



BEAUTIFUL INFORMATION

LEARN. ENJOY. DO GOOD.



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Beautiful information

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Beautiful Information

- A new type of Healthcare organisation
- Working across the NHS
- Developing solutions for Maternity
- Case Studies



***‘Our vision is to connect patients, clinicians and managers
through beautiful information to make healthcare
simple and transparent’***

WE AIM TO



establish an **innovation incubator** within the NHS for tech SMEs to refine their products

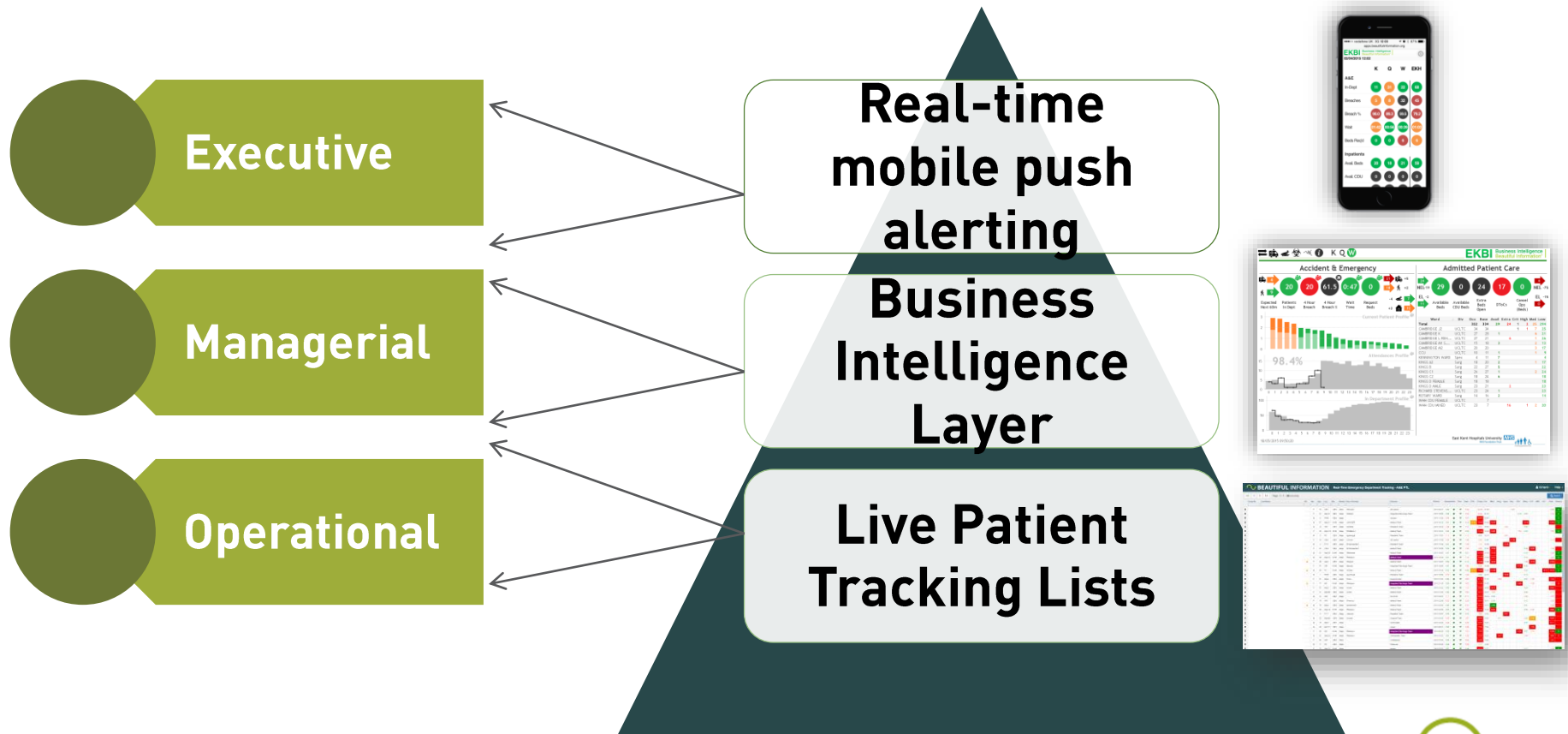
develop a new paradigm for how **public and private collaboration** can operate more efficiently

Encourage thought leadership and education services to raise the **level of informatics expertise** across the country

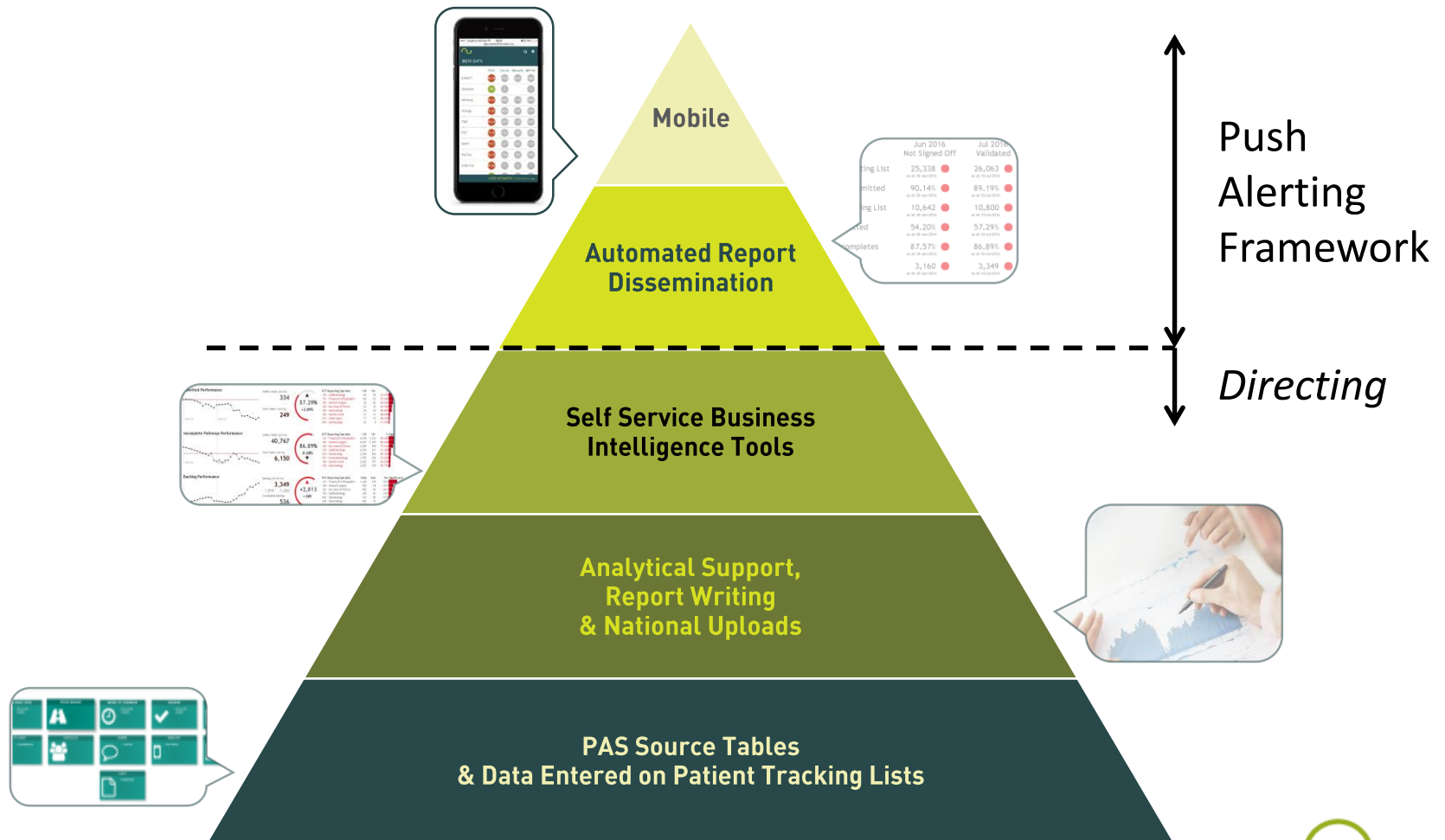
create a **self-funding entity** that generates research funding for informatics development in the NHS



BEAUTIFUL INFORMATION METHODOLOGY




BEAUTIFUL INFORMATION - IMPLEMENTATION



EXAMPLE CLIENTS

Ashford and St. Peter's Hospitals 
NHS Foundation Trust

Dorset County Hospital 
NHS Foundation Trust

Croydon Health Services 

The Rotherham NHS Foundation Trust

Royal Free London 
NHS Foundation Trust

Royal Surrey County Hospital 
NHS Foundation Trust

East Kent Hospitals University 
NHS Foundation Trust


South Kent Coast
Clinical Commissioning Group


Thanet Clinical Commissioning Group

Solent 
NHS Trust



Public Health
England



Improvement



UNIVERSITY OF
CAMBRIDGE
Judge Business School



Cambio⁺ Healthcare Systems
Safer and Smarter

www.beautifulinformation.org



Maternity Applications

Electronic Pathway Management

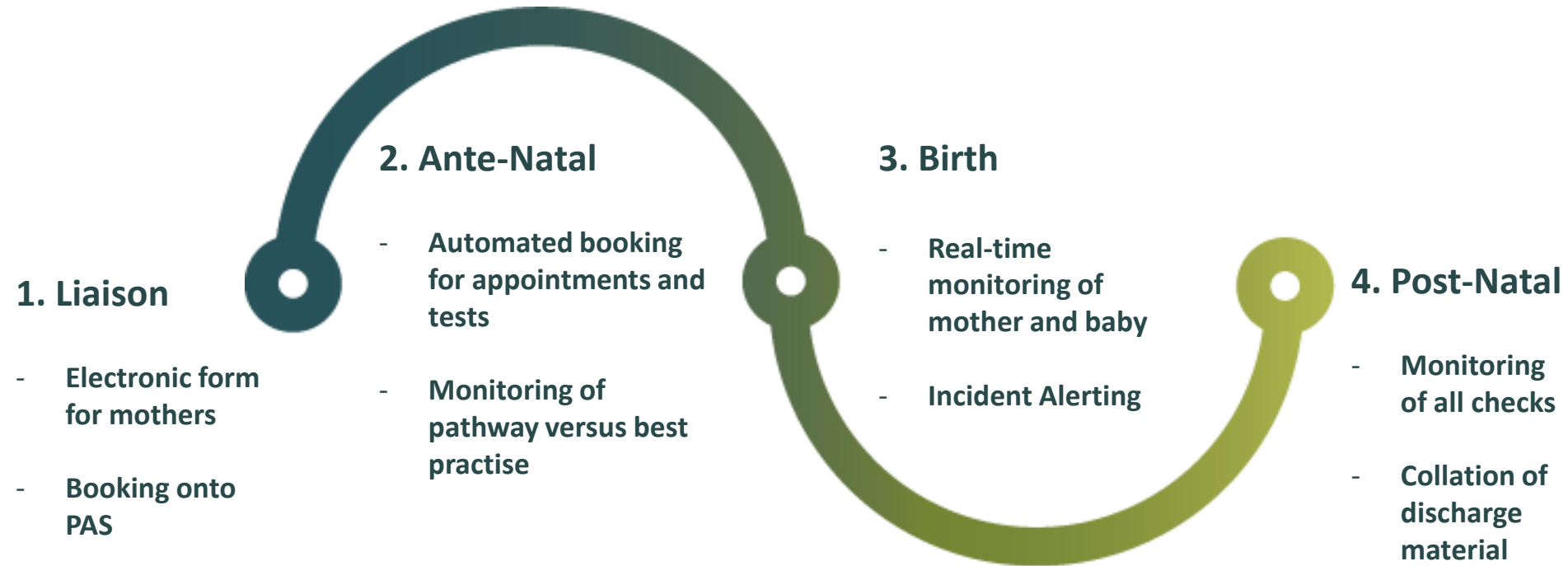
“Digital transformation will be the single most important driver of improvement in Maternity Services”

Dame Julia Cumberlege, MOMA Launch, East Kent Hospitals, 2017

THE PROBLEMS

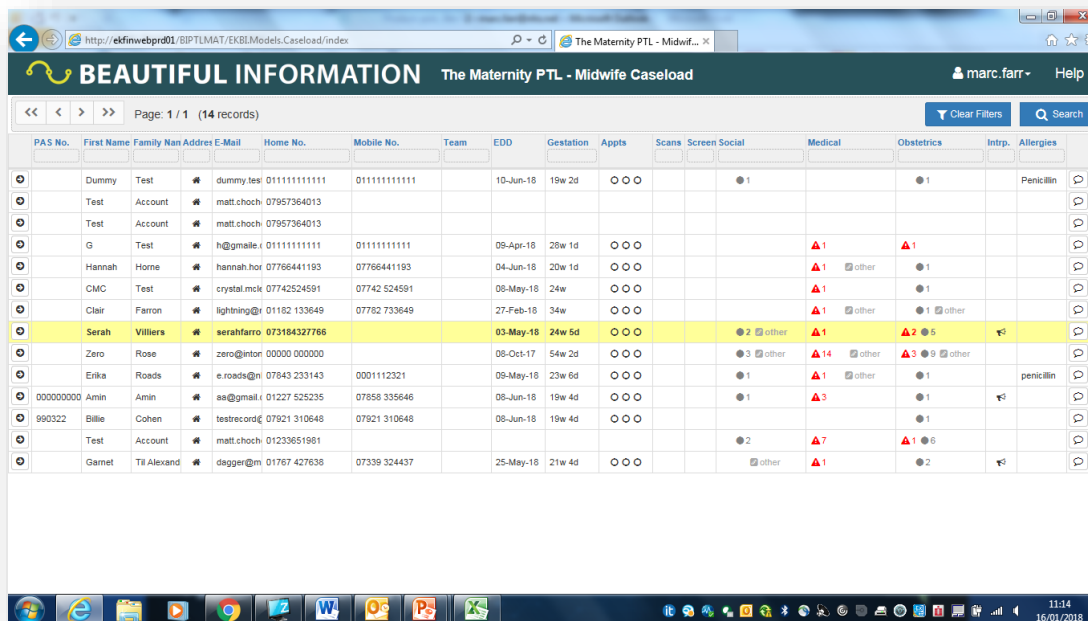
1. Traditionally paper based service
2. Duplication of data input
3. Patient data held in different systems
4. No visibility of patient pathways unless actually in the department
5. Delayed performance tracking e.g. diverts and closures, bookings
6. No intelligent use of data

MATERNITY- 4 PATHWAY STAGES FOR PAPERLESS

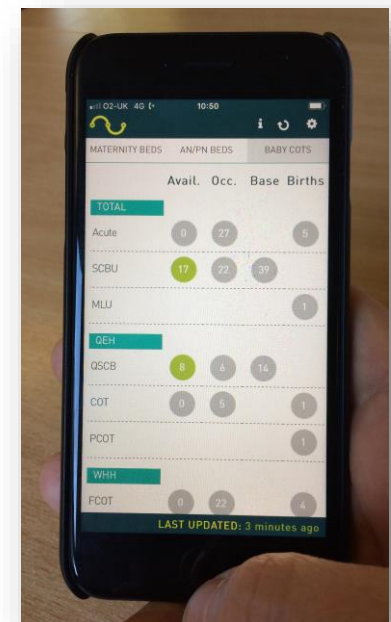


FEATURES SUMMARY

1. Electronic patient summary from pregnancy to post-natal checks
2. Live patient pathway data linked to local administrative and clinical systems
3. Clear workflow by role, updated each day
4. Use of graphics and colours for alerting and notification



PAS No.	First Name	Family Name	Nat Address	E-Mail	Home No.	Mobile No.	Team	EDD	Gestation	Appts	Scans	Screen Social	Medical	Obstetrics	Intrap.	Allergies
0	Dummy	Test		dummy.test	0111111111111111	0111111111111111		10-Jun-18	19w 2d	○ ○ ○			● 1		● 1	Penicillin
0	Test	Account		matt.chochi	07957364013											
0	Test	Account		matt.chochi	07957364013											
0	G	Test		h.gmalie	0111111111111111	0111111111111111		09-Apr-18	28w 1d	○ ○ ○			▲ 1		▲ 1	
0	Hannah	Home		hannah.hor	07766441193	07766441193		04-Jun-18	20w 1d	○ ○ ○			▲ 1	other	● 1	
0	CMC	Test		crystal.mck	07742524591	07742 524591		08-May-18	24w	○ ○ ○			▲ 1		● 1	
0	Clair	Farron		lightning@	01182 133649	07782 733649		27-Feb-18	34w	○ ○ ○			▲ 1	other	● 1	other
0	Serah	Villiers		serahfarr	073184327766			03-May-18	24w 5d	○ ○ ○			▲ 1	other	▲ 2 ● 5	
0	Zero	Rose		zero@intor	00000 000000			08-Oct-17	54w 2d	○ ○ ○			● 3	other	▲ 14	other
0	Erika	Roads		e.roads@n	07843 233143	0001112321		09-May-18	23w 6d	○ ○ ○			● 1	other	● 1	penicillin
0	0000000000	Amin		as@gmail	01227 525235	07858 335646		08-Jun-18	19w 4d	○ ○ ○			● 1		● 1	
0	990322	Billie	Cohen	testrecor	07921 310648	07921 310648		08-Jun-18	19w 4d	○ ○ ○			● 1		● 1	
0	Test	Account		matt.chochi	01233651981								● 2		▲ 1 ● 6	
0	Garnet	Til Alexand		dagger@m	01767 427638	07339 324437		25-May-18	21w 4d	○ ○ ○			other	▲ 1	● 2	



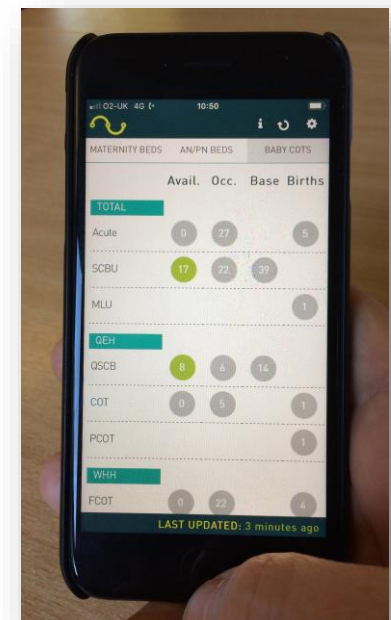
BENEFITS SUMMARY

1. Transparency of data for all clinicians and managers for all pathway steps anytime anywhere
2. Live view by site of performance
3. Improved breach and divert management

BEAUTIFUL INFORMATION The Maternity PTL - Midwife Caseload

Page: 1 / 1 (14 records)

PAS No.	First Name	Family Name	Address	E-Mail	Home No.	Mobile No.	Team	EDD	Gestation	Appts	Scans	Screen	Social	Medical	Obstetrics	Intrap.	Allergies
	Dummy	Test		dummy.test	0111111111111111	0111111111111111		10-Jun-18	19w 2d	○ ○ ○				● 1		● 1	Penicillin
	Test	Account		matt.chochi	07957364013												
	Test	Account		matt.chochi	07957364013												
	G	Test		h.gmaile	0111111111111111	0111111111111111		09-Apr-18	28w 1d	○ ○ ○				▲ 1	▲ 1		
	Hannah	Home		hannah.hor	07766441193	07766441193		04-Jun-18	20w 1d	○ ○ ○				▲ 1	other	● 1	
	CMC	Test		crystal.mck	07742524591	07742524591		08-May-18	24w	○ ○ ○				▲ 1		● 1	
	Clair	Farron		lightning@	01182 133649	07782 733649		27-Feb-18	34w	○ ○ ○				▲ 1	other	● 1	other
	Serah	Villiers		serahfarro	073184327766			03-May-18	24w 5d	○ ○ ○				● 2	other	▲ 2	● 5
	Zero	Rose		zero@intor	000000 000000			08-Oct-17	54w 2d	○ ○ ○				● 3	other	▲ 14	other
	Erika	Roads		e.roads@n	07843 233143	0001112321		09-May-18	23w 6d	○ ○ ○				● 1	▲ 1	other	● 1
	0000000000	Amin		as@gmail	01227 525235	07858 335646		08-Jun-18	19w 4d	○ ○ ○				● 1	▲ 3		penicillin
	990322	Billie	Cohen	testrecor	07921 310648	07921 310648		08-Jun-18	19w 4d	○ ○ ○						● 1	
	Test	Account		matt.chochi	01233651981									● 2	▲ 7	▲ 1	● 6
	Garnet	Til Alexand		dagger@n	01767 427638	07339 324437		25-May-18	21w 4d	○ ○ ○				other	▲ 1	● 2	



Transparent data

- Pathway points booked up front and tracked
- Achieving almost 100% of bookings on time
- Improvement in meeting screening criteria
- Ensuring 100% of high risk women get early referral to cons. ANC

Intelligent use of data

→ MyOwnMaternityApp

→ Mental health screening

→ Clinical alerts as we work



MOMA

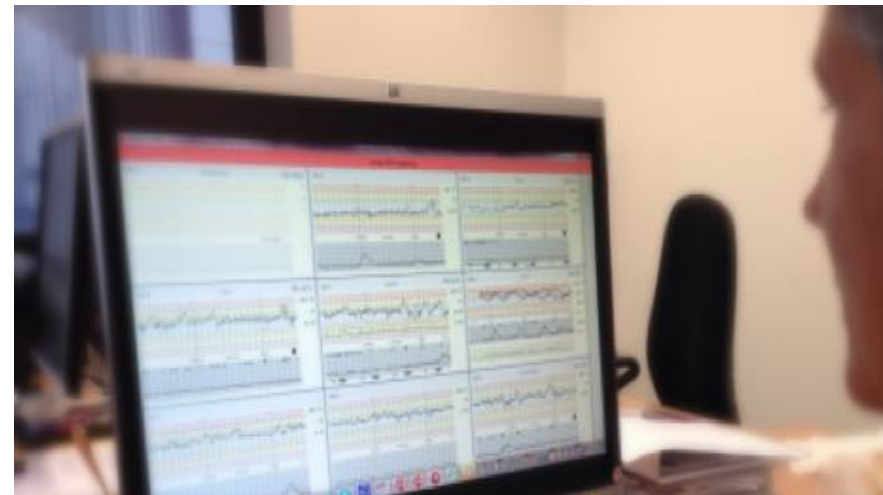
- Quality assured information for women
- Minimal text maximal multimedia
- Portal to access digital handheld records



Clinical alerts

- CTG fresh eyes
- Investigation results
- Remote hospital from home

PAS No.	NHS No.	First name	Family Name	DOB	Address	E-Mail	Home No.	Mobile No.	Last Period	EDD	Gestation	Smoke	Diabet	Pre-Ecl	Intrap	Prev.D	Allergies
0123456	Test	Account	03-Apr-88	123 Fake Street CT1 3NG	matt.choch	01233581981						(S)					
0	Test	Account	04-Sep-17	123 Fake street	matt.choch	07957364013											
0	Test	Account	04-Sep-17	123 Fake street	matt.choch	07957364013											
0	Zero	Rose	15-Nov-88	The Cathedral City	zero@getor	00000 000000			01-Jan-17	08-Oct-17	54w 2d	(S)					5
0	987654321	Clear	Farron	13-Mar-93	Hel 13 New Bodham Cocoon	lighting@	01192 133649	07782 733649	23-May-17	27-Feb-18	34w						0
0	G	Test	06-Apr-00	25 The Grange Brotherton Kent	h@mate	01111111111	01111111111	03-Jul-17	09-Apr-18	29w 1d							1
0	101132131	Sarah	Villers	15-May-98	10 Station Street Oerba Gran Pulse GP13 2LR	serafimor	07318422786	07318422786	27-Jul-17	03-May-18	24w 5d	(S)					2
0	OMG	Test	26-Sep-98	Room 52 Management Offices Kent and Canterbury	crystal.moi	07742524591	07742 524591	01-Aug-17	08-May-18	24w							2
0	712045621	Enke	Roads	18-Nov-80	13 never Ending Street Ashford kent	e.read@n	07843 233143	000112321	02-Aug-17	08-May-18	23w 6d						1
0	Giamet	Ti Alexanc	18-Jan-01	Alexandra Castle Alexandria Midst Continent Gales	oaggen@r	01767 427639	07339 324437	18-Aug-17	25-May-18	21w 4d							0
0	Hannah	Home	01-Apr-83	110 Isurist ave	hannah.h	07766441193	07766441193	28-Aug-17	04-Jun-18	20w 1d							1
0	Dummy	Test	11-Dec-83	1 The Street Ramsgate CT11 8OP	dummy.test	01111111111	01111111111	03-Sep-17	10-Jun-18	19w 2d	(S)						0
0	625 321 22	Amin	01-Dec-89	17 I want to live somewhere else Canterbury	am@gmail	01227 525235	07858 355646	01-Sep-17	08-Jun-18	19w 4d	(S)						0
0	431015387	Bille	Cohen	19-Jun-84	Flat 7 21 Chapel Place Ramsgate CT11 9SB	testrecard	07921 310640	07921 310640	01-Sep-17	08-Jun-18	19w 4d						0



The future

→ Targeted PTL information for clinicians

- E.g. automated triggers notifying full capacity, admissions requiring cons. presence etc.

→ Phase two of MOMA

- Up-coming appointments and scans when logging in
- Health condition alerts
e.g. smoking, obesity, mental health

WHY ENGAGE WITH BEAUTIFUL INFORMATION FOR MATERNITY

- Transform the Maternity pathway from paper to electronic
- Create savings through efficiency gains
- Improve patient safety through live transparent view of mother and baby, accessible from anywhere
- Affordable development provided by an NHS owned company



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