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Conference Abstract

## Investigate The Impact Of Online Patient Engagement & Involvement In Integrated Care

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### Abstract

**Purpose:** Investigation of the impact of online patient engagement and involvement in integrated care.

**Objectives:** To identify and describe the impact of online questionnaires, in patient engagement and involvement in integrated care and service provision.

To identify and describe the impact of social media, in patient engagement and involvement using Facebook, Twitter and Youtube.

**Background:** We work in a National Health General practice in West London, where patient engagement and involvement has previously been difficult to implement.

Online questionnaires are increasingly easier to design, use and analyse.

Social media and online questionnaires are used sporadically in healthcare and not used by our practice, previously.

Patients spend more time on social networks than any other category of site on computers, tablets and mobile phones.

Facebook has over 1 billion active users and more than 1.5 trillion messages posted last year.

Users aged over 65 are the highest area of growth in adopting social media, with over 100% growth in 2010.

83% of internet users search for health information.

**Methodology:** We have recorded patients emails and currently have approximately 3,000 emails of patients who are willing to engage with online questionnaires. Questionnaires on patients satisfaction, service delivery, their integrated care provision were posed.

We have recorded a number of videos about the practice, such as how the appointment system and the process for blood test investigations at the practice. We have also started a Facebook and Twitter page and have monitored activity on our website.

**Results:** We have collected around 3,000 emails of patients willing to participate. The age sex profile of respondents accurately reflected the demographics of the practice. A complex questionnaire on practice service provision, consisting of 44 questions remained open for 5 days and had 480 responses. We changed our opening hours and service provision as a result. Another questionnaire on proposals for new integrated service provision, consisting of 26 questions remained open for only 1 weekend and had 108 responses. This requires very little administrative time and data is easily analysed and segmented based on findings.

We have started engaging patients in social media using Facebook, Twitter and Youtube. We have 96 Likes and increasing reach. We are able to monitor activity to health campaigns. Our Youtube videos have been viewed between 420 and 762 times.

**Conclusions:** Online surveys improved engagement and involvement. We have excellent response rates extensive questionnaire, despite being available for short periods. The responses represent the demographics of the practice. This has resulted in accelerated change in identifying and improving services, direct patient input into development of practice strategy and service evaluation and development.

Patient feedback relating to staff can be used for staff appraisals. Results in delivery of patient centred care.

Information is easy for patients to complete on a variety of devices and easy for the practice to monitor outcomes and measure progress.

Social media has had a positive impact on patient engagement and involvement and improved the way that the practice communicates with patients with practice based, local and national health information.

**Current Developments:** We are developing and support and leadership for patients with complex care needs to and manage their own online groups.

Our practice is a member of the North West London Integrated Care Pilot, which involves monthly multidisciplinary meetings to discuss complex patient management plans. We are working on developing the use of social media between healthcare professionals to help deliver co-ordinated care within complex networks of teams.

## Keywords

**online; social media; online questionnaires; patient engagement; patient involvement; facebook; twitter; youtube; internet**

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## PowerPoint presentation

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