

Know Diabetes Service Overview

Know Diabetes (KD) is an innovative, world-class digital empowerment solution for people living with or at high risk of diabetes. It supports the growing diabetes population of North West London (NWL) at a time that suits them and is available 24/7. The three main parts are:

- An interactive website where people with or at risk of diabetes can learn about diabetes and track their biometrics via access to their personalised online health record.
- A single place for NHS professionals and people with diabetes to find information about local diabetes resources they can access.
- Ground-breaking person-centred targeted population health communications channel via email or text (SMS) to provide people with the right information at the right time based on their individual needs and preferences.

NWL is working as part of a wider pan-London collaboration to extend the Know Diabetes capabilities more broadly across London.

Key numbers:

- **5m** Know Diabetes website page views
- **352k** records integrated with clinical system data
- **224k** email addresses in the platform
- **96k** different individuals were sent an email campaign in 2022 (Wembley Stadium at capacity)
- **Over 14k** users have already created an NHS Know Diabetes (KD) account with access to their clinical metrics
- **344** different practices now have at least one patient with a KD account
- Youngest and oldest people are aged 19 and 99, respectively
- Of the first 854 people that have self-identified their ethnicity, 72% are non-white British

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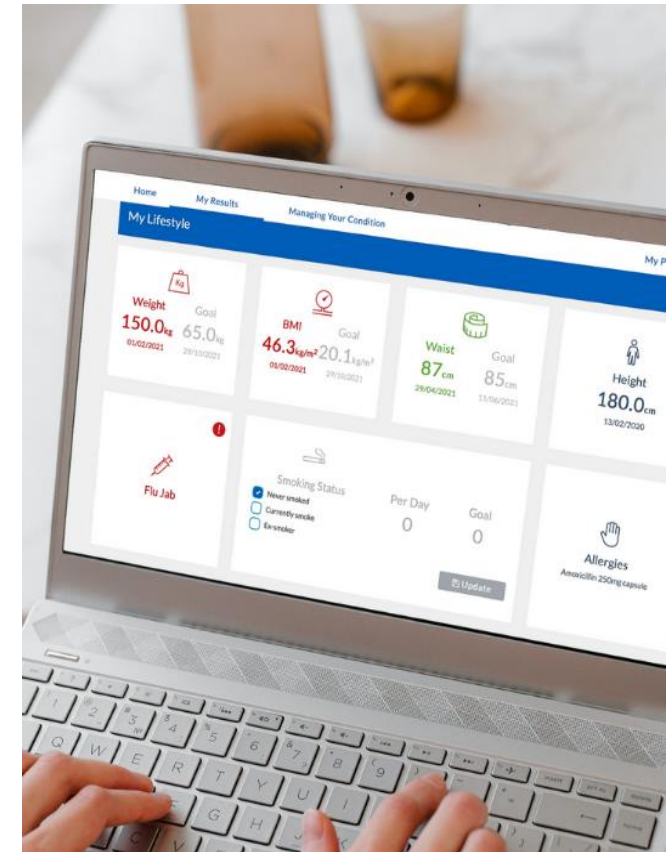
PATIENT FEEDBACK

**I have diabetes and I didn't
know there was all this help
out there!**

Azza, Hammersmith & Fulham

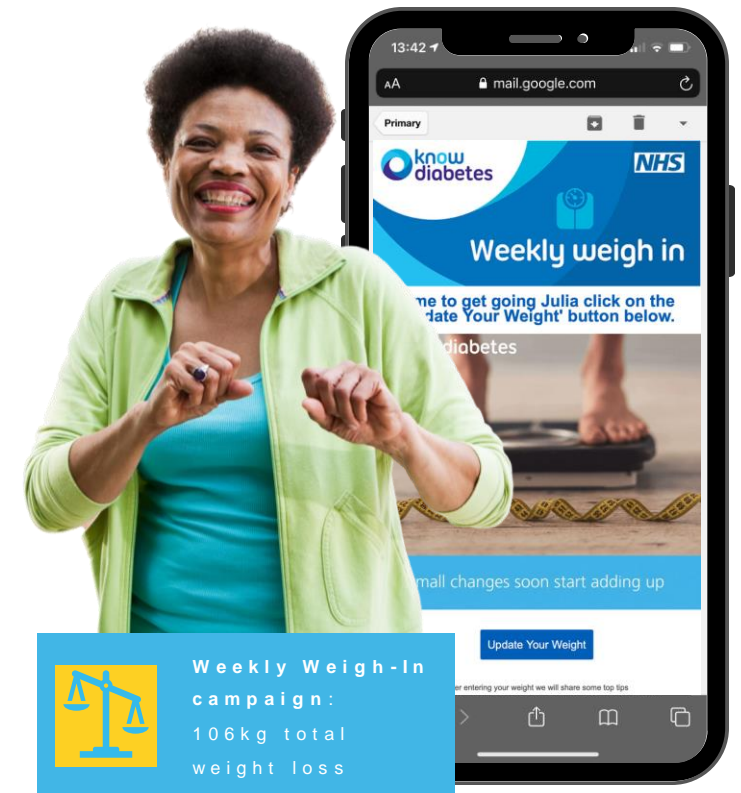
The pain points that Know Diabetes is solving

- **Patients don't know what their targets should be.** Of the 902 patients who took our eye health quiz in 2022, 37% were unable to identify what a healthy blood pressure level should be for someone living with diabetes. KD allows patients to view their personalised health dashboard with all their latest results (see image right). Patients receive reminders to get their 9 KCPs and advice on how to improve their 3TTs by setting goals and targets.
- **Some patients only touch point is at their annual diabetes review.** Diabetes is a mostly self-managed condition, and according to a study done by Diabetes UK, people with diabetes spend only 3 hours a year with a healthcare professional. For the remaining 8,757 hours, they manage their diabetes themselves. Know Diabetes bridges this gap by providing support and information 24/7, and giving patients the tools and (over 250) resources to better self-manage their condition.
- **Patients might find it difficult to talk to their GP about certain topics**, such as obesity and sexual health. Patients can learn informally and non-judgmentally via our website and educational emails (rated 10/10 by 50% of users in 2022), as well as our anonymous 'Ask the Expert' feature [here](#).
- **There's lots of information out there, patients don't know what to believe.** Know Diabetes provides evidence-based, reviewed and jargon-free content signed off by local clinicians in North West London. It's content that patients can trust all in one place.
- **There's so much going on, it's hard to keep up.** Patients, GPs and other healthcare professionals can find out about the latest offers of support, programmes and courses on the Know Diabetes website, and via email updates.



The gain points for GP practices

- **More confident and knowledgeable diabetes and NDH patients**, through evidence-based unstructured education, QISMET-approved eLearning courses, expert blogs and educational email campaigns.
- **Fewer patients calling up for test results** as they can view their latest test results on their personalised KD health dashboard.
- **21% reduction in GP appointments** - analysis of first 4,126 Know Diabetes service users demonstrated a 21% reduction in GP appointments compared to before KDS account creation. For a practice with an average diabetes register of 448 patients, this equates to 106 fewer appointments annually.
- **Increase referrals to programmes.** NDPP and diabetes structured education attendance are both elements within the NWL Diabetes Enhanced Service. An email campaign to boost NDPP referrals led to a 245% increase in referrals onto the programme, whilst remote structured education course enrolment increased by 64% following email engagement campaign.
- **Patient access to culturally specific resources**, including [meal plans](#) (3,500 downloaded), recipe guides and [translated videos](#) (over 1,100 views monthly views). The KD website was translated 2,199 times in 2022, into 61 different languages using the [Reach Deck tool](#).
- **Staff access to resources and information all in one place** via the KD Healthcare Professionals pages [here](#). The KD Professionals Hub provides information on programmes and training, professional guidelines, and news and updates all in one place.



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GP FEEDBACK

Sending a text and a link to the Know Diabetes website prompting our patients to sign up worked really well. I also discuss it in yearly reviews.

Dr K., Hounslow

What to do

Send an SMS to your type 2 diabetes patients inviting them to create a free NHS Know Diabetes account. Draft copy below:

Dear <insert first name of patient>, We would like to invite you to create your NHS Know Diabetes account. This will give you access to your health record and latest test results, and provide you with tips, advice and resources to support you with your diabetes. Create an account in just a few clicks with NHS Login here: <https://www.knowdiabetes.org.uk/register/>

