

Self management and prevention programmes on the Internet



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Self management

Evidence shows that the best outcome for both patients and the NHS in the UK is to help those with a long term health condition to **actively manage their own health**.

- 2002- Department of Health funded the Expert Patients Programme, developed by Stanford University. This gave people with chronic diseases access to free courses designed to support them in improving the day-to-day management of their long-term health conditions
- 2007- Expert Patient Programme CIC became Self Management UK to continue the development and delivery of self-management programmes in the community
- 2014- My Stroke Guide was developed and services began using My Stroke Guide during 2015
- 2015- Chest, Heart and Stroke Scotland released SelfHelp4Stroke- an interactive website
- 2016- 'my diabetes my way' self management tool released and updated EPP programme published

Results and studies show that patients who actively self-manage use fewer NHS resources; they have fewer appointments with GPs and nurses and attend accident and emergency (A&E) less frequently, with typical gross savings to the NHS of approximately £1,400 per patient per year^{[1] [2]}

^[1] Based on a proprietary tool developed by Self Management UK, which uses data published by the Department of Health and results from the Expert Patients Programme (2016)

^[2] NICE analysis concluded that the EPP was very likely to be cost-effective compared with usual care in people with long-term conditions (2009)

Self management – why digital?

Today about half the global adult population owns a smartphone; by 2020, 80% will ^[1]

- 81% of all households in the EU have internet access, an increase from 55% in 2007
- More than **4 in 5** young people (age 16-29) use the **internet daily**
- **Mobile** internet usage is increasing across Europe, with over 9 in 10 young people using mobile internet in Denmark, Finland, the United Kingdom, Ireland, Sweden, Estonia, Spain and the Netherlands
- The proportion of adults aged 75 years and over in the UK who had never used the internet decreased from 76% in 2011 to 61% in 2015.

Rise in e-healthcare devices and apps in last 3 years

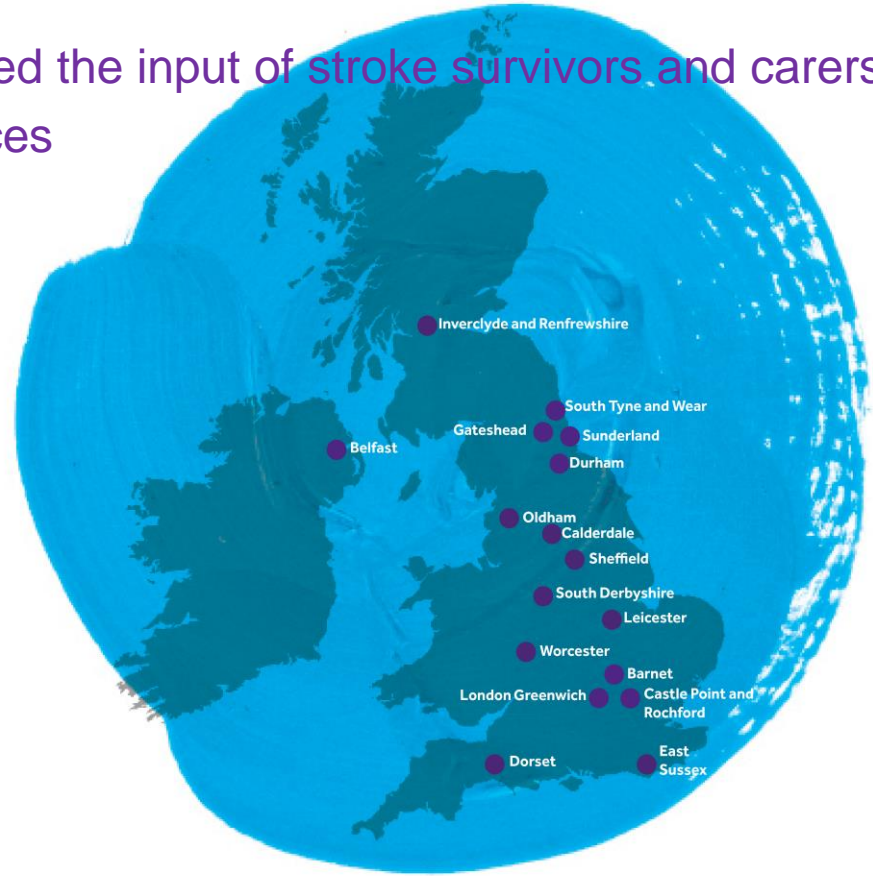


There is a wide range of stroke apps available covering BP monitoring, communication support, memory games. We wanted to create a platform to bring stroke information, secondary prevention advice, rehabilitation games, and social access together in one place, in an easy to use digital format.

[1] The Economist newspaper (2015)

My Stroke Guide

- A digital self management tool to support stroke survivors and their carers in their recovery following a stroke and provide information on secondary prevention
 - Every step of its development involved the input of stroke survivors and carers
 - Available 24 hours a day on all devices
 - Designed in an easy to use format
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- Available since June 2015
 - Commissioned in 17 areas of UK
 - Stroke Association's first digital self management tool





<http://mystrokeguide.com/Home>



Welcome
Steve

My next appointment
Physiotherapy
in 4 days



My calendar

1

Messages



Essential guides



My favourites



News



All media



My social



My goals



My area



Logout



My Stroke Guide

The average user...

Visits 10 webpages per session

Spends 8 minutes and 28 seconds on the site during one session

On average the site...

Receives 1,831 individual site sessions per month

Has 17,545 page views per month

Five most accessed Essential Guides



Proportion of user accounts



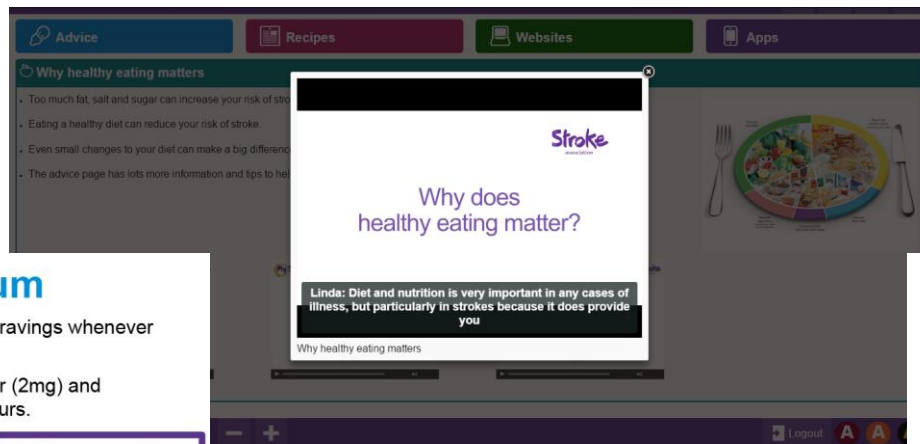
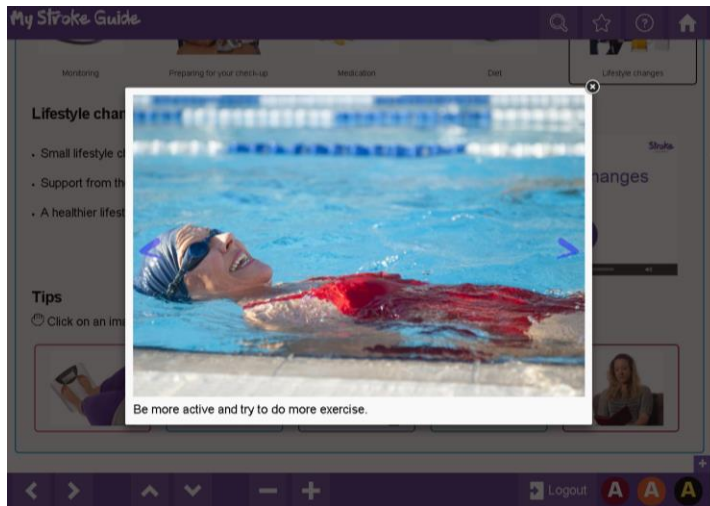
Between April 2015 and April 2016:

- 900 stroke survivors and carers have registered
- Average of 4800 page views per week
- Over 350 goals have been set
- 40% of users are over 65 years old
- 62% of users use a desktop
- Most popular features are videos, goal setting and social forum

Secondary Prevention

Our surveys and google analytics show:

- **90%** of users reported they 'agree or strongly agree' that they **know the lifestyle changes** that are recommended to **reduce their risk of further strokes** with **89%** actively **making changes in their lifestyle** to reduce the risk of another stroke
- 96 % of goals in April were to improve/ increase physical activity levels (category grouping)

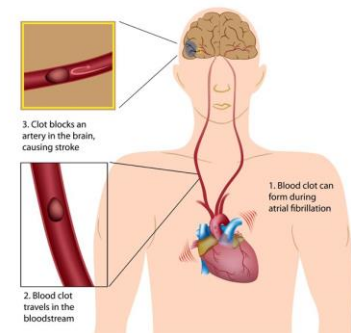


Nicotine gum

- Nicotine gum helps you to control your cravings whenever you feel the urge to smoke.
- The gum comes in two strengths, regular (2mg) and maximum (4mg) and in a choice of flavours.
- The gum should be chewed slowly and then rested between your gum and the side of your mouth, repeatedly, for about 30 minutes.
- You should gradually reduce the number of gums you chew over about 3 months..



<http://Managing medication>



Feedback

100% of clients who completed a self management questionnaire demonstrated higher than average levels of confidence in asking for support, and getting the information they need

“The forum concept is fantastic, to be able to ask people’s experience is great”.

It is like an extra friend and a good support.
I have online friends and they help cheer me up

“The video concept is fantastic. I wish I had that when I had my stroke. I felt like I always had to ask questions”.

“...it makes you feel you are not alone.
Communication with other stroke survivors is key”

“I would have loved to have had this when I came out of hospital. Until you see the information like in the videos, you don’t take it in properly”

“This helps you to help yourself”

Future developments

My Stroke Guide will become a free access digital tool to all stroke survivors, family and friends in the UK in 2017

Technology

- **Personalisation**

(improved user experience, recommended videos and goals)

- **Telehealth**

(BP monitoring, integration with mobile technology, pedometers- health monitoring)

- **Gamification**

(rewards for goal completion, games, encouragement, link to profile)

Content

- **Information for family and friends**

(stroke pathway, jargon buster, what to expect)

- **Childhood stroke information**

- **TIA information**

- **‘My Health’ section**

All developments will be created alongside stroke survivors and their family with regular user involvement and feedback

What do we hope to achieve from My Stroke Guide?

- Improved content and technology integration will lead to increased self management capabilities for all stroke survivors, which in turn will lead to a reduced burden on health and social care
- My Stroke Guide will improve access to information for family and friends to help them support the stroke survivor in their recovery
- Result in fewer secondary strokes, long term financial savings
- Improve integration with healthcare providers and stroke recovery plans
- Improved stroke data to understand our stroke population and how we use technology
- Increased confidence in the use of the internet to access information on stroke through an easy to use and easy access tool
- Reduction in isolation through interactivity and an increased belief in a Life After Stroke

We are happy to discuss how My Stroke Guide might be adapted for your audience and beneficiaries.