

Personalising Health and Care 2020 – Key Points

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https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/374539/Personalised_Health_and_Care_for_All_2020_-_Final_Version.pdf
- Incentivise GPs to prescribe the use of apps and other digital tools in a key strategy document next week, according to an NHS England national director.
- NHS app store being developed by the National Information Board, and
- Voluntary kite marking scheme would give patients ‘a degree of assurance’ about digital health products - plans were not yet finalised. Accredited apps will get access to NHS Choices, will be able to carry the NHS brand
- “We want to provide GPs, citizens [and] carers with some level of reassurance... that the NHS has taken a view of a particular digital tool or service and is able to endorse it” Tim Kelsey, national director for patients and information
- “Accelerate development and use of innovative information based services – including mobile apps – for the benefit of people, professionals and organisations, a partnership with industry and with health and care providers.” DH paper 2012 - *The power of information: Putting all of us in control of the health and care information we need.*