



## D I G I T A L   A N D   B I G   D A T A

*These scenarios have been developed using content from the Future Drivers of the Health of Londoners webinar discussions in Summer 2016. Sources for all the scenarios can be found on the Future Drivers of the Health of Londoners Knowledge Hub.*



## CONFUSION OVER WHICH DIGITAL PLATFORM IS THE MOST RELIABLE

There are now so many different options available for digitally tracking health (sleep, food intake, and physical activity levels) that it is causing confusion over which technology is the most accurate and reliable.

*You may wish to consider the interdependencies with other drivers:*





## SOCIAL MEDIA ONLY WAY TO ALERT ABOUT PUBLIC HEALTH

Social media has become the only way to alert people about public health. This can range from information about outbreaks to promotion of local healthy activities.

*You may wish to consider the interdependencies with other drivers:*





## DIGITAL MODELS NOT ADOPTED DUE TO LACK OF EVIDENCE

Lack of evidence to support local decision makers in implementing a channel shift to digital models of delivery for public health has meant that digital models are not being consistently adopted.

*You may wish to consider the interdependencies with other drivers:*





## BIG DATA USED, PROCESSES NOT EASILY UNDERSTOOD

Local authorities are now using big data to inform their work, however, consent processes are lengthy with terms and conditions which are rarely read or understood. Each borough is allocated a big data analyst for their own use.

*You may wish to consider the interdependencies with other drivers:*





## HIGH INVESTMENT IN HEALTH CARE TECHNOLOGY

Local authorities have invested huge sums in healthcare technology (i.e. bed sensors, GPS tracking devices, skype consultations) with the aim of reducing demand for social care by keeping people well in their own homes for longer.

*You may wish to consider the interdependencies with other drivers:*





## LONDONERS TAKING MORE RESPONSIBILITY FOR THEIR OWN HEALTH

Londoners have adopted new technologies for 'self-care' and are taking increasing responsibility for their own health. There are less people seeking to access primary and secondary care except in an emergency as a result.

*You may wish to consider the interdependencies with other drivers:*





## BIG DATA INCREASES OPPORTUNITY FOR TARGETED MESSAGING

The data available on local populations is increasing as people continue to track their own health behaviour. This is making targeted health messaging easier to create for public health teams.

*You may wish to consider the interdependencies with other drivers:*







## LONDONERS WORKING MORE FLEXIBLE HOURS

Due to the increase in online and 24 hour services, people are increasingly able to work on the move and work flexible hours, decreasing the demand on office space and relieving some of the pressures to the transport system.

*You may wish to consider the interdependencies with other drivers:*





## NEW PUBLIC DATA BRINGS INCREASED ACCOUNTABILITY

Data has become increasingly publically available. This has bought new opportunities for holding public services to account, however concerns have been raised about how data is being interpreted by the public and media.

*You may wish to consider the interdependencies with other drivers:*





## GP INTERACTION VIA SKYPE OR TELEPHONE

Face-to-face health appointments are extremely rare. GP appointments are usually conducted over Skype or via telephone for those that do not have access to the internet.

*You may wish to consider the interdependencies with other drivers:*

