



SelfCareHub Service Description

The SelfCareHub is a digital solution that enables users to self-assess, self-manage and self-monitor their long-term condition (LTC). It has been expressly designed by public health professionals, GPs, LTC specialists and patients in partnership with innovative technical developers to support people with long-term conditions to be self-sufficient and resourceful to confidently manage their needs and reduce dependency on the care system.

A typical user story involves a very personal, goal-orientated journey through the SelfCareHub (SCH). The solution supports users to track their own progress in dealing with a variety of long-term conditions (LTCs); seamlessly and securely traversing different touch points (clinical and non-clinical systems) whilst maintaining a constant, familiar and safe user experience within the SCH.

The SelfCareHub is underpinned by a bio-psychosocial model in evaluating and identifying health functioning and supporting positive behavioural change and provides valuable data in understanding people's ability and confidence to self-manage to support local commissioning priorities. The web-based, mobile-responsive solution gives people access to a range of tools, resources and knowledge to assist them 24/7 to develop self-care skills and access peer support through both offline and online means.

The SCH is fully compliant with the requirements of the General Data Protection Regulation (GDPR).

What does the SelfCare Hub do?

The SelfCareHub offers a high level of personalisation by putting the user in charge of what they want to achieve. It guides users through the steps needed to develop a tailored programme so they feel more in control of their condition. The SelfCareHub helps users to:

- Identify their long-term condition;
- Explore the challenges that cause most disruption to their life (including physical, emotional, mental and social issues);
- Set a suitable long-term goal, relevant to their condition and challenges
- Create realistic targets that will help them to achieve/overcome their long-term goals.

The SelfCareHub provides users with:

- Guided discovery/navigation through the primary features that will help them to get the most out of the tool;
- Trusted multimedia content tailored to their condition, challenges, long-term goals and targets;
- Safe social tools to connect with friends – enabling optional peer and group support/mentoring;
- Signposting to local and national organisations, events, groups and services that can provide support and guidance;
- Journaling capabilities to record personal achievements, highlights and reflections;
- Assessment tools to track confidence and progress towards overcoming challenges and achieving long-term goals;
- Optional email notifications for target review reminders and peer connection invitations.

The SelfCareHub is a direct response to a wide range of issues that are being faced across the health and social care arenas, including but not limited to:

- Unsustainable demand on frontline services;
- Patients' perception of poor integration between primary/secondary/community/voluntary care;
- Increasing burden of an ageing population on health and social care;
- A quarter of the total population living with a LTC;
- Budget restraints;
- An over-reliance on NHS services and medication;
- More information available to patients – for instance via the Internet – meaning that many try to self-care in a patchy, intermittent or unsafe way.

The benefits delivered by the SelfCareHub are manifold, stemming from giving patients more information on which to make decisions, giving them greater understanding of other influences affecting their lives and enabling them to take control of their health and wellbeing. By giving people the tools to manage their condition on a regular basis, they are moved to become more activated, engaged and in control of their condition. Increased patient activation has shown to reduce provider costs between 8-21%.

The SelfCareHub is a collaborative solution to make significant changes to the way healthcare is delivered; improving working practices, reducing duplication, giving transparency, sharing best practice, data and more. Resulting in improved health outcomes, reduced reliance on medication, increased patient confidence to live with their LTC, financial savings and a more holistic, person-centred healthcare delivery model.

With 70% of the health and care spend in England attributed to the 25% of the population with LTCs, developing usable and useful self-care solutions for this set of patients is crucial in any attempt to alleviate the pressure on health and care services whilst fully supporting the priorities detailed in NHS England's *Five Year Forward View*.

The SelfCareHub is a patient-centred solution that takes a proven offline model into a digital setting, supplementing core cognitive behaviour therapy (CBT) methodology and needs

assessment processes with a range of digital tools and multimedia content to enable patients to self-care safely and within 'sight' of people from their own circle of care.

The SelfCareHub has the ability to be deployed to support any long-term condition, is a collaborative publicly-owned technology and can also support different patient groups including carers. A current instance of the SelfCareHub can be seen [here](#).

Taking into consideration more than just the clinical issues affecting a person's health – such as housing, finance, relationships, social or emotional factors (which traditional healthcare pathways do not always consider or assess) – the SCH brings these wider issues into a healthcare framework via an accessible, person-focused self-care solution, encouraging patients to address them in parallel with, and in direct relation to, their LTC.

Pricing Structure:

The cost for the SelfCareHub is split into two distinct phases:

- Initial Analysis
- Local Development & Implementation

Further pricing details are provided in the SelfCareHub Pricing Schedule.

Technical requirements:

There are no client-side technical requirements for the SelfCareHub, no integration is required, it is an out-of-the-box solution. In terms of browser compatibility, we are supporting IE11 and above as well as Chrome, Firefox, Edge, Safari 9+ and Opera.

Customer responsibilities:

Customer responsibilities primarily focus on the issue of 'culture change' within their organisation, training staff to take this digital-first self-care approach out to people living with long-term conditions.

Marketing of the service is also the sole responsibility of the customer; promotion, marketing, press work and wider communications all need to be factored into the SelfCareHub delivery programme to ensure the widest possible exposure, take-up and ultimate success. Examples of previous campaigns used in other locations are available.

Onboarding Process Headlines:

- Product demonstration;
- Business analysis of – but not limited to – local health priorities, customer requirements, LTC / self-care focus, content and functionality to ensure best local deployment and results;
- Customisation of the SelfCareHub covering – but not limited to – local / new content, additional functionality, design and branding;
- Quality Assurance (QA) testing;
- Go Live.

Offboarding Process Headlines:

- On termination of the agreement (within contract timeframes), Looking Local Ltd will delete partner content from all servers and systems, and remove the customer version of the SelfCareHub from the Internet within mutually agreed timeframes;
- References to the partner version of SelfCareHub will be removed from any Looking Local literature/websites.

Training:

Training materials have been developed by Looking Local and will be available for re-use and repurposing within the annual licence agreement. The SelfCareHub is a customer and health-worker focused solution, which has been through significant user testing and is straightforward in its operation and usability. We do not anticipate the need for training on the actual solution. Primarily we anticipate the need for training to be more focused on internal culture change in terms of staff and the move to digital-first service delivery, rather than how to use SelfCareHub itself. There may also be a requirement for content management system (CMS) training although this will be established as part of the Initial Analysis.

Ordering and invoicing process:

All ordering and invoicing will be handled by Looking Local Ltd, all invoices must be paid within 30 days of the date of issue.

Termination terms:

60 days prior to contract end date

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