Oviva

NHS perceptions of digital healthcare Survey responses

We asked for your views on the inclusion of digital technology in the delivery of NHS healthcare services to help us better understand the current perceptions and understanding of the digital healthcare landscape, so we can better support healthcare professionals and their communities.
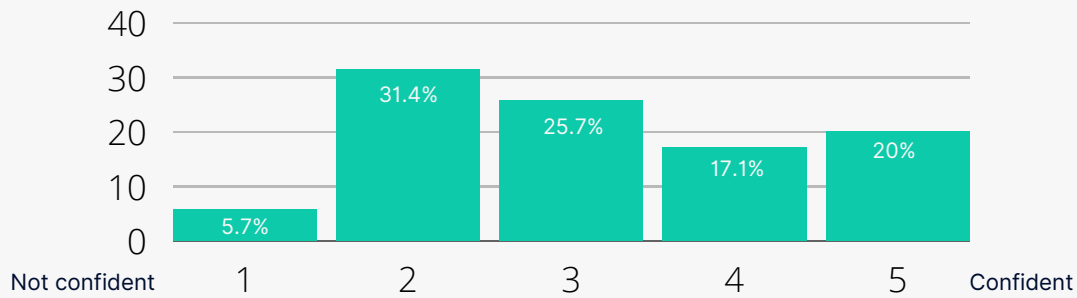
July 2022

Job role

Commissioning	29%
Clinical	29%
Dietitian	20%
Coach/Nutritionist	11%
Student	8%
Academia	3%

Oviva

Region

North East	14%
North West	5%
Yorkshire and Humber	14%
East Midlands	3%
East	11%
North London	16%
South East	5%
South West	8%
Wales	8%
N/A	16%

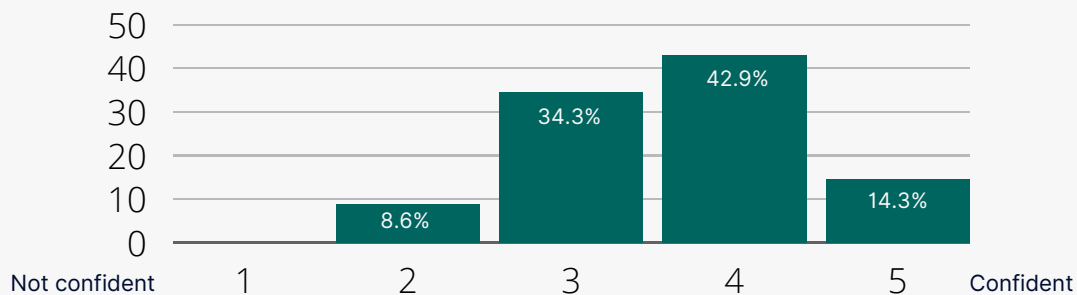# How confident would you be in describing the difference between the following types of healthcare delivery - ?

Digital healthcare and remote healthcare.

Rating	Percentage
1 (Not confident)	5.7%
2	31.4%
3	25.7%
4	17.1%
5 (Confident)	20%

Digital healthcare and app-enabled healthcare.

Rating	Percentage
1 (Not confident)	11.4%
2	22.9%
3	42.9%
4	11.4%
5 (Confident)	11.4%
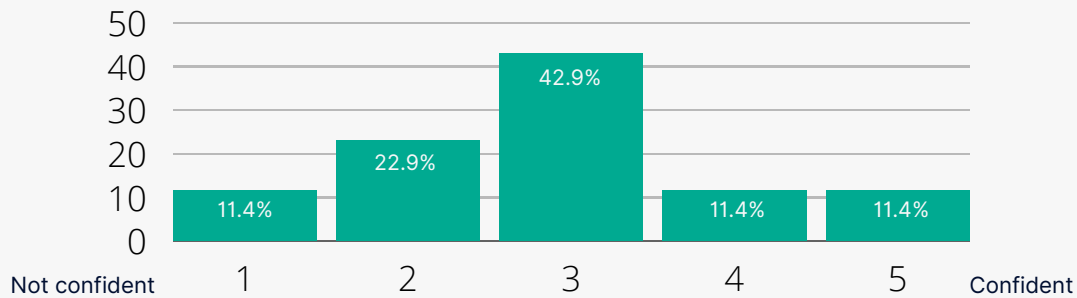
Digital healthcare and face-to-face healthcare.

Rating	Percentage
1 (Not confident)	—
2	8.6%
3	34.3%
4	42.9%
5 (Confident)	14.3%

Oviva

How confident would you be in describing the difference between the following types of healthcare delivery - ?
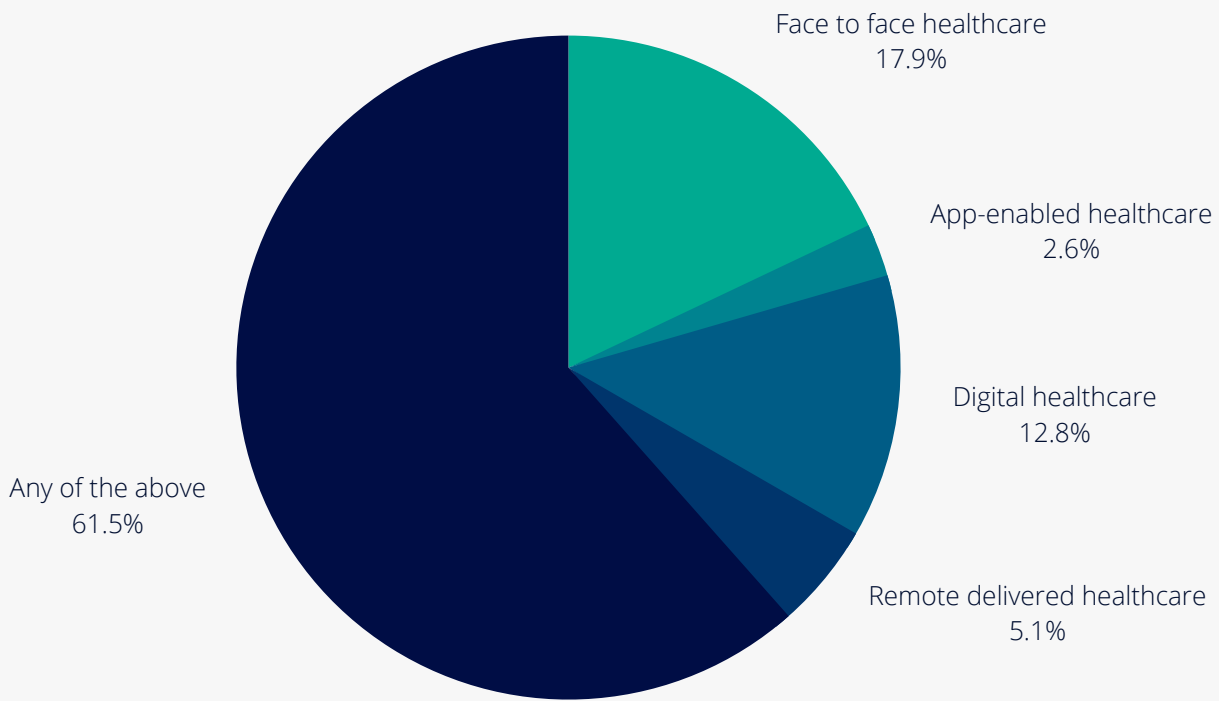
Here's what you said:

"I would view digitally enabled as being patient led, **face to face tends to be clinician led.**"

"**Face to face means personal**, in a room. Digital means remote so less personal."

"Face to Face is for patients and provider meet physically in a same space. Digitally enabled will be app based support. **This may also include 'remote' or 'virtual'** offer which includes video group meeting. However, this delivery model needs to be specified within 'digitally-enabled' context."

"**To me [digital and app-enabled care] is the same.** However, digital offer may include remote offer provided specified within the context."

Oviva

What do you believe should be the first-line treatment for obesity and Type 2 diabetes services?

Face to face healthcare
17.9%

App-enabled healthcare
2.6%

Digital healthcare
12.8%

Remote delivered healthcare
5.1%

Any of the above
61.5%

Here's what you said:

"I think we need a good range of options to enable people to select **the most appropriate service that they can commit to and that fits in with their lives**."

"I think **it depends on the needs of the patient.** Some patients do not engage with face to face healthcare so it is good to have other options. We need an evidence base for all of these options to see which treatments different groups engage with and the good outcome's of each treatment."

Oviva

In your view, what are the top reasons that prevent healthcare professionals from considering digital healthcare programmes or services?
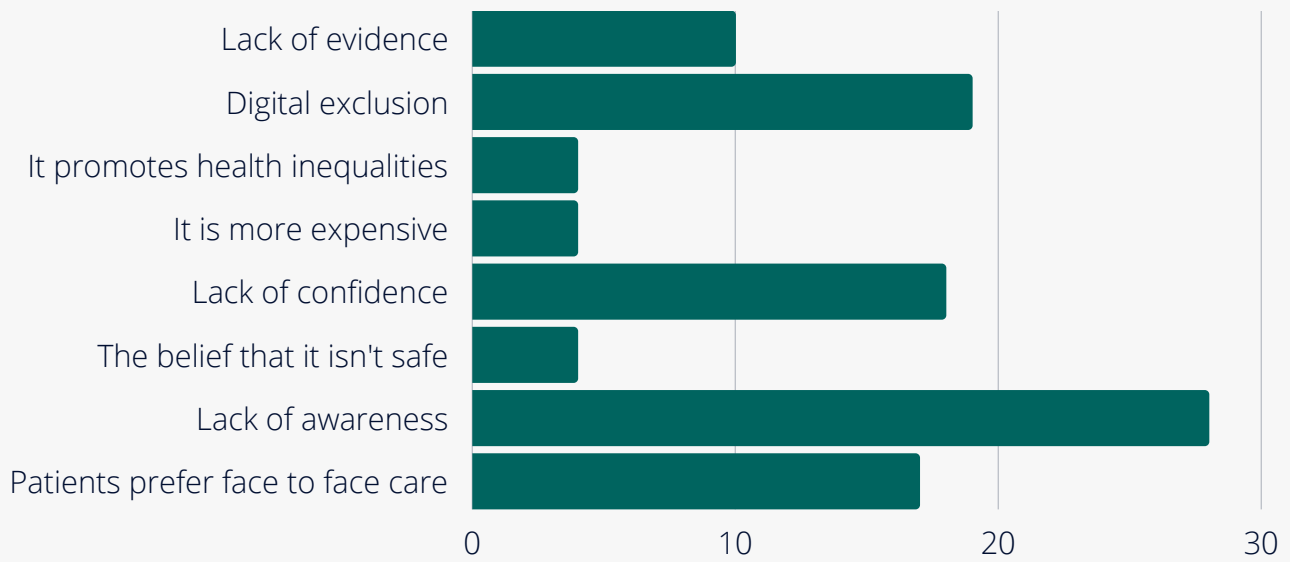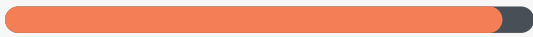
Do you believe digital healthcare can support the NHS in addressing the following challenges - ?
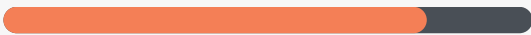
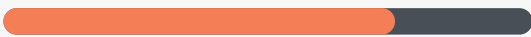**71%** believe digital healthcare can support the NHS in addressing health inequalities.
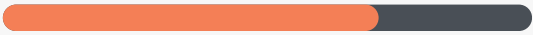
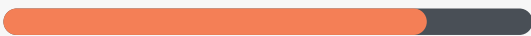**94%** believe digital healthcare can support the NHS to improve access to care.

80% believe digital healthcare can support the NHS in reducing waiting lists/relieve pressure on primary care.

74% believe digital healthcare can support the NHS in offering more personalised treatment pathways.

80% believe digital healthcare can support the NHS in improving patient outcomes and quality of life.

Oviva

Do you believe digital healthcare can support the NHS in addressing the following challenges - ?

Here's what you said:

"Some demographics of patients prefer digital offer. For patients who lives in remote geography and who may not be mobile enough to attend face to face sessions, this will also be beneficial. Digital offer in remote format has reduced GP practices throughout pandemic, reducing time for both staff and patients to be have a safe environment. Personalised offer is also possible through face to face or telephone support. **Have not seen evidence in better patient outcome.** However, it may be able to improve patient quality of life from not having to travel, saving time as well as as part of 'Green Plan'."

"I do think there are many opportunities to improve outcomes / waiting lists etc., however within the locality I work there huge areas of deprivation, **with residents not having access to IT or having the digital skills.**"

"Without research to show how these work in practice, **I do not feel confident in making a judgement**."

"Personally believe can support but **not clear re evidence to improve outcomes.** It cannot necessarily improve access to care for those who are experiencing digital exclusion."

Key takeaways

The impact of COVID-19 resulted in a huge surge in services being delivered remotely. Many more people have now experienced digital services firsthand, yet some are unsure of its efficacy, suitability and potential.

New technologies are creating more opportunities for innovation, reshaping the health landscape to allow for greater access, greater uptake and greater outcomes of essential healthcare services.

With significant potential for further transformation, digital technologies are vital to achieve many of the goals set in the NHS long-term plan.

At Oviva, we believe that the future of healthcare is a mixed, hybrid model, which ensures that everyone has access to the right care for their needs, at the time they need it. Using your survey responses we will endeavour to challenge the perceptions of digital healthcare and champion for service user choice and personalisation.

The ability to triage and personalise pathways, enabling people to access the care they need from different professionals, is incredibly important. I think we've really got to think about how we build that in to services, rather than having a "one size fits all" approach for all people.

LUCY JONES RD, CHIEF CLINICAL OFFICER AT OVIVA

Oviva