

Long Term Conditions Digital Platforms

January - December 2024 –Annual Report

An NHS NWL ICB Digital Health Engagement Platform, fostering lifelong learning and behaviour change for patients with long-term conditions, 365 days a year

**My Health London – Know Diabetes – Preventing Diabetes
NHS NWL Planned Care Team**

**Ian Reddington Programme Manager Digital Health
Nithan Chandrakumar and John Shanko Digital Project Managers**

Executive summary

LTC Platform | Population Management

- New CVD population health platform called My Health London (MHL) launched.
- 515,199 records integrated with the clinical health systems across all platforms
- 389,912 email addresses in the platform

Account Creation

- Over 58,000 users now have an NHS Know Diabetes (KD) , NDH and MHL account
- 341 different practices now have at least one patient with an account in the Platform
- Youngest person with a KD account is 18 years old with type 1 diabetes
- Oldest person with a KD account is 102 years old
- 72% of the account holders are global majority
- 54% (31,701) of the account holders living in deprivation decile 1 to 5

Website | Unstructured Education

- 746k website visitors
- 3.11 million page views
- 23 days and 16 hours of video viewing (37.5% increase)
- 4,417 sign-ups to eLearning courses (including OOCs)
- 2,543 activations of our website accessibility tool

Email Campaigns | Engaging the diverse population

- 292k different individuals have been sent an email
- 2.49m emails sent in total
- Kidney Campaign- There was a 65.8% increase in ACR uptake compared to the quarter before the campaign, and a 23.1% increase compared to the same quarter the previous year.
- 8,683 patients downloaded a meal plan
- 40 campaigns live and published in 2024

Empowering Health Through Digital Platforms

The NW London LTCs digital platforms include **Know Diabetes Service** (KDS), **MyHealth London** (CVD) and **Preventing Diabetes** (PD), and continues to address these issues by providing:

- **Interactive Website:** For users with or at risk of LTCs (e.g., diabetes, hypertension) to learn about their condition and take action.
- **Patient-Facing Records:** Linked to NHS login, offering personalised tips, biometric tracking, and home recording uploads.
- **Online Education Courses:** For diabetes and CVD, supporting QOF and NICE targets.
- **Targeted Communications:** Via email/SMS, providing timely, relevant information to guide behaviour and lifestyle changes.

Headline Numbers in 2024



3.1M

KD, NDH and
MHL website
page views



746k

Website
visitors



2.5M

Total Number
of emails sent



58k

Total account
holders



31k

Account holders
in deprivation
deciles 1 to 5 (54%)

Headline | My Health London –Launched in 2024

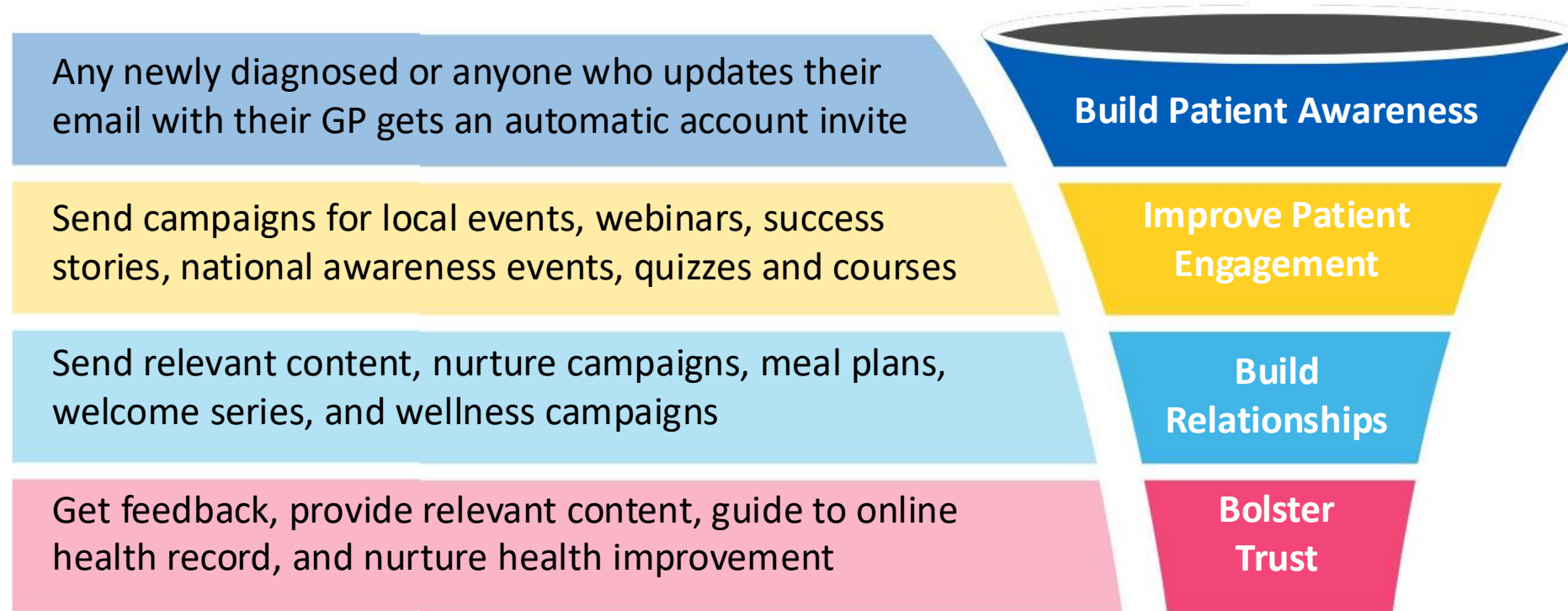


The My Health London platform was officially launched on World Hypertension Day, on Friday 17th May 2024, to support people who are living with or at risk of CVD.

- The platform will be an integral part in our work to improve hypertension control in NWL.
- Personalised approach to health engagement, offering tailored resources and support.
- By 31st December 2024 we have had **54,000** visitors and **262,578** page views, **4,939** people now have a verified NHS account

Headline 2 | Nurture Relationships LTC

- To help people with a Long Term Conditions improve their health NHS NWL are nurturing relationships with a large cohort of patients with the aim to increase patient confidence and commitment to improved health, reduced hospital admissions, and better quality of life for those living with a long term condition.
- In 2024, nearly 40 different campaign automations sent 2.49 million messages to 291k patients living in NWL



Headline 3 | Health Equity 2024

Each patient in each deprivation decile 1-5 was contacted at least 8 times in 2024 (1.6 million emails), nurturing relationships and promoting health improvement. With 31,701 account holders living in decile 1 to 5, with 6,306 of those living in decile 1 and 2. We don't just send email campaigns to account holders.

Decile 1	Decile 2	Decile 3	Decile 4	Decile 5
Account holders 1,080 (13%)	Account holders 5,226 (16%)	Account holders 7,557 (16%)	Account holders 9,117 (17%)	Account holders 8,721 (18%)
Contacts 8,223	Contacts 33,308	Contacts 47,221	Contacts 53,779	Contacts 49,242
Emails Sent 64,173	Emails Sent 272,928	Emails Sent 401,167	Emails Sent 456,924	Emails Sent 410,552




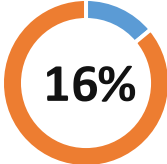

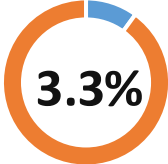
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FEEDBACK

There is always something of interest for diabetes sufferers. I get so much useful information.

Shernaz, Westminster

Account Creation Headline Stats

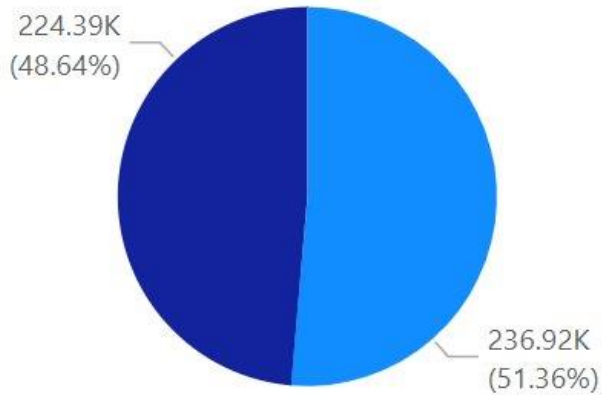
		 <small>reducing the risk of type 2 diabetes</small>	
POPULATION TOTAL	173,605	210,967	150,000 <small>Estimated</small>
TOTAL NUMBER OF PEOPLE REGISTERED	28,148 	25,513 	*4,939 



**This is lower as we are still onboarding MHL 150k and inviting patients*

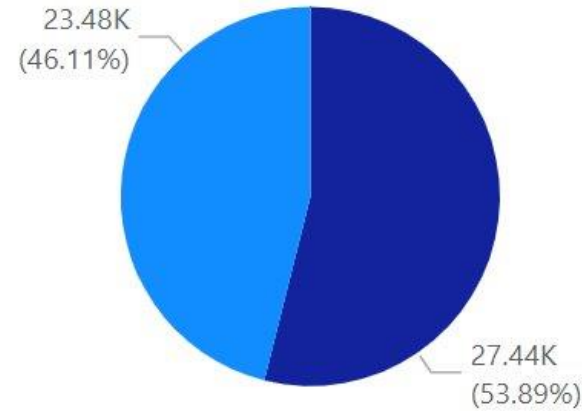
Demographic Breakdown Of Account Holders

Population Gender



Gender ● female ● Male

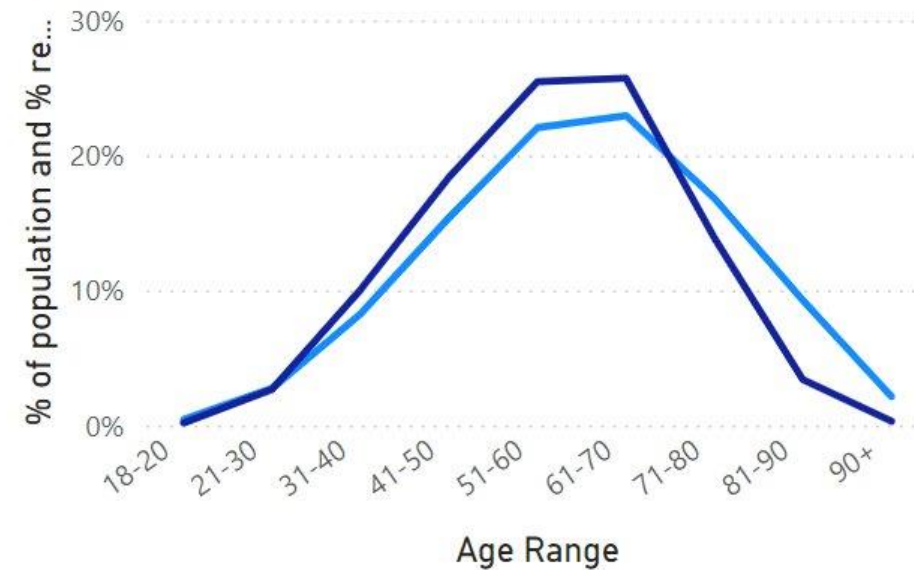
Registered Gender



Gender ● Male ● female

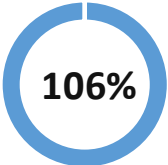
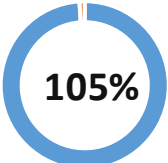
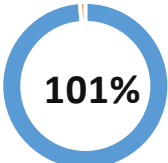
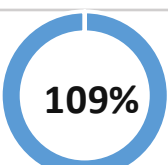
% of population by age

● % of population ● % registered population



- **Population Gender** – This is all people with Diabetics and Prediabetes in our records. IE - According to the data updated by GPs into EMIS.
- **Registered Gender** – This is only the P9 verified users, as this cohort that have completed the NHS app verifications - Therefore we have all their relevant data.

Key Performance Indicators for 2024 (KPIs)

KPI Definition/ description	Measurement (count/percentage)	Target	Achieved	Performance percentage
Total number of website visitors	Count	1,896,876	2,021,692	 106%
Total number of page views	Count	9,098,789	9,534,697	 105%
Structured education courses started - Including MOOCs	Count	8,984	9,031	 101%
Total active patient engagement	Count	253,729	278,431	 109%

2024 Borough Email Campaign Engagement

The table highlights email activity in each borough throughout 2024 and tracks how these emails contributed to the creation of user accounts for accessing online health record and eLearning.

*See Appendix for further borough breakdowns

BOROUGH	PATIENTS WITH EMAIL	PATIENTS CONTACTED	EMAILS SENT	UNIQUE OPENS	UNIQUE CLICKS	ACCOUNT HOLDERS
BRENT	67,270	61,661 (92%)	502,571	266,523 (53%)	29,102 (6%)	8,727 (13%)
CENTRAL LONDON (WESTMINSTER)	23,638	20,905 (88%)	145,544	83,607 (57%)	10,049 (7%)	4,094 (17%)
EALING	59,946	54,392 (91%)	440,653	240,487 (55%)	27,585 (6%)	9,984 (17%)
HAMMERSMITH AND FULHAM	22,657	20,806 (92%)	160,343	88,673 (55%)	10,753 (7%)	4,069 (18%)
HARROW	48,521	43,511 (90%)	337,669	178,721 (53%)	21,986 (7%)	8,601 (18%)
HILLINGDON	49,257	45,090 (92%)	376,424	202,305 (54%)	23,114 (6%)	9,403 (19%)
HOUNSLOW	45,325	42,071 (93%)	343,908	187,818 (55%)	20,905 (6%)	7,631 (17%)
WEST LONDON	25,571	23,931 (94%)	181,046	101,187 (56%)	11,781 (7%)	4,385 (17%)
Total	342,185	291,700 (85%)	2,488,158	1,349,321 (54%)	155,275 (6%)	56,894 (17%)

Key Outcomes Evaluation – Clinical Effectiveness

Early analysis done using unidentified data from WSIC linked with KDS user data, measurement based on pre- and post-account creation (*note, this does not include data analysed from non logged-in users e.g. from campaigns*). **Full NiHR evaluation due in 25/26*



Consultation reduction

Primary care consultations reduced from 0.25 to 0.21 per 3m ($p < 0.01$) i.e. **approx 20% reduction in primary care activity**



Bed stay reduction

Mean Ischaemic heart disease hospital bed days per patient reduced from 2.5 to 2 ($p = 0.03$) at 12m



HbA1c reduction

Mean HbA1c reduced from 59 to 54mmol/mol ($p < 0.01$) at 3m



BMI reduction

Mean BMI reduced from 30.22 to 29.94 ($p < 0.01$) at 3 months



Systolic BP reduction

Mean SBP reduced from 132.5 to 130 ($p < 0.01$) at 3 months

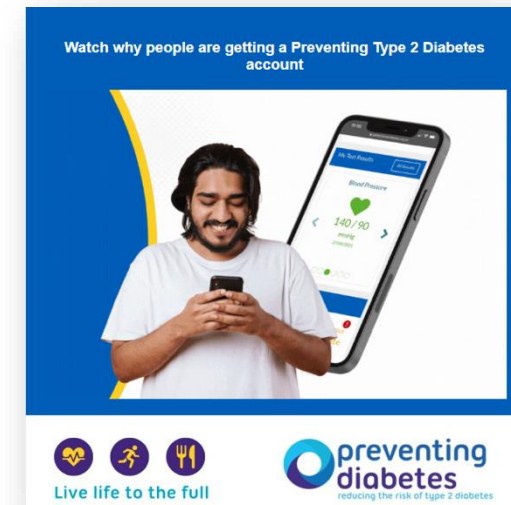
Email Campaigns

- The long-term conditions digital team use a Customer Relationship Management (CRM) tool for digital health marketing. Email campaigns play a pivotal role in managing and nurturing relationships with patients. These campaigns leverage data-driven insights to deliver personalised and relevant content, thereby enhancing patient engagement and supporting patient self-management.
- Account holders can sign up to a number of exclusive email campaigns tailored for their needs and desires, covering topics such as weight management, healthy eating, mental wellbeing and well-being.
- By utilising CRM email campaigns, our service can effectively target our patients, track interactions, and measure the success of our digital marketing efforts.
- In 2024, our CRM email campaigns achieved significant results:
 - 2.49 million emails were sent to 292,000 different individuals.
 - The Kidney Campaign saw a 65.8% increase in ACR uptake compared to the previous quarter.
 - 40 campaigns were live and published throughout the year.
 - The Preventing Diabetes Welcome campaign had an open rate of 74% and a click rate of 15%.
- Our results highlight the effectiveness of our digital marketing strategies and the significant engagement they can have on our population.
- Our campaigns highlight the diverse and targeted approaches taken in 2024 to engage with patients and promote health initiatives for all NW London residents, and play a huge role in improved biometrics amongst account holders.

2024 Newly Diagnosed Support

Newly diagnosed patients will have their biometric parameters automatically verified and will receive account invitation emails seven days after their diagnosis for either type 2 diabetes or NDH

New Patients added	Patients Contacted	Total Emails Sent	Unique Opens	Unique Clicks	Account Created
74,290	61,165	82,146	53,853	10,852	5,412 (9%)




2024 Digital Inclusion Support

Users who inform us that they feel digitally excluded will receive a follow-up email offering additional support


Patients Contacted	Total Emails Sent	Unique Opens	Unique Clicks	Account Created
266	451	80%	21%	252 (95%)

Digital skills help online and in your area



You can improve your digital skills by watching instructional videos or attending some of the free online courses available to beginners. Click on the yellow button to find out more.


[Find out more](#)



Digital skills help in your area


Find out what help is available in your area, including in-person training and cheaper tariffs for people who receive benefits, by clicking on the yellow button below.

[Find out more](#)



Register for your Preventing Type 2 Diabetes account by clicking the yellow button below.

[Get my account](#)



If you have any problems creating your account, please click on the yellow button below to get help from the NHS Login Help Centre.

[Get help here](#)

“

FEEDBACK

Thanks a lot for getting in touch and the information here with meals is very insightful and relevant to my well-being as I'm pre-diabetic and I need to know more how to keep healthy.

Anonymous, Brent

2024 Campaign High Performers over 10,000

With nearly 40 live automations here are some campaigns that have well above industry averages in terms of open and click through rates. The total number of emails sent in 2024 for each email automation, specifically focusing on those with a volume exceeding 10,000 and achieving a click rate of 5% or higher.

Recipe of the Week

Emails sent: **10,180**

Open rate: **74%**

Click rate: **23%**

Preventing Diabetes Welcome

Emails sent: **34,911**

Open rate: **74%**

Click rate: **15%**

Automatic Account Creation Invitation

Emails sent: **81,140**

Open rate: **65%**

Click rate: **13%**

Know Diabetes Type 2 Welcome

Emails sent: **20,440**

Open rate: **67%**

Click rate: **13%**

Preventing Type 2 Diabetes Nurture Series

Emails sent: **57,520**

Open rate: **61%**

Click rate: **11%**

2024 Campaign High Performers under 10,000

The total count of emails sent in 2024 for each email automation, with a particular emphasis on campaigns that had a send volume between 300 and 10,000 and achieved a click rate of 5% or higher.

Remission EOI via website

Emails sent: **305**

Open rate: **79%**

Click rate: **40%**

Meal Plans

Emails sent: **2,516**

Open rate: **71%**

Click rate: **29%**

Weekly Weigh-In

Emails sent: **7,666**

Open rate: **69%**

Click rate: **26%**

Account Preference Update

Emails sent: **423**

Open rate: **80%**

Click rate: **21%**

MyHealth London Welcome Series

Emails sent: **2,956**

Open rate: **77%**

Click rate: **14%**

Campaign power | Pre-Diabetes Workshops

Local preventing diabetes programmes

Single send invitation email

- Sent invitation email to 10,715 patients in Hillingdon for pre-diabetes workshops.
- Nearly 250 patients registered within 48 hours.
- Focused on inviting patients from areas of higher deprivation.
- Partner was delighted with high levels of patient interest. Added more workshops due to high interest and sent a follow-up email.



We are seeing an overwhelming response from patients...who are now reaching out to request enrollment on the next phase of our structured education course

241
Patients
registered for
the workshops
within 48 hours

423
Patients
registered for
workshops
between
September to
November



Campaign power | Smoking cessation

Stop smoking borough services

Single send email

- Sent email to promote Stoptober.
- Emailed 32,518 smokers, directing them to local smoking cessation services.
- Included specific links based on the patient's borough.
- Over 980 patients referred to their local services.
- Next step: send a follow-up email to the 980 patients

32,518

Patients who smoke were sent a smoking cessation nudge email

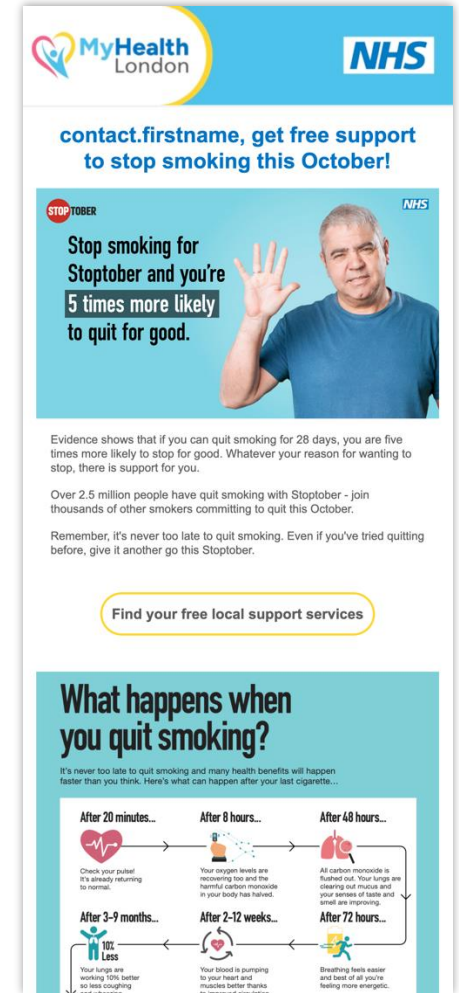
980+

Patients clicked on a smoking cessation link



*Thank you, it's a great service.
I hope you sent it to all smokers.*

Very informative email, I'm already now trying to quit.



The poster features the MyHealth London and NHS logos at the top. It includes a call to action: 'contact.firstname, get free support to stop smoking this October!'. A central image shows a man with five fingers up, with text: 'Stop smoking for Stoptober and you're 5 times more likely to quit for good.' Below this, it states: 'Evidence shows that if you can quit smoking for 28 days, you are five times more likely to stop for good. Whatever your reason for wanting to stop, there is support for you.' It also mentions: 'Over 2.5 million people have quit smoking with Stoptober - join thousands of other smokers committing to quit this October.' and 'Remember, it's never too late to quit smoking. Even if you've tried quitting before, give it another go this Stoptober.' A button says 'Find your free local support services'. At the bottom, a section titled 'What happens when you quit smoking?' shows a timeline of benefits: After 20 minutes (pulse returns to normal), After 8 hours (wheezing levels drop, carbon monoxide halves), After 48 hours (carbon monoxide flushed out, taste/smell improves), After 3-9 months (lung function improves, coughing decreases), After 2-12 weeks (heart pumping improves, breathing easier), and After 72 hours (breathing feels easier, more energetic).

Campaign power | Gestational diabetes programme

Healthier You for gestational diabetes

Single send invitation email

- Developed a campaign to support NDPP provider for Healthier You programme.
- Created a cohort of 5,238 patients with a history of gestational diabetes.
- 39 patients self-referred on the first day.
- 55% email open rate, above the industry rate of 37%.



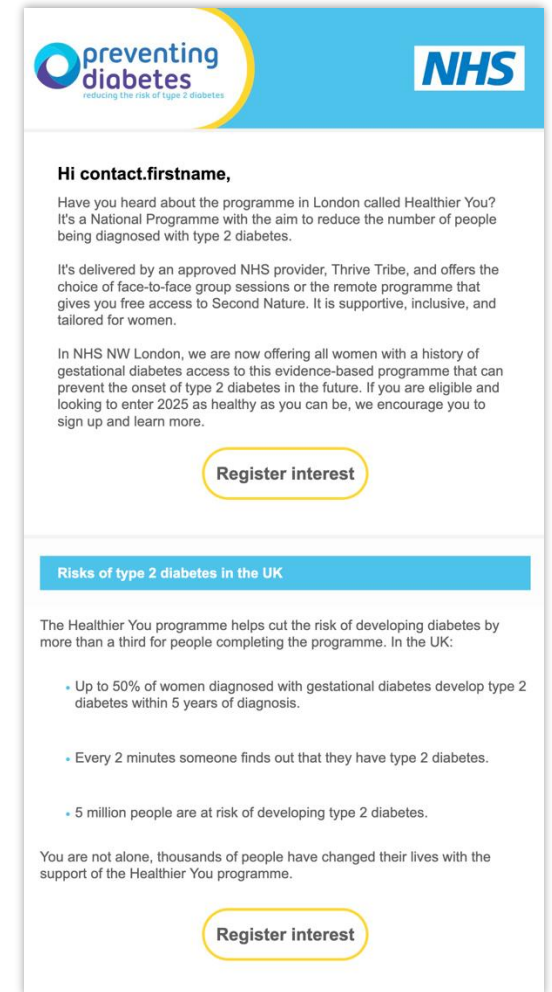
The National NDPP providers had found it difficult to get good numbers from this cohort. Our precision engagement tool supported finding 39 engaged patients who self referred straight away

5,238

Patients with a history of gestational were emailed

55%

Email open rate, which is significantly above the industry rate of 37%



Campaign power | Remission webinar

National remission programme webinar

Two-email invitation series

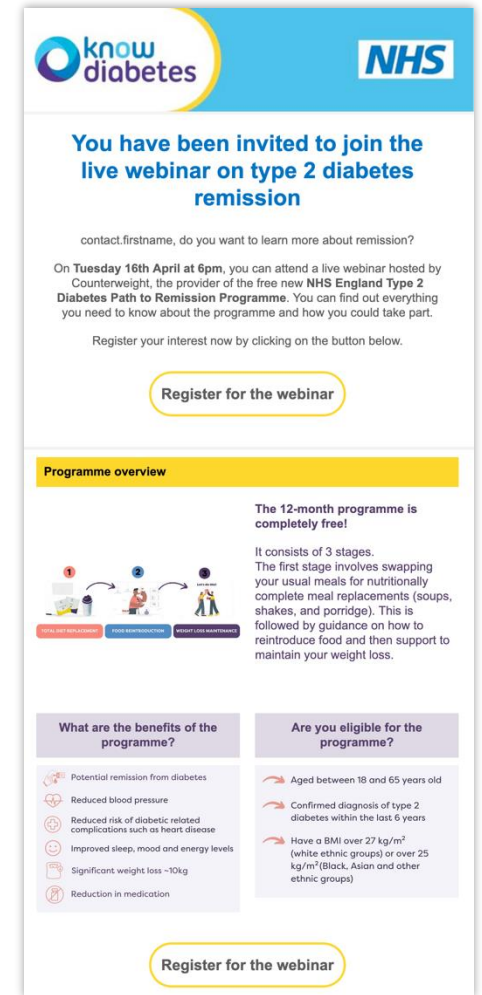
- Designed a campaign with the new NWL provider to increase enrollment in the national type 2 diabetes remission programme.
- Sent two emails inviting eligible patients to a webinar.
- Sent follow-up email with webinar recording and answers to questions raised during webinar.
- 25,332 patients were emailed the invitation.
- 300 patients attended the webinar.



Keep up the excellent work of informing/advising people on diabetes and consequences, causes and positive treatment preventative plans.

300
Patients
attended the
webinar

423
Patients
registered their
interest in
attending the
webinar



Understanding variations - Black History Month

Black History Month

Single send email

- We noticed we had lower engagement in the black/black British demographics cohort
- Emails promoted our cultural resources to Black British and Afro-Caribbean cohorts.
- The aim was to highlight the cultural significance and benefits of these resources.
- The feedback was overwhelmingly positive.

Preventing Diabetes:

Emails Delivered: 17,734
Clicks: 4,459
Click-Through Rate: 25.14%
Accounts Created: 59

Know Diabetes:

Emails Delivered: 13,679
Clicks: 3,022
Click-Through Rate: 22.09%
Accounts Created: 23

My Health London:

Emails Delivered: 1,812
Clicks: 146
Click-Through Rate: 8.06%
Accounts Created: 46



Thanks a lot for getting in touch and the information here with meals is very insightful and relevant to my well-being as I'm pre-diabetic and I need to know more how to keep healthy. The reminder and information is useful and helpful. I appreciate a lot.



World Diabetes Day 2024 | Campaign Summary

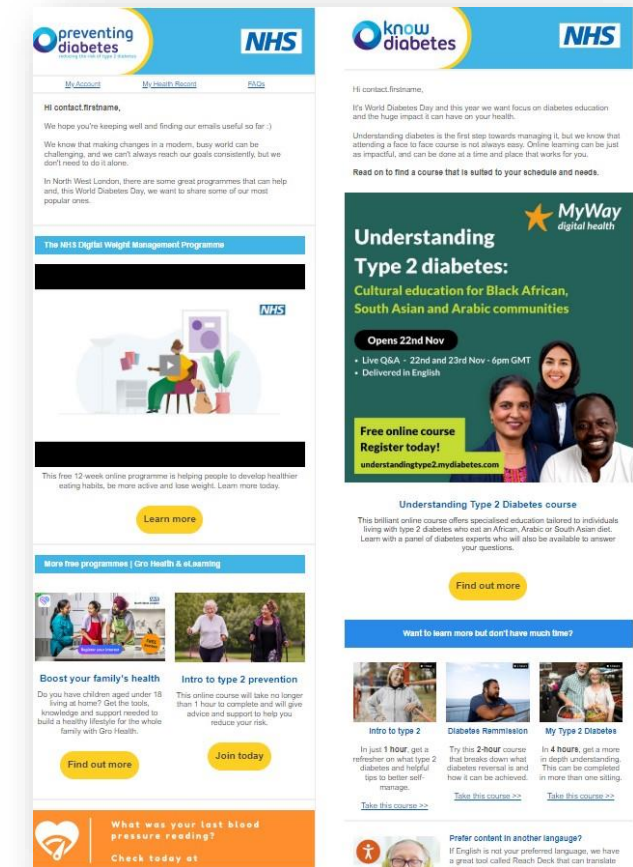
- Promoted NHS Digital Weight Management Programme (DWMP) for adults with obesity and diabetes/hypertension.
- Emails were sent to patients with type 1 and type 2 diabetes, and non-diabetic hyperglycemia (NDH) to encourage sign-ups for the Know Diabetes Service and participation in eLearning courses.
- A focus on winter pressures and flu jab awareness was included as part of the email content as one of the reasons why we maybe saw a below average click through rate (CTR)

Cohort Sizes:

Diagnosis	Delivered	Unique Opens	Unique Clicks
Type 1	6,194	3,110 (51%)	204 (4%)
Type 2	110,484	52,669 (46%)	2,695 (3%)
NDH	148,491	72,249 (49%)	4057(3)%
Total	265,169	127,890 (49%)	6,946 (3%)

Outcomes:

- Increased awareness and engagement in diabetes care and well-being with 127,000 residents being supported on World Diabetes Day with helpful information



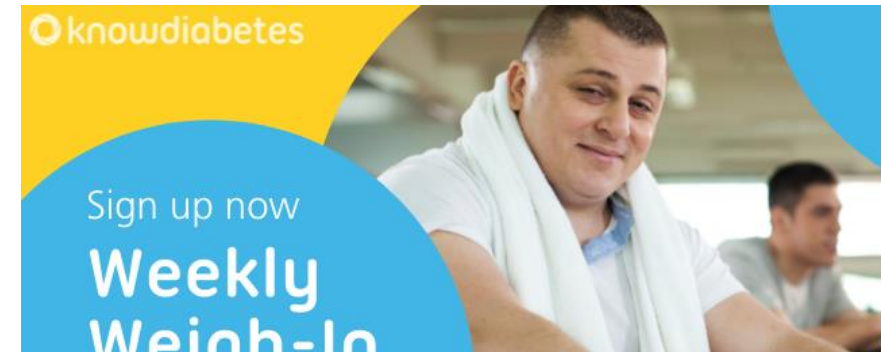
Weekly Weigh-In | Campaign

Patients with type 2 diabetes can take part in the *KD Weekly Weigh-In* email campaign (A 4-week email campaign that promotes small tweaks to help lose weight).

- **328** people signed up to take part in the campaign
- **146** people have currently completed the campaign
- 88 validated users reported **average 4lbs/1.8kg lost** during the campaign monthly campaign

2025 Next Steps

- Aim to run on a rolling monthly campaign and achieve 880 sign ups



“

FEEDBACK

Clear information, gives you plenty to think about and ideas of how to improve your health.

Joy, Hounslow

eLearning | Better health in your pocket

LTC eLearning uptake

- 4,417 total sign-ups across the 29 QISMET-approved eLearning courses started in 2024
- 1,733 started the Preventing Type 2 Diabetes Course
- Over 1000 patients from NWL sign up to Open Online Courses
- 644 have started a pathway to remission course
- 6 new course for My Health London with 150 sign-ups in the first few months
- Approaching 10,000 eLearning course starters since launching in 2023

Introduction to Type 2 Prevention



Expand

Welcome	
1 Topic	
Non-diabetic hyperglycemia	
3 Topics 1 Quiz	
Why does having type 2 diabetes increase the risk of heart disease?	
4 Topics 1 Quiz	
What do I do now?	
5 Topics 1 Quiz	
Some closing words	



Personalisation | Better Engagement

Dynamic email content

- **Personalisation:** Dynamic content uses specific information from the recipient's record, such as their name, age, gender, ethnicity and borough.
- **Engagement:** Creates more engaging and targeted emails, leading to higher open and click-through rates.
- **Effectiveness:** Enhances the effectiveness of email marketing campaigns by making emails feel more relevant and tailored to the recipient's needs.
- **Accuracy:** Emails are automatically populated and tailored using accurate information from the health record.

Example of how email content can vary amongst patients by age, gender and ethnicity data:



Recommendations | Better Engagement

Challenge

Solution

Hillingdon, Westminster, Kensington & Chelsea, has the highest account creation conversion with 13% of the LTC database having an account, and Brent having the lowest with 9%

While this has recently dipped due to the integration of nearly 80,000 new My Health London contacts, the NWL LTC Operations team will develop a campaign strategy and action plan to reduce the variation between the highest and lowest boroughs. Work with PCNs to deliver free push notification messages via the NHS app.

Ealing has the lowest number of patients with an email address attached to the record with only 71%, Hounslow has the most with 95%

We are unable to invite 29% of Ealing's population. We should learn from Hounslow's approach to converting on patients email addresses and see how we can embed LTC platform sign-ups and digital inclusion initiatives in Ealing. Alternatively, consider SMS campaigns to drive sign-ups via the NHS app.

9% of newly diagnosed patients created an account within the first 3 months of invite

Consider A/B testing some campaigns to reach a 20% conversion by the end of 2025. Collaborate with PCNs to deliver free push notification messages via the NHS app.

Hillingdon has the highest percentage of account holders in deprivation deciles 1-5 at 17%, while Brent has the lowest at 12%. However, Brent has the highest number of people (55,000) in deciles 1-5 with an email address on the platform.

Aim to have 24% of people living in deciles 1-5 (with an email address) to have an account by the end of 2025. Focus on targeted campaigns to address the areas with the lowest variations first. Work with PCNs to deliver free push notification messages via the NHS app.

Recommendations | Missing the mark

From the data presented in the table, it is evident that the ethnicity we are converting the least with for My Health London account invitations is the **Black, African, Caribbean, or Black British** group, with a conversion percentage of only 5.5%. This indicates that our current engagement strategies are not as effective with this demographic compared to others.

To address this, we will focus on improving our communication and engagement efforts with the Black, African, Caribbean, or Black British community. This will involve adapting our email content to be more culturally relevant and tailored to their specific needs and preferences. By incorporating feedback from community members and utilising more personalised and relatable messaging, we aim to foster better connections and increase engagement rates within this group.

Ethnicity	Patients contacted	Emails sent	Accounts created	Conversation percentage
Asian or Asian British	7,340	21,514	576	7.8%
Black, African, Caribbean or Black British	4,318	12,461	238	5.5%
Mixed/Multiple	580	1,672	40	6.9%
White	16,091	46,193	1,884	11.7%
Other	1,713	4,897	168	9.8%
No data	10,762	30,789	1,092	10.1%
Total	40,425	117,526	3,998	9.9%

Examples of culturally relevant content/events that we can use to help better engage the Black, African, Caribbean, or Black British community:

- Awareness events such as Black History Month
- MHL African and Caribbean cultural meal plans
- MHL Community Pages that have relevant resources and information
- Health awareness campaigns that focus on health issues that disproportionately affect the Black community

Patient feedback

Each email we send includes an opportunity for people to leave us feedback. This invaluable information provides the operations team with both qualitative and quantitative feedback that helps to improve the services offered.

Qualitative feedback

I will share this with my friends.
Beatrice, Brent

It is good to know that there is such service.
Suren, Hounslow

Thanks for helping non-judgmentally.
Parvaze, Hounslow

This is indeed a great initiative. Thank you!
Stephana, Hillingdon

Clear information, gives you plenty to think about & ideas of how to improve your health.
Joy, Hounslow

Great information regarding Diabetes and food.
Jalila, Kensington & Chelsea

Excellent programme. Can't wait to start!
Farida

It gives more of an option, as I can be working away but can still be in contact.
Anonymous

Reminds me that I have to be careful and should be monitoring.
Anonymous

All content had excellent information and jargon free.
Thomas, Brent

Very impressed with the information.
Jalila, Westminster

Empowering Health Through Digital Platforms

The NW London LTCs digital platforms include Know Diabetes Service (KDS), MyHealth London (CVD) and Preventing Diabetes (PD), and continues to address these issues by:

- An interactive website where users with or at risk of LTCs (e.g., diabetes or hypertension) can learn about their condition and take actions to improve their health.
- Patient-facing records linked to NHS login, offering personalised tips, biometric tracking, and the ability to upload home recordings.
- Online education courses for diabetes and CVD, supporting QOF and NICE targets.
- Targeted communications via email/SMS, providing timely, relevant information based on user needs and preferences, guiding patients towards behaviour change and lifestyle changes.

Alignment with Strategic Priorities

The digital platform supports NW London's JFP priorities, including reducing health inequalities and improving outcomes (Priority 1) and providing integrated care for LTCs (Priority 3) and delivers part of NW London Mission 1, optimising care for long term conditions. It also aligns with the NW London ICS digital strategy and the NHS Operating Plan target for hypertension control in 2024/25.

Background Context

Patients with Cardiovascular Renal Metabolic conditions account for over 50% of GP activity and 69% of non-elective hospital admissions in North West London and improvements in achievement of key clinical metrics reduce the risk of hospital admission.



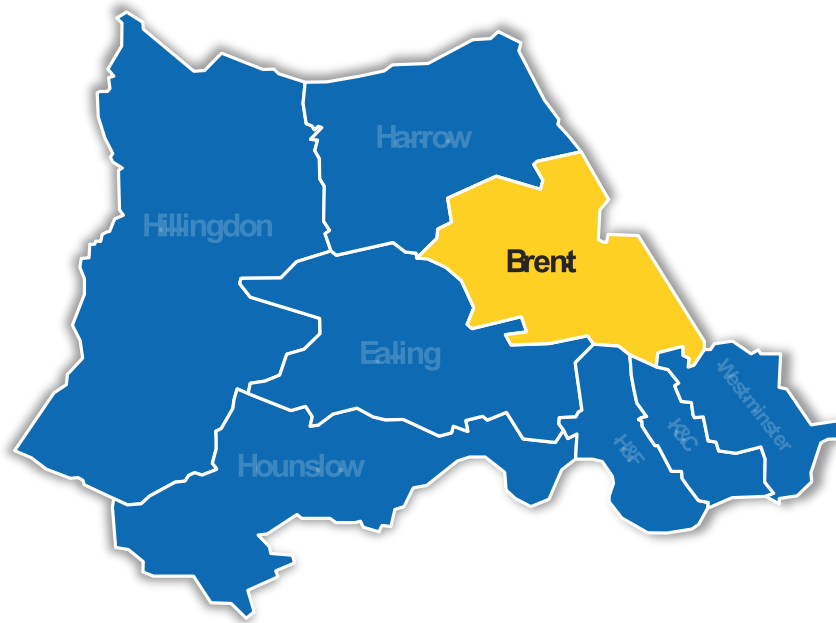
Appendix

Borough Activity

- The following slides, provide a detailed overview of the activities and patient engagement metrics across the boroughs in North West London.
- It covers key statistics such as the number of patients in the platform, total emails sent, and accounts created.
- Additionally, it highlights the engagement levels of patients, particularly those in deprivation deciles 1-5.



Borough Overview | Brent, Ealing



Patients in Platform:
98k, 76% with email

Total emails sent:
503k

Accounts created:
8,727 (9%)

Patients in deciles 1–5:
55k, 12% with account



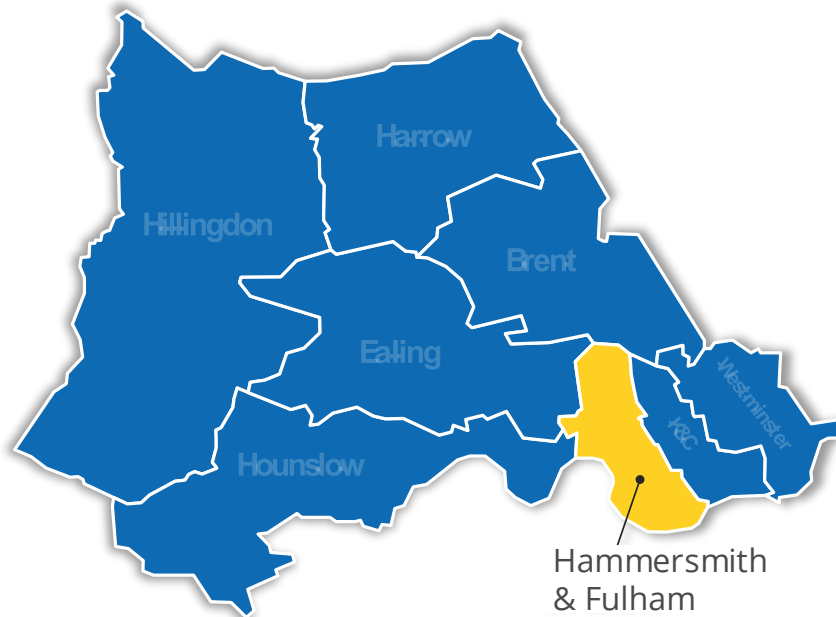
Patients in Platform:
92k, 71% with email

Total emails sent:
441k

Accounts created:
9,995 (11%)

Patients in deciles 1–5:
43k, 15% with account

Borough Overview | H&F, Harrow



Patients in Platform:
31k, 79% with email

Total emails sent:
160k

Accounts created:
4,075 (13%)

Patients in deciles 1–5:
16k, 16% with account



Patients in Platform:
70k, 85% with email

Total emails sent:
338k

Accounts created:
8,653 (12%)

Patients in deciles 1–5:
16k, 15% with account

Borough Overview | Hillingdon, Hounslow



Patients in Platform:
72K, 88% with email

Total emails sent:
376k

Accounts created:
9,441 (13%)

Patients in deciles 1–5:
26k, 17% with account



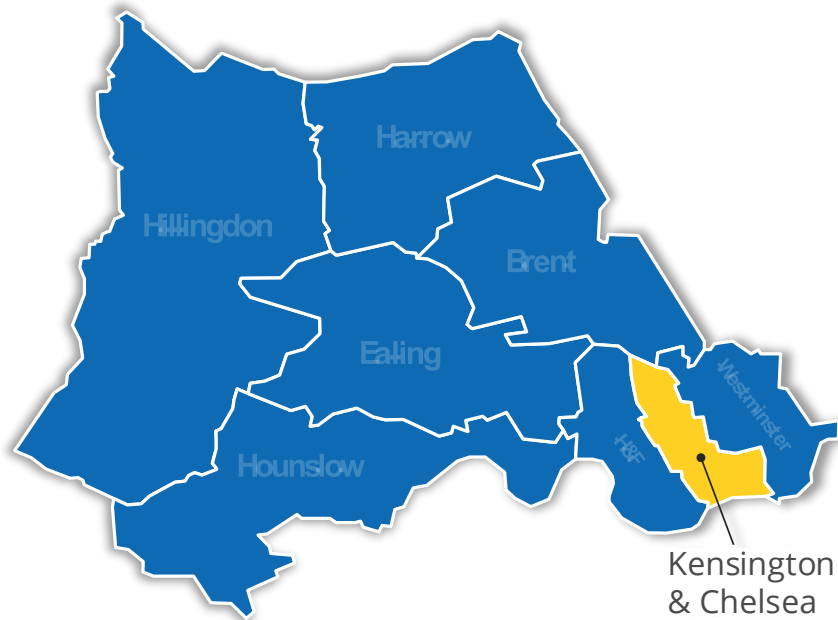
Patients in Platform:
67k, 95% with email

Total emails sent:
344k

Accounts created:
7,645 (11%)

Patients in deciles 1–5:
32k, 15% with account

Borough Overview | K&C, Westminster

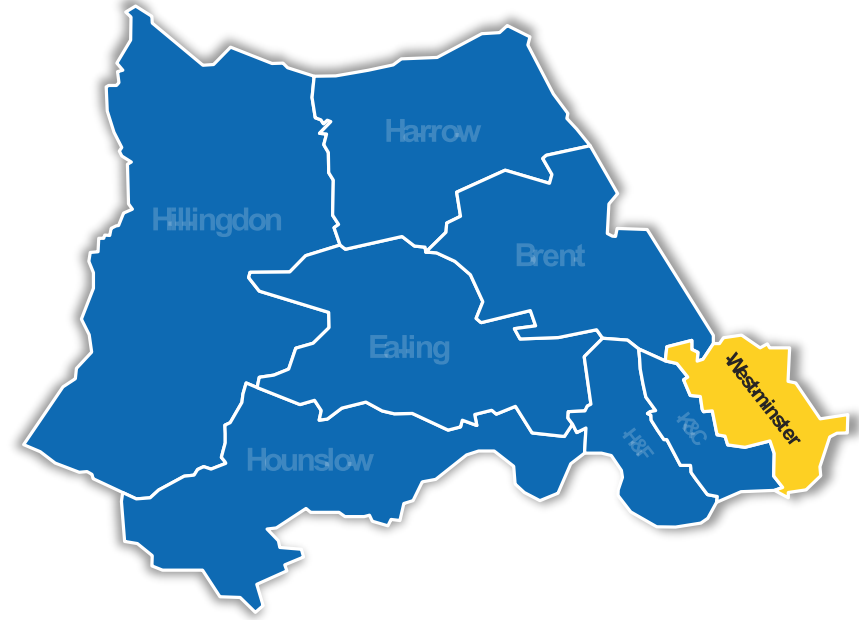


Patients in Platform:
35K, 94% with email

Total emails sent:
181k

Accounts created:
4,388 (13%)

Patients in deciles 1–5:
18k, 15% with account



Patients in Platform:
31K, 82% with email

Total emails sent:
146k

Accounts created:
4,104 (13%)

Patients in deciles 1–5:
14k, 16% with account