

BSC HEALTH AND SOCIAL CARE

BMHP5014

CHANGEMAKER: CREATIVITY AND VALUE CREATION

COMPONENT 2: WRITTEN ASSIGNMENT

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NHS

ENDO-EARLY: CHATBOT- GP Focused Early Diagnosis in Endometriosis

Symptom checker & GP Appointment Prep Tool. Not a Diagnosis or Referral Tool

Abstract

Endometriosis affects 1 in 10 women in the UK, yet diagnosis takes an average of 8 years. This delay occurs in primary care, where the symptoms are often normalised or misdiagnosed.

Endo-Early is a GP-focused public health campaign designed to reduce diagnostic delay by supporting earlier identification in primary care. The invention has three components: First, a public awareness campaign to encourage people to seek GP support, second, a GDPR-compliant digital symptoms checker that generates a PDF summary for GP appointments and third, CPD training module for GPs to improve recognition of NICE NG73 symptoms and reduce bias.

1. The Problem

Endometriosis is a chronic condition where tissue similar to the lining of the uterus grows outside of it. It affects 1 in 10 women and people with uterus in the UK (endometriosis UK, 2024), despite being common and average time to diagnose is 8 years (NICE, 2024).

The delay happens in primary care. Symptoms such as pelvic pain, heavy period, fatigue, and fertility issues are often normalised or attributed to other causes. Patients report feeling unheard and GP's report having limited time and resources during 10-minute consultations to explore complex symptom histories. This leads to poor outcomes and long-term impacts on mental health, work, and quality of life. Addressing this delay is a priority in the NHS long term plan and the core20PLUS5 approach to reducing health inequalities.

2. About the ENDO-EARLY APP

Endo-Early is a free, GDPR compliant mobile application designed to improve communication between patients and GP's regarding suspected endometriosis.

The app is not a diagnostic tool. It does not provide medical advice, a diagnosis or a referral. Its purpose is to support shared-decision-making and prepare patients for productive GP consultation.

“Key Benefits for Patients”

How it works:

❖ **Symptoms Guidance:**

The app guides users through questions based on Nice Guidelines NG73 on endometriosis diagnose and management.

❖ **PDF Summary:**

At the end, the app generates a clear, one page PDF summary of symptoms, impact, and timeline.

❖ **GP Appointment Prep:**

Patients can email or print a summary to take to their GP appointment. This helps maximise the 10- minutes consultation.

❖ **Privacy first:**

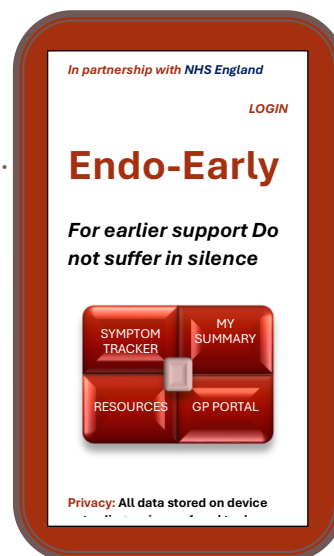
All data is stored locally on the user’s device. No personal health data is collected, stored, or shared by Endo-Early. The app is fully GDPR compliant.

By putting information in the hands of patients and training in the hands of GP’s Endo-Early helps bridge the communication gap in primary care.



Stock image

Endo-Early
Application can be.
Downloaded from



3. GP TRAINING FOR BETTER CARE

Endo-Early includes a free CPD training module for GPs. This training covers NICE NG73 guidelines on endometriosis symptoms, diagnosis pathway and reducing unconscious bias in primary care.

For patients this means GPs are better equipped to recognise symptoms early, listen without dismissal, and make appropriate referrals. By supporting both patients and clinicians, Endo-Early aims to build trust, improve communication and reduce the 8-year average diagnosis delay.



Scan QR to complete our 2- minutes feedback survey

Your input helps improve GP training and our app Endo-Early, also shows.

Evaluation + Patient involvement = marks for” Public Health Campaigns”

Endometriosis campaign and Endo-Early App will be advocated across these platforms.



Email us @ Endo-Early. Org.UK/ app support

Campaign Pitch

Introduction

Endometriosis is a chronic condition affecting 1 in 10 people assigned female at birth in the UK, yet the average time to diagnose remains 8 years and 10 months (endometriosis UK, Org 2024). This delay causes long-term physical pain, mental health struggles, and fertility problems. Endo-Early; speak up, get help sooner is a creative campaign and digital support service designed to address this gap. By combining public awareness, professional education and technology, Endo-Early aims to reduce diagnosis time and improve prompt access to care.

Innovation overview

Endo-Early is a Three-part innovation. Part one is a national awareness campaign using social media, schools, and healthcare settings to normalise conversations about period pain and endometriosis symptoms. Part two is the “ Endo-Early chatbot”, a secure digital hosted on the NHS app. It provides symptoms checking, track pain and signposts users directly to GP’s and specialist clinics. This combines creativity with technology to empower patients and support professionals, aligning with the module focus on innovation and value creation, and third CPD training module for GPs to improve recognition of NICE NG73 symptoms and reduce bias.

The Issue / Gaps in Health and Social Care: Endometriosis diagnosis

There are three key gaps. First public knowledge is low, mostly young people are told period pain is “normal”, leading to delayed help-seeking (NICE, 2024). Second primary gaps exist. GP’s receive limited training on endometriosis and symptoms are often dismissed. Third, stigma prevents open discussion. Charolette, (2025) highlights that poor communication and lack of person-centred care are common in woman health. As a result, patients experience poorer outcomes and increase NHS costs due to late intervention, (Haroon and Carey, (2026)

Target Audience and impact

The primary audience is young people aged 16-30 experiencing symptoms. The second audience is GP’s, school’s nurses and health and social care students. The impact is twofold. For patients, early recognition and referral can reduce diagnosis time, pain, and mental health impact. For professionals, the GP toolkit and training will improve confidence in identifying symptoms. This supports the common good by reducing health inequalities and delivering equitable, person-centred care as outlined in NHS England (no date) core20plus5 approach.

Implementation

Implementation will occur in four settings: schools, universities, GP practices and online. Endometriosis UK will co-lead with NHS England. Student’s ambassadors will run workshops in schools as part of “PHSE lesson” Personal, Social, Health and Economic. GP practice will receive “Red Flag Toolkit” with symptoms checker. The chatbot will be intergraded into the NHS App, (no date) and 111 online (no date). Implementation will use existing NHS structure to ensure cost-effectiveness and sustainability, reflecting ethical leadership in resource use.

Timeline

Months 1-3 – co-design with patients and launch “Endo-Early” social media campaign.

Months 4-6- Distribute GP Toolkits and start School nurses training starting with five hundred secondary schools.

Months 7-9- launch Chatbot on NHS App and pilot in 3 NHS Trust.

Months 10-12- Evaluate impact using referral Data, survey feedback, and diagnosis time reduction.

Development and regulations

The campaign will follow key regulations with the chatbot app. **The Data Protection Act 2018 and GDPR** apply to all user data collected by the chatbot. **NICE guidelines NG73 (2024)** provides the clinical evidence base for information given. **The CQC Fundamental standards** ensure the service is safe and person-centred. **The NHS digital data security and protection Toolkit** must be passed before launch to ensure cybersecurity (NHS Digital, 2025).

Technology Integration

technology is central to making Endo-Early accessible, scalable, and patient-centred. The main innovation is the Endo-Early chatbot, hosted securely within the NHS App and 111 online. This ensures it is trusted, free and reaches people who may not seek medical help due to stigma or embarrassment.

The chatbot uses a validated symptoms questionnaire based on NICE Guidelines NG37 (2024). Users log pain levels, cycles data and symptoms. The AI then generates a personalised "symptoms summary report" that users can take to their GP appointments. This addresses the gap where patients forget key details during short consultation. The Ai does not diagnose. Its risk-stratifies and signposts user to appropriate care.

To ensure safety, the chatbot uses NHS Login and complies with the Data Protection Act 2018, GDPR and NHS Digital Data Protection Toolkit (NHS Digital,2025). User can delete their data at any time.

This app also links directly to e-consult and GP booking systems for "substantial risk" users it provides a template letter for GPs and a map of local endometriosis clinics.

To promote Equity, the chatbot is mobile-first, includes text- to -speech, and available in five different languages including Welsh. This aligns with **NHS England core20plus5 approach (2025)** to reduce health inequalities. Technology therefore empowers patients with data and supports professionals to act earlier.

Dissemination: How the Innovation Will Be Promoted:

Dissemination will be multi- channel. Digitally, we will use TikTok, Instagram and NHS social media with patient's stories and myth-busting videos. Professionally, we will present at **RCGP conference** (Royal College of General Practitioners Annual Conference) and publish in the British journal of general practice. In communities, we will partner with universities and charities for refreshers fairs. QR code posters in GP waiting rooms will drive traffic to chatbot. This ensures the campaign reaches both public and professionals.

Protentional Impact on the NHS

Early diagnosis of endometriosis could significantly reduce the burden on NHS services. By supporting patients to present structured symptoms data and by training GPs through a CPD module aligned with NICE NG73, Endo-Early aims to reduce unnecessary GP appointments, A&E visits, and referrals to secondary care.

This approach may help shorten the current 8-year diagnostic delay, leading to earlier treatment, improved quality of life and reduce healthcare costs. Aligning with the NHS long Term Plan, Endo-Early supports prevention, patient empowerment, and more effective use of primary care resources.

Conclusion

Endo-Early is a creative and ethnical response to a Gap in long-standing issue in Uk Health and Social Care. By raising awareness and providing digital tools for early help. It can significantly reduce diagnosis delay and improve patient outcomes. This innovation demonstrates how creativity, leadership and technology can add to NHS. Prompt action is not simply better for patients; it is better for the health system.

"Together we can end the silence. Early support saves time, pain, and future. Speak up today. Endo-Early starts with you'

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