

Digital Health Interventions

Petiscos from clinical practice

23rd November 2022

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Humankind Charity



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Clinical care and
supervision using
digital platforms

A digital approach to
Alcohol Brief and
Extended Brief
Interventions



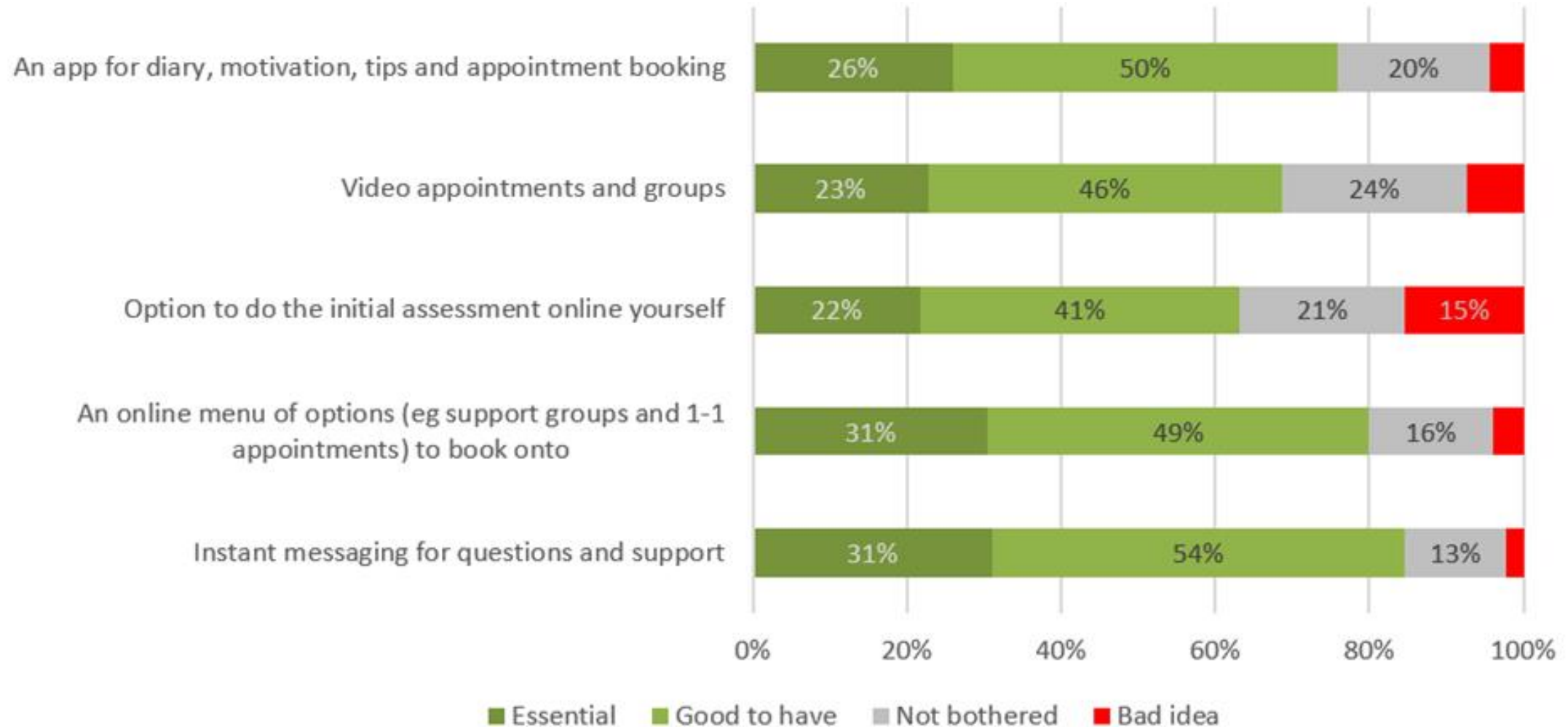
2022 survey of people who use our services

Annual Survey - 2257 people

Quantitative and open response
questions

Specifically explored the response to
digital health interventions

Is digital now an expectation?



Key reflections

The people we support

1 in 3 missed appointments
due to transport costs

Physical environments don't
always feel safe

Want flexibility with clinical
appointments

Our workforce

Physical and non-verbal cues

Tech challenges

Can improve access

Greater efficiencies and more
time

DrinkCoach: a digital approach to Alcohol Brief Interventions



Alcohol Test

Find out how risky your drinking is with our **free, quick** and **confidential** test.

TAKE THE TEST



Online Coaching

A **professional, convenient** and **confidential** way to discuss your drinking and receive **expert guidance** from an alcohol treatment specialist.

FIND OUT MORE

AS FEATURED IN:

theguardian

HUFFPOST

THE SUNDAY TIMES

TheObserver

Daily Mail

Forbes



DrinkCoach App

Available on **iOS** and **Android** smartphones and tablets, our free app features a range of tools proven to help reduce your intake.

FREE DOWNLOAD



Hi, I'm a **coachbot**.

I'm a chatbot that uses techniques that thousands of people have found helpful.

Okay

If you like, I can offer you a short, non-judgemental conversation which is 100% confidential.

I won't be telling you what to do - that's entirely up to you.

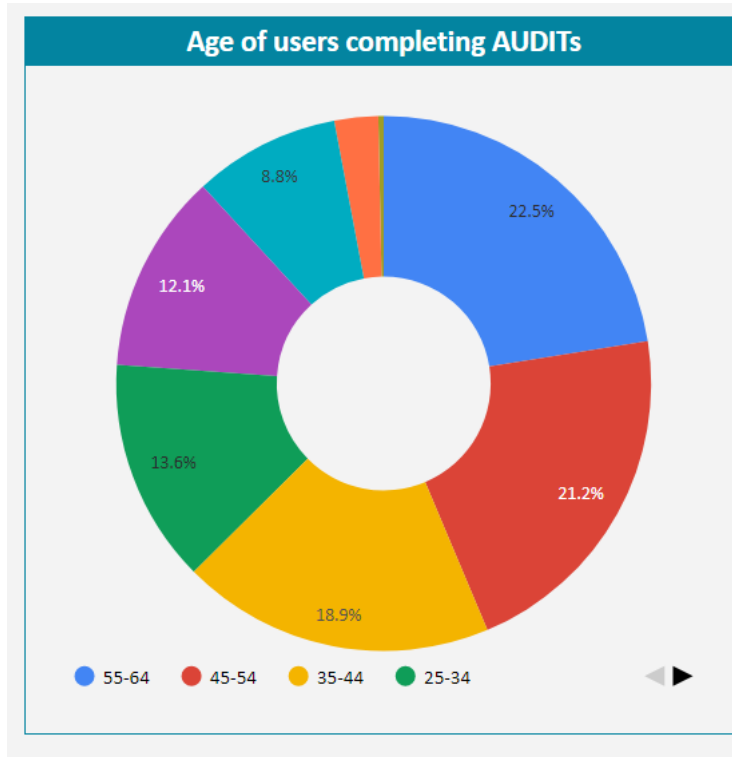
It takes under 10 minutes and many people find it helpful.

Okay

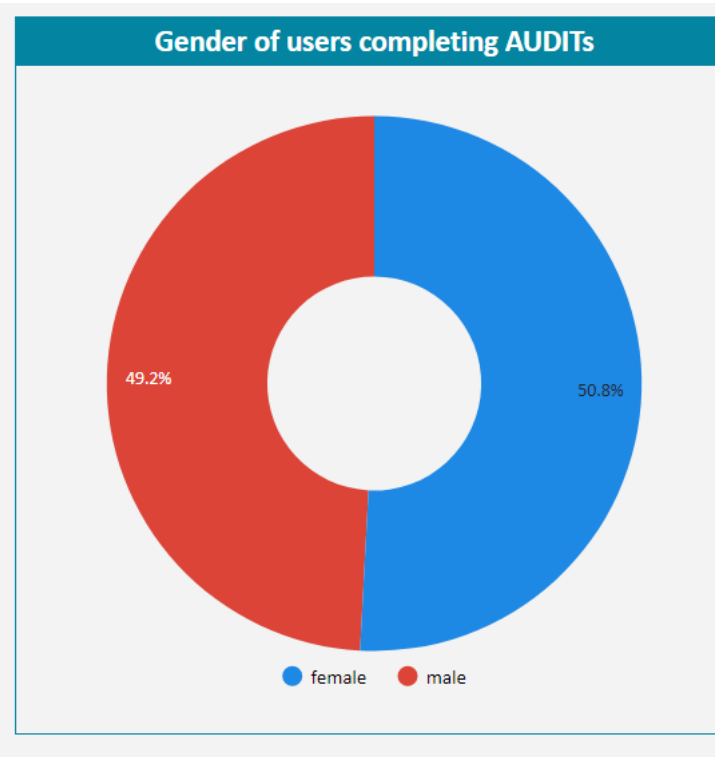


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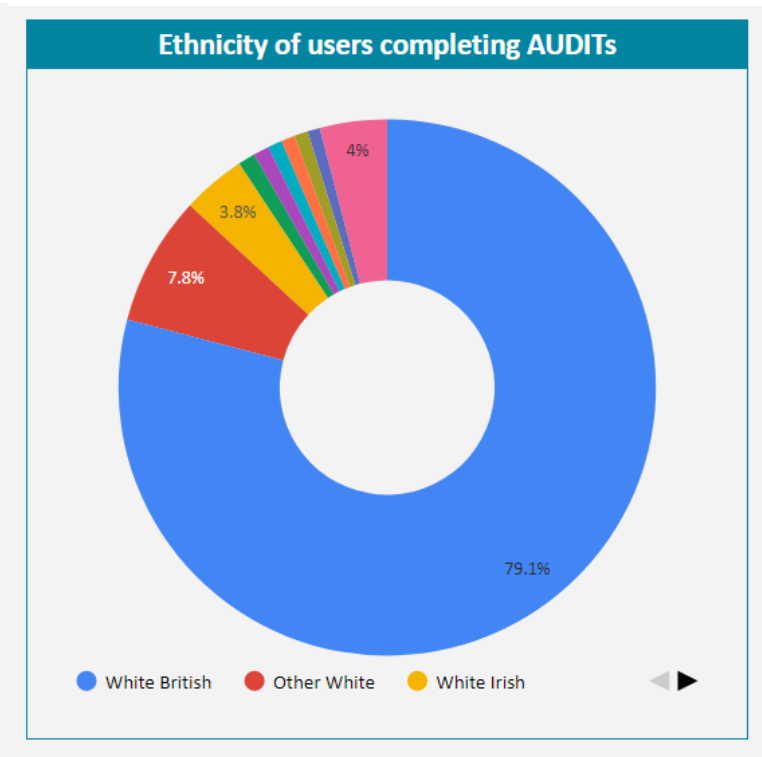
55-64 year olds and women are the biggest uptakers



45-64 year olds account for 43.7% of people completing the test



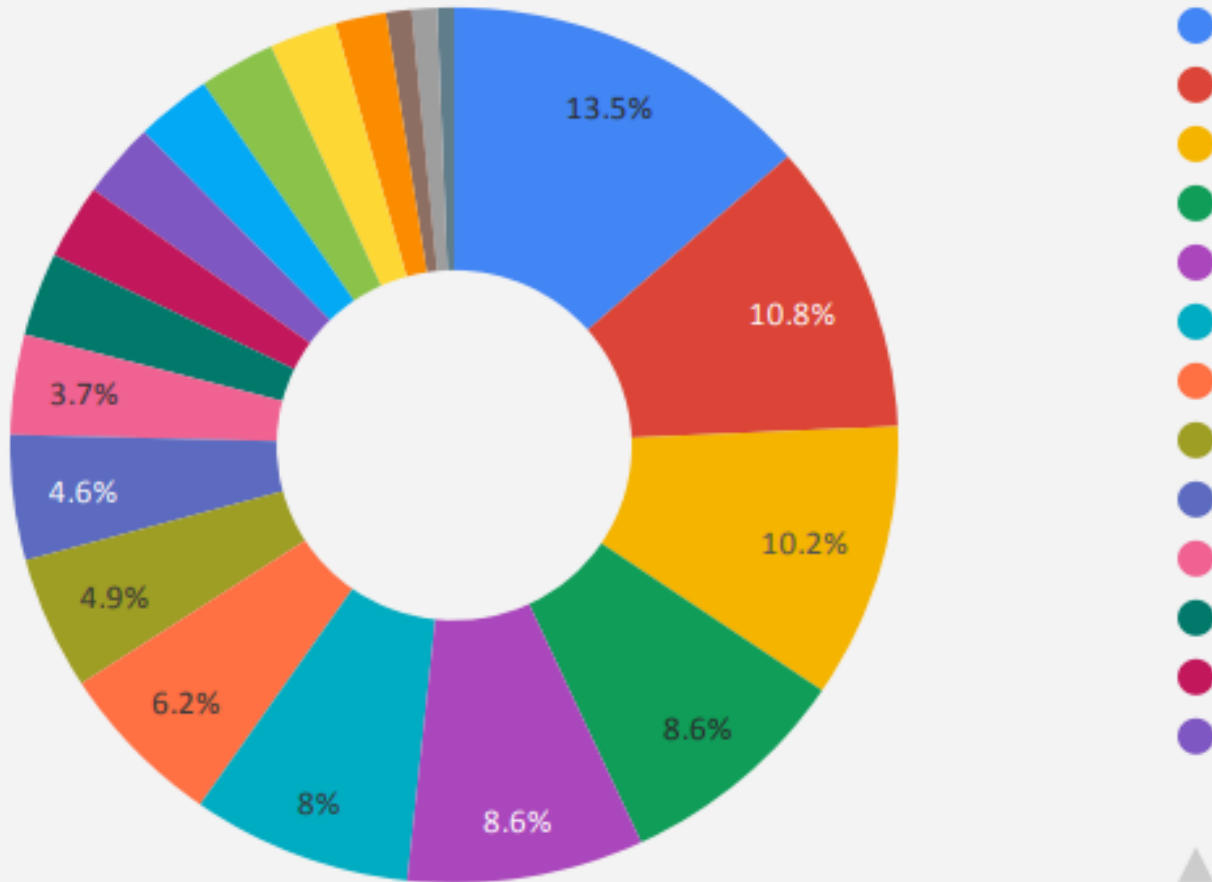
Women are marginally more highly represented, in contrast to community based services



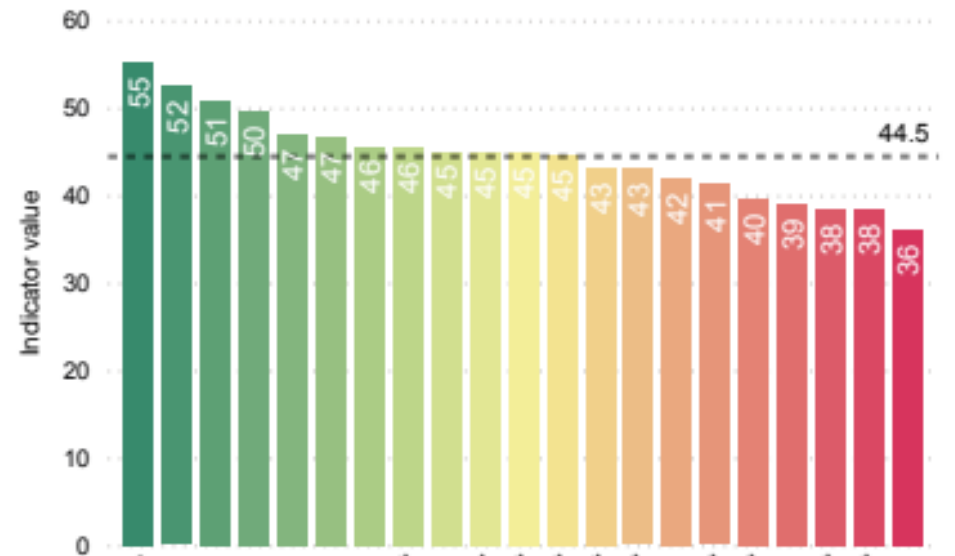
91% of people completing the test identify as White compared to 86% of the population*

Audit completion by ward — (name removed)

AUDIT completion by borough



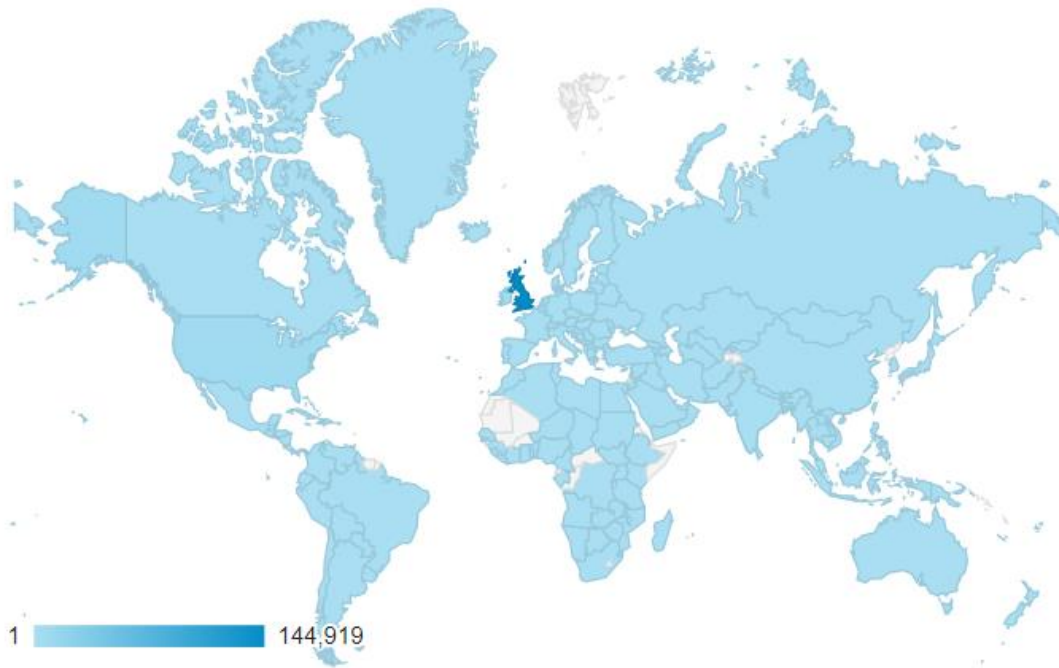
Percentage of residents with more than basic ICT skills



01 April 2022 – 31 July 2022



Digital reach can have broad possibilities and benefits



	Number of users	Number of tests complete
	169,513 % of Total: 100.00% (169,513)	24,936 % of Total: 100.00% (24,936)
1. United Kingdom	144,919 (85.34%)	22,988 (92.19%)
2. United States	7,473 (4.40%)	663 (2.66%)
3. Ireland	3,249 (1.91%)	121 (0.49%)
4. Australia	1,311 (0.77%)	138 (0.55%)
5. Canada	1,075 (0.63%)	128 (0.51%)
6. Germany	808 (0.48%)	56 (0.22%)
7. Spain	753 (0.44%)	123 (0.49%)
8. India	646 (0.38%)	25 (0.10%)
9. France	594 (0.35%)	68 (0.27%)
10. Netherlands	515 (0.30%)	45 (0.18%)

Final reflections, questions to keep asking

What (health) need is this digital health intervention (DHI) is addressing?

How do we define the group of people who may benefit from this DHI?
How do we ensure user centred design to engage the group

Our 'services' are often built around physical interventions and access points
How different would they look if we could unlock everything technology could offer?

Thank you

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Disclosure of Interest

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