

Cheshire & Merseyside Blood Pressure Annual Report 2018

Liverpool Council Case Studies

NHS
Liverpool
Clinical Commissioning Group

Smart-health approaches to hypertension

Over the last 6 years [NHS LCCG](#) and partners have been modelling and deploying smarter approaches to health. Smart health is the term we use to describe the deployment of assets to support active and healthy living. These assets incorporate digital products and data but will also be complemented by, or supportive of, the deployment of other things such as citizens' personal assets (e.g. skills, family, friends, neighbours etc.), assets of health and care professionals and cultural, environmental and economic assets.

Liverpool experience indicates that:

- a) smart health approaches can empower citizens and increase their ability to self-care
- b) self-caring citizens use NHS services in a more informed way



Working with third sector partners, [PSS](#), [Stroke Association](#) and [Age Concern Liverpool & Sefton](#), businesses and community organisations have been trained to support the screening of employees and customers for high blood pressure (BP). “Champions” were trained to enable employees and customers to take their own BP i.e. this approach encouraged unsupported self-care. Screening activity took place over a 2-week period in a variety of settings including workplaces, shops and shopping centres, sports stadia, cultural spaces, transport stations etc. 1,097 people were screened, c32% of whom were hypertensive and referred to their GP.

NHS LCCG has also been working with PSS to deploy a “simple” health technology called [Florence](#), or “Flo”, to support citizens at risk of hypertension to self-monitor their blood-pressure.



Developed by the NHS, the technology behind Flo is fairly straightforward. Flo settings are personalised, defining messages sent, information required and how the system

should respond. Flo then sends regular, automated text messages to help citizens monitor their health. A citizen who is borderline hypertensive, is asked to check their own blood pressure regularly and/or when prompted by SMS and to text the results back to Flo. If the results are outside agreed limits, Flo suggest that they make a GP appointment or speaks to someone on the phone.

Flo not only enables more detailed and regular monitoring of a person's health condition than is possible if they just attend regular appointments, it more importantly improves citizens understanding of their condition and its treatment i.e. it encourages self-care. Over 1,500 people in Liverpool have benefitted from Florence to date. Plans are underway to enhance the Florence offer with digital tools aligned to NHS Liverpool's scaled telehealth service provided by NHS Mersey Care and Docobo.