



**LONDON  
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## Digital Coproduction

Using physical activity open data in  
referral setting

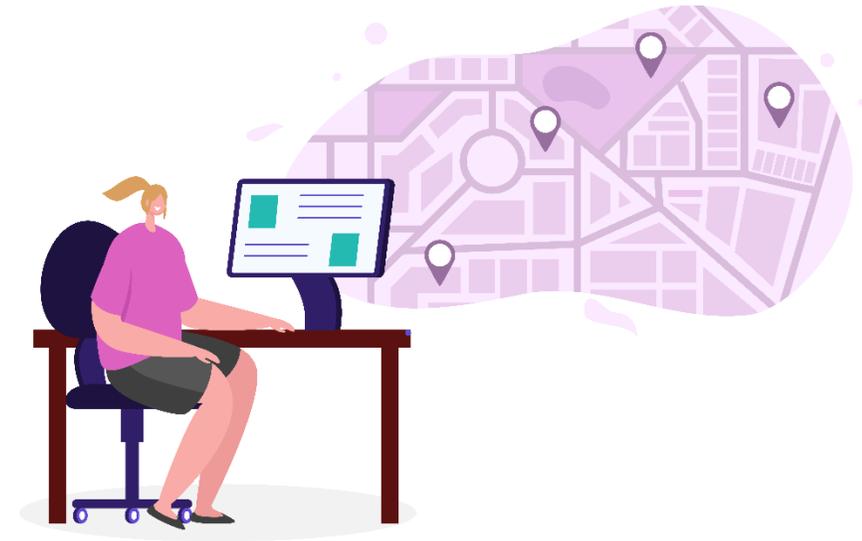
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# Overview

Digital Coproduction set out to look at several different developments, using open data, which could make it easier for link workers to refer a service user to a physical activity session which is relevant to their needs. The developments Digital Coproduction worked on were:

- 1) Integrating OpenActive data feeds into their Service Finder tool
- 2) How to make it easier for link workers to identify suitable activities by enabling them to filter the list of activities
- 3) Testing how data such as the contact details of the physical activity provider can be used to create a compelling and welcoming referral.



# 1) OpenActive integration



Digital Coproduction integrated OpenActive open data feeds into their Service Finder tool.

Initial feedback from the link workers in Waltham Forest suggested that using the OpenActive open data feeds could save them a significant amount of time per service user.

Currently, one link worker will spend up to 30 minutes research for each patient in finding appropriate activities, where it is estimated that this integration could save 15 minutes per patient.

The link workers also felt the OpenActive open data feeds could increase the chance of service users take up as they will be able to suggest more appropriate services, and they have more confidence using the tool as they may have missed activities in their research.

## 2) Filtering activities



Digital Coproduction explored how to make it easier for link workers to identify suitable activities by enabling them to filter the list of activities.

Their solution was based on that fact that some patients may not have any current interests in sport or physical activity and therefore might struggle to know what to look for.

To help with this, two different filtering features were created; pathways and activity context.



## 2) Filtering activities



The idea behind pathways was to present an appropriate pathway that would suit the service users' needs e.g., an active older person with diabetes, providing a quick search with preset criteria.

The link worker would simply click this pathway and search to view appropriate activities.

The idea behind activity context is that even if a patient doesn't know which activity they prefer, they might know the type of activity they would be interested in.

They could therefore choose which intensity level they prefer, whether they want to be indoor or outdoor, individual or team activity and whether they would like a facilitator led activity or not.

This search will then display activities close to where they live based on the inputted criteria.

Both of these filtering features were very well received, with every link worker that tested it stating they liked this method of filtering to find a suitable activity.

### 3) Personalised print



Digital Coproduction enabled the link worker to create a personalised print for those service users who do not have access to a phone.

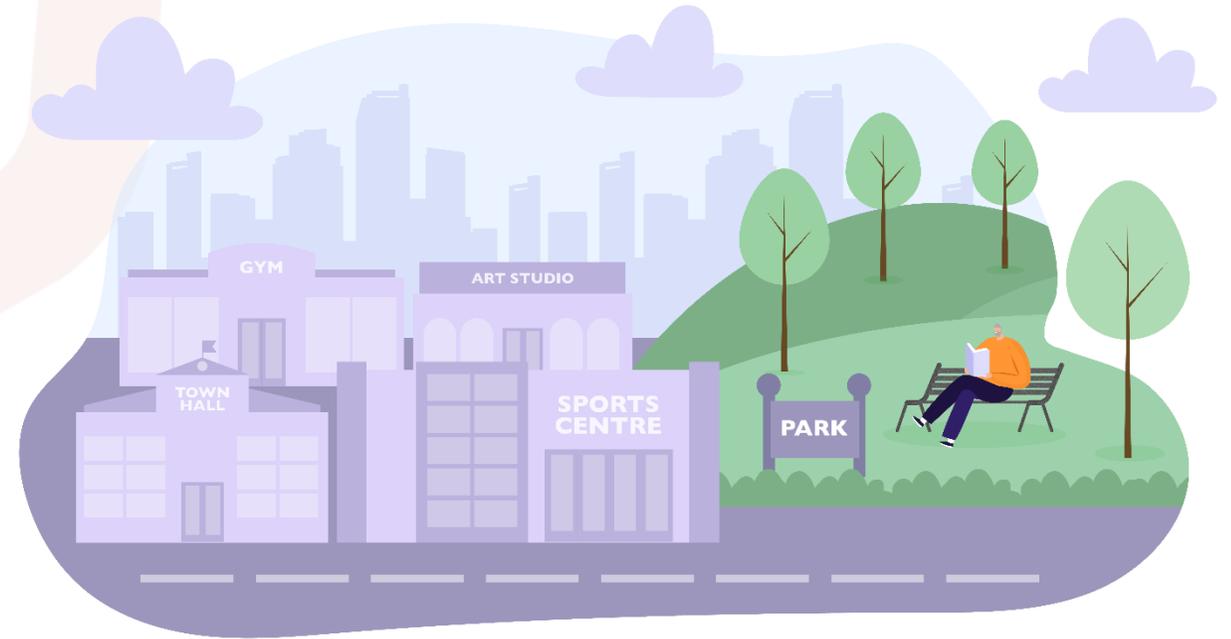
In Digital Coproduction's Service Finder tool, a service user could receive an email with a link to the relevant activities, along with the ability to print off the activity information.

Digital Coproduction reported that the service users they surveyed seemed to prefer electronic information rather than print-out, however it is important to note that some service users don't own a smartphone, and therefore in these cases the print-out is necessary.

# Digital Coproduction

*“Using Service Finder made it easier for our social prescribing link workers and health coaches to refer people with Pre-Diabetes into the most appropriate local services. This type of initiative can have a huge impact on prevention of Diabetes and prevention more generally.” - Dr Rishav Dhital, Walthamstow*

To take a look at Digital Coproduction's platform and view some of the developments just mentioned, [please see this short video.](#)



# Find out more

If you would like to hear more about the 'Using physical activity open data in referral settings' project, please contact [oliver.sisman@londonsport.org](mailto:oliver.sisman@londonsport.org)

If you would like to learn more about Digital Coproduction, please contact [ian@digitalcoproduction.co.uk](mailto:ian@digitalcoproduction.co.uk)

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