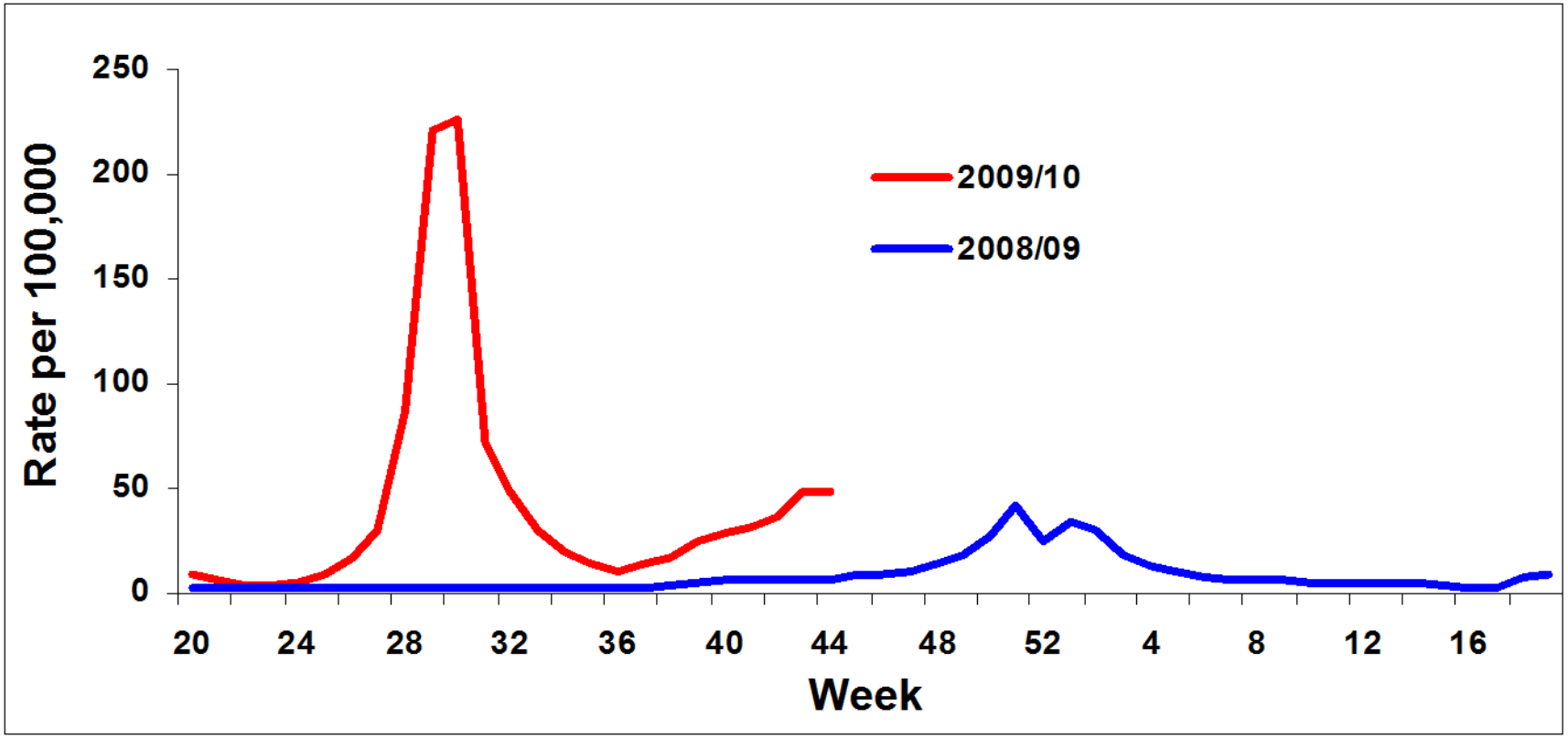
National Pandemic Flu Service (NPFS) Lessons Learnt

Quentin Sandifer – NHS Camden
Director of Public Health

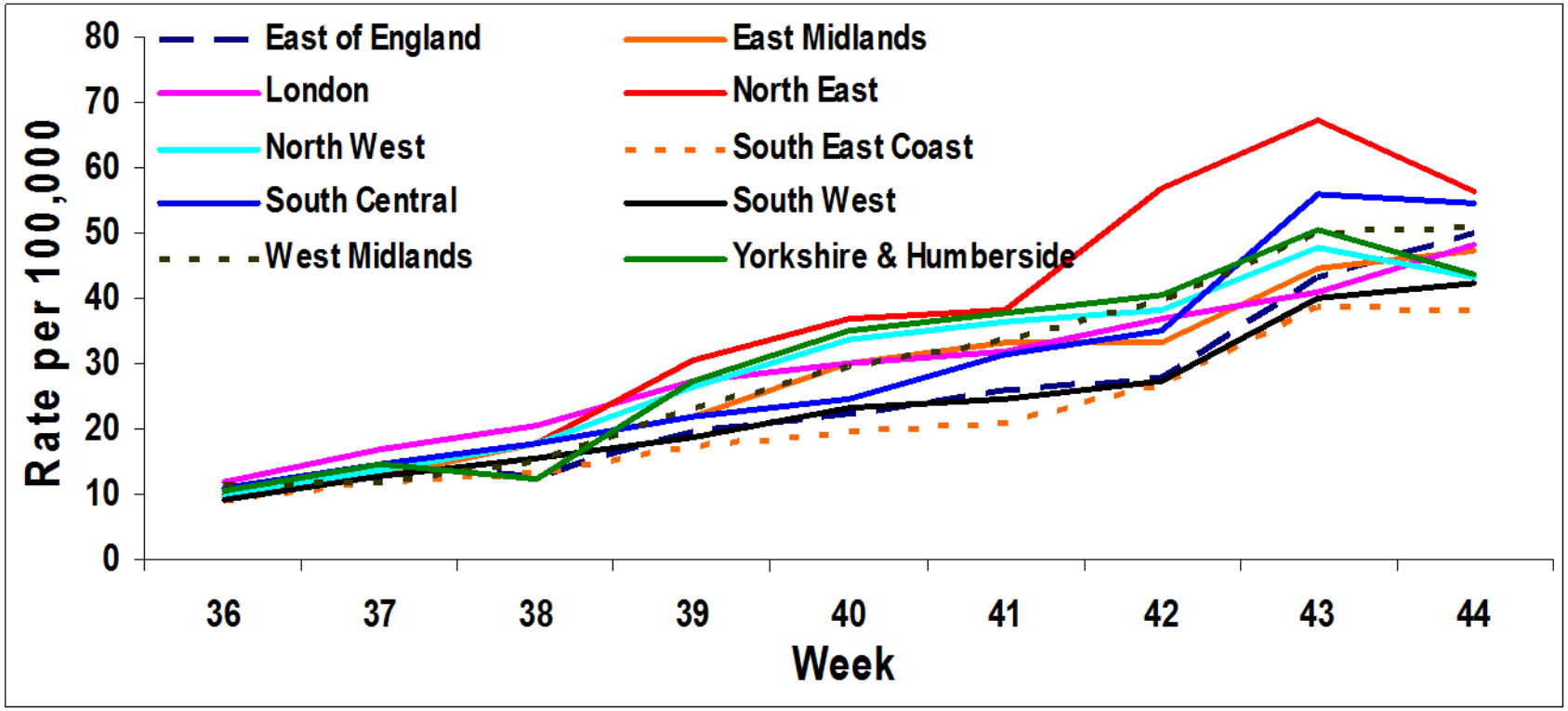
Dave Tee – NHS Direct
Associate Director of Business Development

Weekly Consultation Rates (ILI)



Source: HPA weekly sit rep

Current activity by SHA

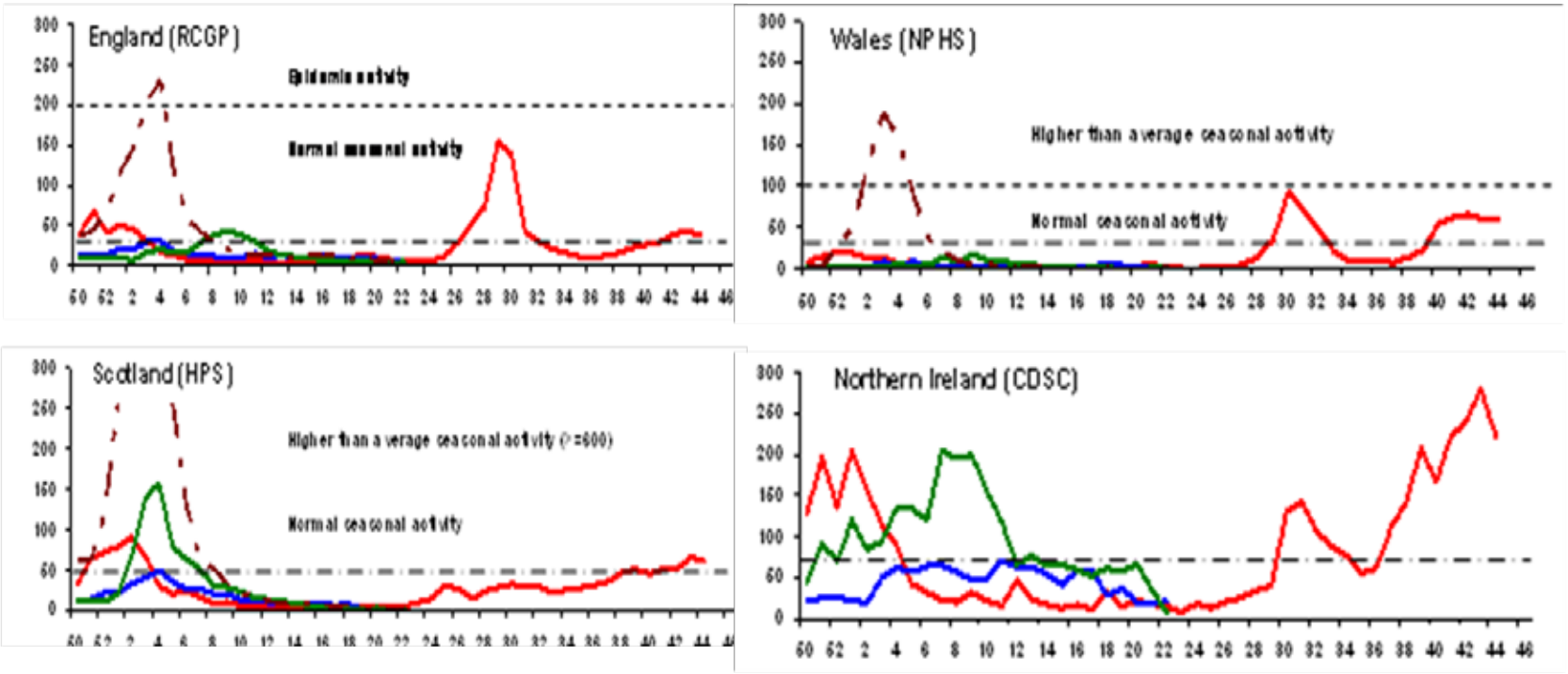


Source: HPA weekly sit rep

We're here.

NHS Direct

Current activity by UK country



Source: HPA weekly sit rep

We're here.

NHS Direct

Go Live Summary

At Go live we had:

- 3,500 agents trained and ready to take calls in 19 centres, operating from 8am to midnight
- A web service available on www.direct.gov.uk/pandemicflu
- A recorded information line
- A network of Anti-viral collection points

NATIONAL PANDEMIC FLU SERVICE

We're here.

NHS Direct

Activity to date

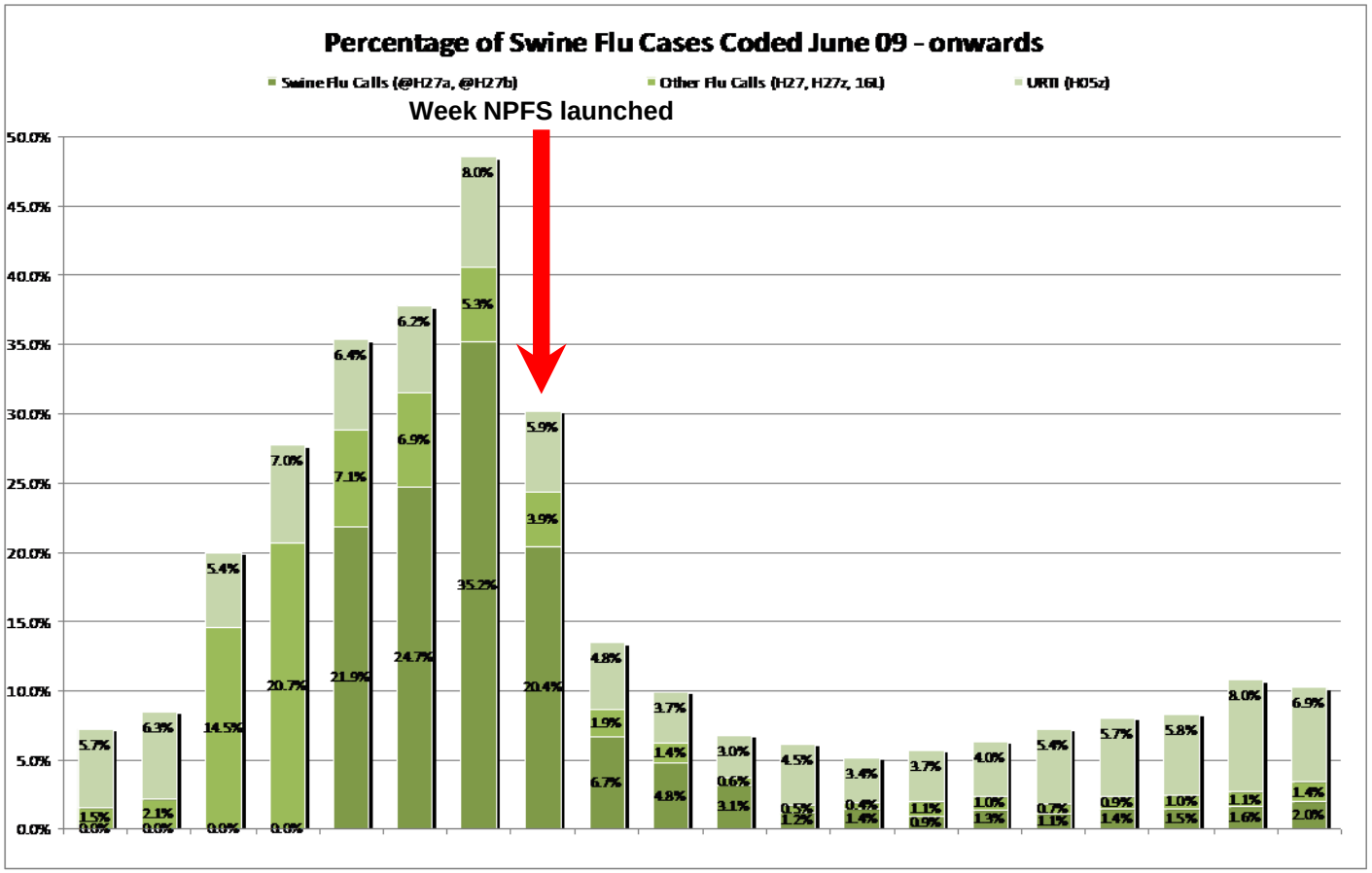
To date the NPFS has:

- Completed more than 2m assessments
- Issued in excess of 1.3m unique reference numbers (URNs)
- Recorded the collection of 870,000 anti viral doses

NATIONAL PANDEMIC FLU SERVICE

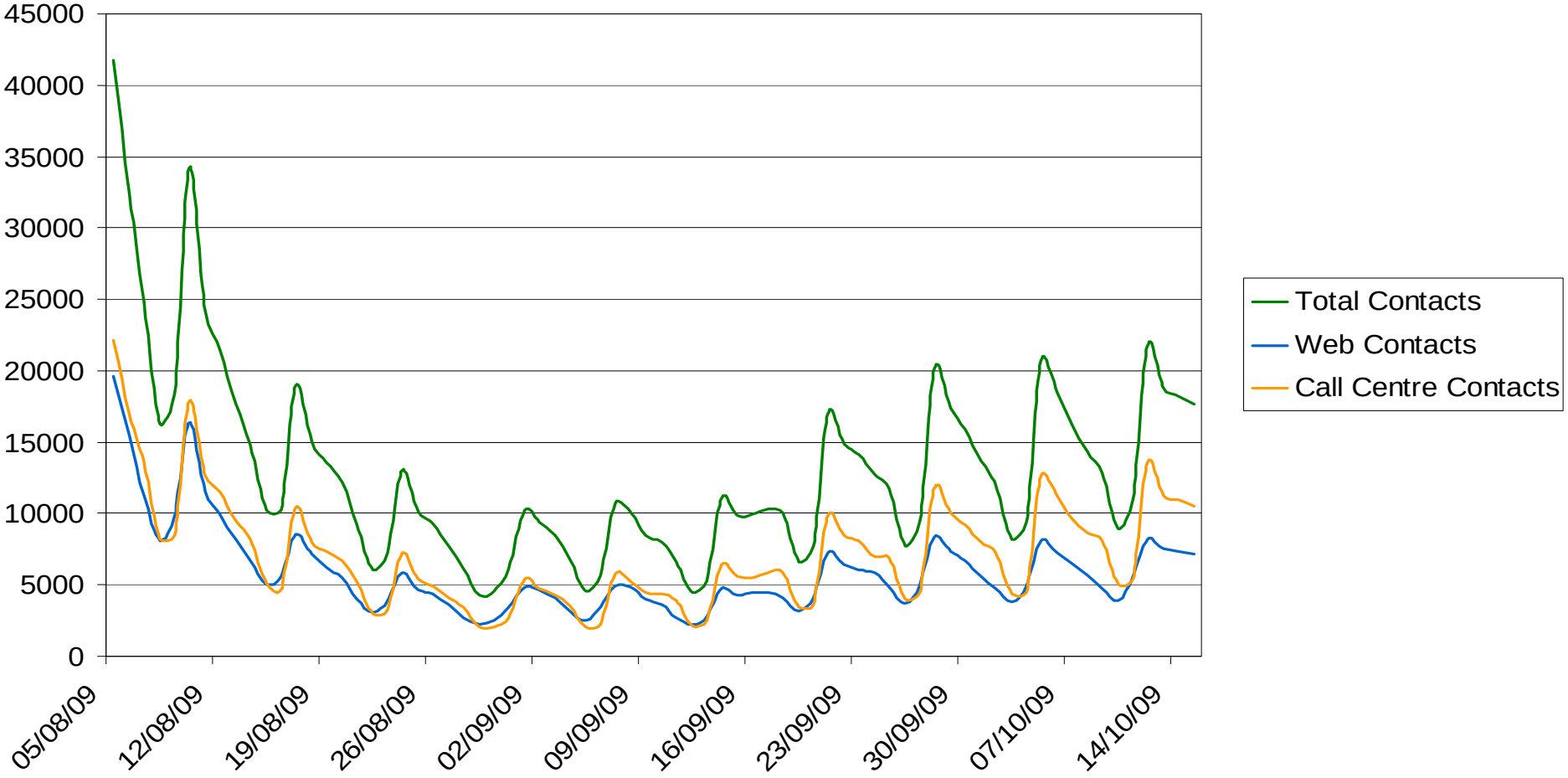
Source: NHS Direct – as of 4th November 2009

Effect of NPFS



Source: CAMIDOC

NPFS web vs. telephony



We're here.

NHS Direct

NPFS - An evolving service – 999 example

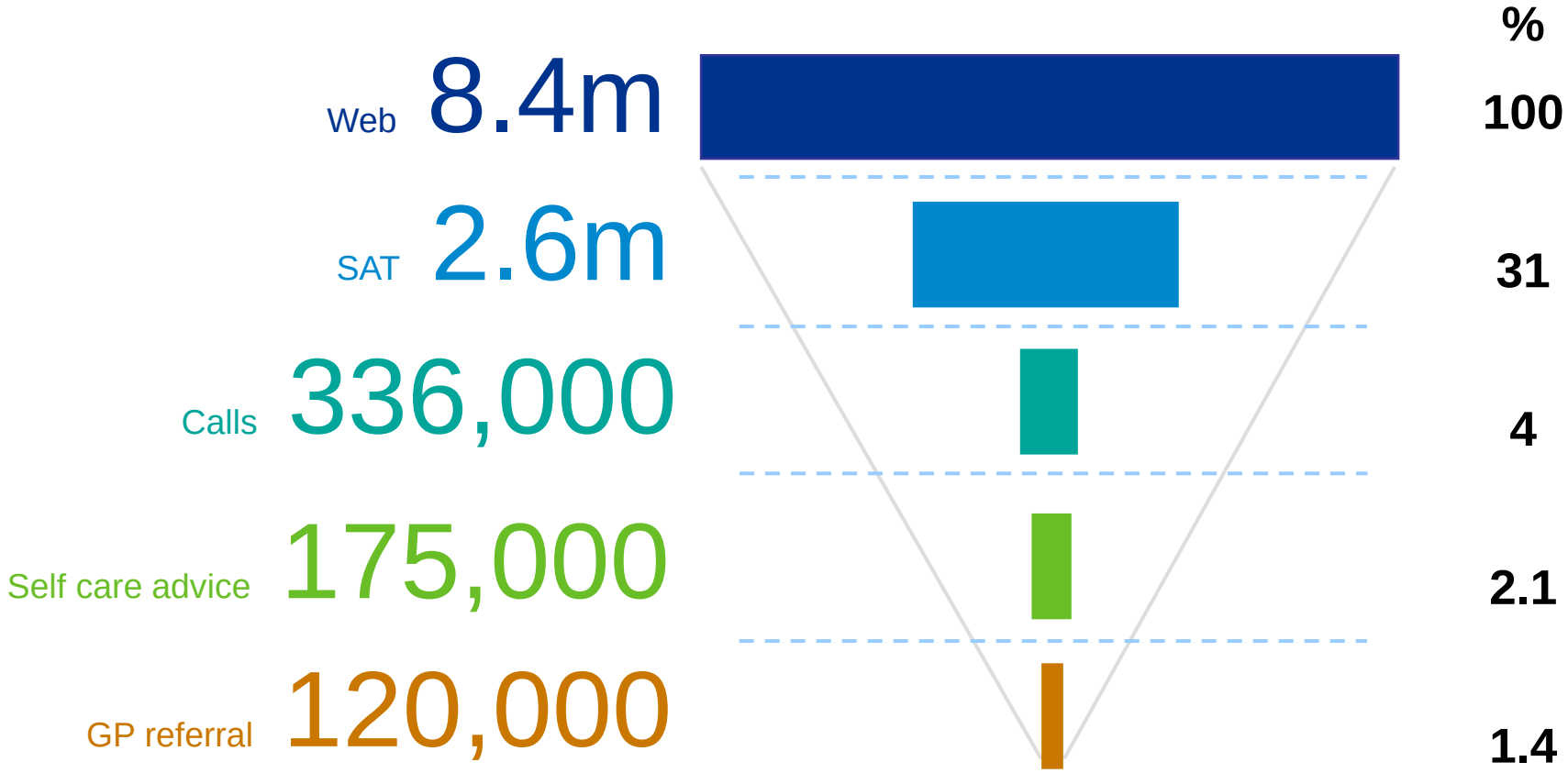
- Initial questions to identify life threatening conditions which require an emergency response.
- Changing words have changed referral rates without compromising patient safety
- Considerable effort with the call centre agents to ensure that they are not "leading" the patients

Before	**Before we begin the assessment for flu, we need to check if the patient needs an emergency ambulance**	**10 - 12%**
After	**Before we assess the patient for swine flu, we need to ask two questions to check whether the patient needs hospital care now. If the patient answers 'yes' to one of these questions you will be advised to call 999 immediately and we will not go on to do the flu assessment, as this could delay urgent treatment.**	**5 - 6%**

We're here.

NHS Direct

Swine flu - an example of the benefits of 'web first'



Data collected between 27 April and 30 September 2009 on nhsdirect.nhs.uk

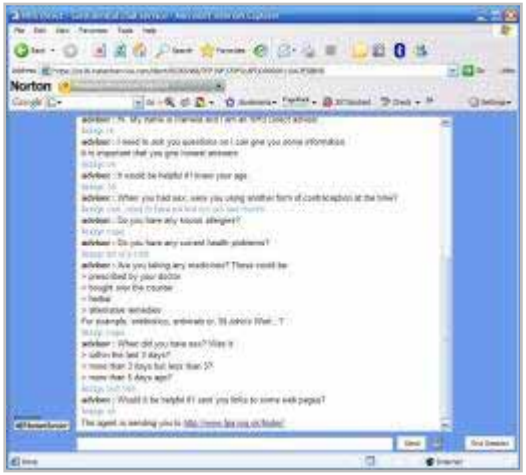
We're here.

NHS Direct

Award winning self assessment tools

Clearly written self assessment tools that allow people to address sensitive concerns anonymously...

...and get more help either by booking a call back from a nurse...



...or starting an anonymous web chat

We're here.

NHS Direct

Future developments

The following self assessment tools are currently live:

- ✓ **Cold & flu advice** (Over 5.5 million visits to date in 2009)
- ✓ **Mental health advice** (Launched in October, over 54,000 visits to date)
- ✓ **Men's sexual health advice** (Launched in April, over 370,000 visits to date)
- ✓ **Contraception advice** (Over 120,000 visits to date in 2009)

A full suite of 40 self assessment tools is planned by 2011

Alternative digital engagement through syndication, social networks and virtualised environments