

Talking to patients and the public about their health and care data

Resources for health and care staff and partners to talk about patient and citizen data and its use for Population Health Management

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Version No. 01

Created by SmartCo in collaboration with Yorkshire & Humber Care Record

Commissioned by Louise Sinclair, Yorkshire & Humber Care Record



Instructions for staff



Yorkshire & Humber
Care Record
Connecting care. Improving lives.



We created this document to:

- help you talk to patients and the public about their data
- explain 'population health management'
- help patients and the public to understand how and what their data is used for in Yorkshire & Humber.

Go through the slides with the individual, allowing them to see the content.

You can find further resources for staff at the end of this document.

You can use the **scale** below to gauge a person's **level of understanding** as you go through the resource. It pops up on certain pages and should help you to know whether to **explain something** in more detail or use some of the **external resources**



These **buttons** take you to additional external resources such as **videos or webpages**. Use these if people want to access further information



This resource has been **co-developed and tested** with over **100 people** across Yorkshire & Humber. But there's always room for improvement. Please send any feedback to: [**hnf-tr.yhcr@nhs.net**](mailto:hnf-tr.yhcr@nhs.net)

It takes approximately **5 minutes** to use this resource

Flick through the pages of the resource with the **arrows**



1

I do not understand

2

3

4

5

I completely understand

Let's begin!





The Yorkshire and Humber Care Record (YHCR) is a **digital shared care record** that allows **patient information** from **different sources**, to be viewed **securely** and updated in **real time**.

No data is stored on the YHCR itself, it is stored in GP and Hospital records, for example, to ensure **your data is always safe**.





The YHCR allows **personal health data** and **de-personalised health data** to be viewed by different people.

The use of de-personalised health data for **research and planning** is called **population health management**.



What is population health management?

Population health management is the use of people's **de-personalised health data** to understand the health and care needs across a population and tailor services to **meet those needs**.

This helps to **improve health** and **prevent illness** through **research and planning**.

It involves the **NHS** and other public services including **social services, schools, housing associations** and **councils**.



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De-personalised health and care data



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De-personalised data does not identify an individual, because identifiable data has been scrambled or removed.

✗ It does not include

- name
- full address
- full date of birth

✓ It does include

- diagnoses
- hospital admissions
- ethnicity
- postcode region

The data is **de-personalised** and although you are not 100% anonymous, it would be extremely difficult for anyone to be identified.



Personally identifiable



De-personalised



Anonymous

More identifiable



Less identifiable



Viewing de-personalised health and care data



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Public services (e.g. local authorities, housing associations, branches of national government and social services) can view de-personalised data and combine it with other sources of data to plan public services to improve health and wellbeing.

Click on the circles to see specific examples.



Joined up
data to reduce
asthma



Joined up
support in
care homes



Joined up
data to reduce
obesity



Example: joined up data to reduce asthma



Population health data shows a large amount of asthma cases in an area



Information from the **local authority** shows that the council houses are cold and damp



Information from **the government** shows that the area also has poor air quality

Outcome:

The local authority agree to **insulate** all the council houses, and also to start a **“no idling”** campaign to encourage motorists to turn off their engines to improve air quality, resulting in a reduction of asthma cases.



Example: joined up support in care homes



Care home staff
notice a resident
is becoming more
forgetful, they
visit the GP



Test results from
the **GP** and **memory
assessment service**
are accessed by a
specialist



**Population
health data** supports
the specialist to
make a diagnosis
of dementia

Outcome:

Through connecting the dots between services
and using population health data around dementia,
the resident receives a quick diagnosis and the
medication and support they need.



Example: joined up data to reduce obesity



The **council** has a new budget for providing **free exercise classes** where needed



Population health data shows obesity amongst workers on a business park



Information from the **business park** shows workers want to exercise but don't have time

Outcome:

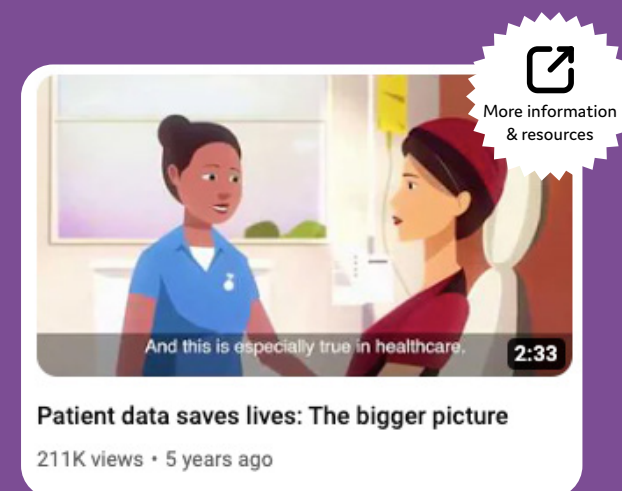
The council are working with the business park to set up **free exercise classes** that can be accessed during work time, resulting in a reduction in obesity and happier workers.



The importance of de-personalised data

Using data makes it possible to **diagnose health conditions earlier** and provide **new drugs and treatments**.

Data also helps the NHS **plan for the future** by understanding which services will be most needed to support **health and wellbeing**.



If you are healthy, you may not feel your data is of use. However, it's **just as important** to understand about healthy people in order to improve the health of others.



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Health and care providers holding your data are committed to protecting your data. Click on the links below to read about how your data is protected.

[Cyber security](#)
[Information governance](#)
[Clinical safety](#)





You are **automatically opted in** to sharing
your **de-personalised data** for the purposes of
population health management.

You have the option of opting out,
[click here to find out more.](#)



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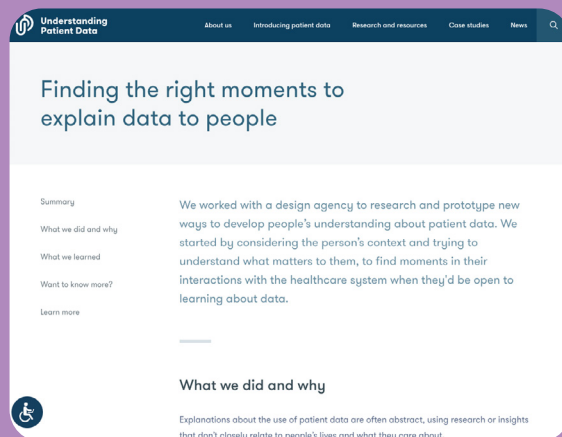
I completely understand

Thank you

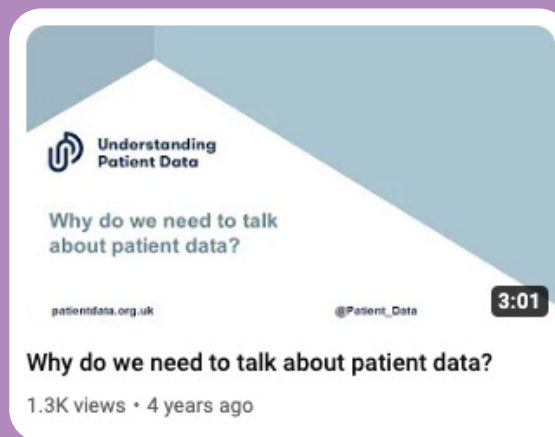
The end!



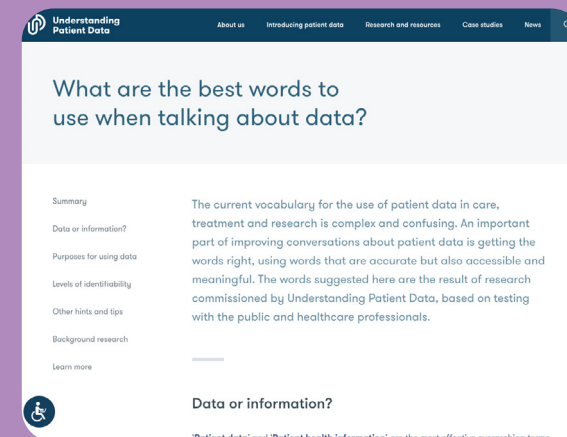
Other resources for health and care staff



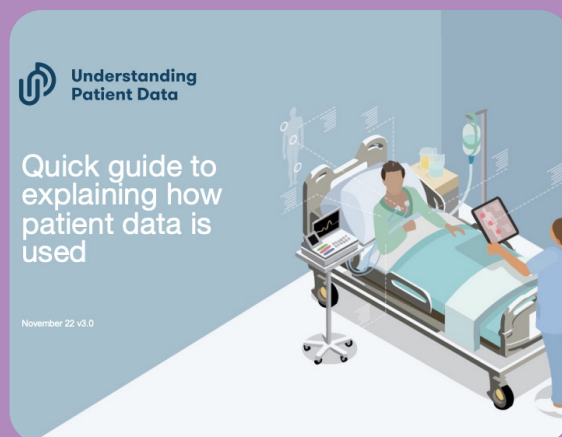
Webpage: Finding the right moments to explain data to people



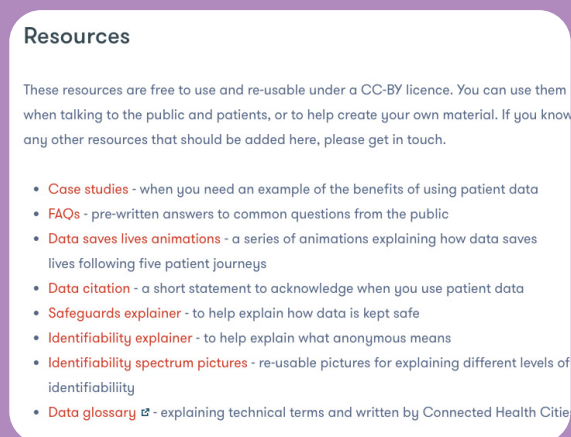
Video: Why do we need to talk about patient data?



Webpage: What are the best words to use when talking about data?



PDF: Quick guide to explaining how patient data is used



Webpage: Further resources

Understanding patient data has some excellent resources for staff. Click on the boxes to take you there.

Thank you.

**This resource has been
co-developed and tested with
people across Yorkshire & Humber.**

We hope you found it useful.

Feel free to provide feedback
on this document or any other
aspect of shared care records or
population health management by
emailing: hnf-tr.yhcr@nhs.net

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