



Norfolk and Waveney
Integrated Care Board

C A S E S T U D Y

Norfolk and Waveney

Social Media Managed Service - NHS App



Redmoor Health
Your digital health partner

BACKGROUND:

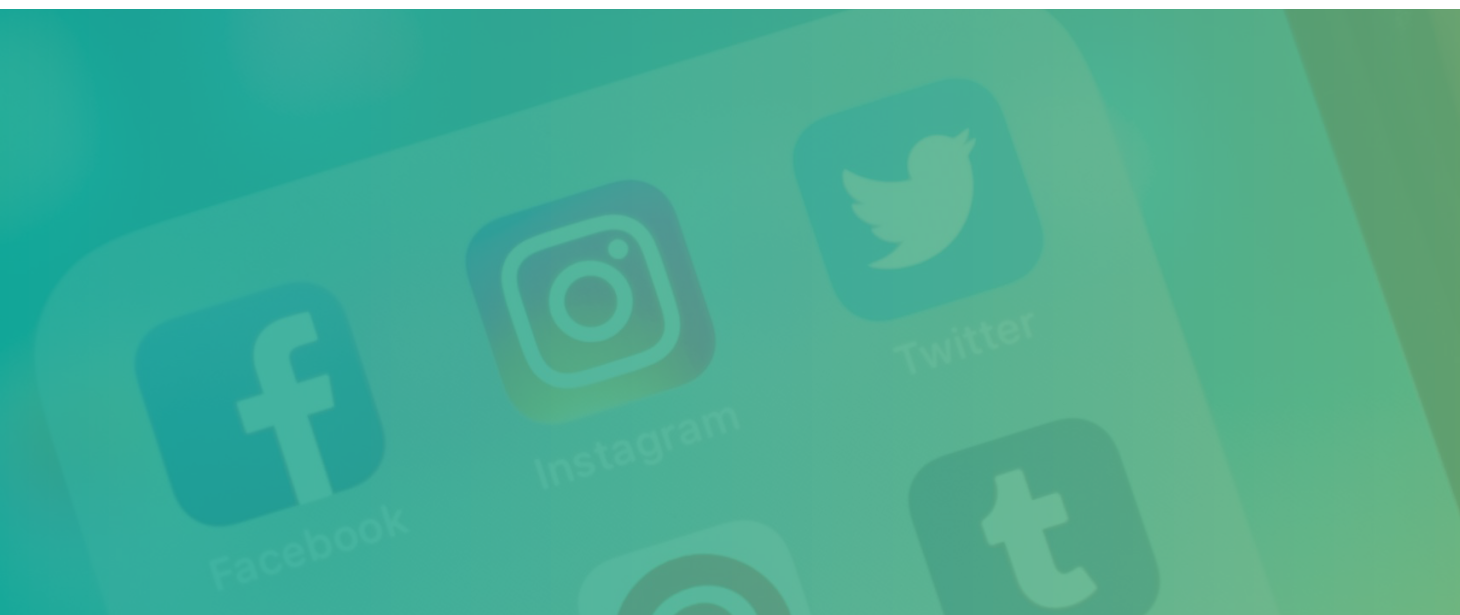
In early 2023, the Norfolk and Waveney Integrated Care Board (ICB) recognised the need for a cohesive social media strategy to improve communication with patients across its network of General Practices (GPs).

To address this, the ICB commissioned Redmoor Health's [Social Media Managed Service](#) (SMMS) to oversee and manage the social media presence of 63 GP practices across the region. The aim was to enhance patient engagement, promote essential healthcare services, and drive the adoption of digital tools like the NHS App.

CAMPAIGN OVERVIEW:

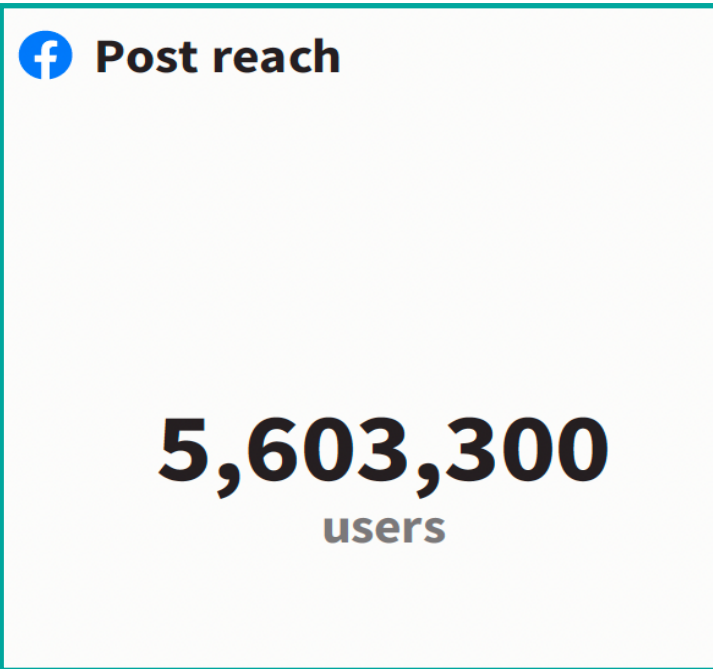
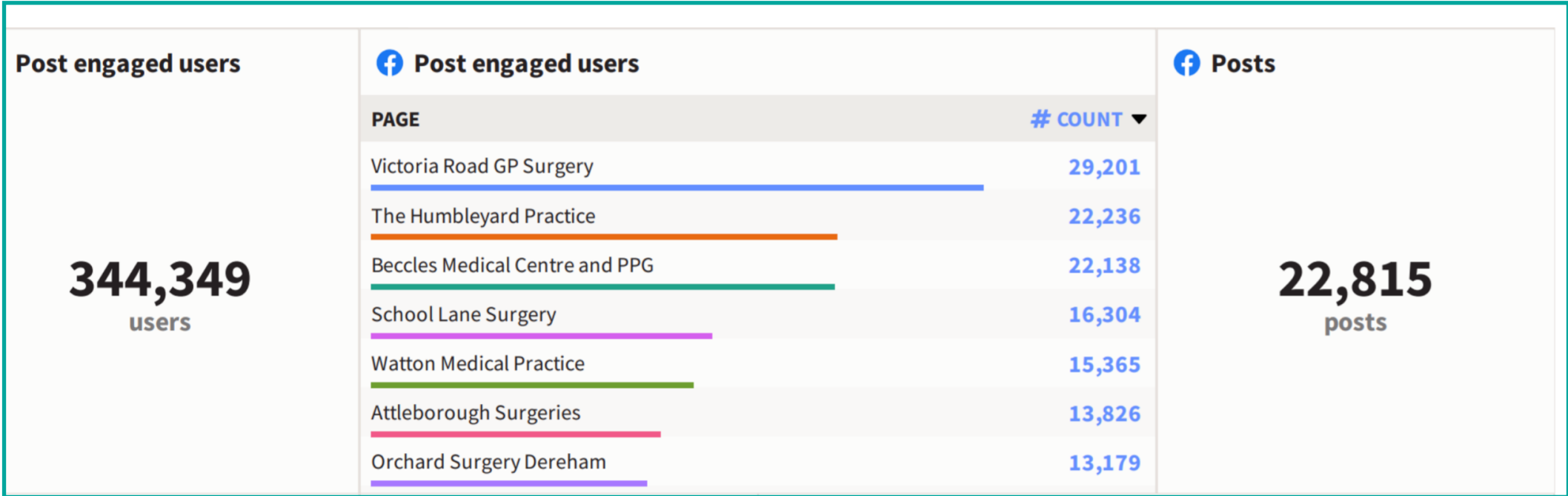
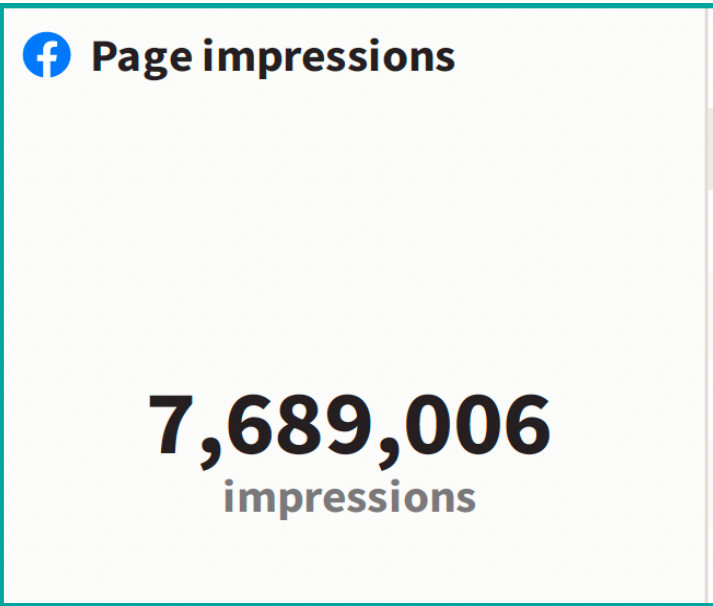
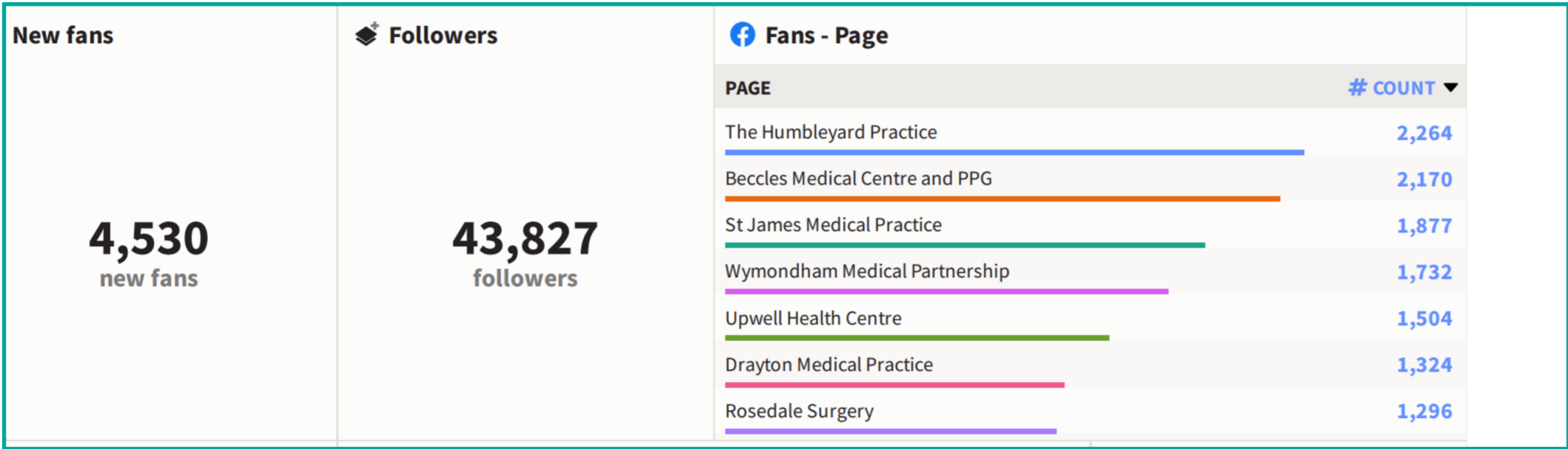
Beginning in November 2023, the SMMS launched a targeted campaign across all 63 social media accounts to encourage patient registrations and active utilisation of the NHS App.

The campaign leveraged a variety of digital content, including informative posts, how-to guides, and patient testimonials, to highlight the benefits of the NHS App, such as easy appointment bookings, prescription management, and access to medical records.



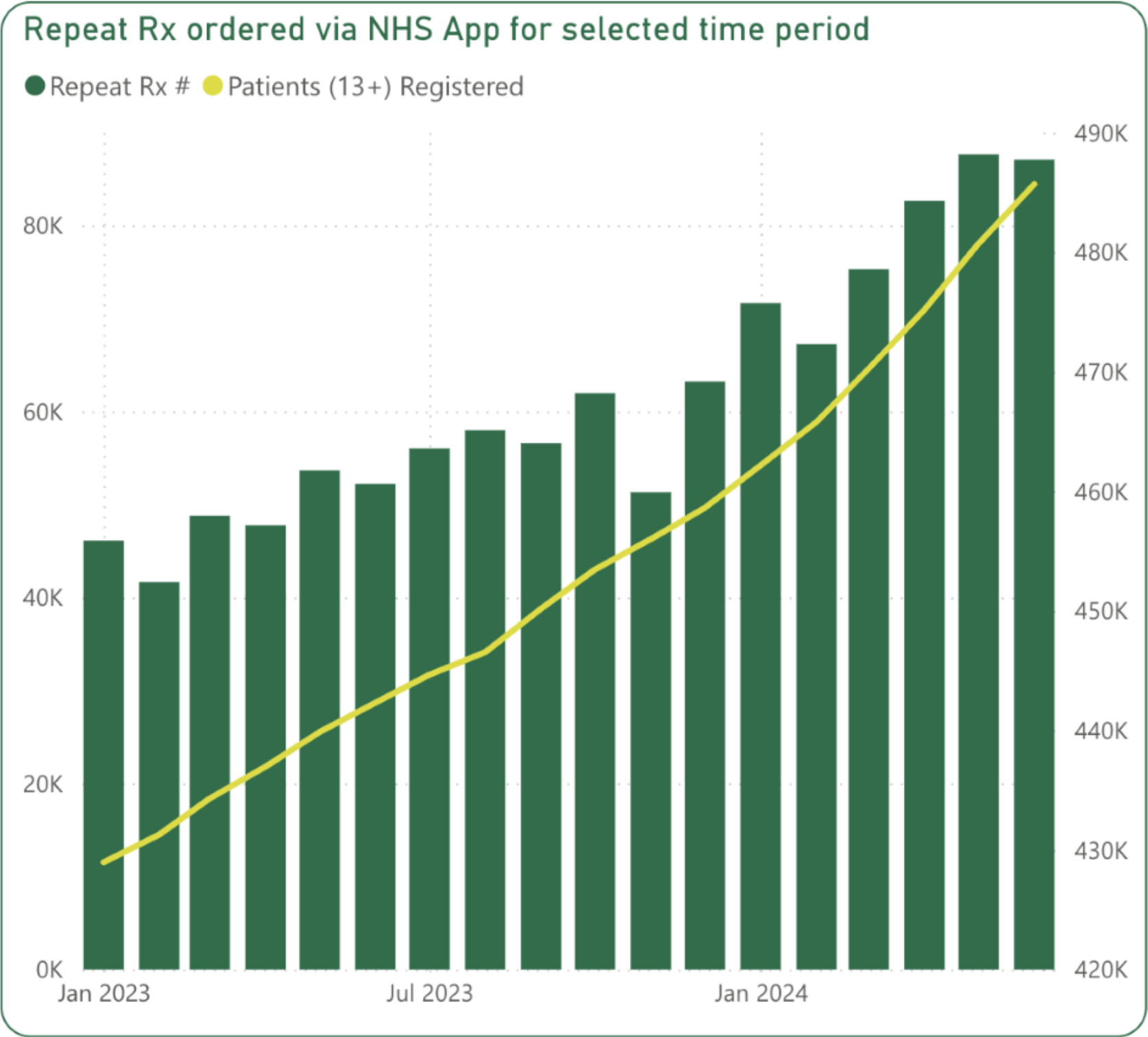
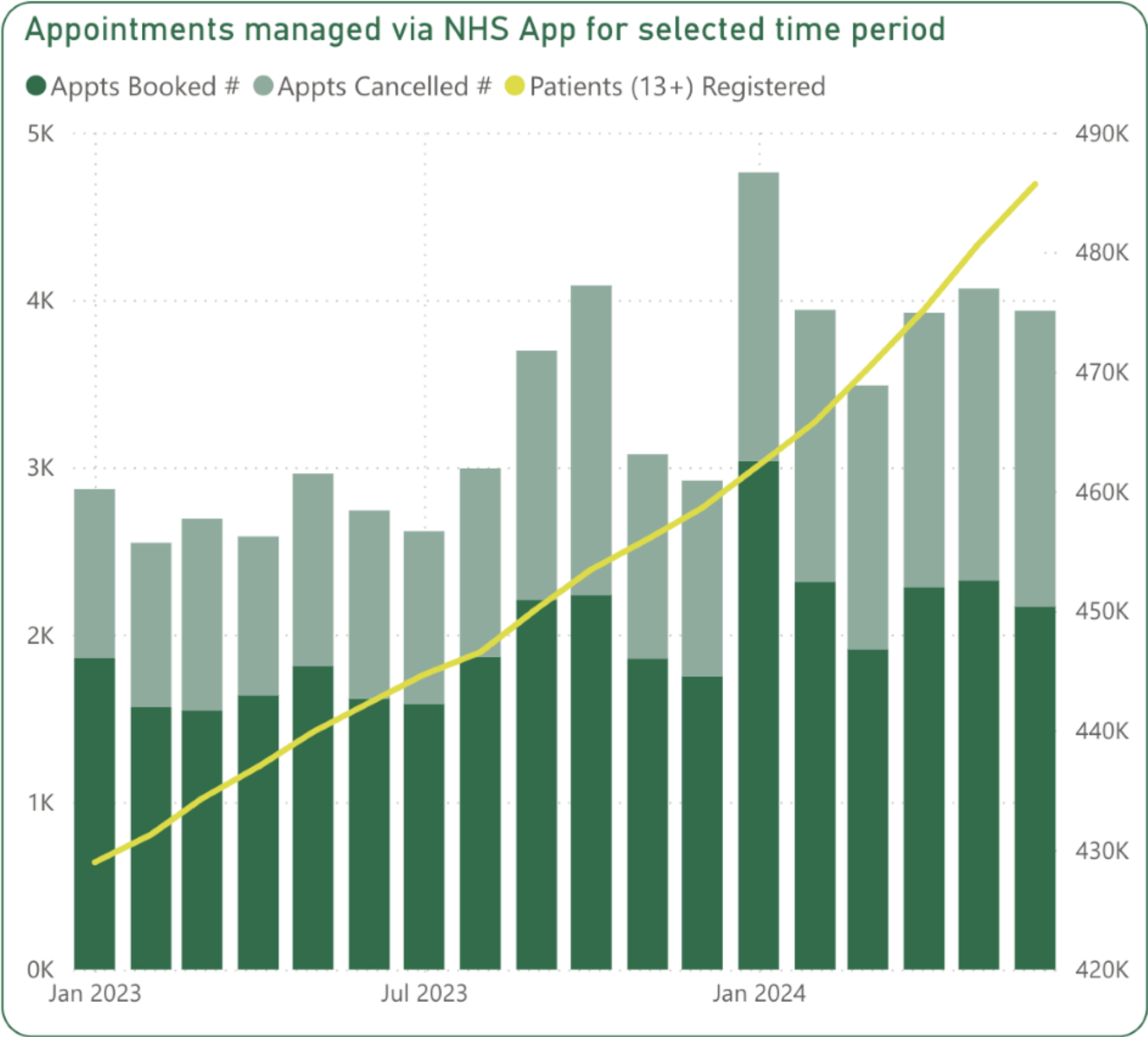
RESULTS:

The campaign achieved remarkable reach and engagement, reaching millions of people across Norfolk and Waveney. This widespread exposure translated into a significant uptick in NHS App registrations and active usage, demonstrating the effectiveness of the campaign in driving patient behaviour. Here are some key performance metrics we have achieved developing social media in the region between January 2023 and July 2024:



IMPACT DATA:

- **Increase in Appointments Booked:**
A 25.5% rise in the average monthly appointments booked post-campaign, indicating heightened patient engagement.
- **Increased User Registrations:**
The campaign resulted in a 7.69% growth in NHS App registrations, accelerating the adoption of digital healthcare tools.
- **Enhanced Patient Interaction:**
A 33.3% increase in appointment cancellations, reflecting more active management of healthcare appointments by users.



IMPACT:

The success of this initiative was underscored by feedback from the Norfolk and Waveney Integrated Care Board (ICB), which praised the program as a hugely successful initiative.

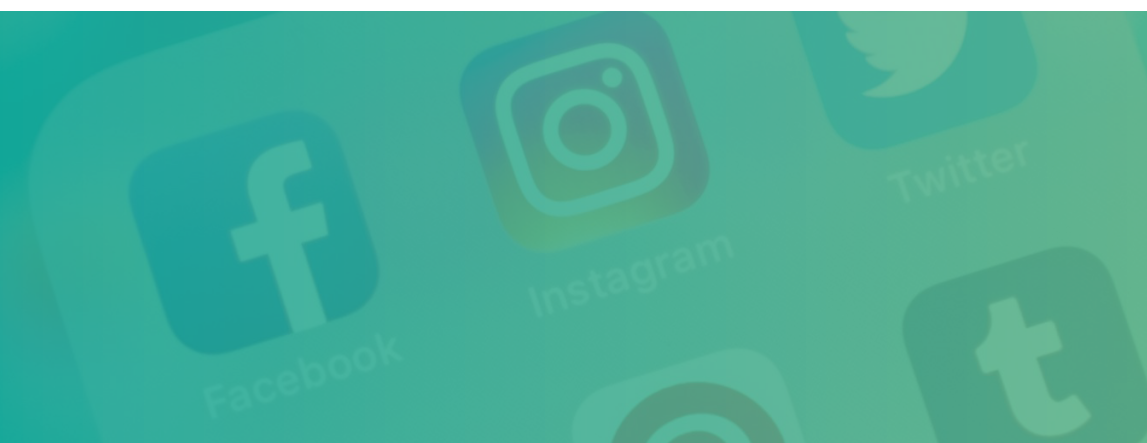
Beyond the immediate increase in NHS App usage, the campaign has established a robust patient communications network that allows the ICB to reach millions of patients annually with priority health campaigns. This network now serves as a vital tool for ongoing patient engagement, enabling the ICS to communicate critical health information and promote public health initiatives effectively.

CONCLUSION:

The Social Media Managed Service has proven to be an invaluable asset for Norfolk and Waveney ICB.

By centralising and professionalising the social media efforts of 63 GP practices, the SMMS has not only driven significant patient adoption of the NHS App but also laid the groundwork for a powerful communication network.

This initiative exemplifies how strategic social media management can enhance healthcare delivery and patient engagement on a large scale.



SAMPLE CAMPAIGNS:

Use the NHS App's service finder to locate GP practices, dentists, pharmacies and other health services.

Find out more by visiting: www.nhs.uk/nhs-app/about-the-nhs-app/

You can download the app for Apple devices: <https://apps.apple.com/gb/app/nhs-app/id1388411277>

or Android devices: <https://play.google.com/store/apps/details...>



FIND A SERVICE NEAR YOU

Use the NHS app's built-in service finder to locate GP practices, dentists, pharmacies, urgent care centres, mental health services and more.

GET IT ON Google Play


Download on the App Store

NHS

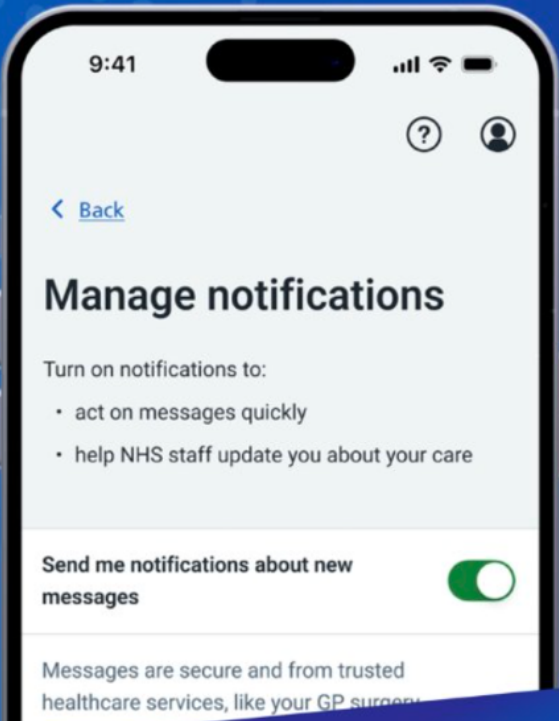
To enable notifications:

- Log in to the NHS App.
- Go to More.
- Select Account and settings.
- Then select Manage notifications.
- Use the toggle to turn notifications on
- Turning your notifications on/off may take up to 24 hours to take effect.

If you use the app on multiple devices, you'll need to allow notifications on each device.

You can also watch this short step-by-step video guide on how to enable notifications in the NHS App 

<https://www.youtube.com/watch?v=wBDj4RyfxZs>



Switch on your NHS App notifications to make sure you are receiving your healthcare reminders and updates.

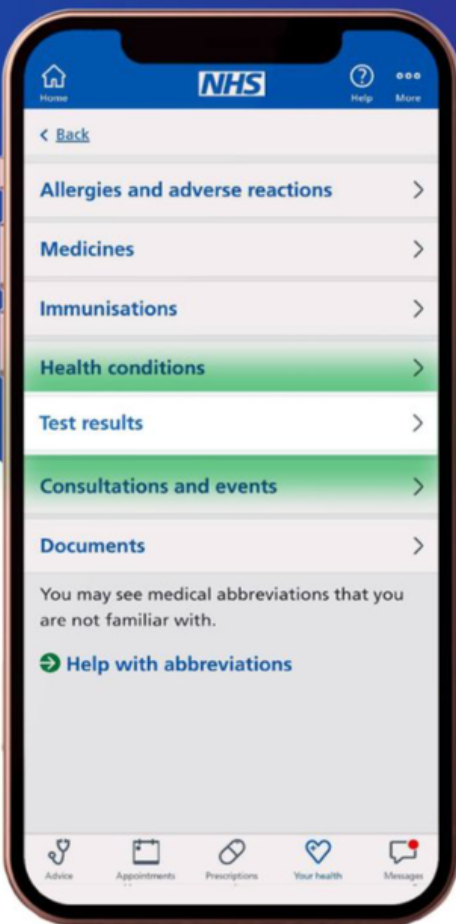
Waiting for your test results from your GP practice?

They may already be available to view on the NHS app

See and hear how other patients have found this helpful <https://youtu.be/IIgSy93ai94>

Download the app now on an Apple device: <https://apps.apple.com/gb/app/nhs-app/id1388411277>

Or Android devices: <https://play.google.com/store/apps/details...>



Viewing test results on the NHS App

If you have access to your personal health record in your NHS App, you may be able to see hospital test results, scans and x-rays.

If you have any questions about your test results, you can contact your GP surgery using an online form and get a reply.

FEEDBACK:

“Funding a managed social media service for GP practices in our area has brought several benefits to the ICB:

- **Enhanced Communication:** It has helped GP practices maintain a consistent and professional presence on social media, effectively engaging with patients and communities to share important health information, updates, and services.
- **Increased Patient Engagement:** The service has encouraged more patients to interact with their GP practices digitally, promoting the use of tools like the NHS App and improving overall patient awareness of services.
- **Reduced Burden on Practices:** By outsourcing social media management, GP practices can focus on clinical care while benefiting from expert-led social media strategies that align with NHS objectives.
- **Streamlined Campaigns:** The managed service allows for coordinated, region-wide campaigns, such as health awareness drives or NHS App promotions, increasing overall reach and impact.
- **Data and Insights:** The service provides valuable analytics, enabling the ICB to track engagement, assess the effectiveness of campaigns, and make data-driven decisions to improve communication strategies.

Overall, the service has improved public engagement, supported GP practices, and contributed to more effective communication within the ICB’s healthcare network.”

– Vicky Naylor, Norfolk and Waveney ICB



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