



Service Definition Document

Best-You CRM

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Prepared for you, by team

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Version Number	Description of Change	Name of Author	Date Published
1.1	Initial Draft	Nick Williams	16/07/20
1.2	Live Version	Stuart Jackson	17/07/20

1. Purpose

This document provides details of the Best-You ecosystem and CRM / Case Management solution and describes the services that a customer receives.

2. Overview

Best-You is built on the ICE (Insight, Co-create and Enable) construct. It is an evidence-based platform that is created to deliver a lifestyles-based ecosystem that offers a targeted and universal provision for building greater wellbeing, resilience and delivers reducing service demand in our communities.

We refuse to accept second best. We believe that individuals, communities and organisations can achieve great things that will not only change their lives, but will also go on to change the lives of others around them. We do this by making Best-You beautifully designed and user-friendly.

Best-You supports people at their point of need by understanding what's important to them and building behaviourally-focused change. Both digital technology and peer to peer support are then used to maintain that choice as the habit is formed and embedded.

We leverage the evidence and tools from behavioural science, cutting edge digital solutions and strategy from WHO with regards to wider social determinants of health, Best-YOU uses the five ways to wellbeing – connect, get active, be positive, learn new things and enjoy the power of giving. To naturally develop better wellbeing and combining the lifestyle changes that users have identified.

3. The Service

3.1 Self-Care Health & Wellbeing Platform

Our NHS is free at a point of need, the jewel in the UK Crown and the envy of the world.

We created Best-You to be free at the point of need, to accelerate prevention and give everyone regardless of age, gender, place or beliefs the opportunity to take control of their health and lifestyles, and to use the anonymous data to inform and develop services and experience that will build a confident and resilient society and public sector.

Best-You guides you through every step of your health, wellbeing and care journey, helping you to understand the benefits, find and plan the right things to do, and to help you and your individual, family and community goals.

Best you is a free to use digital companion across web and app focused on improving population health and wellbeing.

Features:

- All in one place Lifestyle Management and Individual health tracking across multiple health journeys Alcohol consumption, weight management, smoking cessation, activity, healthy eating.
- Detailed information packs and tailored content to support people on their health journeys
- Goal setting and tracking
- Diary to help users set reminders for appointments, medication.
- Best Days Reminders and notifications to support weekly health activity
- Service Locator linked to NHS Choices
- Groups & Friends features enabling peer support and group collaboration
- NHS Choices heart age checker

3.2 CRM & Case Management

This is a paid for feature and brings the Best-You ecosystem together to enable assisted and face to face self-care and hybrid coach and digital support to truly drive better health outcomes across your population.

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The Best-You CRM system enables integrated case management and means you no longer need multiple systems to manage all of your healthy lifestyle services. Best-You CRM is a fully functioning service management tool for multi-provider public health systems.

Best-You CRM & Case Management can be enabled to support your organisations own healthy lifestyle coaches to deliver hybrid coach and digital support which is proven to be up to 30% more successful than a purely digital experience.

Best-You CRM also enables reporting at your population level to evidence outcomes and provide rich data to support your organisations health and wellbeing strategy

Features:

- Best-You CRM & Case Management solution accessed through web browser. Health coaches are able to access client tracking details to support them on health journeys.
- Referral and caseload management
- Virtual chat through the chat app between coach and client
- Single Front door enabling your population and lifestyle teams to access health and wellbeing services in one place.
- Visibility across other client health journeys
- Access to outcome reporting and management information

4. Pricing

Please see Best-You Pricing Schedule

5. Additional Items

All data is backed up daily and retained for a minimum of 7 days

Training , user manuals and access to support team can be provided

Service is broadly 'of the shelf' however some level of customisation is expected across most implementations.

Maintenance is usually performed out of hours and clients will be notified in advance of any scheduled downtime

Technical support and access to helpdesk is available as part of the contract