



# NHS

## Ayrshire & Arran

### HEALTHCARE APP CASE STUDY

How NHS Ayrshire and Arran uses its app to meet the challenges of communicating with patients, families & carers across a number of hospitals, teams & departments

## Improving Patient Communication at NHS Ayrshire & Arran

NHS Ayrshire & Arran employs more than 9,000 staff across their hospitals - two University Hospitals at Ayr and Crosshouse near Kilmarnock, Ayrshire Central Hospital in Irvine and Biggart Hospital in Prestwick, as well as other community hospitals in the area.

NHS Ayrshire and Arran uses a 'container app' - an Umbrella app containing other individual apps, each dedicated to a specific service or area of care.

Within the NHS Ayrshire and Arran container app there are dedicated apps containing all key information, updates, handbooks, contacts details, emergency procedures and more about the public health services they provide for patients, families and carers.

As well as patient apps it also has an app containing internal training resources, policies and procedures, contact details, events and more for staff, training and HR.

We caught up with Sharon Callaghan, Project Manager for TEC Digital Services, Cara Durnie, Addictions Education & Prevention Specialist, & Alison Anderson, Respiratory MCN Manager, at NHS Ayrshire and Arran about their experience of using its app for communications and engagement.



### Which Features Of Its App Are Proving Most Beneficial?

Cara explains; "We were looking for alternative and more effective ways of providing people with the information to help them manage their conditions. The contacts feature is really helpful, as they're able to find contacts quickly and call direct from the app, visit websites or send an email. Most useful are the alerts which we use to send instant notifications to patients about new information that we've made available, reminders such as when to book flu-jabs or make them aware of our regular content updates. Clinicians are also finding the app a useful tool for quickly accessing important information, updates and other resources, all in one place."

"Because the app is easily accessible, we publish lots of information for patients, families & carers who previously could be difficult to reach."



We publish lots of information for patients, families & carers who previously could be difficult to reach

— Cara Durnie  
Addictions Education  
& Prevention Specialist



## An Easy to Manage, Efficient Communication Channel

Sharon explains how impressed they were with how quickly the app was to get up & running - "In NHS terms, to implement a system like the Piota app was very quick from the beginning to going live. Once we had organised the information we required, with Piota's training we picked up the CMS and how to use it in around an hour, identified our internal people to manage each content area who in-turn helped populate the app and it was live in a very short space of time."

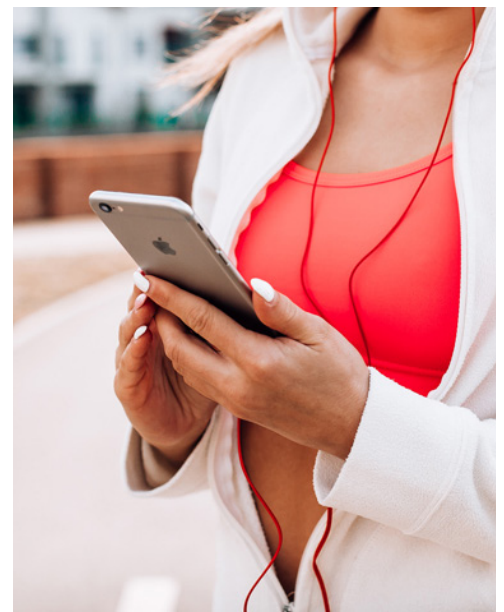
Alison continues, "Because the CMS is so easy to use, we can update information quickly & easily and because everything is available in one place this information is readily available to patients, staff and their carers or families. We're finding family members, such as those caring for people with COPD, find the app particularly useful for information & advice to help them provide support & assistance".

"The feedback feature within the app allows us to regularly review the information on the app to ensure we're meeting the needs of the people who benefit most from using the app".



In NHS terms, to implement a system like the Piota app was very quick

— Sharon Callaghan, Project Manager for TEC Digital Services





We love the container app and the fact that all our apps are available under the same umbrella

— Sharon Callaghan,  
Project Manager  
for TEC Digital  
Services

## Example App Features



### ALERTS

Being able to alert app users with push notifications on their mobile phones allows NHS Ayrshire & Arran to instantly notify people when new information is made available, send them reminders or let them know when new content is published.



### CONTACTS

The contacts feature is really helpful to people, as app users are able to find contacts quickly and call direct from the app, visit websites or send an email.



### ORGANISED INFORMATION

Easy to read, digestible information available in one place and readily available to patients, staff and their carers or families - maintained via an easy to use CMS.



### FEEDBACK FEATURE

The feedback feature within the app allows NHS Ayrshire & Arran to ensure it's providing its users with the information they require and meet any content needs requested by users of the app.

# Container Apps

## All Your Apps Under One Umbrella

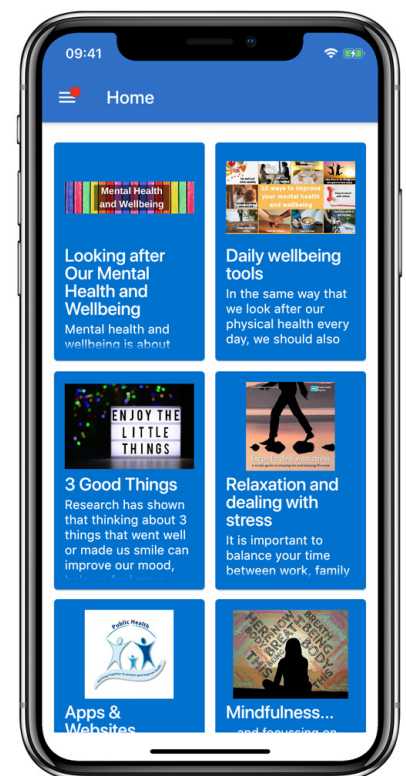
Within a 'container app' there are dedicated apps for specific services. For example, apps containing all key information, updates, handbooks, contacts details, emergency procedures & more about specific conditions or areas of healthcare - an easy way to share information with patients and their support network about their own specific care needs.

Other apps within a container app may contain internal training resources, policies & procedures, contacts details, events and more to support staff, training and HR needs.

Find the app for your area of interest within the container app

Add the app to your list within the container app to access the app with ease

Access the information within your chosen app when you need it



### Example Apps Within a Container App Include:

Paediatric Training  
Speech and Language Therapy  
Addiction  
Diabetes  
Mental Health

Learning Disabilities  
Diet & Healthy Weight  
Managing Health Conditions  
Staff Training  
Wellbeing

# About Piota

We make mobile apps helping you communicate and engage with your patients, families, carers and staff more effectively. If today you use a mix of email, handbooks, leaflets, texts, website, phone calls and social media to try to keep your people in touch, streamlining all that content into one customised app should be a better solution for patients and save you time and cost.

If you'd like to know more about what a Piota mobile app could do for your organisation, or to arrange **FREE trial**, please get in touch today.

## Our Healthcare Clients Include

---



Buckinghamshire Oxfordshire  
and Berkshire West  
Sustainability and  
Transformation Partnership



### Piota

7 Barnsbury Street,  
Islington,  
London,  
N1 1PW

+44 1702 780051  
sales@piota.co.uk  
www.piota.co.uk

