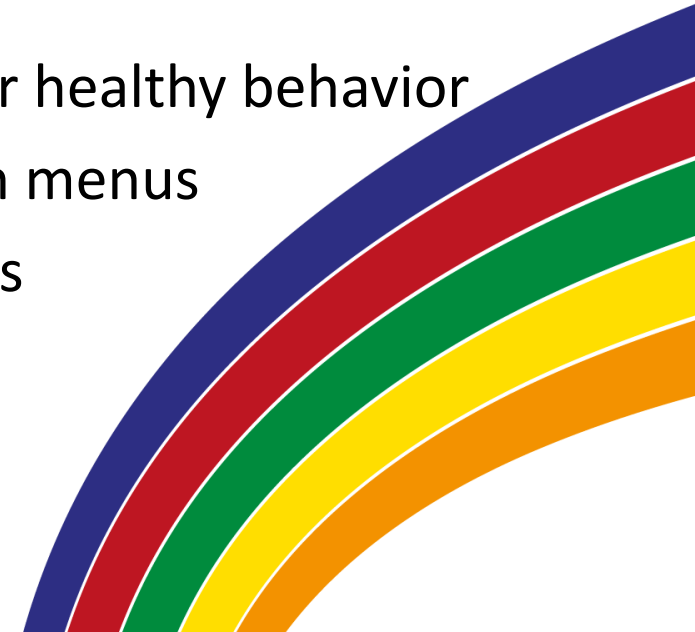
Behavioural Change



Social Engineering ...

Maximise to change behaviours

- **Smacks** Eliminating choice – Banning goods or services such as the restriction on smoking in public places
- **Hugs** Financial incentives – Vouchers in exchange for healthy behavior
- **Nudges** Provision of information – Calorie counts on menus
- Making salad the default side option instead of chips



Next Stage



PIDS 4 work areas with Industry

MOU Defined outcomes

Co-production Local Voices

Governance Wider Policy delivery



Thank You For Listening
Any Questions ????

Contact Details

Safina@smistryconsulting.co.uk

