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**ISCG Open House, 21 January 2014**

**Workshop 2 report**

**DELIVERING IT SERVICES WITH A DIRECT IMPACT ON CITIZEN EXPERIENCE E.G. NHS CHOICES**

**Our reflections and commitments based on the Open House feedback**

**Convenience**

“Convenience” is a message that comes consistently from our consultations with people about HSCDS. They say that convenience and having access at any time, in a way that suits them best, rather than at a time and way that suits health and care services best is important to them.

**We will:** share this insight with stakeholders/ALBs/partners and ensure that when we are engaging with the public directly, we highlight this as one of the biggest benefits to them of using a digital service.

**Community / Peer Recommendations**

It is clear that the community aspect of rating and sharing experiences is useful and valuable. This becomes more valid and fair when we have enough people commenting and rating on services that it becomes more statistically valid.

**We will:**

* Do more to promote the commenting and rating sections of HSCDS to raise the amount of feedback generated to make it more valuable.
* Ensure when we publish data, we make more effort to make it more relevant and resonant with people, so that they understand what they are being shown.

**Reliability/security**

Data security, especially relating to personal health records is something that comes up regularly. It is clear that people have an anxiety about the security of online personal health information, especially as you are combining two aspects: information that is incredibly sensitive, and a system that most people don’t understand in technical detail. There is a parallel with people’s approach to online banking and they have similar anxieties about their financial security being breached. However, the point is often made that financial institutions have processes for compensating customers who lose money as a result, whereas personal health information being divulged could be more personally damaging.

**We will:** continue to engage with audiences over this issue and use the insights we gather to help us develop the communications that will accompany the promotion of online personal health records. Every stage that we encourage people to input personal information we will explain clearly what happens to it and how we protect that information. We will be also working closely with Cabinet Office on the wider pan Government identity assurance programme for securely accessing digital transactions.

**An ability to interact**

What was clear from this discussion, aside from the high desire to be able to complete more online health transactions, was the lack of awareness people had about the existing availability of online transactions with their doctor.

**We will:** deliver a promotion of online transactions on NHS Choices to raise awareness of those practices that already offer this to patients.

**Tools with a memory**

We recognise that people are becoming used to storing information in websites if they believe it will make their future transactions and experience more convenient. People were comfortable with the idea of storing personal information in HSCDS but wished for transparency and overall control over who gets to see what information.

**We will:** ensure that as we develop capability for personalisation and we will carry out extensive user engagement and be explicit and clear on how the information is protected.

**Additional points**

We recognise that open house type events provide helpful opportunities to engage with people.

**We have:** since made a commitment to continuing to engage with stakeholders and the public specifically around digital health and care as part of our #activateDIGITAL campaign. This will use social media channels as well as face to face working and larger events.

We also had some good interest in the posters we had on display, including the HSCDS high level roadmap and the HSCDS in Numbers chart. Some delegates requested copies to be sent to them to be able to share within their organisations.

**We will:** find a way to make these publicly available and regularly updated when new versions are designed.