

Cardiovascular Disease and Diabetes Prevention

The case for change

Cardiovascular disease is responsible for 1 in 4 deaths each year: 7.6m people are reported to be living with CVD, costing £15.8bn to the wider economy.

High blood pressure is associated with 50% of heart attacks/strokes: 4.8m are undiagnosed.

4.8m people estimated living with diabetes in the UK: It costs £173m a week to treat diabetes and it's predicted that 1m people are living undiagnosed.

The NHS Health Check is designed to spot early signs of stroke, kidney disease, heart disease, type 2 diabetes or dementia. Offered every 5 years, it is available to people aged between 40 and 74. Patients are given support and advice to help them reduce or manage any risk identified. Patients may be referred on to support programmes such as the NHS Diabetes Prevention Programme (NDPP) if at risk of Type 2 diabetes. However, the reality of delivering a health check is challenging.



Challenges around delivering NHS Health Checks

Invites

Not all the eligible population are being invited

Capacity

Not enough GP capacity to deliver the Health Check

Uptake

Poor take up due to lack of understanding, access and convenience

Funding

Existing primary care funding flows do not easily support or enable prevention

Scalability

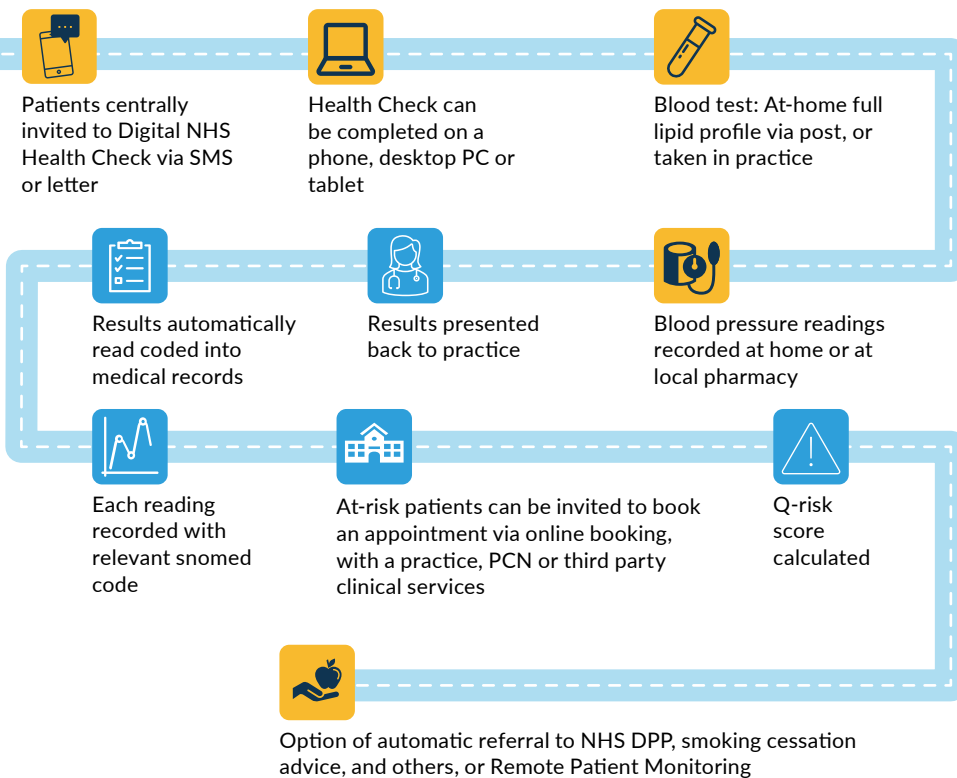
Limited capacity in primary care to deliver a proactive service, at scale

References

1. British Heart Foundation, Facts and figures (Accessed: 11 May 2023).
2. Public Health England and NHS England (2017), Size of the Prize (Accessed: 12 May 2023).
3. Royal College of Physicians (2016), Sentinel Stroke National Audit (Accessed: 12 May 2023).
4. Kerr, M (2012), Chronic Kidney disease in England: The human and financial cost Programme. Cost and Cost-effectiveness analysis (Accessed: 12 May 2023).
5. Public Health England, OHID data, Fingertips (Accessed: 12 May 2023).
6. Diabetes.co.uk (Updated Jan 2023) Diabetes Prevalence (Accessed: 12 May 2023).

Digital NHS Health Checks

Deploying iPLATO's digital pathway end-to-end solution is simple. It's customisable to your local population's needs, with clinical support and at-home blood test kits available.



Benefits

- No appointment needed
- Invites sent out centrally, with no practice effort
- Patient “at-home” convenience
- Automatic support or referrals
- Delivered at scale
- Automatic updating of medical record
- Patient supported with using digital platform (no calls to practice)
- Seamless patient experience
- Clinical support available
- Multi-channel communication

Evidence

Applying behavioural learnings from previous Health Check pilots:

- Across England, the lowest invite and delivery rates of NHS Health Checks were observed in the South West. iPLATO worked with OHID to deliver a Digital NHS Health Checks pilot in Cornwall, an area with low knowledge, interest and uptake of the programme. Strong patient engagement was achieved with key learnings around patients from differing areas of deprivation.
- In Southwark, London, an increase in uptake of 65% was achieved across 28 GP practices. Tools including downstream nudge, deadline commitment and concise language were optimised.

