Health Place

Using physical activity open data in referral setting

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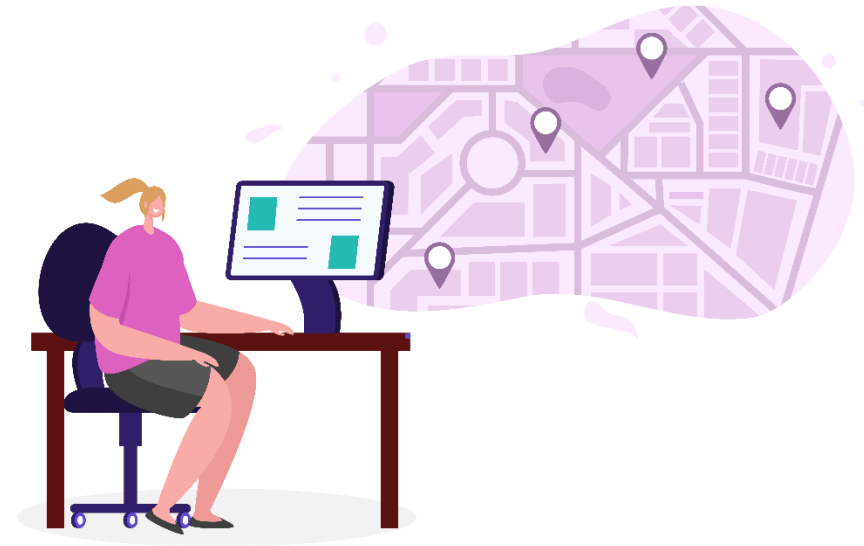
Health Place set out to look at several different developments, using open data, which could make it easier for link workers to refer a service user to a physical activity session which is relevant to their needs. The developments Health Place worked on were:

1) Developing a quiz which can help link workers match the needs of their service users to the key characteristics of the local opportunities available

2) Designing a conversational support system using artificial intelligence technology

1) Quiz

Health Place developed a quiz system, using OpenActive open data, that would allow link workers and service users to find activities that are right for them. The guided quiz included a number of filters including radius from post code, age range, activity intensity, time and day of activity plus the concept of goals. There is also the option to share name and contact information.

What is your main reason for wanting to be more physically active?

Please choose up to three reasons

Lose weight	Improve my muscle strength
Improve my appearance	Improve mental wellbeing
Improve overall fitness	Relieve muscle and bone p...
Improve self esteem	Improve my heart's health

1) Quiz

The reaction to the quiz system was very positive, with feedback from a link worker in Westminster stating *"It's looking really great. Love the icons and images. Would definitely use it".*

There was a particularly positive reaction regarding being able to embed the quiz within existing digital systems and therefore link worker and service user touch points. Examples of where the quiz has been embedded, or could be embedded, include:

a) Generic widgets within GP websites (which typically have c 4,000 hits per month).
b) Customised widgets within a resources section of a diabetes support website.
c) TPP SystmOne integration (which GPs use to hold data on patients) to enable a GP to make a direct exercise prescription.
d) Ability to copy and paste links into GP messaging system such as AccurX, IPlato or MJog.
e) Copy and share tools for social media
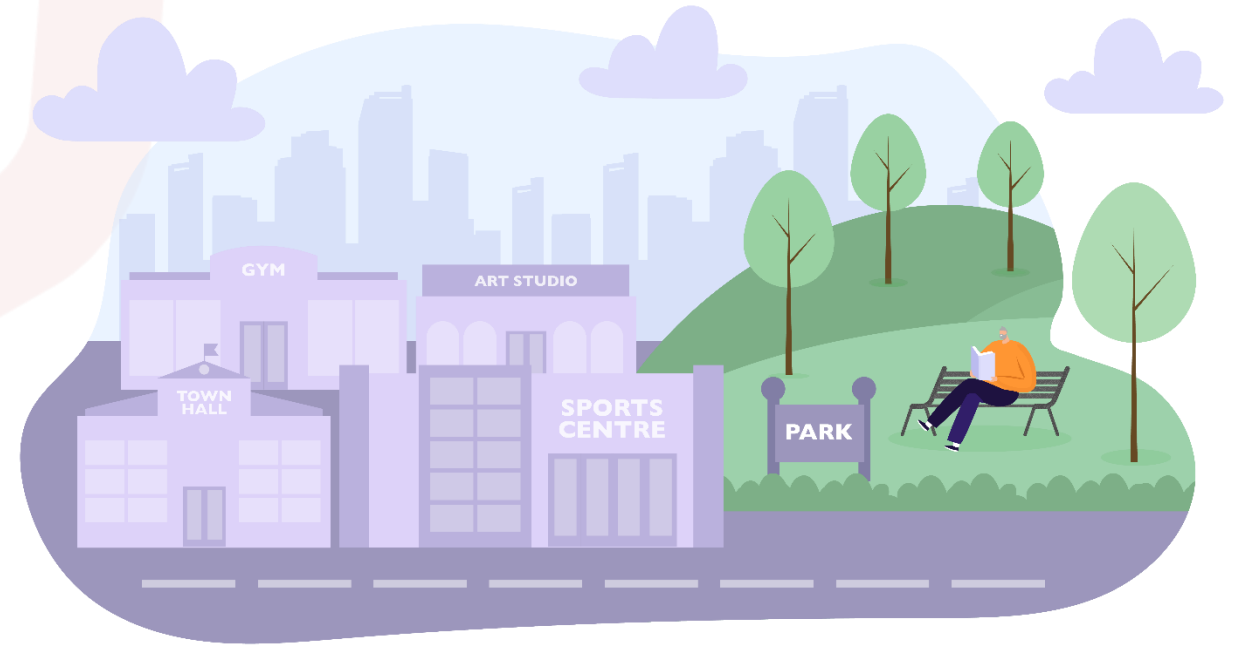
2) Conversational support system

Going forwards, Health Place are planning to design a conversational support system using Intercom, which will aim to:

- ☐ track progress
- ☐ recommend additional support opportunities, not limited to physical activity
- ☐ provide wider motivational support, with possible queues to escalate support as required

Health Place

"For millions of NHS patients, moving more and better is the super pill. With London Sport's fantastic help, Health Place has built a way for the NHS to connect tens of thousands of patients with tens of thousands of exercise opportunities on their doorstep, with a simple click of a button"
Matthew Pike, Health Place

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

If you would like to learn more about Health Place, please contact matthew@healthplace.io

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