Digital exclusion in healthcare & how to change it

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ffconf 2017

Me, Sareh

Digital exclusion in healthcare

Summer 2020

My work-from-home setup

Summer 2020

Online socials & events

Book or manage a coronavirus (COVID-19) vaccination

Summer 2021

NHS

Search 🔍 My account 👤

Health A-Z | Live Well | Mental health | Care and support | Pregnancy | NHS services

Home › Health A to Z › Coronavirus (COVID-19) › Coronavirus (COVID-19) vaccination

Book or manage a coronavirus (COVID-19) vaccination

Summer 2021

< NHS Booking 👤

4 Jun, 09:02
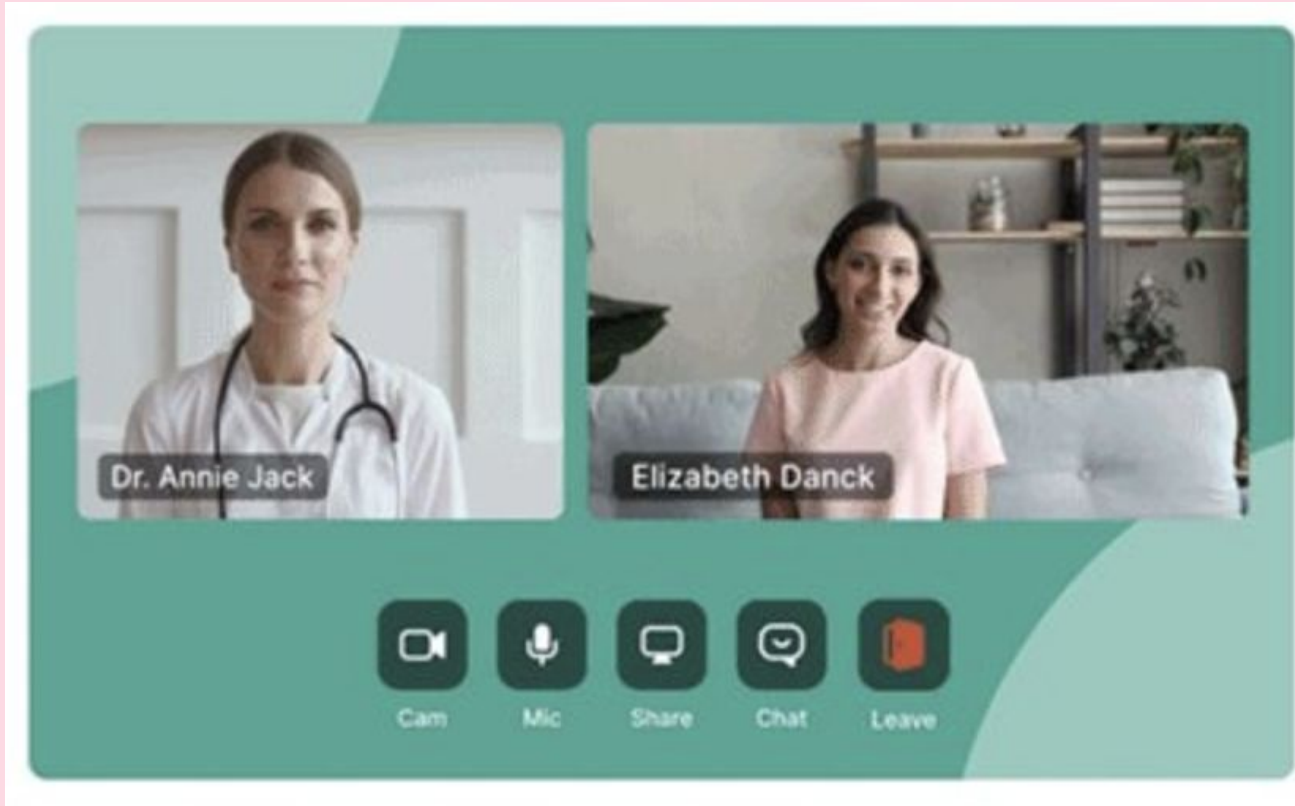
NHS Booking: NHS Booking: Hello Sareh Heidari, this is a reminder for your upcoming 1st **COVID-19** vaccination at ▓▓▓ Vaccination Centre on 06/06/2021 at 03:00 PM with booking reference: ▓▓▓83. To cancel and rebook visit https://www.nhs.uk/conditions/coronavirus-**covid-19/** or call 119.

Over **20 million adults** in the UK booked **61 million vaccinations** online

Video consultations

Doctor/ Nurse/ Physio/ Therapist

Patient

Dr. Annie Jack

Elizabeth Danck

Cam   Mic   Share   Chat   Leave

"I didn't need to take the morning off work, pay for travel to the hospital, sit around in a waiting room for an hour, to have a 15 minute appointment." - *a patient after using video consultation*

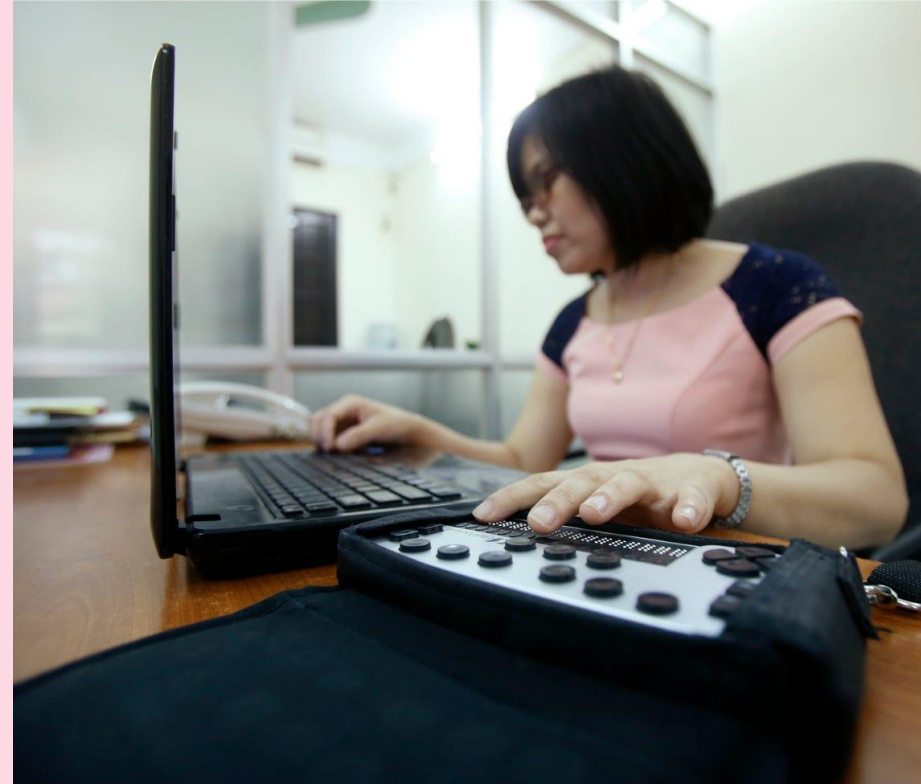Who is missing out?

Patchy internet connectivity

Using Assistive Technologies

No fixed postal address

1 in every 5 people in the UK are in Poverty
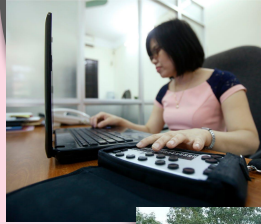
Digital exclusion is all these things...

Capability   **Opportunity**   **Motivation**

...leading to...

Behaviour Change

Opportunity

Capability

Motivation

How can we change things?

Research-led
User-centred
Holistic

Research-led
User-centred
Holistic

*(not product-centred)

Simplify

15% of adults in England have an English literacy age of ~9-11 years old

Use Plain Language

**People with
learning disabilities**

**English as an
additional language**

Approved by Plain English Campaign

Use Plain Language

Before:

> An information helpline is also operated by ABC Hospital Trust for the convenience of patients.

After:

> We also run an information helpline for your convenience.

www.plainenglish.co.uk/medical-information.html

Health literacy:
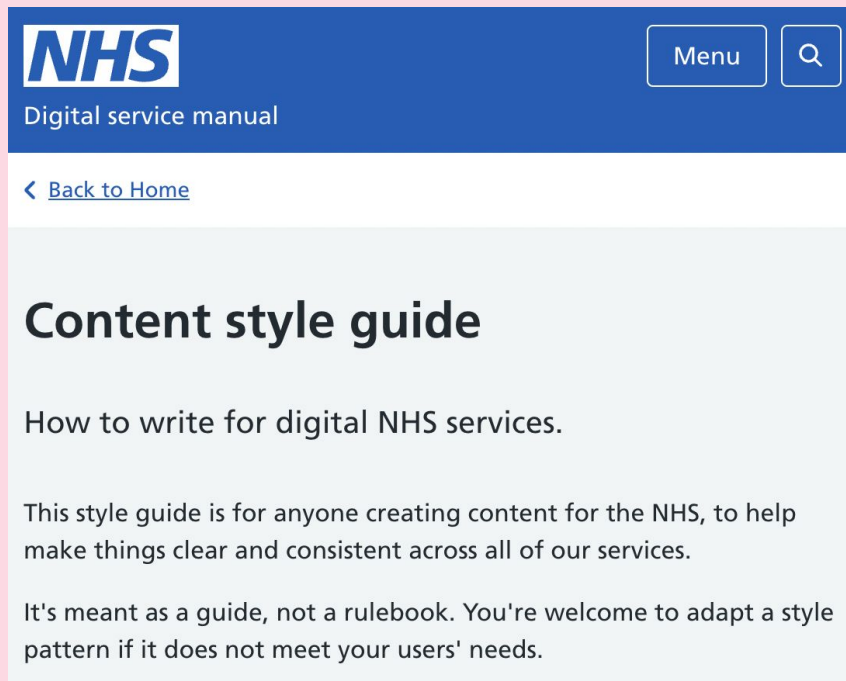Your ability to understand & make decisions about your health

4 in 10 adults struggle with health content

We can improve every single person's health literacy by taking these steps

When *You* design with most marginalised people at the centre,

You improve the experience for everybody

NHS Content Style Guide

NHS
Digital service manual

‹ Back to Home

Content style guide

How to write for digital NHS services.

This style guide is for anyone creating content for the NHS, to help make things clear and consistent across all of our services.

It's meant as a guide, not a rulebook. You're welcome to adapt a style pattern if it does not meet your users' needs.

https://service-manual.nhs.uk/content

NHS Content Style Guide

NHS Digital > ••• > 2019 > Pee and poo and the language of health

Pee and poo and the language of health

How do we decide which words to use on the NHS website? Sara Wilcox, content designer with NHS.UK's standards and service manual team, explains.

We decided against 'wee' and 'stool'

We agreed 'pee' and 'poo' work best

https://digital.nhs.uk/blog/transformation-blog/2019/pee-and-poo-and-the-language-of-health

Simplify technical complexity

Reduce the number of interactions needed to get the full content

Simplify technical complexity

What is your NHS number?

Your NHS number is a 10 digit number that you find on any letter the NHS has sent you. For example, 485 777 3456.

Your NHS number
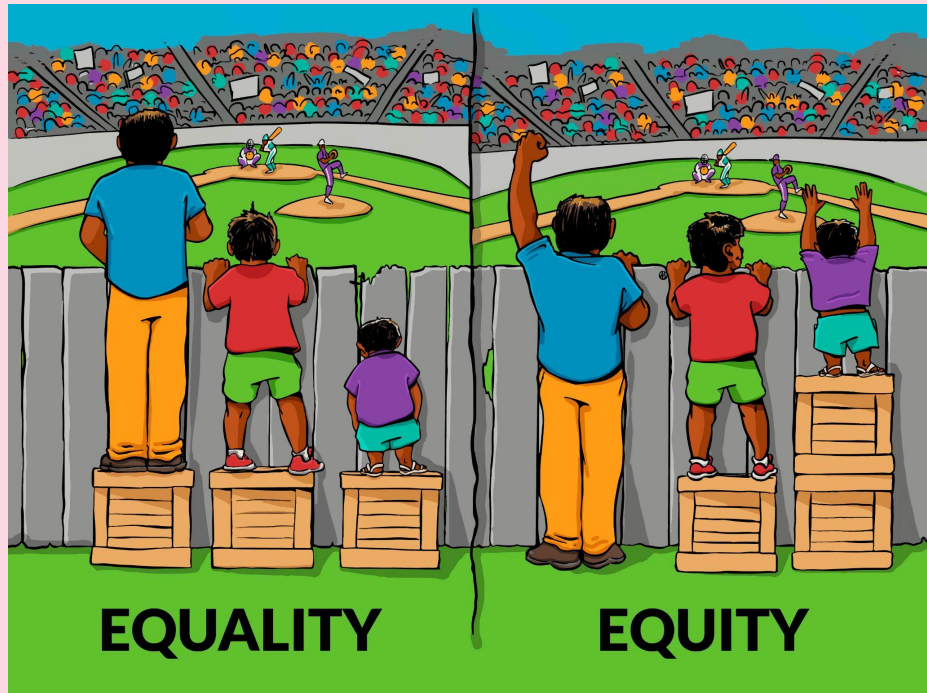
[   ]

Continue

Have a single action per page

Give users choice

Giving users choices
that work for them

⬇️

Equity in Experience

"Digital-first should not mean digital-only"

Learn about lived experiences

Research, Research, Research

Bring those learnings into your every day

Test regularly
on devices
used by
real Users

Build trust

What about Systemic barriers to digital inclusion?

National Device Bank & National Data Bank

Good Things Foundation

Influence policy

Influence policy

Internet access as a human right

Breaking Barriers to Digital Inclusion

Research-led / User-centred / Holistic

Simplify - language & tech

Give users choice -> equity

Learn about lived experiences

Build trust

Support grassroots organisations

Influence policy

Breaking Barriers to Digital Inclusion

It's all in your hands

Thank you, ffconf