

Tomorrow's Patient

Campaign information pack

Introduction

Tomorrow's Patient is a brand new campaign from DigitalHealth.London which aims to re-examine the potential of technology for service user care. We want to encourage healthcare professionals and NHS staff across all departments and disciplines to reflect on which technologies are changing the way they work, and how these innovations are impacting communication, diagnostics and treatment of patients.

DigitalHealth.London is a partnership organisation made up of London's three Academic Health Science Networks, NHS England and MedCity. Visit digitalhealth.london/about-us for more information.

A pledge for Fab Change Day

The campaign forms part of DigitalHealth.London's Fab Change Day pledge and wider objective to support healthcare professionals and NHS organisations across the capital to create a culture where innovative technologies can be identified, adopted and embraced for the benefit of patients & population.

This information pack includes:

- [Aims of Tomorrow's Patient campaign](#)
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Aims of Tomorrow's Patient campaign

- To support healthcare professionals and NHS organisations to create a culture where digital technology can be identified, adopted and diffused, in line with the objectives and recommendations of the [Five Year Forward View](#) and [Wachter Report](#).
- To identify and support current and ongoing digital innovation across London's primary and secondary care providers.
- To facilitate connections between NHS intrapreneurs to share examples and learning from current and ongoing digital innovation.

How you can help

Your support is essential to the success of the Tomorrow's Patient campaign. You can help by:

- Informing your communications department and sharing the campaign in your **newsletter** or via your **website or intranet**
- Publishing our **press release** in any internal or membership publications
- Displaying our **poster*** to promote the campaign in staff rooms and other communal spaces
- Handing out **postcards*** to staff members and sharing within communal spaces
- Supporting our **social media activity**. Follow @DHealthLDN and use the hashtag #tomorrowspatient to join the conversation, and tweet and retweet campaign support. Ready-made social media posts are available on page 5.
- Encouraging colleagues with an interest in digital health to get in touch and find out more about becoming a **DigitalHealth.London Ambassador**.

**Campaign postcards and A3 posters are available upon request*

For more information about Tomorrow's Patient, or for advice and support on how to get involved, please visit digitalhealth.london/tomorrowspatient or email tomorrowspatient@digitalhealth.london

Press release

Embargoed until 00.01 Wednesday 19 October

Campaign calls for the NHS to embrace technology for patient benefit

A new campaign launched by DigitalHealth.London today will support professionals working in health and care across the capital to create a culture where innovative technologies can be identified, adopted and embraced for the benefit of patients and the population.

Tomorrow's Patient aims to re-examine the potential of technology for service user care, encouraging healthcare professionals from all disciplines to reflect on which technologies are changing the way they work, and how these innovations are impacting communication, diagnostics, treatment and management of patients.

Providing a platform for doctors, nurses, pharmacists, midwives, allied health, and other healthcare professionals to share insight and experience, Tomorrow's Patient will help to connect NHS pioneers to provide visibility around digital transformations, and to celebrate the innovative work taking place across NHS organisations in London.

The campaign will share educational insight from transformation leaders and digital health experts via an online series of thought-provoking blogs, interviews and video features at DigitalHealth.London; alongside a major social media campaign which will include tweetchats co-hosted with key healthcare communities. This will climax in an exciting summit event and awards presentation in February 2017, which will celebrate examples of digital transformation across the NHS and the organisations and individuals who have helped drive them.

Dr Mahiben Maruthappu, Board member of DigitalHealth.London and Co-founder of the NHS Innovation Accelerator, commented:

"There are some truly inspiring technologies and innovations being developed right now across London's NHS landscape. We want to celebrate this intrapreneurship and encourage healthcare professionals to reflect on its potential impact, in order to support a culture where innovative technologies can be identified, adopted and embraced for the benefit of patients and population."

Yinka Makinde, Programme Director of DigitalHealth.London, added:

"To support a culture which embraces innovation, we need to step back from the buzzwords and reflect on the potential of technology for patient care, and its impact on the work of healthcare professionals. It's particularly important that we share this insight and experience across NHS organisations, and that's the basis of our Tomorrow's Patient campaign."

For more information about DigitalHealth.London's Tomorrow's Patient campaign, visit digitalhealth.london/tomorrowspatient or join the conversation on Twitter @DHealthLDN or by using the hashtag #tomorrowspatient

ENDS

Editor's Notes:

- For media enquiries and interview requests relating to Tomorrow's Patient, contact Rebekah Taylor, Communications and Engagement Manager for DigitalHealth.London. Telephone: 07414 602666 or email rebekah.taylor@uclpartners.com
- Additional campaign information, including a media pack is available on request.
- DigitalHealth.London is a partnership, expert in accelerating the adoption of digital innovation by linking health and care organisations with digital health innovators for the benefit of patients and populations. It accelerates the adoption of digital innovations across health and care to improve patient and population outcomes and experience, and supports a sustainable future NHS.
- DigitalHealth.London's expert partnership is made up of London's three Academic Health Science Networks (AHSNs) - Imperial College Health Partners, the Health Innovation Network and UCLPartners; MedCity; and NHS England. For more information visit <http://digitalhealth.london/about-us>
- Further information about DigitalHealth.London's February summit event and awards presentation will be announced at the end of October.

Social media messaging

To support our social media activity, follow @DHealthLDN and use the hashtag #tomorrowpatient to join the conversation. For convenience, please feel free to copy and paste the below posts.

New campaign from @DHealthLDN encourages HCPs to reflect on which technologies are changing practise #tomorrowpatient <http://bit.ly/2do5aRf>

Calling all HCPs: which technologies have changed or benefitted your practise?
#tomorrowpatient <http://bit.ly/2do5aRf>

How can technology transform patient experience? RT and reply using #tomorrowpatient <http://bit.ly/2do5aRf>

Clinicians: how have technologies used in your daily practise helped to improve patient experience? #tomorrowpatient <http://bit.ly/2do5aRf>

How might the patient of tomorrow use #digitalhealth? RT and reply using #tomorrowpatient #futurist <http://bit.ly/2do5aRf>

How will #tomorrowpatient communicate with their healthcare professional? RT and reply #digitalhealth #futurist <http://bit.ly/2do5aRf>

How will #tomorrowpatient be diagnosed by their healthcare professional? RT and reply #digitalhealth #futurist <http://bit.ly/2do5aRf>

How will #tomorrowpatient be treated by their healthcare professional? RT and reply #digitalhealth #futurist <http://bit.ly/2do5aRf>

Clinician of the Month describes how virtual reality could transform patient experience #tomorrowpatient <http://bit.ly/2dnXFig>

Clinician of the Month highlights how patient activation could transform healthcare
#tomorrowpatient <http://bit.ly/2bibxuq>

NHS intrapreneur shares innovation which could transform self-care for people with type 1 #diabetes <http://bit.ly/2dKSdTU> #tomorrowpatient

Case studies and interviews

Do you have a great example of how digital technology is transforming health in your organisation?

Have you or your colleagues developed, or are currently developing, a digital innovation to improve working practise, output or experience?

We want to share your stories through our online case studies and interviews. As well as promoting and celebrating innovation developed within your organisation, we can connect you to sources of additional support if relevant, including funding streams and commercial expertise.

Here's some examples we've published recently - click on the image to view. Please feel free to share internally or via social media - don't forget to use the hashtag #tomorrowpatient



Dr Keith Grimes shares how his interest in virtual reality (VR) has led to a project working with the Royal Brompton to reduce post-operative delirium.



Dr Nick Oliver, consultant at Imperial College Healthcare NHS Trust, highlights how the Advanced Bolus Calculator can support people with type 1 diabetes to effectively manage their long term condition.



Professor David Patterson discusses his work in developing the clinically useful and secure electronic health record (EHR) which forms an important component of the HeliconHeart package.

Marketing materials



Download the Tomorrow's Patient campaign poster (A3) at digitalhealth.london/tomorrowspatient

You can also request hard copy marketing materials:
email tomorrowspatient@digitalhealth.london to request your marketing pack.

Please note, marketing packs consist of 2 posters (A3) and 20 postcards. If you wish to request additional materials for your organisation, please include this detail within your email.