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## Innovation overview

Increased patient overload and longer referral wait times are seen in many UK locations, which puts more strain on general practitioners (GPs) and strains the health and social systems. Patients with chronic illnesses and mental health disorders suffer as a result of delayed referrals and treatment alternatives. By putting patients with minor mental health illnesses and chronic health issues in touch with social workers, fitness centres, and other necessary professionals to promote their well-being, the app "Digital Social Prescription" seeks to shorten their wait times. This cuttingedge medical advancement combines AI, EHRs, and social prescribing concepts to provide prompt, individualised, and comprehensive care for patients with chronic illnesses or moderate mental health issues. It is focused on the pressing need for easily accessible, community-led healthcare that empowers people and relieves the NHS's operational burden.

## The Gap

Services that have already been put into place, such as Evergreen Life and EMIS Health, have done a fantastic job of matching people with medical professionals (Harrington et al. 2020). They do not, however, fully integrate clinical data with social determinants of health, or non-medical factors like housing, loneliness, physical inactivity, and financial stress that are linked to health outcomes.

## Target Audience and Impact

People with chronic illnesses and modest mental health issues are the innovation's target market. As a result, the program provides AI-assisted social and medical history analysis to discover suitable community assistance, enabling accurate historical analysis and detecting any misinterpretation. occurrences such as unpleasant medication reactions and near-misses. Additionally, the app's interaction with NHS electronic health records will guarantee precise and current information exchange between general practitioners, chemists and social workers. If not, this guarantees that referrals for the treatment of chronic illnesses and mental health issues are made in accordance with the individual's complicated needs.

## Implementation

Through a phased implementation, NHS England, Integrated Care Systems (ICS), and local councils will work together to implement the Digital Social Prescription App. Usability, safety, and patient satisfaction will be evaluated during the initial piloting in a few NHS trusts and general practitioner offices. Before being widely used, improvements will be developed based on feedback from patients and health professionals. The second phase will guarantee accessibility across the country through integration at pharmacies, community health facilities, and social care institutions. In order to give patients the advantage of referral, it is necessary to work with clinical commissioning groups and mental health foundations. Additionally, in line with the NHS's 2019 long-term plan, constant continuing monitoring will enable improved GP overload, fewer incidents like medication errors and near misses, and quick referrals of chronic patients to alternative nonclinical services.

### Timeline

The project's timeframe has been set at ten months, but it could go up to twelve. Phase one will include concept design and stakeholder agreement for a maximum of one to three months, followed by prototype deployment and NHS testing, which will take three to four months. After a five to six-month pilot program, data evaluation and input could take up to eight months. Lastly, it will be introduced in a few areas in the next months to get input.

### Development and Integration

The app is fully compliant with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 for the lawful processing and protection of sensitive health data (Legislation. Gov. UK. 2018), adhering to stringent ethical and regulatory standards to safeguard patient privacy and data security. All data will be encrypted using NHS-approved techniques in accordance with the Care Quality Commission's regulations and NHS Digital's Data Security and Protection Toolkit (NHS 2020). The app must, however, go through the clinical validation procedure in accordance with the NICE digital technology framework (NICE-DTF). Additionally, ethical considerations such as not accessing patient data without authorisation and cyber security concerns need to be closely watched. In order to achieve this, the NHS research committee must grant ethical permission, which will also guarantee GPs' and other non-clinical support workers' level of compliance.

In terms of technological integration, the app uses encrypted authentication through NHS login where user can login with their credentials and upload relevant information such as prescriptions, health information and other things such as age, past medical conditions, medication used and so on. Moreover, linking it with AI algorithm will allow EHRs integration which will allow to find suitable support needs for their conditions. This app will also be integrated with pharmacy management systems that will allow to track prescriptions and preventing to administer medication on incorrect dose thus hindering medication error. If otherwise, cloud-based interoperability will guarantee cooperation with other clinical and non-clinical experts while sophisticated encryption and twofactor authentication prevent security breaches (Solomou et al. 2024). AI analytics, however, will assist in anticipating current medication conflicts so that professionals and patients can be informed.

## Dissemination

The primary components of this app's dissemination strategy are awareness, professional training, and stakeholder engagement. NHS England is organising a nationwide campaign that includes public health websites and social media advertising to raise awareness of the applications. Additionally, in accordance with NHS England's digital promotion strategy (NHS England 2021), healthcare professionals, including general practitioners (GPs), non-clinical staff members, such as social workers, members of the exercise community, psychologists, and advocacy groups, may take the initiative to promote the application's usefulness through digital media or leaflets. Nonetheless, it is crucial to give clinical and non-clinical personnel continual training regarding the features, ethical considerations, and application usage. All things considered, evidence-based application and the creation of strategic partnerships will guarantee seamless operation.

## Conclusion

In order to improve their well-being and quality of life, patients with moderate mental health and chronic diseases can interact with clinical and non-clinical specialists like social workers, fitness centres, and community support groups through the Digital Social Prescription App. The outcome is anticipated to be improved by its association with NHS

England, the use of an authorised NHS login, encryption, two-factor authentication, and the training and skill development of healthcare and non-clinical professionals by NHS and other partners. Therefore, by lowering waiting times, GP workloads, and referral systems, this application helps the NHS achieve its objective and empowers patients. Through collaborations, public trust, awareness, and long-term health improvements, it guarantees widespread diffusion.

## References

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# Title: Digital Social Prescription App for the well-being of people with mild mental health and chronic conditions

## a) Innovation Overview

The aim of this app is to connect patients with community support services such as mental health support services, exercise clubs, carers support and others. Digital connection with healthcare professional without visiting local community healthcare center or visiting GP, hospitals reduce waiting times and workload on healthcare professionals, further facilitating well-being of the people.

## c) Target Audience and Impact

- The key impact is that this app allows patients to collect repetitive prescription without the need to visit the GP and they can manage their pharmacy along with tracking prescriptions in the NHS app. Due to the increased load on the GPs, pharmacists and even healthcare practitioners, events like near miss may result in adverse outcome for patients.
- Digital social prescriptions issue clinical alerts if a medication is not appropriate with a patient's diagnosis, age and thus preventing harm.
- With the integration of electronic health records, this app access people's past medical conditions and the associated factors that caused adverse outcome.
- Based on which this app connects patients with required services. For example, if a patient had suffered from mild anxiety, this app is able to find medical history of the patients from the database and upon analysis through technology like AI offer direct connections with community support services

## b) The Issue/gap

- "Evergreen Life", a North England based social prescription app is already making connections among patients, GPs, social workers, mental health workers to improve their overall well-being (Harrington et al. 2020).
- Another service such as EMIS health also allows healthcare professionals such as GPs to refer patients appropriately to non-clinical services.
- However, these services lack improvised features such as integration with electronic health records and complete analysis of patients medical and social history.
- This innovative app "Digital Social Prescription" provide such opportunity where clinical health professionals get the patients data to refer them, analysing their social and medical history including medication management.

## d) Implementation

- The Digital Social Prescription App will go live across community health settings, GP surgeries, and pharmacies throughout the UK.
- This new innovation will be managed by NHS Digital in partnership with local CCGs and Integrated Care Systems.
- General practitioners, pharmacists, and mental health specialists are going to be using this app for prescribing digital social services to the patient.
- It will be accessed via secure NHS login to ensure verification of identity and safety. Implementation will begin with pilot programs in selected regions such as Greater Manchester and North England before national rollout.
- Webinars and training sessions are to be provided for the healthcare staff to make sure there is easy integration within routine practice.
- Collaboration with community-based organisations will facilitate personalised referrals for social, mental, and physical well-being support.



Source: Precrip 2020

## g) Technology integration

The innovation utilizes mobile app technology along with secure NHS login for verification of the patient's identity.

Artificial Intelligence algorithms analyze electronic health records to assess their social and medical history to identify community support services a patient may be eligible for.

The app interfaces with NHS databases and pharmacy management systems to provide real-time prescription updates and medication alerts.

Advanced encryption and two-factor authentication ensure that all data complies with NHS cybersecurity protocols. Medication errors, risk alerts, and insights into mental health trends are detected by AI-driven analytics.

Interoperability through the cloud enables the sharing of data among GPs, pharmacists, and social workers

This would be done while allowing access to only authorized users. These integrated technologies enhance efficiency, timely referrals, reduce GP workload, and provide a seamless patient experience by connecting healthcare and social care in one secure digital ecosystem.

## e) Timeline

| Phase   | Activity                                  | 1-3 months | 3-4 months | 5-6 months | 6-8 months | 9-10 months |
|---------|-------------------------------------------|------------|------------|------------|------------|-------------|
| Phase 1 | Concept design and stakeholder agreement  | Yes        |            |            |            |             |
| Phase 2 | Prototype development & NHS testing       | Yes        | Yes        |            |            |             |
| Phase 3 | Pilot implementation                      |            |            | Yes        |            |             |
| Phase 4 | Data review and feedback                  |            |            |            | Yes        |             |
| Phase 5 | Launch in some regions to gather feedback |            |            |            |            | Yes         |

## f) Development and Integration

- The development of the Digital Social Prescription App will comply with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018 to safeguard patient data.
- It will also follow NHS Digital's Data Security and Protection Toolkit (DSPT) and standards under the Care Quality Commission (CQC) for digital health tools (NHS 2020). All patient information will be stored and transmitted using NHS-approved encryption protocols.
- The app's development team must ensure compliance with the National Institute for Health and Care Excellence (NICE) Digital Health Technologies Framework. Clinical validation and interoperability with existing NHS systems (e.g., EMIS, SystmOne) will be mandatory.

## h) Dissemination

- A multi-level dissemination strategy will take place for the Digital Social Prescription App, ranging from awareness campaigning across social media, all NHS websites, and public health portals led by NHS England.
- The app will be promoted in community health centres and GP clinics through partnerships with CCGs and ICS, along with local council participation.
- Targeted email campaigns and webinars will be conducted to engage healthcare professionals in the training and adoption of the app.
- Engagements with charities, mental health organizations such as Mind UK, or exercise and social clubs will encourage community integration.

## i) Conclusion

The Digital Social Prescription App is revolutionary in health care as it merges digital with social prescribing. It integrates seamlessly with electronic health records and the NHS login for safe, personal, and effective patient management. From minimizing GP visits to preventing medication errors and linking individuals with the appropriate community support services, this innovation dramatically enhances general well-being and system efficiency. Compliance with UK GDPR, NHS, and CQC assures safety and ethical use of data.

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