



*Working
Towards
A Healthier
Population*

Birmingham OwnHealth® transforms health outcomes for people with long term conditions

NHS Birmingham East and North (NHS BEN) is transforming health outcomes for people with long term conditions with a groundbreaking telephone-based care service called Birmingham OwnHealth®.

Health Intelligence is part of an alliance, which includes Pfizer Health Solutions UK and NHS Direct, who are working with NHS BEN to deliver this service, which is already looking after more than 4,000 people and is set to expand over the next few years.

Designed to help people with long term conditions, the Birmingham OwnHealth® service offers its members a structured and personalised programme of support over the telephone to help them acquire the skills they need to stay fit and healthy.

To ensure the success of the programme, GPs needed to be able to identify **'patients at risk or who have a long term condition'** and invite them to become a member of Birmingham OwnHealth®. Health Intelligence is assisting NHS BEN by working with GP practices within the programme to identify patients with diabetes, coronary heart disease, chronic obstructive pulmonary disease, heart failure, stroke or TIA or chronic kidney disease and who are not stable. These candidates are identified using CDRIntell and who are then automatically referred by their practice (using CDRIntell software) into the Birmingham OwnHealth® programme.

CDRIntell also provides a user-friendly efficient process to refer these patients into the Birmingham OwnHealth® programme by generating invitation letters, tracking the responses and monitoring candidates' status. GPs within the programme are able to view the status of their patients at any stage of the process, ensuring that the practice remains in control of their patients' involvement within the initiative.

“Once a candidate becomes a member of Birmingham OwnHealth®, our innovative telephone-based approach ensures that members play a much bigger role in the delivery of their care and that they are never more than a phone call away from all the information, support and encouragement needed to improve their health and wellbeing in the way which is best suited to them”, says Dr Richard Mendelsohn, Director of Chronic Disease Systems at NHS BEN.

In its first three years, Birmingham OwnHealth® has demonstrated stunning results. Membership increased their compliance with healthy behaviours, improved their clinical metrics and reduced their use of emergency services since joining the service.

The service is key to delivering NHS BEN's strategy for health promotion, early intervention and disease prevention by empowering members to improve their self-care.