

Personalised Health Video Communication

Impacts and outcomes



Positively influencing behaviour at scale

Right information

- Information about me and my life and the things that matter most to me: (data, information, cultural and social cues)

Right Way

- In a format that's easy and convenient for me to access and to act upon if I choose to do so: (smartphone, video based, one click access)

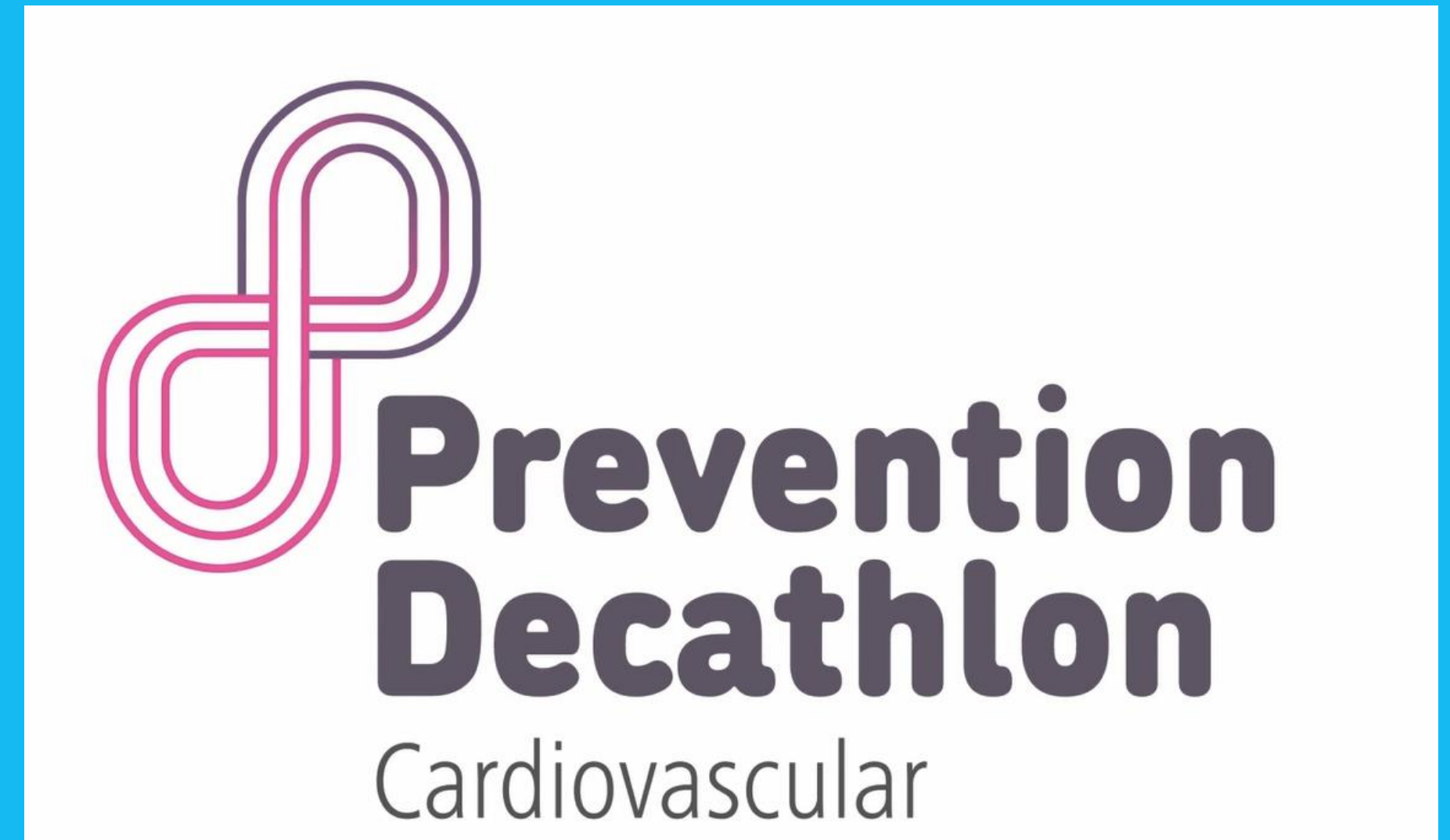
Right Time

- In my time – not yours (watch when I want to watch, as often as a like, share with whomever I like)



CVD Prevention Decathlon

NHSE / SBRI project
South London



<https://www.southwestlondonics.org.uk/our-work/personalised-care/long-term-conditions/prevention-decathlon/cardiovascular-disease-prevention-decathlon/>

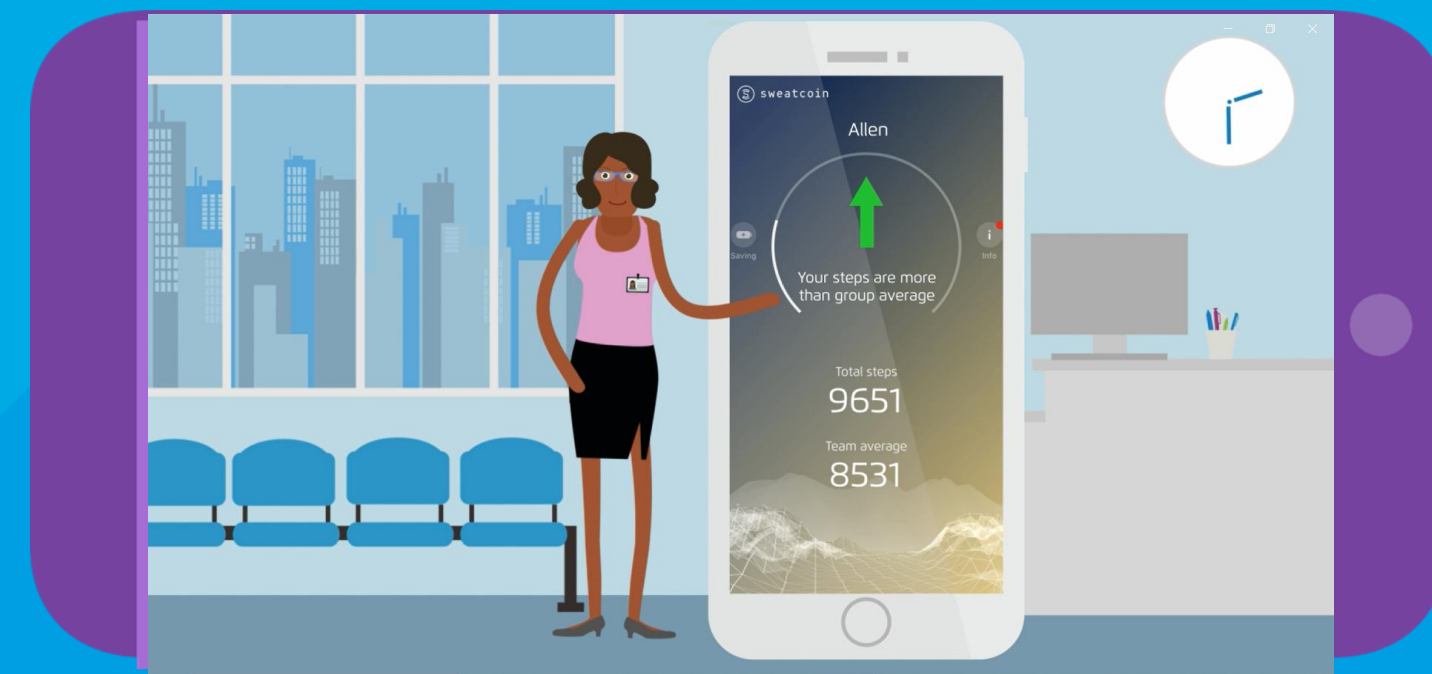
CVD Prevention Decathlon

Recruitment, onboarding, engagement and advocacy powered by personalised video

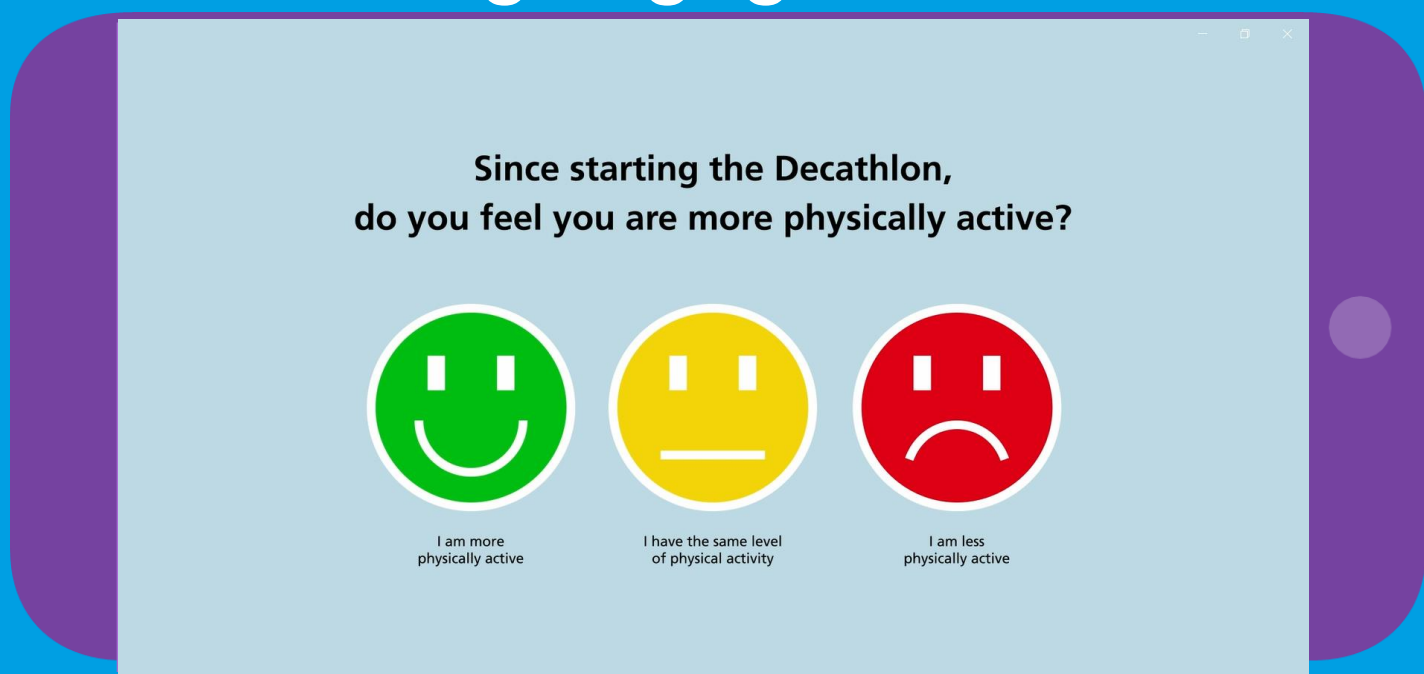
Recruitment



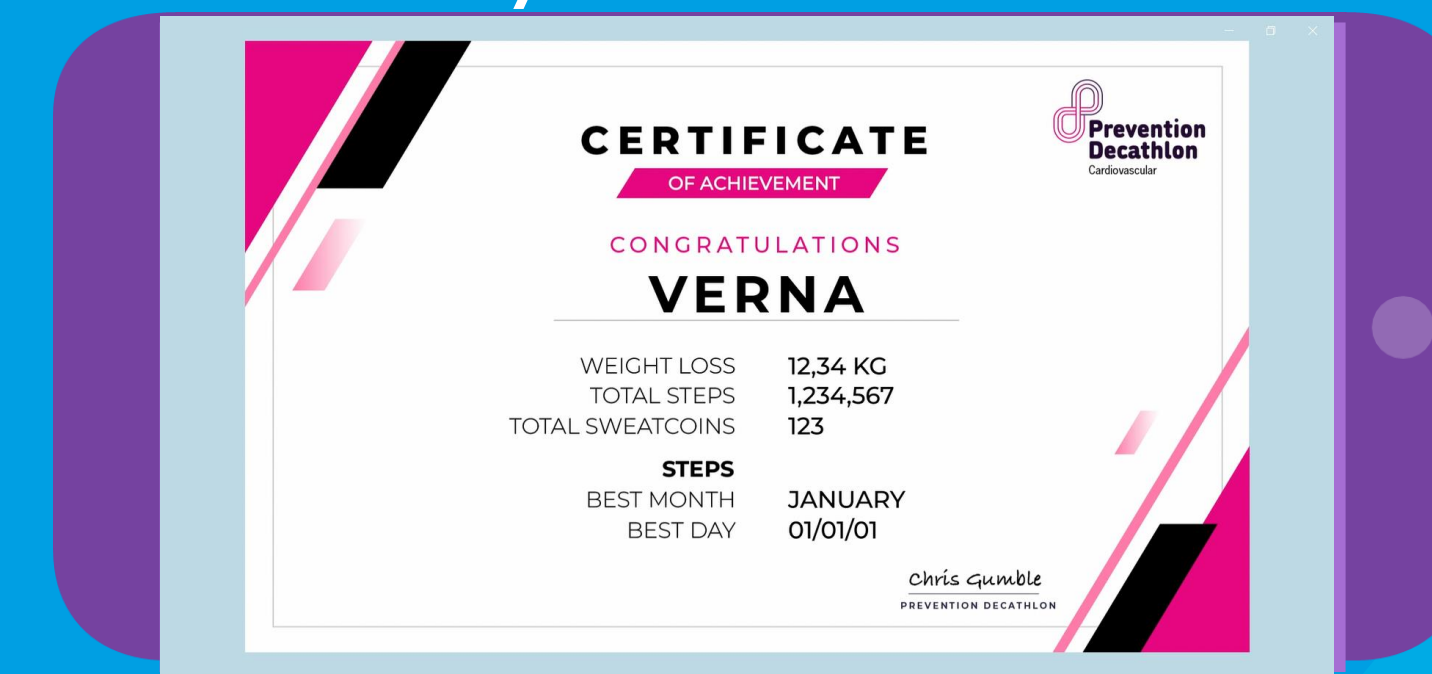
Onboarding



Continuing engagement



Advocacy



Click on any screen to play videos

A new service delivery model

With personalised Video as a fully integrated part of the patient experience:

CVD Prevention Decathlon – Impact

Source: Health Innovation Network – South West London evaluation report

75% of participants completed the programme (>6 sessions)¹

96% reduced their CVD risk²

95% reported increased understanding of CVD prevention³

90% increased their physical activity⁴

There was a **42% increase** in physical activity over **3 months**⁵

95% reported having made improvements to their diet⁶

27% achieved **clinically significant** weight loss⁷

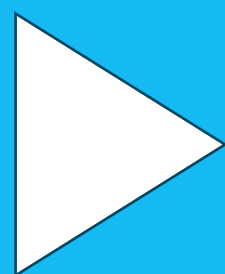
72% felt supported and connected between sessions⁸

Equity of outcome across age, ethnicity, socioeconomic deprivation population characteristics⁹

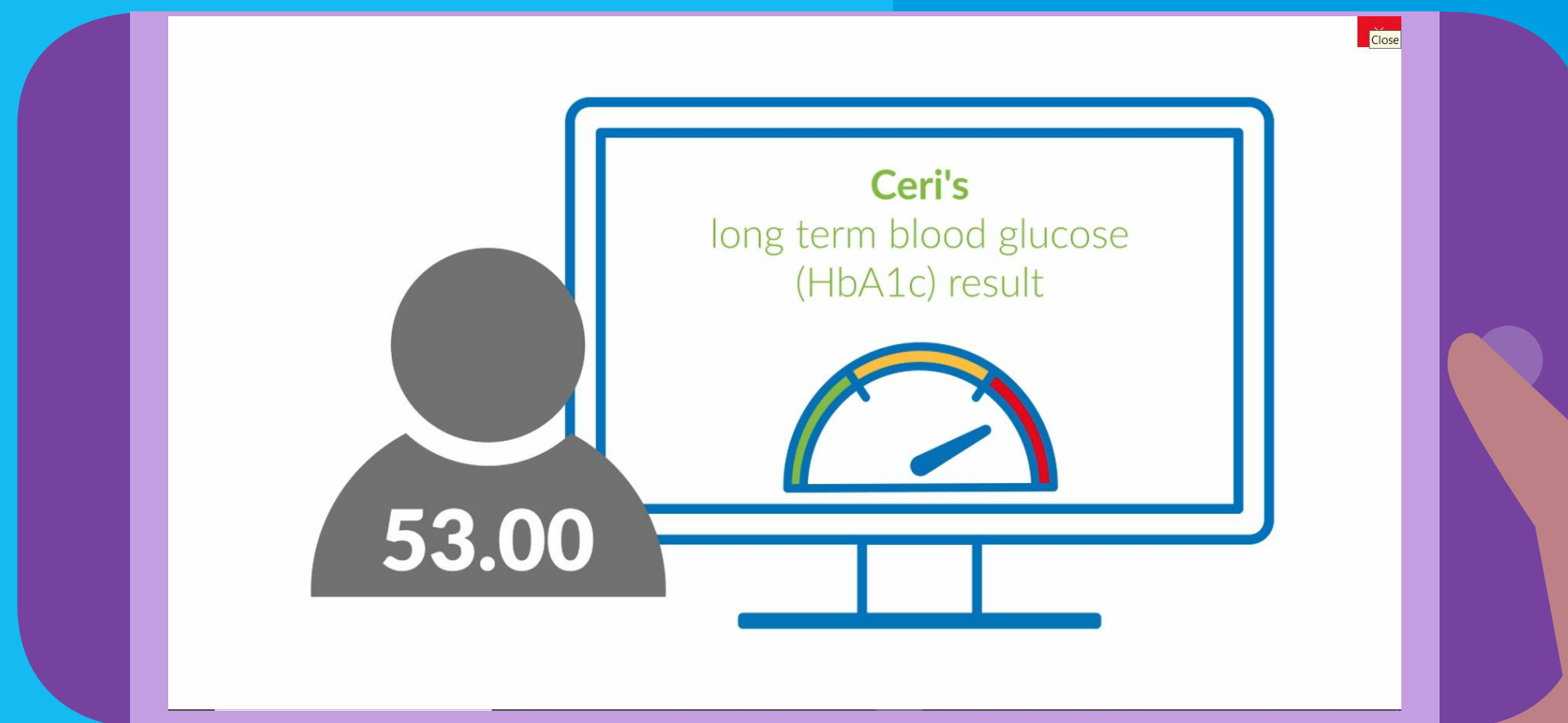
Statistically significant reductions in cholesterol and BP for those with elevated levels at baseline¹⁰

National Diabetes Prevention Programme

On going programme to improve uptake from referral



Click to Play



Promoting uptake to NDPP – video performance to May 2024

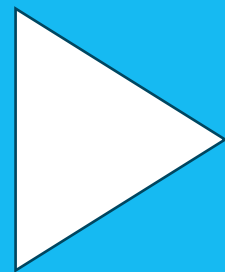


↑ 45%* increase in uptake from referral ↑

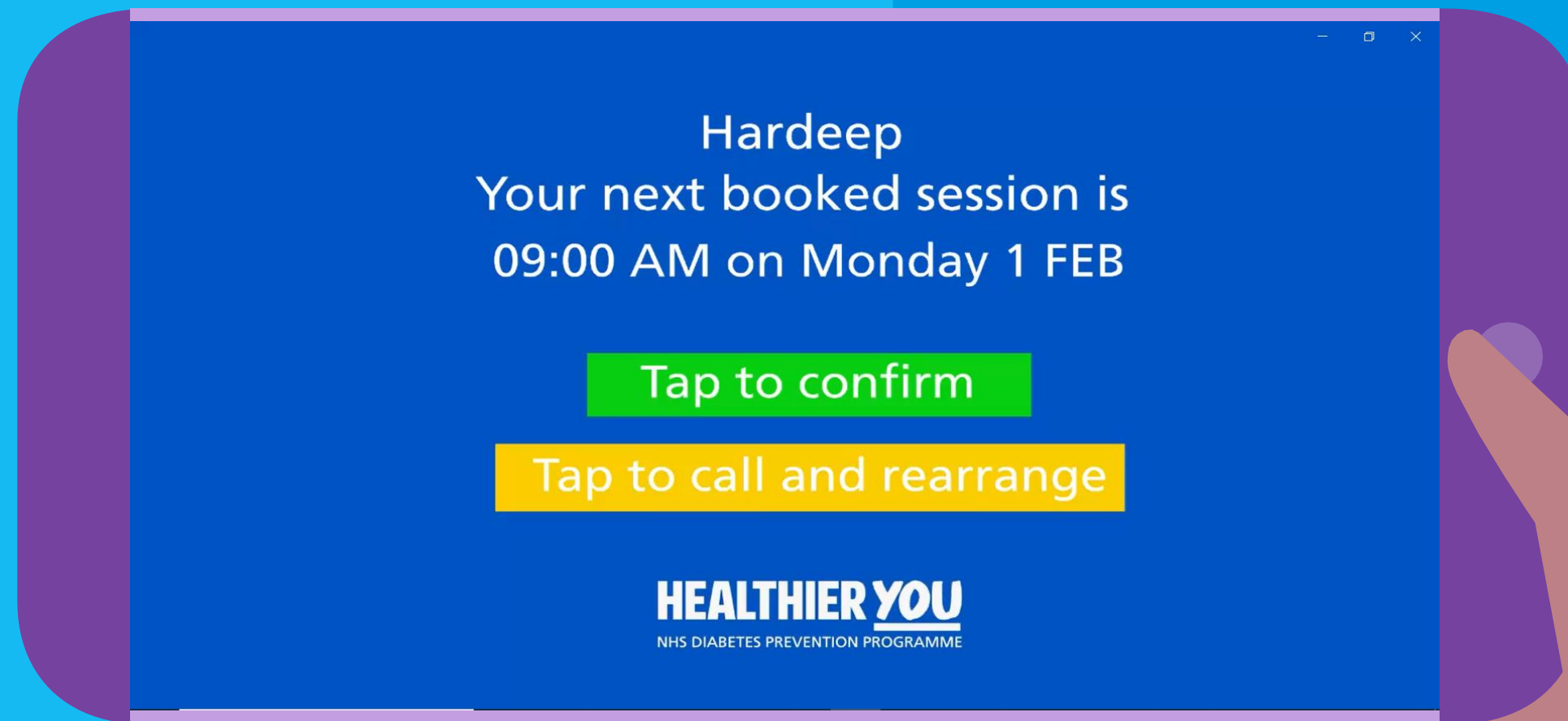
* Source: Xyla – NDPP service provider

National Diabetes Prevention Programme

Pilot programme to increase on-going engagement



Click to Play



NHSE – key metric analysis



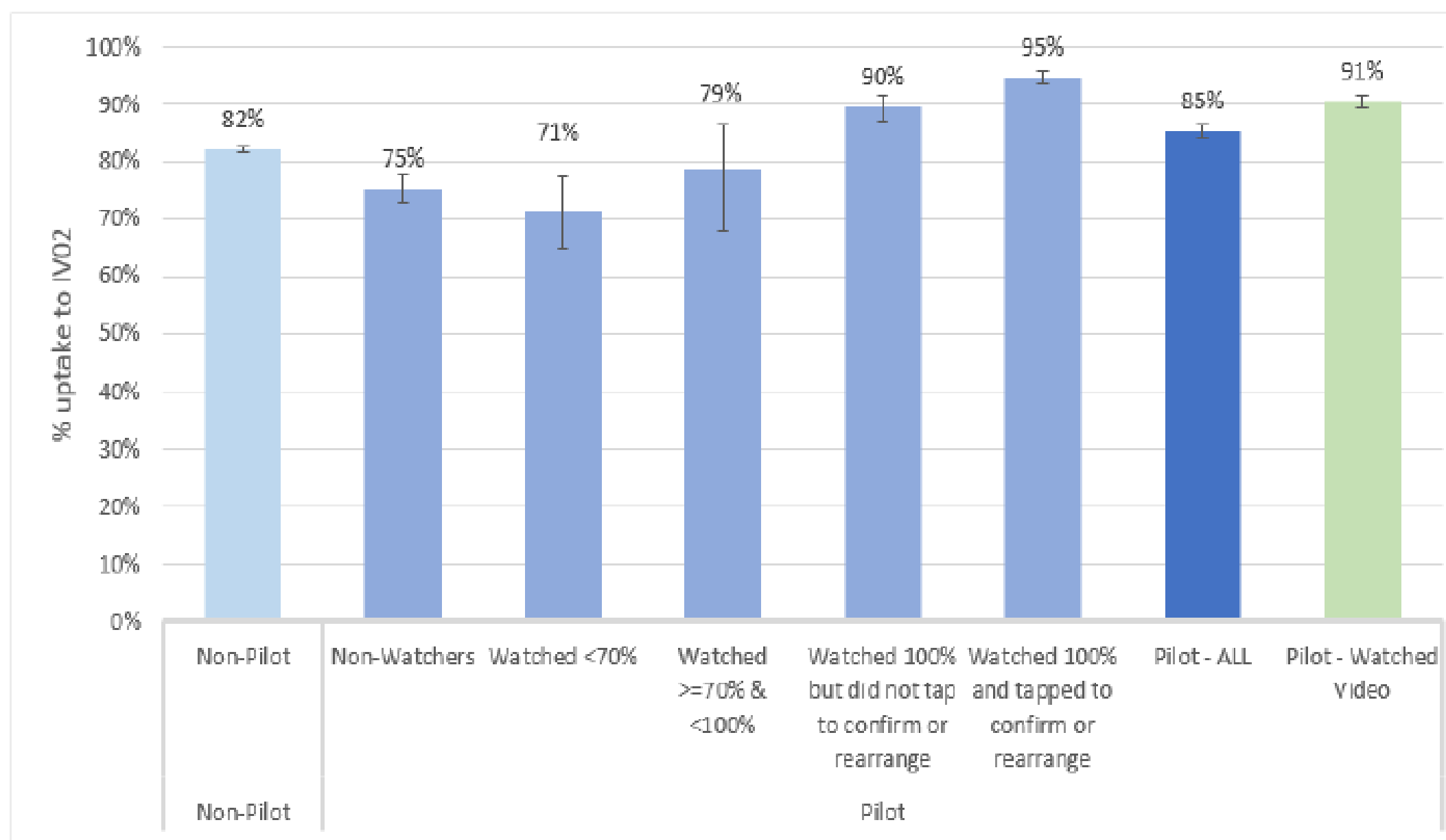
Public Health
England

Uptake to IV02: Analysis Groups

- Uptake was the highest for those watching 100% of the video
- Difference between non-watchers vs watched video (combined)
- Non-watchers lower than those that didn't receive the video at all
- Note that the overall comparison of 85% vs 82% HAS to include those people that won't watch the video

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

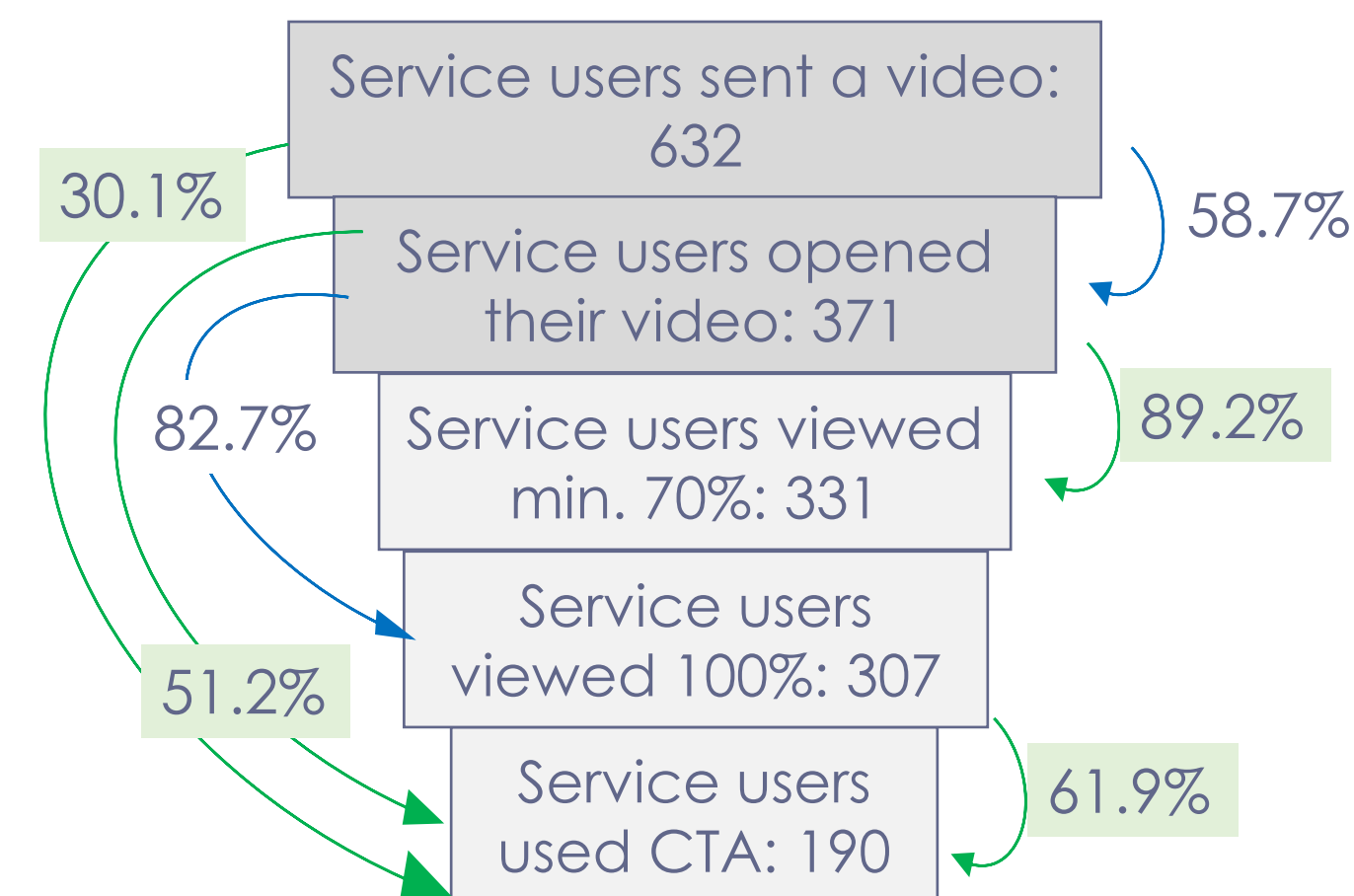
NHS



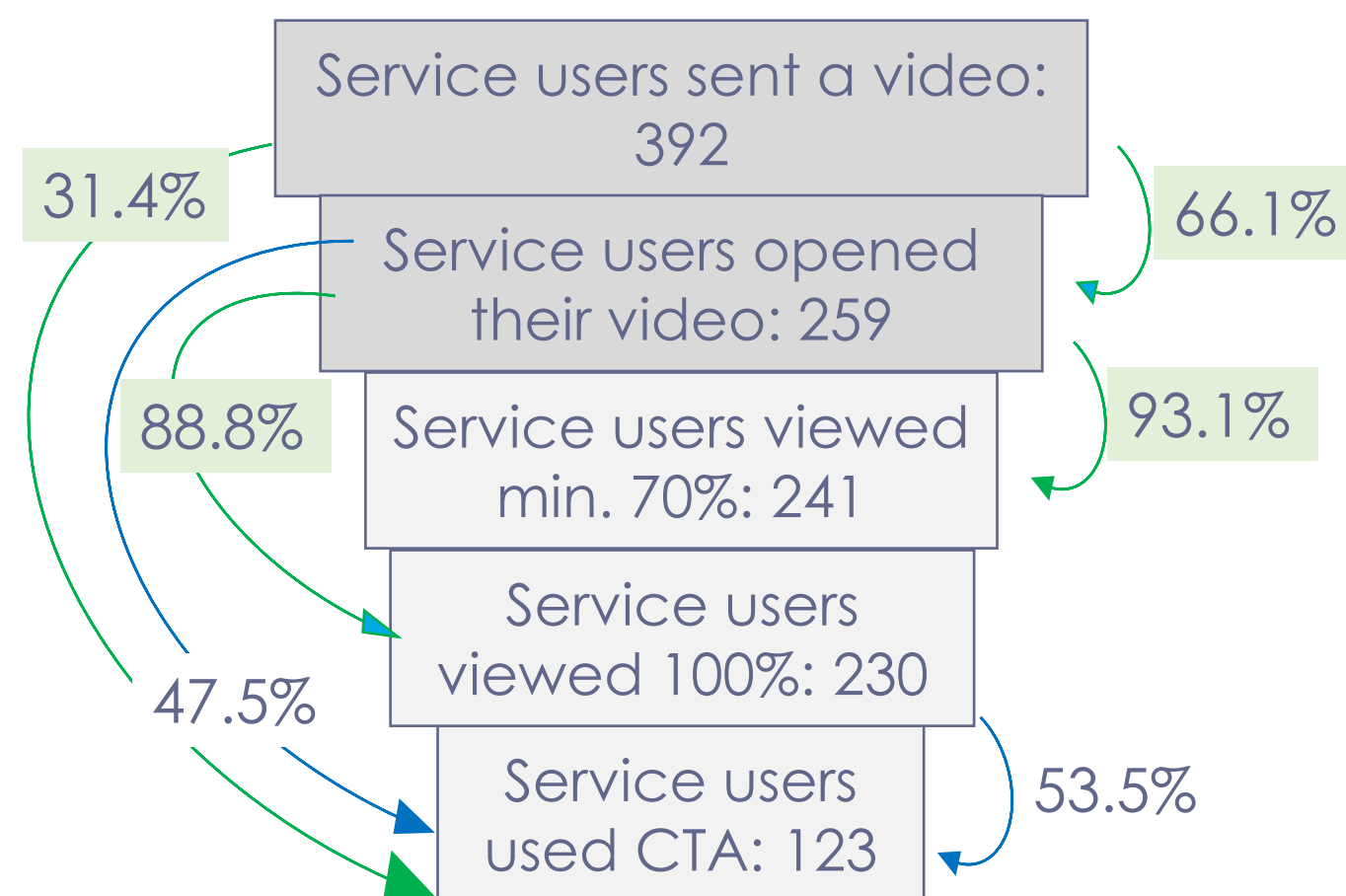
PILOT Behaviour Comparison by Ethnic Background

Target distribution level to people with an Asian/Asian British and Black/Black British background was achieved. Access is broadly equitable across all ethnicities. **People with different ethnic backgrounds all engaged strongly**; watching to broadly the same extent. People with a Black/Black British background clicked a CTA slightly less often.

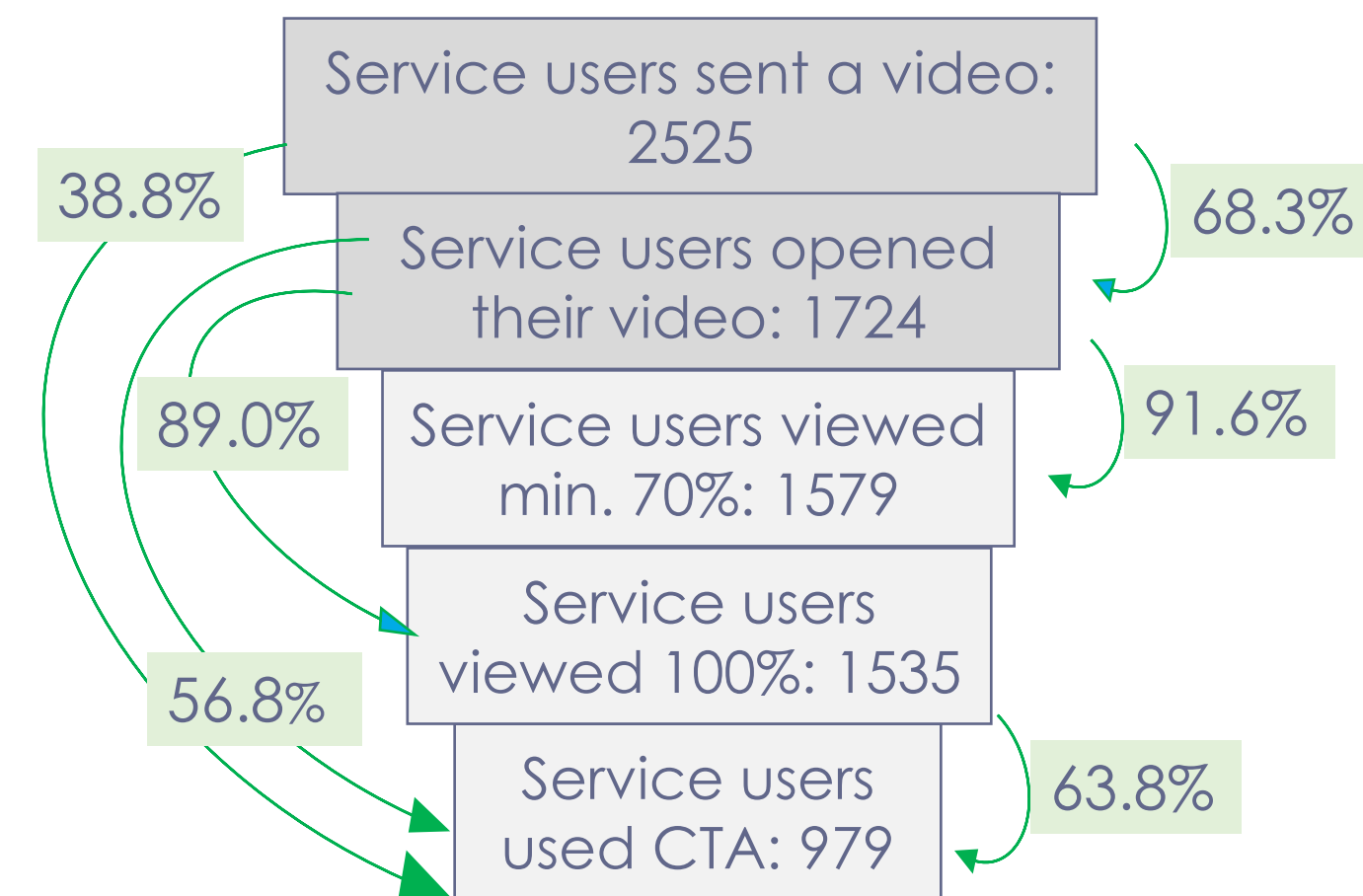
Asian or Asian British



Black or Black British

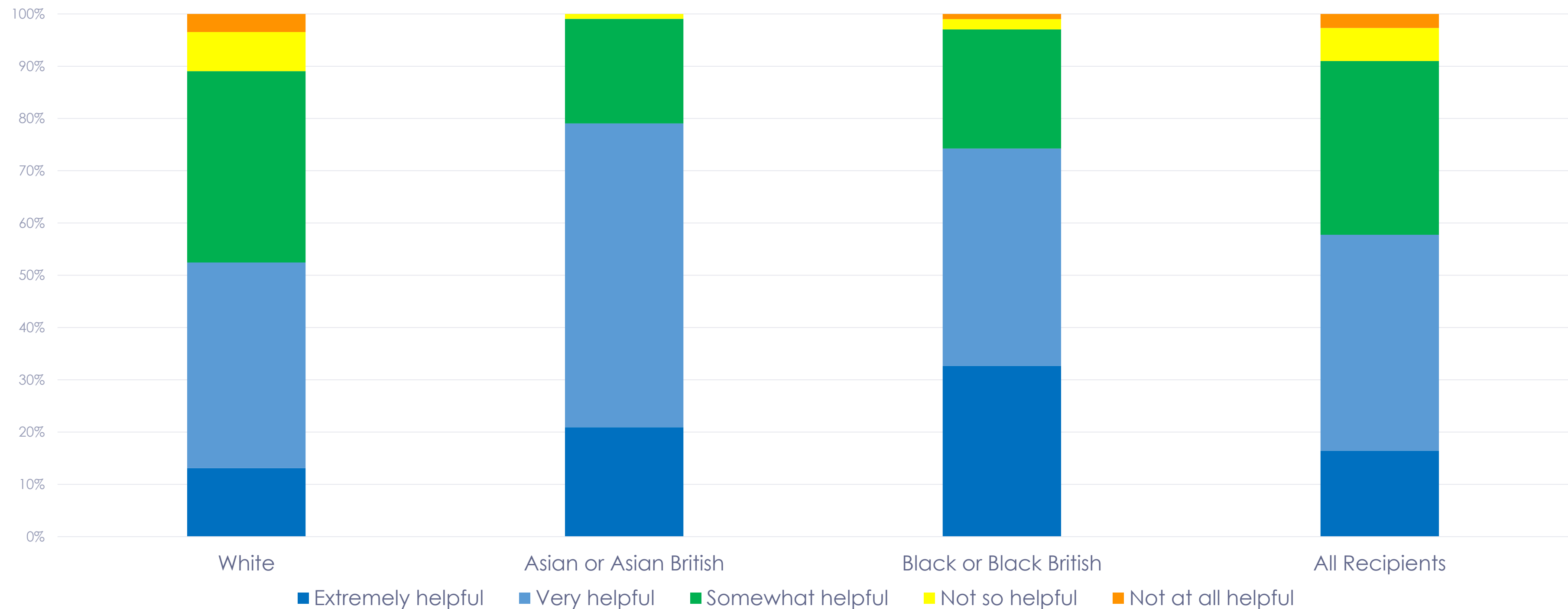


White



Those with Asian/Asian British or Black/Black British backgrounds found the video more helpful overall.

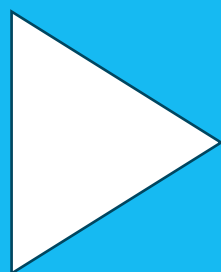
'Did the personal video you received feel helpful', by ethnic background
All recipients



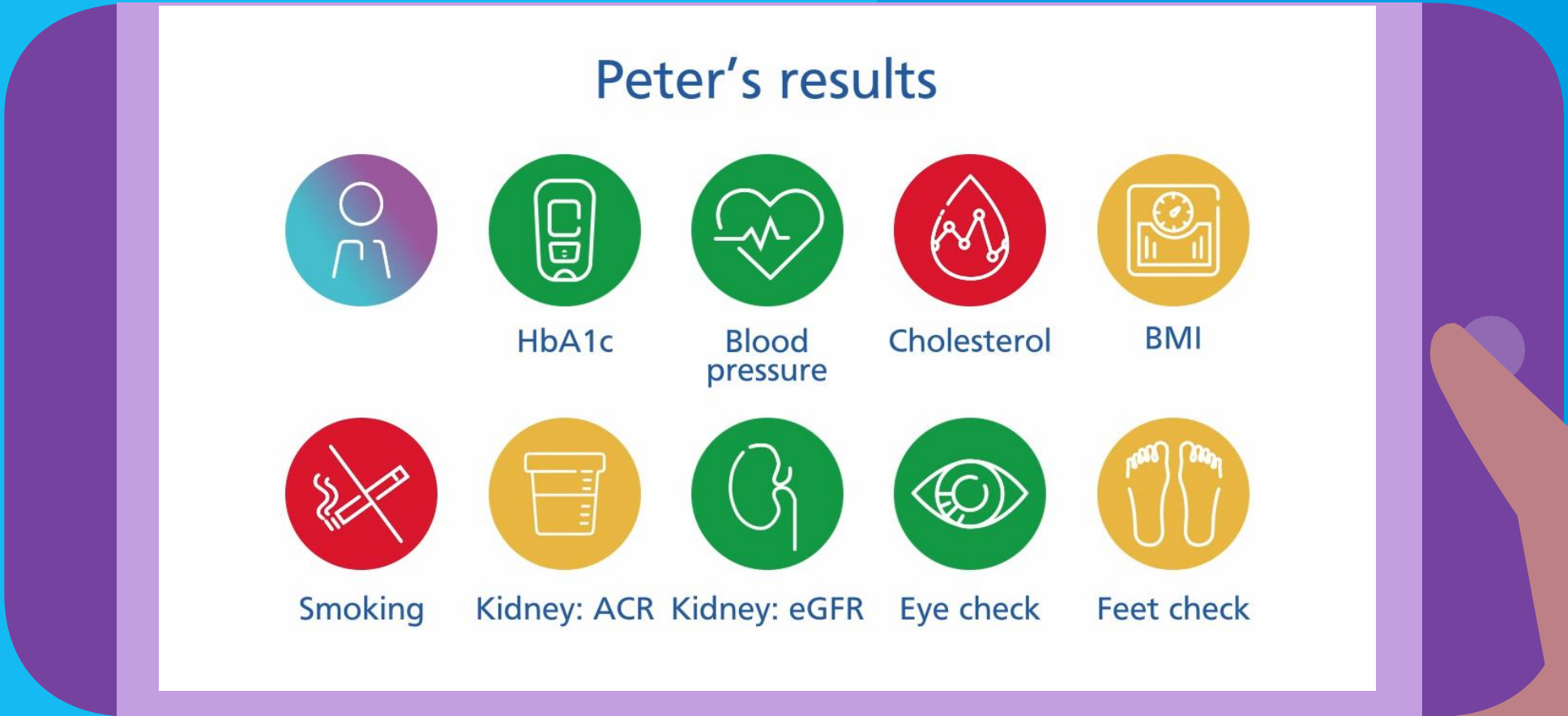
The largest area of feedback was around the video being reassuring, encouraging, supportive and/or motivating; ideal to address the potential 'low'.



Communicating clinical information



Click to Play



Please contact

Allen McKay

Partner & Managing Director
Allen.mckay@citizen.uk.com

+44 7889 063 462

A stylized illustration of a hand holding a smartphone. The phone's screen is light blue and displays the text 'Thank you' in white. The phone has a dark purple border. The hand is a reddish-brown color. The background is a solid blue with some abstract shapes in darker blue and purple.

Thank you