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## Impactful Health Data Analytics

*An event of the Health and Social Services Special Interest Group OR Society*

*Hosted by the University of Westminster Health Innovation Ecosystem*

**Tuesday, 22 January 2019 from 17:30 to 19:30,**

The Pavilion, 115 New Cavendish Street, University of Westminster

## Abstracts

### Leveraging linked datasets with system dynamics

**Abraham George**, Consultant in Public Health, Kent County Council & **Peter Lacey**, Director, Whole Systems Partnership

Abraham and Peter will share the journey of embedding a System Dynamics modelling approach across the Kent and Medway system through the development of a Community of Practice (CoP). The CoP has been funded by the Health Foundation and is being evaluated by Southampton University. It is looking to build on the local strengths in linked data sets to support the appropriate use of system dynamics modelling. Abraham and Peter will share the design, expected outcomes and lessons along the way as this project approaches its first anniversary. They will provide some success stories as well as point to lessons learnt for application elsewhere.

### NHS Quicker: A Platform for Delivering 'Digital Nudges' to Inform Attendance Choices for Urgent Care

**Nav Mustafee**, Associate Professor of Operations Management and Analytics, University of Exeter

The aim of the research is to investigate if indirect suggestions (nudges) can influence citizens to take better decisions on available healthcare choices. A nudge can be delivered by means of targeted adverts, mail campaigns, and, central to the theme of this research, through 'digital nudges' using apps, wearables, and push notifications. NHS Quicker is a platform that has been co-developed with several NHS Trusts in the South West of England. It is designed to deliver nudges to inform patients of alternative locations for urgent care. The platform comprises of, (a) a user-facing app that provides suggestions taking into account the live waiting time from A&E/urgent care centres and travel time; (b) the platform backend that receives real-time feeds and allows for easy integration of new feeds; (c) app analytics. The app helps patients make informed decisions, for example, whether they visit a facility which may be nearer to them but with a long waiting time or travel to an alternative location that is further away but with a shorter waiting time. It is expected that this work will contribute towards reducing pressure in A&E by redistributing demand for minor ailments among the network of urgent care centres. NHSquicker can be downloaded from <https://nhsquicker.co.uk/>.

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