

## PROBLEM

Health inequalities arising from poor access and poor engagement with healthcare services result in low health literacy and preventable health risks conditions such as cardiovascular disease and diabetes. The extra costs of health inequalities for the NHS, is approximately £4.8 billion a year from the greater use of hospitals by people in deprived areas alone. Those living in more socio economically disadvantaged neighbourhoods and minority ethnic groups have higher rates of almost all the known underlying clinical risk factors that increase the severity and mortality of Covid-19, including hypertension, diabetes, asthma, COPD heart disease, liver disease, renal disease, cancer, cardiovascular disease, obesity, and smoking.



“The Accelerator program has helped SiSU and specifically our team to better understand our value proposition for the NHS. It has given us the confidence that our product is perfectly positioned for rapid scaling post Covid. We have built a fantastic advocate network and feel we have gained credibility from both being on the programme and through what we have learnt. The knowledge we have acquired will enable us to build on these foundations for years to come. Thank-you DigitalHealth.London!”



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## SUCCESSES AND IMPACT

- 35% of all health checks completed by people identifying their ethnicity as NOT white. With a Net Promoter Score of 82 [versus an average of 71] for individuals identifying their ethnicity as Black, aged between 45-64 – a crucial age for cardiovascular risk.
- Moved to second stage of their roadmap to full NHS Health checks via work with Luton Council. Implemented the 'Practitioner Portal,' leading to 42% of all people with High Blood pressure self-referring on to an onward service.
- Successful in a bid for a tender with an ICB to deliver workforce health checks for NHS staff in the Midlands. This will be a large contract and will lead to the provision of c40-60'000 health checks per year.

**680,000**  
health checks  
completed in the UK

**55%**  
of checks in highest areas  
of deprivation

**130,683**  
Calls to Action for an at-risk Blood  
Pressure and BMI measurement

Find out more:



## SOLUTION

To address health inequalities and population health risks by empowering people to self-manage their health. Delivered via a scalable network of in-community digital health checks and provided via medical device health stations (ISO 13485) with integrated pathways to conduct further checks.



“Working with SiSU has enabled localised, tailored opportunistic health screening aiming to tackle modifiable health risk among some of our poorest and marginalised communities in the town. The high proportion of the calls to action identified has enabled greater support to be provided by our local integrated wellbeing service already tackling health inequalities faced by such communities.”

- Christina Gleeson, Public Health Manager,  
Luton Public Health

## WHAT'S NEXT?

SiSU are looking at a number of ways to drive additional value including an integration with patient records, additional health measurements, improving member health via their App and improved engagement through more languages, visuals, localised pathways and a more inclusive station experience.