

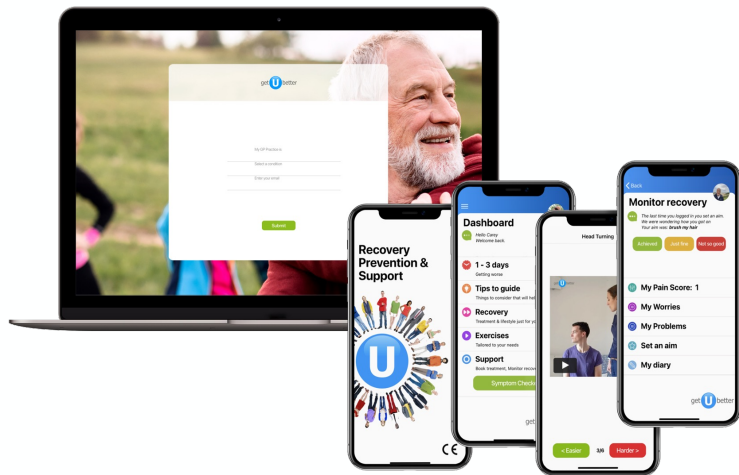


getUBetter & SWL ICB

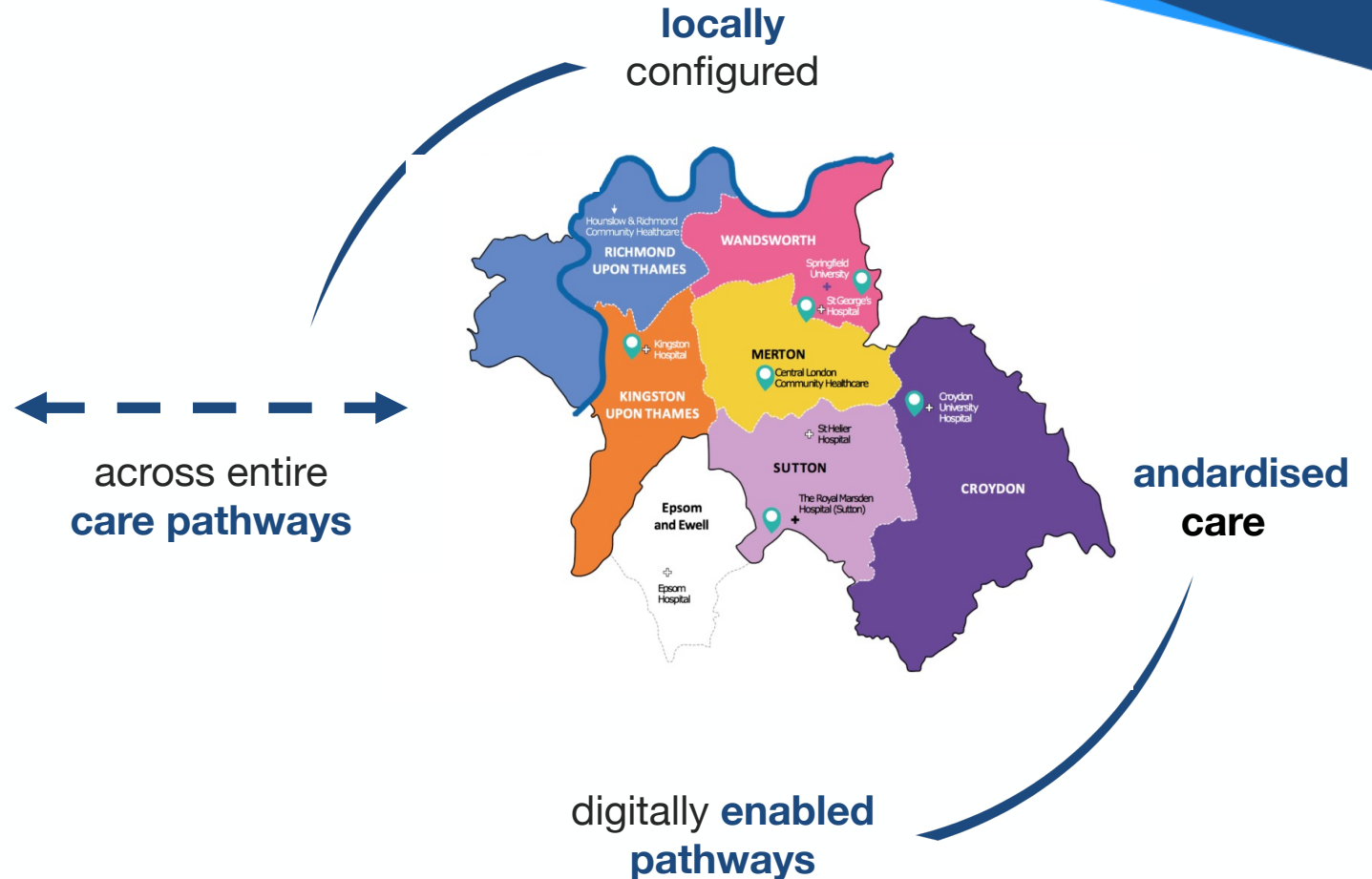
GP update 12th Dec 2023

Dr Carey McClellan
CEO getUBetter
Carey@getUBetter.com

We provide **digital self-management** of all common **musculoskeletal** conditions and injuries across an Integrated Care System



Supporting **patients, clinicians** and the **health system**




Why you chose to invest in **getUBetter**


There is an absolute need to provide **digital solutions** to **enable MSK support** and **safety netting**, **increase capacity**, **reduce costs**, enable MSK **support whilst waiting** and **promote self-management**. **getUBetter** provides a solution to this need.

- **14 -18%** of all GP appointments
- **50%** of days off work
- **£5 billion** NHS cost
- **£10m** per ICS place for LBP alone
- **20%** is potentially overtreatment
- **Patients unsupported** on waiting lists
- **Early** intervention

% of population



 visiting their GP at least once every year

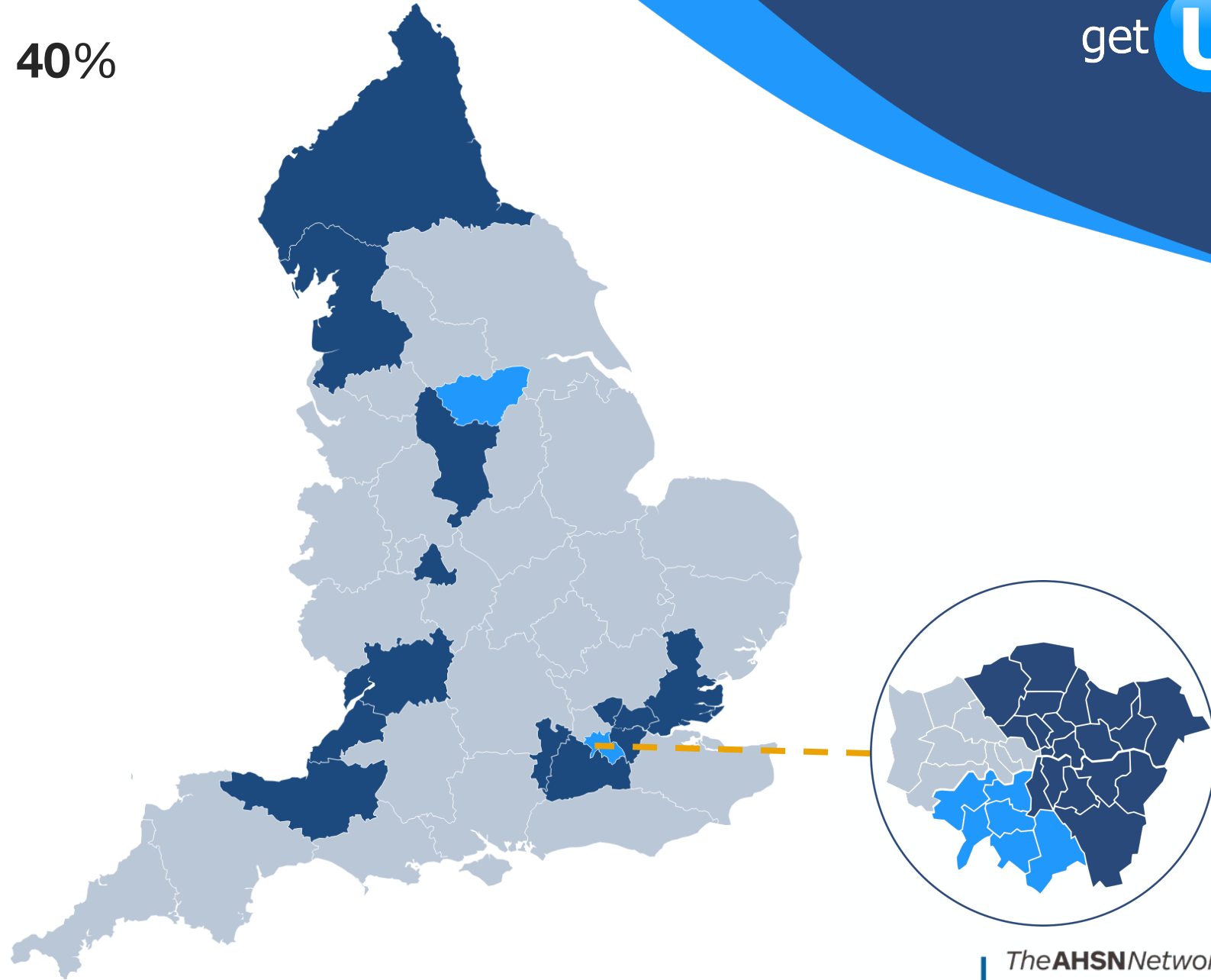
 Living with a MSK problem

we are supporting **40%**
of **ICs** in England

2800+



20m



The **AHSN** Network England

NHS Innovation Accelerator

our **aim** is to

provide **true local self-management support**, help patients to **trust their recovery** and have the confidence to **use less healthcare resource**.



Local self-management across the entire ICS care pathway

get **U** better



getUBetter & SWL
GP update 12/12/23
Product

Now available or being rolled out across SWL ICB



MSK



Ortho
Peri-op



Women's
pelvic health

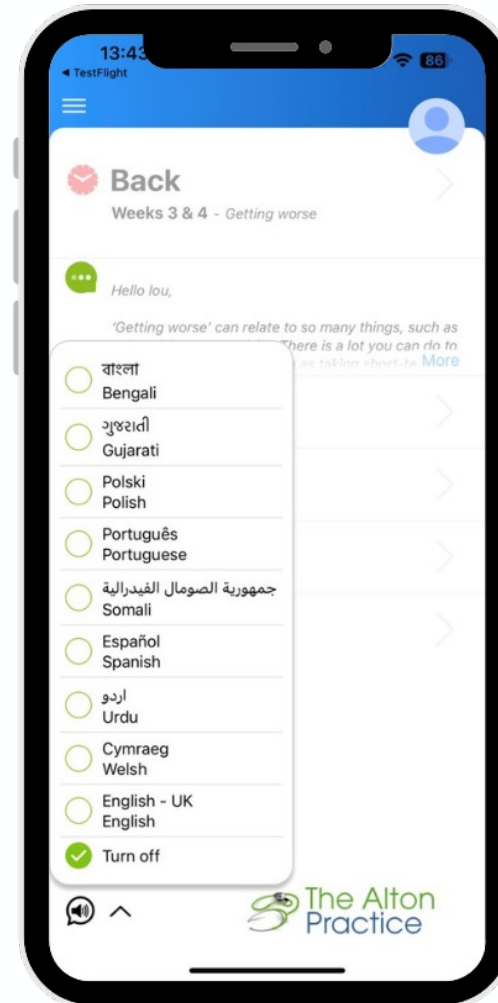


Co-morbidity
Heart health
Breathing problems

DCB0160 sign off across SWL ICB

Now available in **9 languages** and **read out loud***

- English
- Welsh
- Bangla
- Punjabi
- Portuguese
- Spanish
- Urdu
- Gujarati
- Polish
- Somali

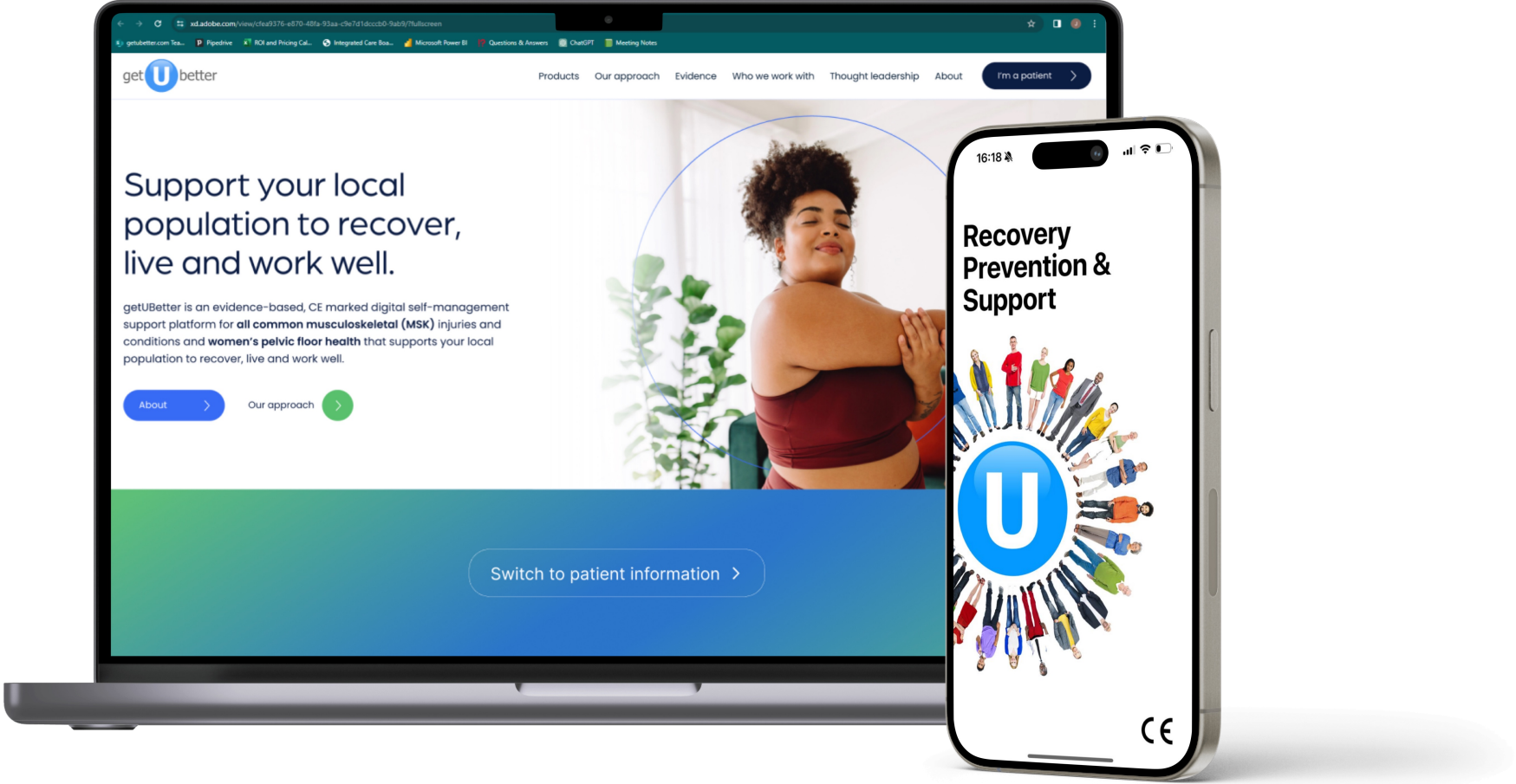


read
out loud
function



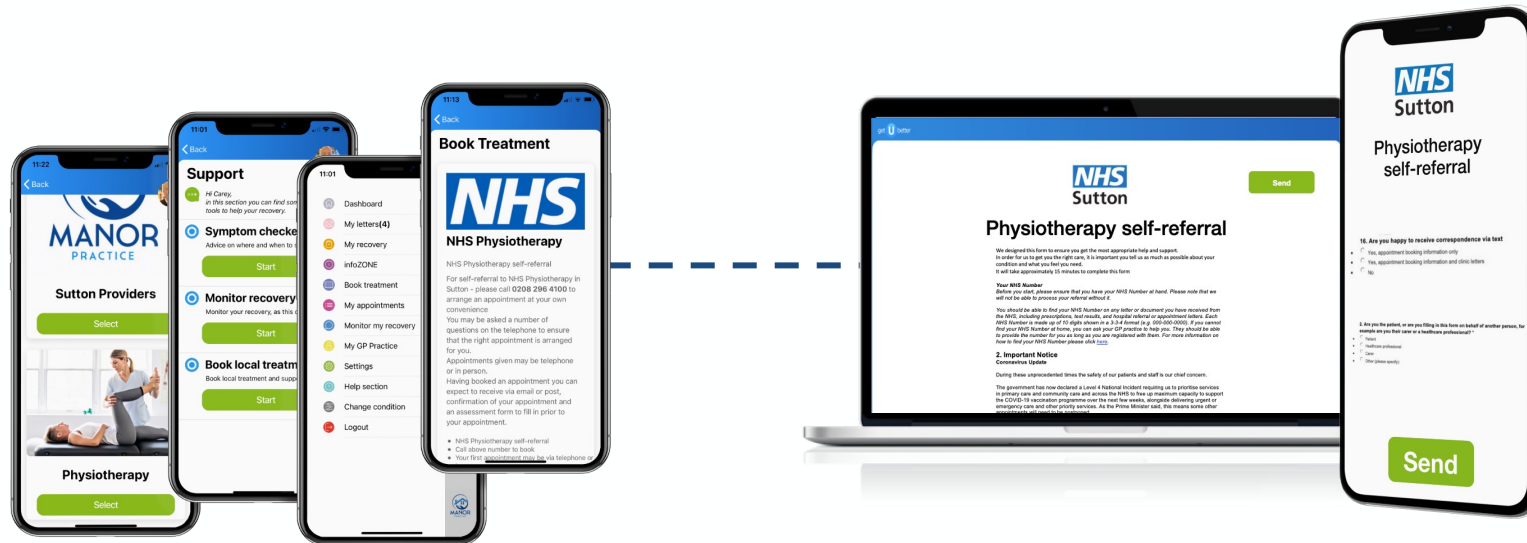
* A lot of people who do not read in English also do not read in their own language. We can read out loud to them.

Available via **app** or **online**



we provide **in-app self-referral** to physiotherapy or opt -in

get **U** better



get **U** better



getUBetter & SWL
GP update 12/12/23
Evidence

evidence based

- MHRA **Certified Medical Device**
- **Level C NICE** Digital Health Evaluation
- Proven **Behavioral Change**
- Economic evaluation
- Leading MSK app on the **ORCHA library** (91%)
- **DTAC** certified
- **NHS** playbook
- **Approved by NICE** for use in the **NHS**



key **benefits to patients**

- **ROI in NHS SWL 1:3.5**
- **20%** less physiotherapy referrals;
- **13%** less MSK GP appointments;
- **50%** less MSK prescriptions;
- **66%** less Urgent Care attendance;
- Supports **behaviour change** (Berry et al. 2020/22)
- **50%** of patients on a Physio waiting list no longer needed an appointment (Somerset evaluation 2022)
- **40%** less physio appointments
- Patients develop **better understanding** of their conditions and recovery journey.
- **Increased confidence** and **ability to self-manage**.

get **U** better



getUBetter & SWL
GP update 12/12/23
Co-design

co-designed across SWL



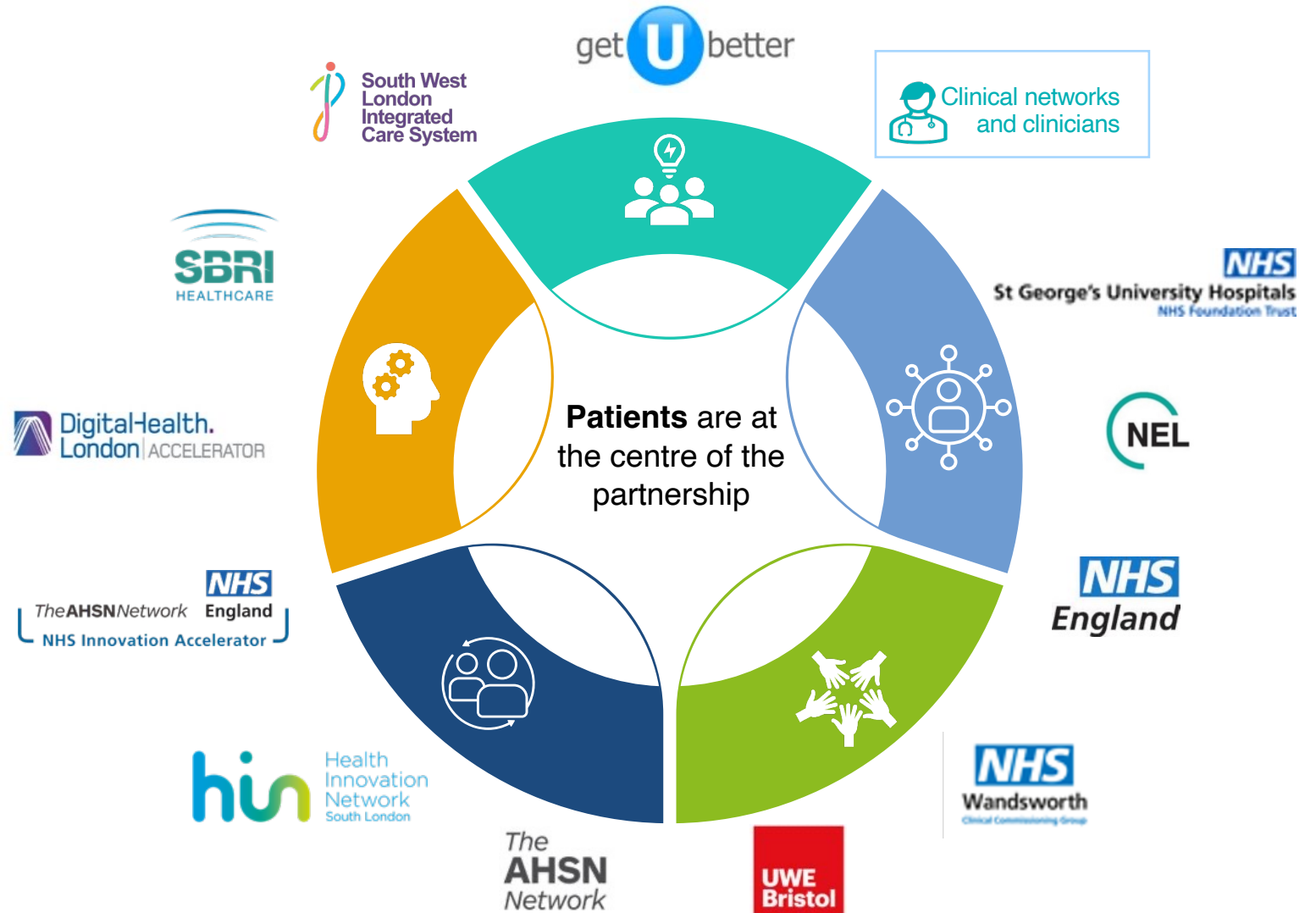
Representative patient groups, incl. digital exclusion

SWL ICS, CCGs, Acute, Clinical Networks, LTCs, Digital, Providers, HI, BI

AHSNs and Academics

NHSE, NHSx, SBRI, and Digital Health London

getUBetter, Digital Tech Provider



get  better



South West
London
Integrated
Care System

HSJ



PARTNERSHIP
AWARDS 2023

HealthTech Partnership of the Year

WINNER

A HealthTech partnership - meeting the needs of patients, clinicians and the health system across an ICS

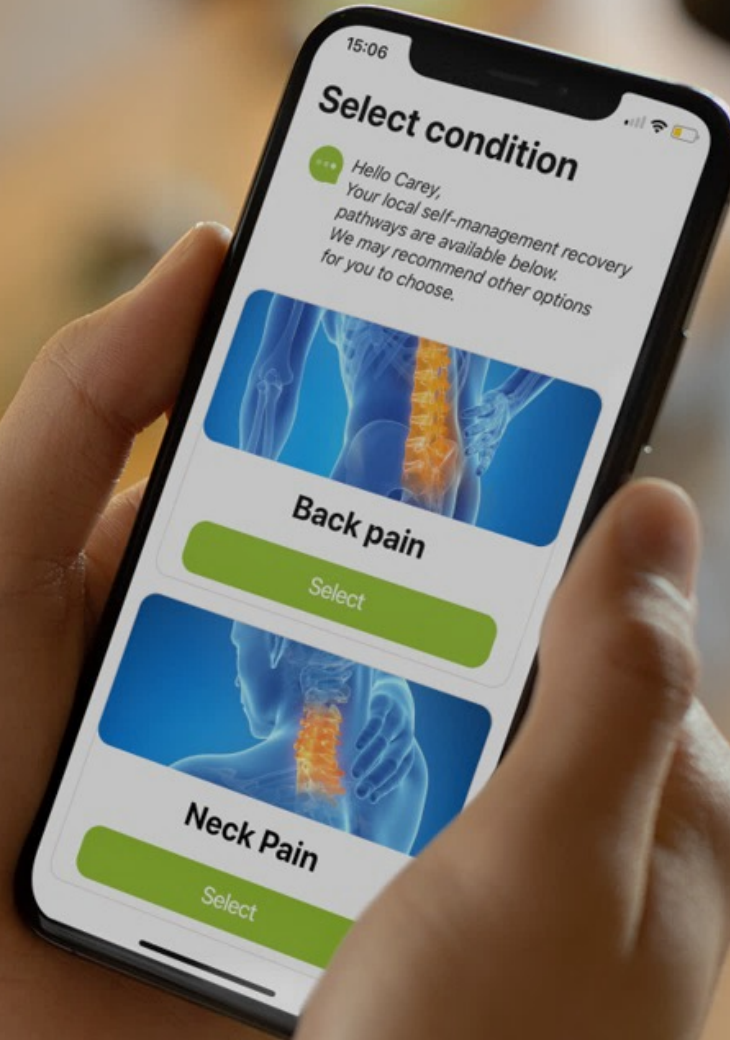
get **U** better



getUBetter & SWL
GP update 12/12/23
MSK

digital self-management of **ALL** common musculoskeletal **injuries and conditions** across an entire care pathway

Back
Back and leg
Hip
Knee
Ankle
Foot
Neck
Shoulder
Elbow
Lower limb tendinopathy
Upper limb tendinopathy
Sprains and strains - lower Limb



Includes **4 personal** modules – waiting list, pain, work and OA

NOW Includes **4 personalised support**

FREE and included in the MSK package

I'm on a waiting list

Local self-management support for all waiting lists



I have pain

Local pain management advice, mindfulness and CBT



I'm struggling to work

Being off sick, return and staying at work



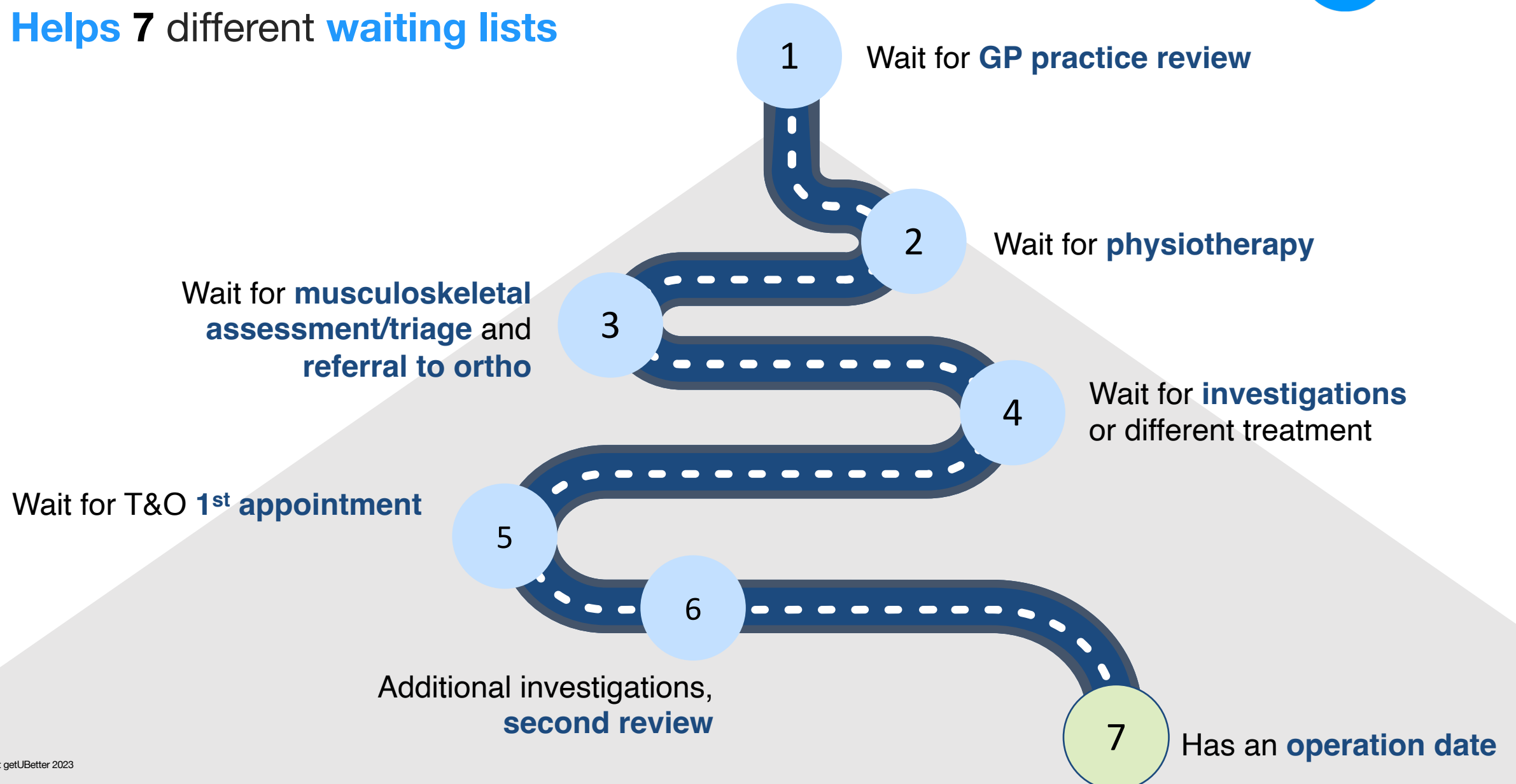
I have Osteoarthritis

Local self-management support and advice for OA



Support whenever a patients **must wait.**

Helps 7 different **waiting lists**



get **U** better



getUBetter & SWL
GP update 12/12/24
Ortho Peri-op

All patients get access to **MSK** and **Ortho** peri-op

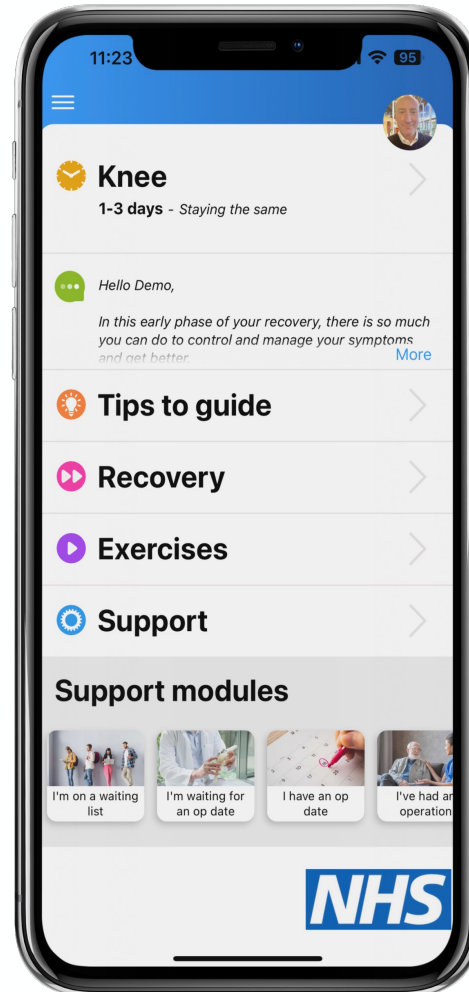


**MSK across SWL
ICB**



**orthopaedic
peri-op &
safe waiting**

How the **MSK** pathway looks with **orthopaedic elective recovery** add-on

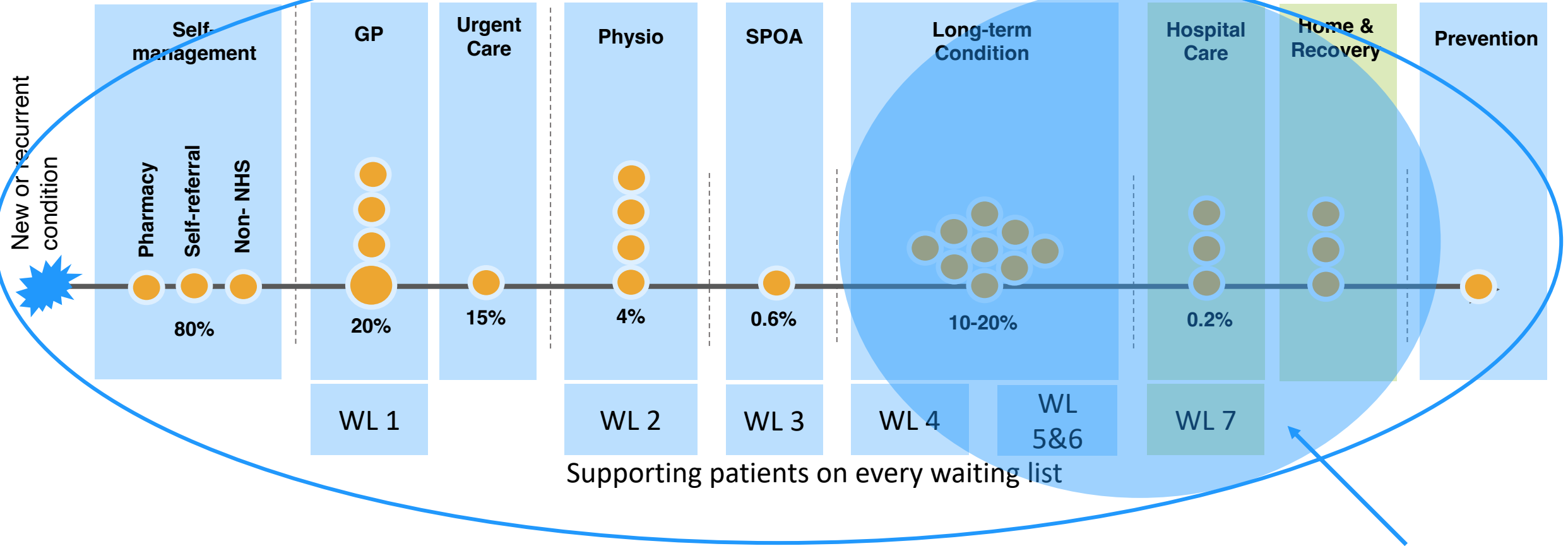
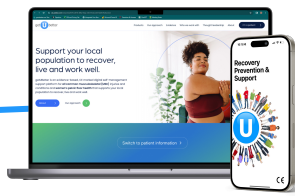


all common MSK injuries and conditions

peri-operative add-on

- I am on a waiting list
- I am waiting for an op date
- I have an operation date
- I have had an operation

Local self-management across the **entire health** care pathway

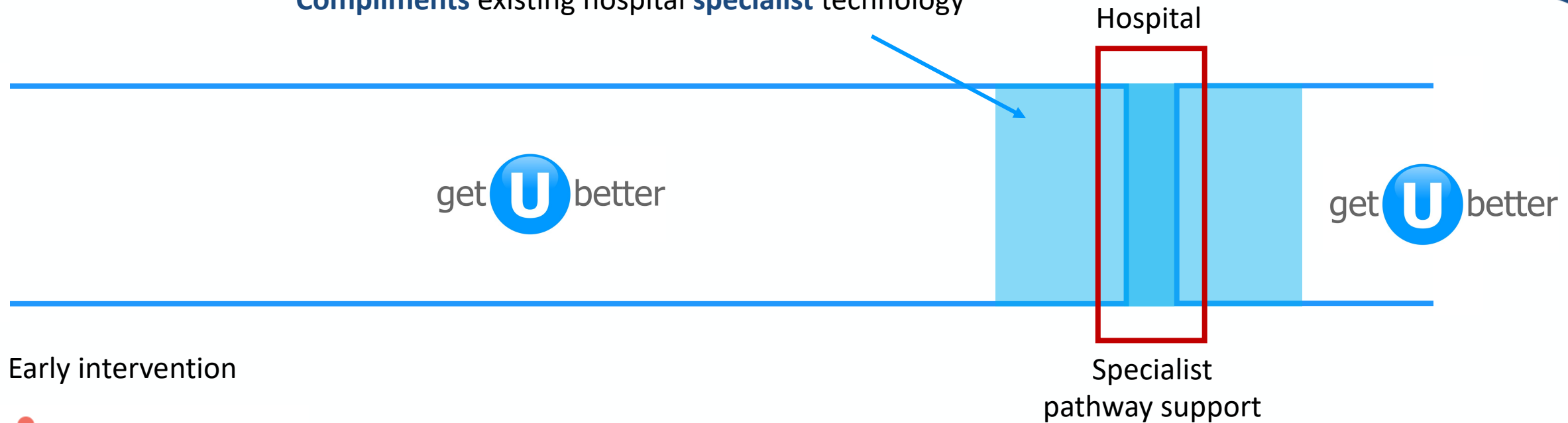


Supporting patients on every waiting list

Ortho peri-op
Add-on support

Connecting the **entire care** pathway

Locally configured peri-op support
Supporting **before, during** and **after** an operation
Compliments existing hospital **specialist** technology



Early intervention



get **U** better



getUBetter & SWL
GP update 12/12/23
Women's Health

Women's Pelvic health available across SWL

To support **ICS to deliver digital** self-management of **pelvic health** across an **entire ICS care pathway**.

To help women to access **local expert advice**, **prevent undertreatment**, **self-progress** whilst waiting and have the **confidence, knowledge, and skills** to manage their complete pelvic health across their life course.



Women's pelvic health– the **problem**

- **1 in 3 women** experience symptoms
- A '**hidden condition**' which is commonly **normalized**
- **Lack of trust** and **confidence** to self-manage
- **Limited access** to expert advice
- **Undertreatment and inability to meet** NICE standards
- **Siloed care** which needs **a whole** pathway approach
- **Inefficiency** and no capacity
- Need to **safety net** and navigate when appropriate
- **Not simply pelvic training** but meeting the **complete needs** of an individual
- Need to connect patients to a **standardized care pathway**
- **Need to provide digital women's health hubs**



“I’m constantly searching for the answers – but everything I find is conflicting”

“It is hard to know who to trust”

“I wasn’t aware of pelvic floor exercises until it was too late”

“I have slowly pulled away and stopped all the things I once enjoyed”

We **support women's needs** across their life course



**women's
pelvic health**

Supporting the GP-physio-urogynaecology pathway



**peri-natal
pelvic health**

Supporting pelvic health during pregnancy and after birth

Linking all women to their **locally approved** and **standardised** care **pathway**,
supporting them when it matters.

connecting the whole health system

Work
Midwife
Post-natal
Pregnancy
Community
Menopause
Menstruation
Contraception
Physiotherapy
Voluntary sector
Domestic violence

Women's health hubs



Traditional pathway



Non-traditional pathway

 Department for Work & Pensions

 Public Health England

 Department of Health & Social Care

get **U** better



getUBetter & SWL
GP update 12/12/23
Co-morbidity

Major conditions - **co-morbidity** support



Breathing problems

Asthma

COPD

General support

General heart health

High blood pressure

High Cholesterol

Diabetes

get **U** better

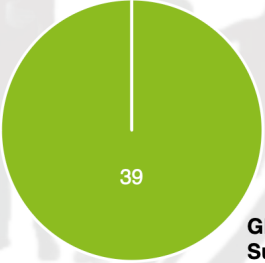
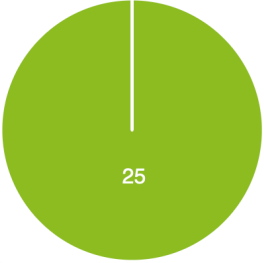
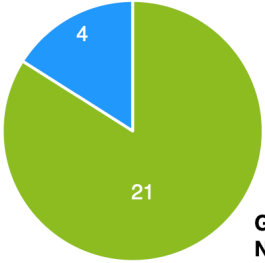

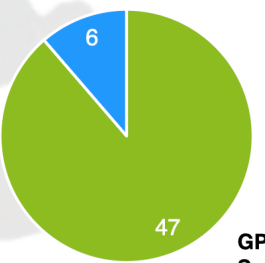
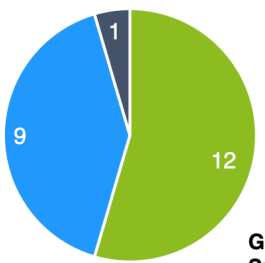


getUBetter & SWL
GP update 12/12/23
Deployment

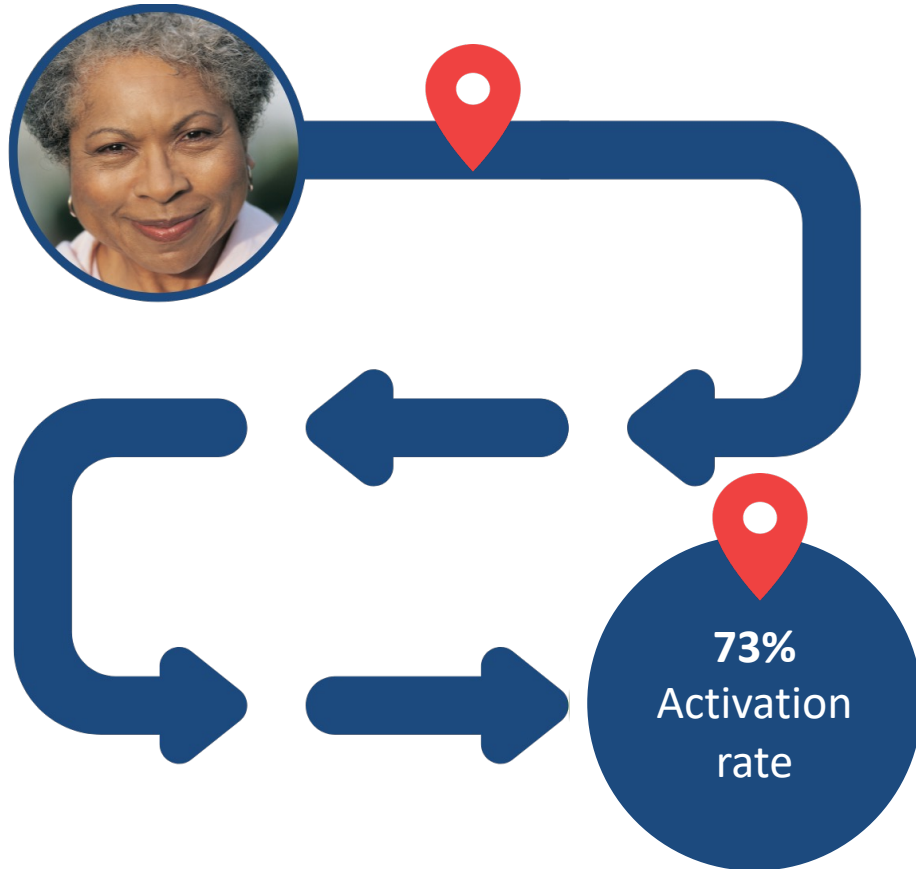


Practice Integration: November 2023

Powered by
get **U** better

Wandsworth - 8,437 active users	Kingston – 3,682 active users	Richmond – 3,432 active users
<p>50% patient activation</p>  <p>39</p> <p>GP led Surrey Physio FCP Self-refer to trust physio</p>	<p>63% patient activation</p>  <p>25</p> <p>GP led Practice FCP</p>	<p>71% patient activation</p>  <p>4</p> <p>21</p> <p>GP led No FCP- Self-refer to trust physio</p>
Sutton – 6,475 active users	Croydon 2,883 active users	Merton 812 active users
<p>70% patient activation</p>  <p>22</p> <p>GP led Surrey Physio FCP Sutton H&C self-refer</p>	<p>70% patient activation</p>  <p>6</p> <p>47</p> <p>GP led Surrey Physio FCP Connect Health physio</p>	<p>66% patient activation</p>  <p>1</p> <p>9</p> <p>12</p> <p>GP led Surrey Physio FCP Connect Health physio</p>

how do patients get access to their local MSK support app?



self-referral



routine care



get **U** better



getUBetter & SWL

GP update 12/12/23

What next

NHS Register using NHS login



Thank you
Any Questions

Dr Carey McClellan
CEO getUBetter
Carey@getUBetter.com