



TECHNOLOGY ENABLED CARE
CLOSER TO HOME

Public Opinion Study (POS)

Spring/Summer 2023

The Gap – TEC Data Bias Samples

During the pandemic, digital healthcare and TEC increased significantly. But despite best efforts, the difficulties of the pandemic, and its aftermath, created limitations in capturing in-person and representative data.

As a result, most of this TEC related data is bias, in that the data is usually captured via a digital means (e.g., online feedback), and completed by someone who has used digital (and therefore, probably likes it – big bias!).

As TEC Cymru have spent three years capturing and publishing this data, we are continuously hit with this criticism.

With the support of the Welsh Government and our policy leads, as well as health board & local authority approvals, we are now seeking to change this narrative.

Rationale & Solution – The POS

The Rationale:

To ensure we are true to our word, and TEC data is 'representative' to the Welsh population, and that 'inclusivity' is central to our strategy, we need to conduct our research and evaluation in a way that allows for our conclusions to be factual.

The rationale for the public opinion study is to give **everyone in Wales the chance to have their say.**

Regardless of demographics, background, digital use, or previous TEC experience, we are keen to find out **what the public knows, thinks and wants** in relation to TEC.

The Solution & Study:

- TEC Cymru have started a new approach to public data gathering.
- It's an all-Wales Public Opinion Study (POS)
- Through a series of public engagement events and other approaches
- Using a variety of data collection methods to attempt to reach all.
- Aim to reach a minimum of 10,000 people in Wales (0.3 of Welsh population).

The Method

The study will run from April to October 2023. Taking a simple approach, asking the public six sets of questions. To include:

- Experience, opinion and knowledge of Video Consulting (not just AA)
- Experience, opinion and knowledge of Remote Monitoring
- Perceived Benefits & Challenges of both.
- Demographics/Geographics of participant
- Quote & Best Name (for a national RM service), with a chance to win £100, plus other prizes.

Example Data Collection Approaches:

- In-person data capture (e.g., set up tables, at events, via clipboards)
- QR codes on flyers, banners, posters, other.
- Letter-box drop offs (random coverage of Welsh postcodes)
- Online networking e.g., intranet, internet, email, social media.

Posters & Flyers

**Fancy winning a £100
One4All
gift voucher?** 



**To enter, simply scan the QR
code and answer 6 NHS
public opinion questions.**

Contact TEC.Cymru@wales.nhs.uk
for more information

**Eisiau ennill tocyn
anrheg One4All
gwerth £100?** 



**I gymryd rhan, sganiwch y
cod QR ac ateb 6 chwestiwn
'barn y cyhoedd' y GIG.**

Cysylltwch â TEC.Cymru@wales.nhs.uk am ragor o
wybodaeth.

Example Sites of Engagement So Far...

Hospitals & Clinics

GP Practices, Pharmacies, Opticians

Foyers, Receptions, & Waiting Areas

Care Homes, Children Centres, Churches

Universities, Colleges & Schools

Fairs, Festivals, Conferences, Events

Supermarkets, Shops, Cafes, Markets, Post Offices, Craft Stores, Charity Shops

Libraries and Hubs, Council Offices, Businesses, Work Places and Canteens

Shop Windows, Public Toilets, Public Spaces, Bus Stops, Train Stations

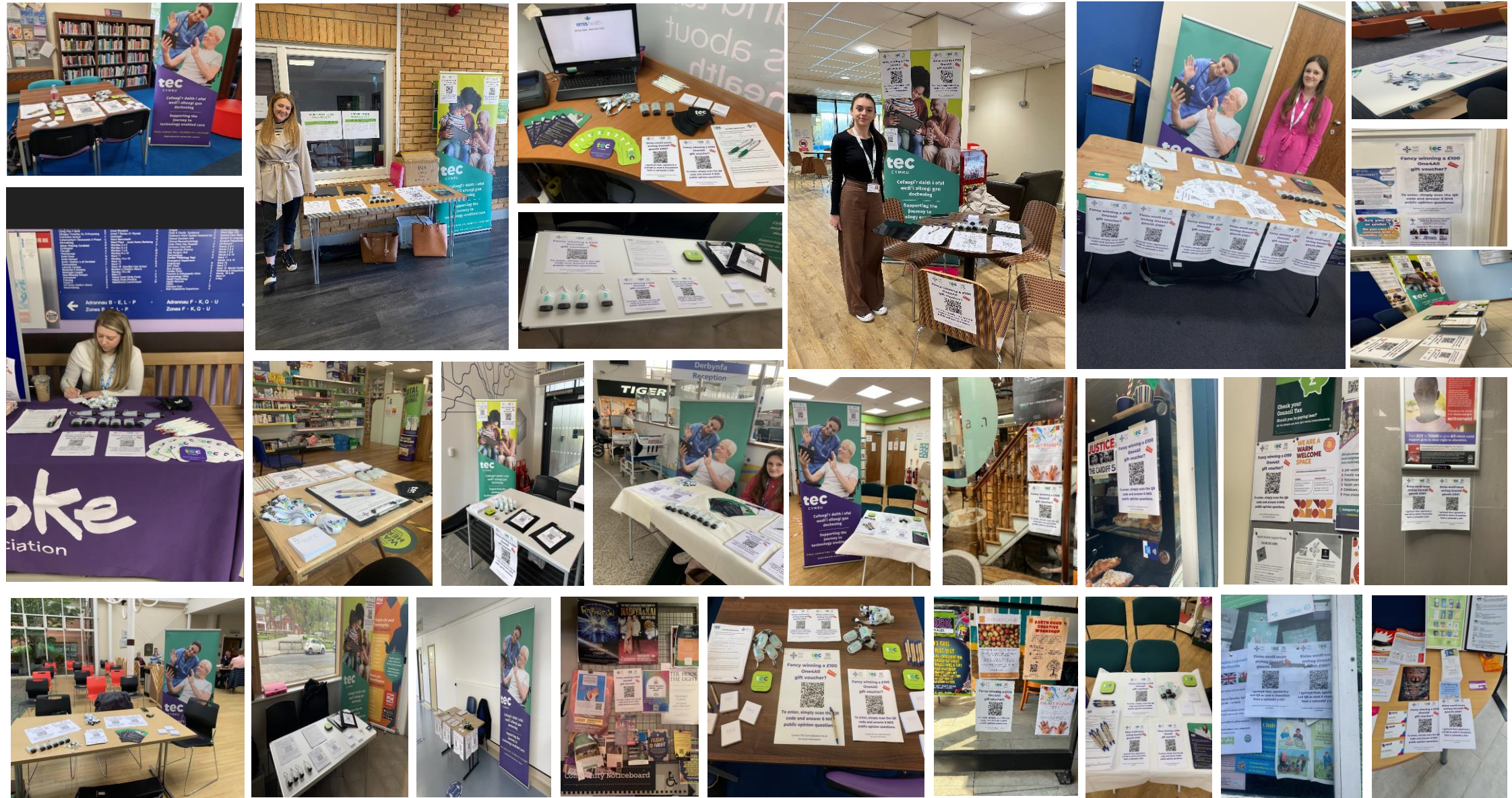
Leisure Centres, Garden Centres, Sports Events.

Door-to-Door Flyer Drops, Walking the Streets, Emails/Professional Networks

Health Board, GP & Local Authority Social Media, Internet & Intranet Pages

TEC Cymru on Tour!

POS 2023



Progress To Date

Our Target is 10,000 participants (0.3% of the Welsh Population)
We have now hit 15% of our target.

But, for every response, this can be multiplied by a minimum of 50, in terms of public comms and engagement conducted during POS.

In other words, half a million people in Wales will know about TEC-C in less than 6-months – better than any other TEC-C comms to date 😊.

Many more sites booked in, and we will have better merchandise & NHS/TEC logo hoodies/t-shirts soon, so it can only improve with time.

The study will run until end of October, or until we reach our 10k target.

Future Plans with Data

Each site and number of engagement hits is being documented, in preparation for a heatmap to visualize local authority level engagement.

The full POS dataset will be cleaned and analyzed. Findings will be written up as an all-Wales report and on a Local Authority level.

We will seek to present data to as many possible audiences – e.g., policy, health boards, local authorities, education/academia and the media.

Will be good to get some feelers out, and plans in place soon for this national level dissemination.

If this approach lands – then we should keep doing it each year! If we keep asking, we will all keep learning and improving.

What is the data telling us so far...

Video Consulting

Only 32% have used, or been offered VC in Wales.

But 64% of these users, liked it.

And, 77% of non-users, would like to try it.

Remote Monitoring

52% had never heard of remote monitoring (despite definition provided).

Only 9% had ever used anything close to RM.

But, 74% of respondents, would like to try it.

What is the data telling us.

What types of health conditions could VC & RM be used for...

heart failure discussions Minor Hypertension Diabetes pressure oxygen BP monitoring
assessment minor ailments pressure heart clinics oxygen levels Epilepsy illness
infections Skin Mental follow blood tests physical examination t require
consultations really heart rate Unsure BP rashes anything ones
people Dermatology sure Hypertension problems medication reviews
heart conditions pregnancy COPD things Asthma
person high blood video call check GP etc many
mental health Diabetes high Diabetes long term
blood pressure anxiety monitoring regular
conditions taking patients low blood used Heart
issues maybe need diabetes hypertension
health conditions seen Skin conditions Video
remote monitoring think don t require physical review cancer
appointments related health issues need seen cardiac t know
Diabetes heart doctor chronic conditions home good weight care type
KNOW asthma copd blood sugar heart disease face face glucose levels general
conditions require heart problems Respiratory diabetic high low

What is the data telling us.

What types of settings could VC & RM be used in...

Mental health services police face face Definitely maybe professional nursing struggle
Therapy Prescriptions pharmacy outpatients education medication follow
GP Social Services reviews medication reviews think prefer general help
consultations triage etc don t know clinics NHS GPs check many
care homes counselling home lot need follow appointments
NHS GP social remote monitoring mental health
things GP social care Anything Social care provided
appointments community services feel GP long
NHS benefit Schools issues NHS GP Unsure
monitoring better patients meetings people
GP practices used support GP appointments appropriate
social care schools see hospital questions sure
schools universities conditions emergency GPs diabetes Doctors Minor
person Primary care required video remote monitoring know children also places
health None visits surgery medical taken assessment majority may time gp hospital
within social services health care

What is the data telling us.

If Wales were to develop a national RM service, the Welsh public think it should be called...

data keeping well connected living time DIY allows ease results within best Digi support
Community appointment wellness easy carry technology faster Quick look use
Digital Doctor Healthcare know remote monitoring understand
monitoring service Name Virtual Wellbeing send
National Remote Monitoring doctor professionals Digital go Wales clinical
check life Health Home people NHS travel
service Helping us help health Remote Care home
comfort monitoring healthy care convenient
observations make help obs Remote access Self
Self monitoring service patients work comfort home video need will
NHS Home idea testing HOME Home take manage GP body
Remote Monitoring Service surgery online electronically medical Smart
health care review clinician clinic health condition At-home Cymru chat Welsh way
NHS remote Self monitoring SEE Vital signs Well safe

Benefits & Challenges

