

Our Future Health responses to questions dated 13/4/2023

1. Please can you confirm the total number of people consented to Our Future Health to date?

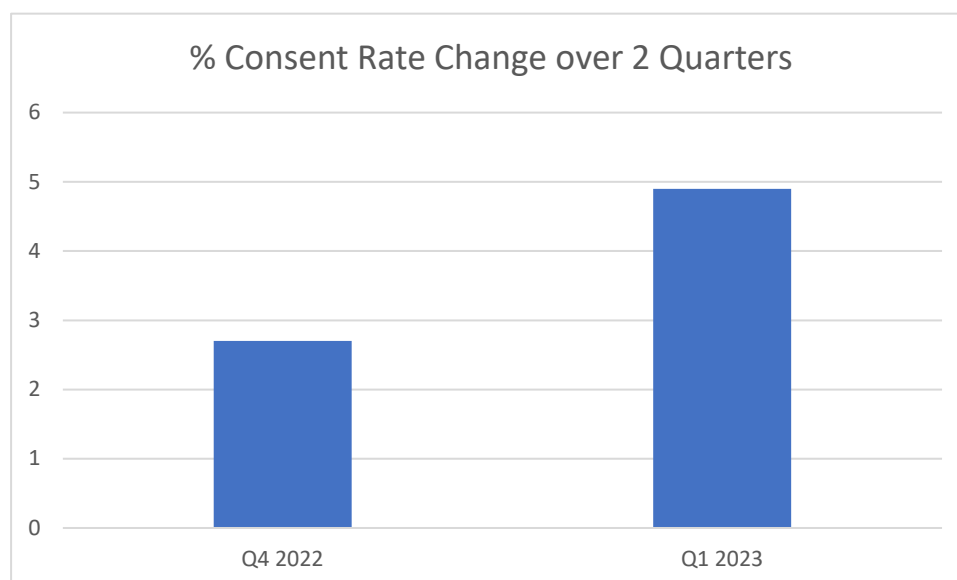
As at 13/4/2023 the total number consented is 388,641.

2. I note that the form indicates that 304,816 people have consented through the DigiTrials route in 3 months between December and March. Please can you confirm how many invitations were sent to enable 304,816 to be consented. What is the consent rate through DigiTrials in other words.

304,816 refers to the total consented from the start of recruitment in late July 2022 up to the date of the application. Since then, additional recruitment takes the total consented to 388,641.

In that time Our Future Health has issued 10,347,615 invitations via Our Future Health. We assume people may take up to 14 days to consent to the programme having received a letter. We sent 9,616,170 letters up to 30 March 2023.

Over that time the consent rate has risen as follows:



In fact, the data for March 2023 alone shows a consent rate of 5.1%.

Of the 388,641 consented participants (to end of March 2023), 279,841 (72%) joined using a URL or QR code that links them directly to a DigiTrials letter. Evidence from the question "How did you hear about Our Future Health?" indicate that 87% of our participants are being primarily motivated by a DigiTrials letter. Compared to alternative methods we have tested, the response rates to physical letters via the NHS are higher, and inclusion of text encouraging recipients to share with family and friends and encourage others to register and book is a key addition which facilitates a hidden level of recruitment associated with NHS DigiTrials letters.

3. Please can you provide further information on how you specifically consider, for each location, which demographics you will focus to recruit and how you increase under-represented groups? I presume you do not invite every person in that area, and that under-represented recruitment is complemented by other means?

At present NHS DigiTrials enables segmentation by age, sex and postcode sector. Segmentation by recorded ethnicity is possible and a solution has been developed but is not yet approved for use, with a Caldicott Guardian review pending.

For example, using Census 2021 data to provide ethnicity estimates and IMD 2019 data as a proxy of geographic deprivation, we are currently analysing our invitation letter variation data to determine which worked best by age, sex, IMD, and ethnicity, with a view to optimising invitations for groups that have been historically underrepresented in health research.

Increasing participation amongst underrepresented groups (e.g. ethnic minorities, lower income groups, and younger adults) is a high priority for the programme. Alongside plans to tailor invitations, we are also undertaking a range of activities to address underrepresentation in recruitment, including:

- Developing partnerships with local organisations that serve specific communities, including for example community centres and religious institutions. Through these partnerships we are connecting with members of the community and gaining valuable insights. By working with local organisations, we aim to build trust with members of the community by taking the time to listen to their concerns, being transparent about our aims, and exploring opportunities to tailor our approach;
- Trialling the use of reimbursement for attending a clinic appointment to take part in the programme;
- Using community-specific methods to increase engagement with each community; including tailoring our awareness raising activities (e.g. targeted, community-appropriate campaigns using credible advocates and relevant local organisations to increase our reach and impact), plus tailoring our recruitment operations (e.g. pop-up clinics in a range of community venues);
- Building our understanding of the needs, experiences and perspectives of these communities by drawing on the expert input of our Diversity and Inclusion Advisory Board; expanding our programme of qualitative and quantitative research with diverse audiences; and bringing additional expertise into our team to build our organisational capacity and cultural competence.

- 4. I note that the further PPI undertaken to date, given timeframes, has included 15 people who sit on OFH boards. Can I please ask:**
- a. Were the demographics of this group representative of the population?**
 - b. What actions have been taken, if any, on the concerns raised as part of this PPI work?**
 - c. What are the plans to continue PPI on this aspect as the scale of the activity continues to increase?**

The respondents were 75% female and 25% male with at least 30% from ethnic minority groups. The group included at least one person from each of Northern Ireland and Scotland.

The survey was only carried out very recently and the outcomes of the group and individual conversations have been compiled to feed into wider thinking going forward. For example, there were suggestions for ways to engage with particular communities, and for creating accessible formats to the letter, including language variants, although this is challenging as language data are not available in the PDS. We will assess Census 2021 reading and speaking language data to determine *whether* and *where* we may send double-sided letters in English and a second language to assess whether this improves response rates.

We don't have definitive plans to share in this briefing regarding this aspect of PPIE but do plan additional consultation going forward to ensure we retain a clear view of the public view of the approach and use of data in this way. One option under consideration is to add questions regarding public views on the use of NHS data in this way to the next iteration of the Public Attitudes Tracker, however that depends on confirmation that we can shape questions on a complex topic that are sufficiently contextual to ensure the public can understand and respond accurately.

- 5. I could not see a specific response to the following CAG question. Please may you provide a response to: “*Please provide an explanation of what has been done, or what is planned, in response to previous and future complaints and feedback, in order to assure CAG of the process for reviewing feedback, complaints and making improvements.*”**

Our Future Health has received 2 formal complaints. Both related to an individual who claimed to have completed the National Opt-Out. Our Future Health and NHS DigiTrials both offered to investigate and ensure active learning to avoid any similar issues in future. In both cases the individual declined to provide a name and address to enable the investigation.

In terms of wider feedback, our Support Team log every query, complaint and feedback. A 'Ticket' is raised for each one and a response provided. Where the response is not available in standard support materials, the Ticket is shared within the organisation to named individuals with responsibility for the area covered. This seeks information to feedback to the caller and offers visibility to the right team to establish mitigations, changes and solutions to the problem highlighted. This includes:

- Escalation to the Operations Team for complaints about service or experience at the clinics.
- Escalation to the IT team for any issues or difficulties associated with the website, or participant portal.

For example, recently we received a call from a Medical Centre at HM Naval Base in Portsmouth, highlighting that they are the registered NHS Address for some serving members of the navy. They had received letters for individuals currently on tour on naval vessels. Clearly, they would be unable to accept the invitation and attend a temporary clinic in Portsmouth. The Ticket for this was shared with the team which oversees the DigiTrials invitation process within Our Future Health. It was escalated to NHS DigiTrials team in NHS England and a fix developed to ensure that we do not issue letters to serving military personal. Separately we will be liaising with the NHS MOD liaison team to establish an approach to offering opportunities to participate in Our Future Health for serving military personnel.

The FreshDesk software used by our Support Team ensures tracking of responses, logging of resolution and ability to ensure no Tickets are left outstanding. The Live Operations Service Manager tracks this to ensure a responsive service to those contacting with feedback, and a constant process of review and improvement to address issues and resolve queries. A fortnightly meeting of key subject matter experts meets to review key Tickets, establish patterns, and agree mitigations, enhancement and other actions to address the source of any opportunities to improve.

6. Whilst the amendment form contains an example of what patient notification has been undertaken in two example areas, I could not see specific references to the following CAG query. Please may you provide a response to “*Please provide evidence regarding the effectiveness of the media campaigns at filtering into communities, and provide an indication of how many people are viewing these notifications.*”

Our Future Health chooses to use diverse media channels to reach a wide proportion of each local community, including those who are less digitally enabled.

Total reach of opt-out advertising and effectiveness

We have shown almost 10,000,000 digital ads and our Q1 2023 press and radio advertising has an estimated reach of 3,691,566 people.

This advertising has driven over 30,000 visits to the NHS England Our Future Health specific opt-out page with 219 members of the public choosing to opt-out of receiving an invitation letter from Our Future Health via the DigiTrials route.

1. Reach of the press and radio opt-out adverts:

So far in 2023, the estimated reach of the press and radio advertising was 3,691,566.

2. Reach digital opt-out campaigns to date:

Total reach (number of people who viewed the advert): 9,652,382.

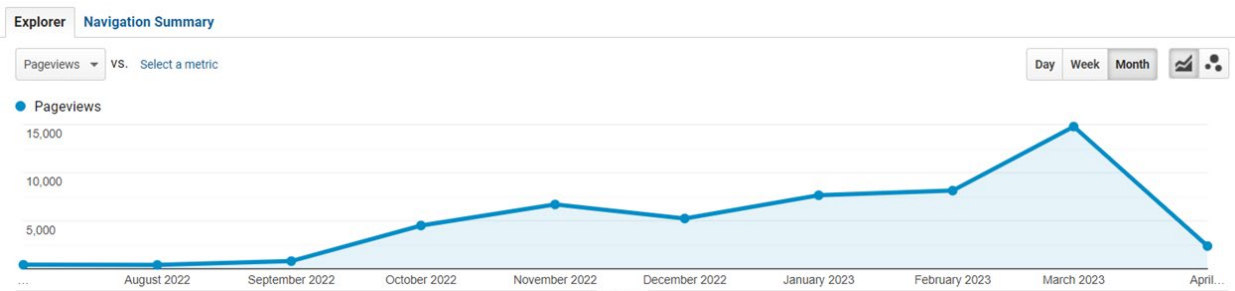
3. Result of the campaign

- Visits to the NHS England webpage for the Our Future Health opt-out 30,444 (data supplied by NHS England).
- Number of opt-outs: 219 people.
- 0.7% visit to opt-out conversion rate.

7. The CAG also asked for OFH to “provide a detailed example of a previous area, explaining what patient notification has been undertaken, and to consider whether this is sufficient moving forwards, and to re-appraise whether any additional notification is necessary.” Whilst the example is provided I could not see a consideration of the underlined part. Please may you provide further details?

The campaigns have successfully driven traffic to the NHS England opt-out page

We can see that, as the volume/frequency of our opt-out campaigns increase, so do the visits to the NHS England opt-out page. This demonstrates an effective relationship between our opt-out advertising and the public’s opportunity to opt-out of the Our Future Health programme invitation (data supplied by NHS England. The apparent drop for April represents incomplete data for this month at the point the graph was created).



Proportionality of the campaign

Since launching, Our Future Health has invested £195,940 in opt-out campaigns.

- The number of people opting out (0.7% of those who visited the NHS England Opt-Out Page for Our Future Health actually opted out) shows that the spend is proportionate to the interest in opting out.
- The current cost per opt-out is £895.

Additional campaign notification evaluation

On the basis that advertising has been running every month since July 2022 and the volume of opt-outs has not increased in line with the increase in campaign activity/visibility, it is not felt that adding additional notifications will deliver any extra benefit.

8. The CAG also asked OFH to “provide a coherent plan for the roll-out, which provides detail of certain numbers of patients in certain areas, at certain timescales.” Is there a roll out plan that is able to be shared in confidence with the CAG?

Below is the detailed forward plan for mobilisation of sites. It shows the planned go live date/close date, and also the planned clinic capacity by week for each site. Over time, as we have refined the invitation letter messaging, the locations of clinics, the awareness campaigns (advertising carried out *after* the opt-out campaign has completed), and other community liaison, the usage rate in clinics has steadily risen. In the early stages, 58.8% of available appointments were booked, and 45.5% of available appointments resulted in an attended appointment (accounting for did not attends [DNA's] and cancellations).

In Q1-2023, this rose, with 86.2% of appointments mobilised being booked (124,612 out of 144,447) and 66.4% (95,858) of the mobilised appointments resulting in a completed appointment.

In Q2-2023, we have very limited data, but have already seen an early increase with 93.5% of available appointments booked and 69.8% of available appointments resulting in completed appointments.

We estimate going forwards that ~95% of mobilised appointments will be booked, and ~75% of mobilised appointments will be attended.

See overleaf for mobilisation plan extract

Our Future Health Mobilisation Plan – snapshot extract from larger live document, updated daily.

Clinic	Location	Region	Mobile?	Status	Open Date	Close Date	Volume of Appointments
Acacium	Leeds St John Centre	North East England	N	closed	28/09/2022	25/02/2023	23,284
Acacium	Huddersfield Kingsgate	North East England	N	closed	05/10/2022	28/02/2023	11,656
Acacium	Birmingham The Mailbox	Central England	N	closed	19/10/2022	21/03/2023	26,028
Acacium	Walsall Saddlers Centre	Central England	N	closed	26/10/2022	02/04/2023	14,280
Acacium	Manchester St Mary's Gate	North West England	N	closed	02/11/2022	02/04/2023	27,521
Acacium	Oldham Spindles Shopping Centre	North West England	N	closed	02/11/2022	02/04/2023	10,452
Acacium	Stratford Broadway	London	N	closed	16/11/2022	05/04/2023	17,700
Acacium	Croydon Centrale	London	N	closed	21/11/2022	05/04/2023	16,487
Acacium	Wolverhampton Mobile Clinic	West Midlands	Y	closed	23/11/2022	22/12/2022	3,080
Acacium	Wigan Mobile Clinic	North West England	Y	closed	24/11/2022	16/12/2022	2,380
Acacium	Keighley Mobile Clinic	North East England	Y	closed	25/11/2022	16/12/2022	2,212
Acacium	Harrow Mobile Clinic	London	Y	closed	30/11/2022	16/12/2022	1,542
Acacium	Havering Mobile Clinic	London	Y	closed	01/12/2022	22/12/2022	1,890
Acacium	Solihull Mobile Clinic	Central England	Y	closed	04/01/2023	07/02/2023	3,750
Acacium	Bolton Mobile Clinic	North West England	Y	closed	04/01/2023	31/01/2023	2,882
Acacium	Wakefield Mobile Clinic	North East England	Y	closed	05/01/2023	02/02/2023	3,150
Acacium	Southwark Mobile Clinic	London	Y	closed	05/01/2023	02/02/2023	3,150
Acacium	Greenwich Mobile Clinic	London	Y	closed	06/01/2023	02/02/2023	3,000
Acacium	Rochdale Mobile Clinic	North West England	Y	closed	03/02/2023	06/03/2023	3,150
Acacium	Halifax Mobile Clinic	North East England	Y	closed	07/02/2023	06/03/2023	2,900
Acacium	North Acton Mobile Clinic	London	Y	closed	07/02/2023	02/03/2023	2,610
Acacium	Hackney Mobile Clinic	London	Y	closed	07/02/2023	02/03/2023	2,610
Acacium	Sandwell Mobile Clinic	Central England	Y	closed	10/02/2023	07/03/2023	2,610
Acacium	Bexley Mobile Clinic	London	Y	closed	07/03/2023	03/04/2023	2,900
Acacium	Sutton Mobile Clinic	London	Y	closed	07/03/2023	03/04/2023	2,900
Acacium	Stockport Mobile Clinic	North West England	Y	closed	09/03/2023	05/04/2023	2,400
Acacium	Bradford Mobile Clinic	North East England	Y	closed	09/03/2023	05/04/2023	2,900
Acacium	Tamworth Mobile Clinic	Central England	Y	closed	10/03/2023	05/04/2023	2,755
Acacium	Corby Mobile Clinic	Central England	Y	open	12/04/2023	21/05/2023	4,040
Acacium	Chorley Mobile Clinic	North West England	Y	open	12/04/2023	21/05/2023	4,040
Acacium	Ripon Mobile Clinic	North East England	Y	open	12/04/2023	18/05/2023	3,840
Acacium	Brent Mobile Clinic	London	Y	open	11/04/2023	24/05/2023	3,100
Acacium	Bromley Mobile Clinic	London	Y	open	11/04/2023	24/05/2023	4,245
Acacium	Bristol The Galleries	South West England	N	open	13/04/2023	24/09/2023	17,750

Acacium	Liverpool St John	North West England	N	open	14/04/2023	24/09/2023	17,645
Acacium	Sheffield Crystal Peaks	North East England	N	planned	19/04/2023	29/09/2023	17,695
Acacium	Nottingham Exchange	Central England	N	planned	21/04/2023	29/09/2023	16,725
Acacium	Coventry West Orchards	Central England	N	planned	04/05/2023	24/09/2023	17,455
Boots	London Piccadilly Circus	London	N	open	12/07/2022		9,760
Boots	Manchester Market Street	Central England	N	open	12/07/2022		9,760
Boots	Bradford Broadway	Central England	N	open	13/07/2022		4,514
Boots	Birmingham Bull Ring	Wales Merseyside West Midlands	N	open	18/07/2022		4,795
Boots	London White City	London	N	open	18/10/2022		3,520
Boots	London The Strand	London	N	open	18/10/2022		3,673
Boots	Nottingham Victoria Centre	Central England	N	open	25/10/2022		3,673
Boots	Kensington High Street	London	N	open	31/10/2022		3,588
Boots	Longbridge Town Centre	Wales Merseyside West Midlands	N	open	31/10/2022		3,520
Boots	Dudley Merry Hill Centre	Wales Merseyside West Midlands	N	open	31/10/2022		3,520
Boots	Redditch Kingfisher SC	Wales Merseyside West Midlands	N	open	07/03/2023		2,129
Boots	Solihull Sears RP	Wales Merseyside West Midlands	N	open	07/03/2023		2,177
Boots	Southampton West Quay	South West	N	open	07/03/2023		2,177
Boots	Brighton North St	South East	N	open	07/03/2023		2,177
Boots	Portsmouth Commercial Rd	South East	N	open	07/03/2023		2,177
Boots	Luton the Mall	East of England	N	open	21/03/2023		1,941
Boots	Leicester Fosse Park	East of England	N	open	21/03/2023		1,941
Boots	St Albans St Peters St	East of England	N	open	21/03/2023		1,941
Boots	Peterborough Queensgate Centre	East of England	N	open	21/03/2023		1,941
Boots	Leeds Trinity	Central England	N	open	21/03/2023		1,941
Boots	Kew Retail Park	London	N	open	04/04/2023		1,555
Boots	Kingston	London	N	open	04/04/2023		1,705
Boots	Croydon Whitgift Centre	London	N	open	04/04/2023		1,630
Boots	Covent Garden Long Acre	London	N	open	04/04/2023		1,705
Boots	London Cheapside	London	N	open	04/04/2023		1,551
Boots	Uxbridge	London	N	open	18/04/2023		1,545
Boots	Staines Two Rivers Retail Park	London	N	open	18/04/2023		1,409
Boots	London 16 Tottenham Ct Rd	London	N	open	18/04/2023		1,545
Boots	London Beckton Gallions	London	N	open	18/04/2023		1,453

Boots	Greenford Westway Retail Park	London	N	open	18/04/2023	1,545
Boots	Cambridge Newmarket Rd	East of England	N	planned	02/05/2023	1,283
Boots	Basingstoke	South East	N	planned	02/05/2023	1,301
Boots	Guildford	South East	N	planned	02/05/2023	1,301
Boots	Basildon Town Sq	South East	N	planned	02/05/2023	1,283
Boots	Maidenhead High St	South East	N	planned	02/05/2023	1,083
Boots	West Thurrock Lakeside Sc	South East	N	planned	16/05/2023	1,057
Boots	Bluewater	South East	N	planned	16/05/2023	1,057
Boots	Reading Broad St	South East	N	planned	16/05/2023	926
Boots	Slough High St	South East	N	planned	16/05/2023	1,041
Boots	Newbury Northbrook St	South East	N	planned	16/05/2023	958
Boots	Alton	South East	N	planned	05/05/2023	0
Boots	Sutton Cold Gracechurch Sc	Wales Merseyside West Midlands	N	planned	05/05/2023	0
Boots	Stockport Merseyway	Central England	N	planned	05/05/2023	0
Boots	Derby Intu Shopping Ctr	Central England	N	planned	05/05/2023	0
Boots	Taunton		N	planned	05/05/2023	0
Boots	Poole High St		N	planned	19/05/2023	0
Boots	Bournemouth Commercial Road		N	planned	19/05/2023	0
Boots	Saxon Square, Christchurch		N	planned	19/05/2023	0
Boots	Gloucester Eastgate St		N	planned	19/05/2023	0
Boots	Stratford Upon Avon Maybird Centre		N	planned	19/05/2023	0
Boots	Banbury Castle Quay		N	planned	03/06/2023	0
Boots	Eastbourne		N	planned	03/06/2023	0
Boots	Newark Stodman St		N	planned	03/06/2023	0
Boots	Norwich Longwater Rp		N	planned	03/06/2023	0
Boots	Colchester Lion Walk		N	planned	03/06/2023	0
Boots	Chester Foregate St	Wales Merseyside West Midlands	N	planned	17/06/2023	0
Boots	Knaresborough St James		N	planned	17/06/2023	0
Boots	Blackpool Bank Hey St		N	planned	17/06/2023	0
Boots	Lancaster St Nicholas		N	planned	17/06/2023	0
Boots	Burnley St James St		N	planned	17/06/2023	0
Boots	Alfreton High St	Central England	N	planned	6/31/2023	0
Boots	Grimsby Friargate	Central England	N	planned	6/31/2023	0
Boots	Newcastle U Lyme High St	Central England	N	planned	6/31/2023	0
Boots	Barnsley Cortonwood Rp	Central England	N	planned	6/31/2023	0
Boots	Rotherham Retail World	Central England	N	planned	6/31/2023	0

Boots	Wolverhmpn Dudley St	Wales Merseyside West Midlands	N	planned	01/09/2023		0
Boots	Liverpool New Mersey Rp	Wales Merseyside West Midlands	N	planned	01/09/2023		0
Boots	Sheffield Heeley Rp	Central England	N	planned	01/09/2023		0
Boots	Bristol Imperial Retail Park		N	planned	01/09/2023		0
Boots	Coventry Lower Precinct		N	planned	01/09/2023		0
Acacium	Leeds University	North East England	N	closed	06/03/2023	31/03/2023	2,130
Acacium	Kettering Mobile Clinic	Central England	Y	planned	24/05/2023	14/06/2023	3,435
Acacium	Blackburn Mobile Clinic	North West England	Y	planned	24/05/2023	19/06/2023	3,500
Acacium	Doncaster Mobile Clinic	North East	Y	planned	22/05/2023	18/06/2023	4,040
Acacium	Redbridge Mobile Clinic	London	Y	planned	13/05/2023	18/06/2023	3,770
Acacium	Lewisham Mobile Clinic	London	Y	planned	27/05/2023	25/06/2023	4,375
Acacium	Leicester Mobile Clinic	Central England	Y	planned	17/06/2023	23/07/2023	4,575
Acacium	Hyndburn Mobile Clinic	North West England	Y	planned	22/06/2023	19/07/2023	3,970
Acacium	Doncaster Mobile Clinic 2	North East England	Y	planned	June tbc	July tbc	3,500
Acacium	tbc (Richmond)	London	Y	planned	June tbc	July tbc	3,835
Acacium	tbc (Enfield)	London	Y	planned	June tbc	August tbc	4,645
Acacium	Northampton	Central England	Y	planned	July tbc	August tbc	4,040
Acacium	Preston	North West England	Y	planned	July tbc	August tbc	3,835
Acacium	Selby	North East	Y	planned	July tbc	August tbc	3,970
Acacium	Hammersmith	London	Y	planned	July tbc	August tbc	3,165
Acacium	Barnet	London	Y	planned	July tbc	Sept tbc	3,635
Acacium	Daventry	Central England	Y	planned	August tbc	Sept tbc	3,500
Acacium	Sefton	North West England	Y	planned	August tbc	Sept tbc	4,040
Acacium	Hambleton	North East	Y	planned	August tbc	Sept tbc	3,770
Acacium	Lambeth	London	Y	planned	August tbc	Sept tbc	3,770
Acacium	Hillingdon	London	Y	planned	August tbc	Sept tbc	3,365