



The UK's leading digital primary healthcare
platform for the NHS

Assess symptoms. Manage conditions. Drive prevention

About Doctorlink



**The leading NHS
supplier**

for online Symptom
Assessment



Fully scalable

Secure digital
infrastructure



60 million

Health assessments
to date



18 years

of delivering
health tech



125

Employees across UK
and US



Founded by Eight
Roads, backed by
Fidelity

£40 million



9 million

users worldwide



Fully indemnified

Market solution

Our Clients



Government/Public sector



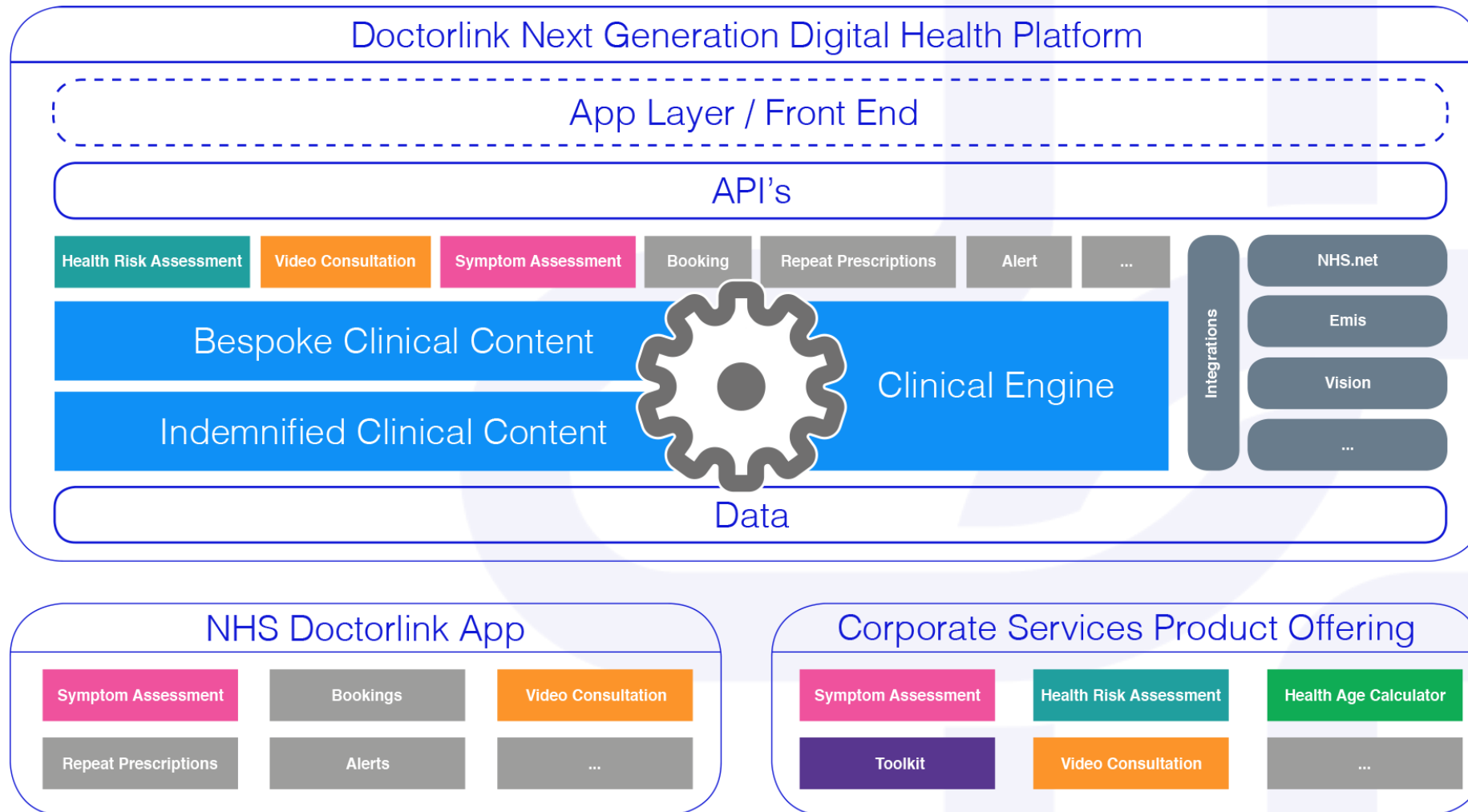
Insurers



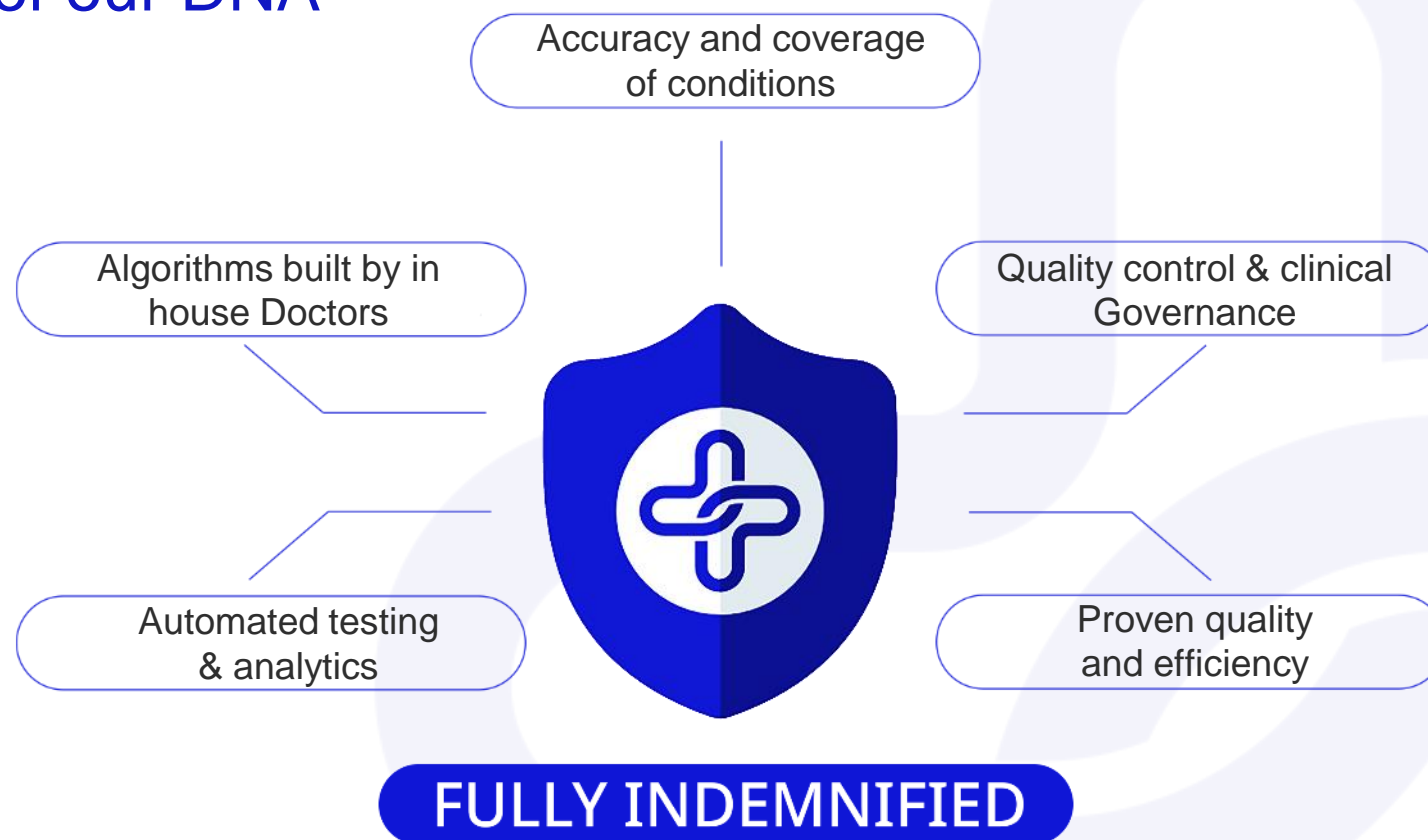
Healthcare Providers



The Doctorlink Digital Health Platform



Safety is part of our DNA



Accreditations

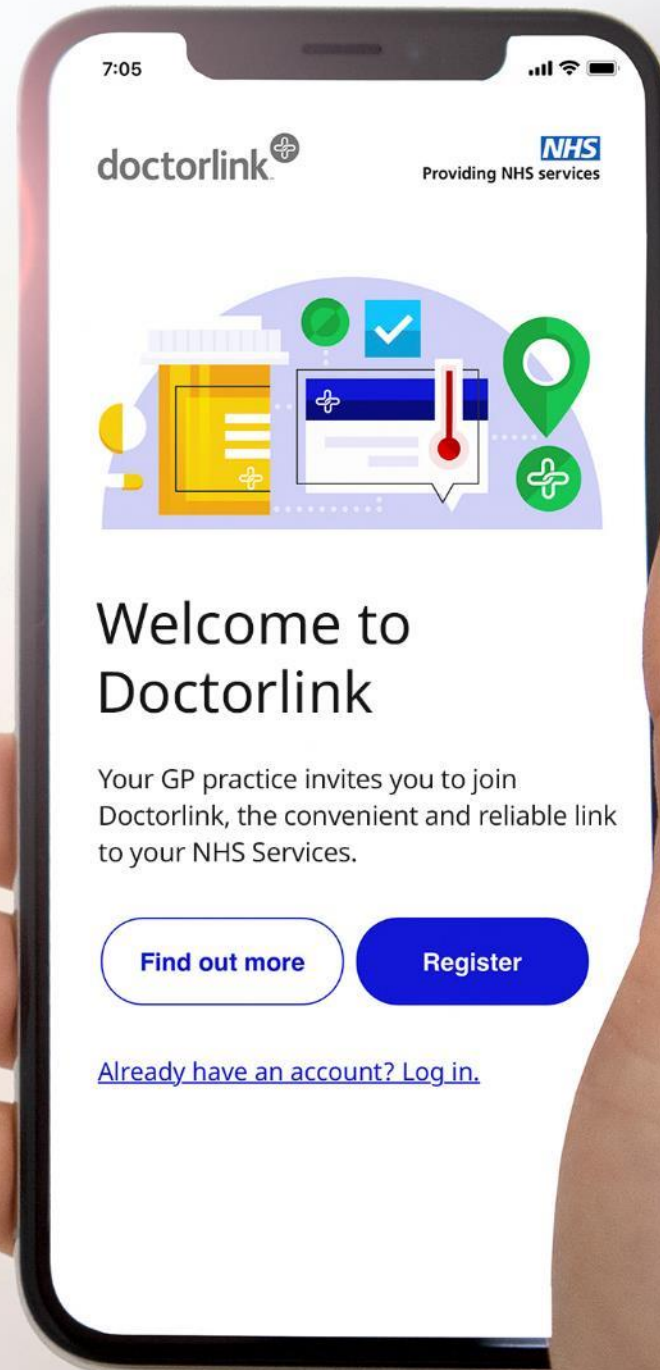


Symptom Assessment

Doctorlink is the leading provider of online Symptom Assessment to the NHS



Providing NHS services



Symptom Assessment – Features

Algorithms built using Bayesian logic ☐

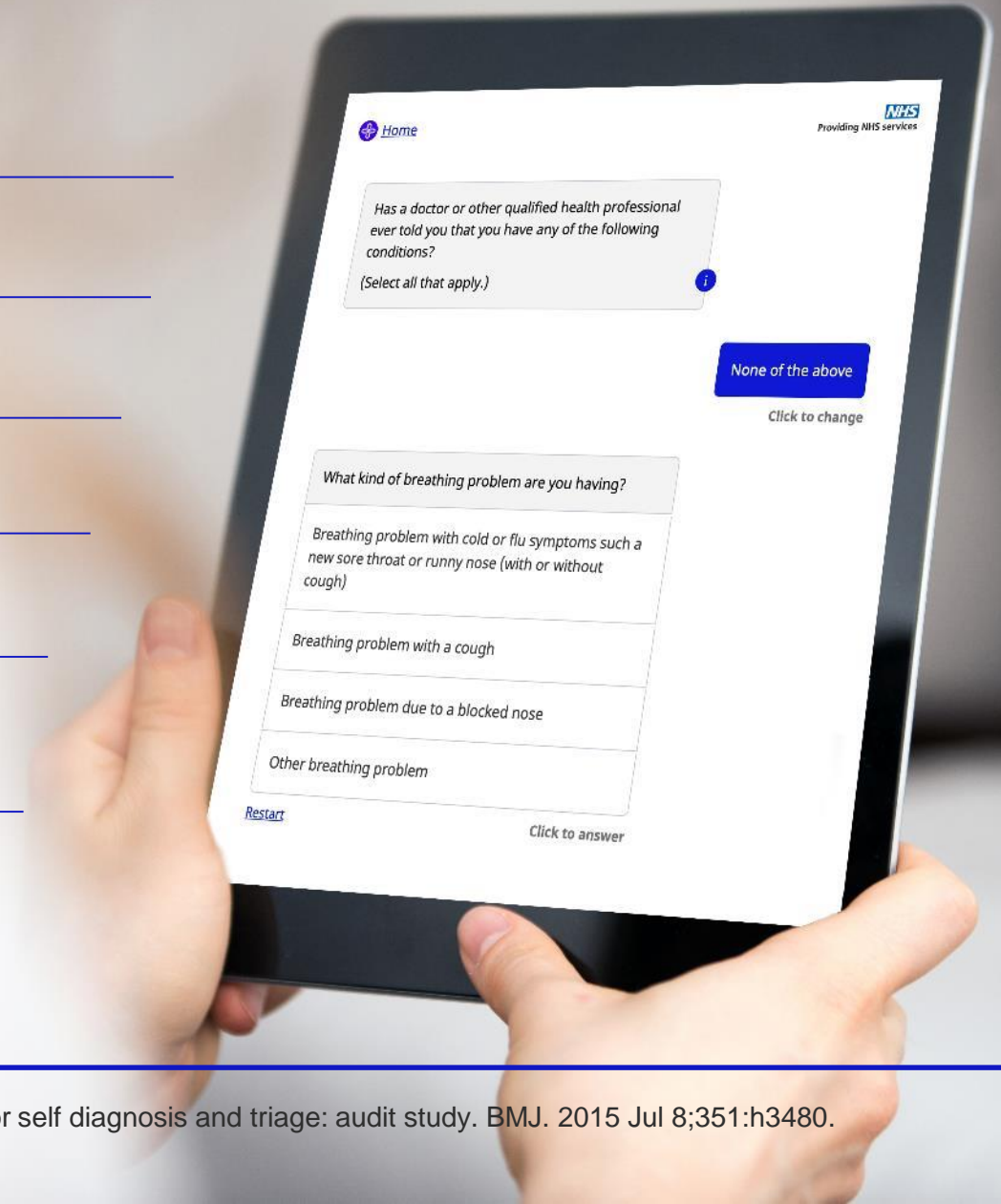
Symptom Assessment covering 93% of presented conditions ☐

Most accurate Symptom Assessment available¹ ☐

Fully indemnified ☐

Web & App accessibility ☐

Fully customisable ☐



1. Semigran HL, Linder JA, Gidengil C, Mehrotra A. Evaluation of symptom checkers for self diagnosis and triage: audit study. BMJ. 2015 Jul 8;351:h3480.

Patient Journey

Check your symptoms

The screen shows the 'Feeling unwell?' section with instructions to answer questions to find the best treatment option. A list of symptoms is provided, with 'Typical common cold or "flu" symptoms' selected and marked with an information icon. At the bottom are 'Restart' and 'Click to answer' links.

Home NHS Providing NHS services

Feeling unwell?

Answer the questions below to help you find the best option to treat your symptoms

What is your MOST worrying problem?
These are the most common problems. If your problem is not listed here, select the final answer.

- Pain of any kind
- Skin, hair or nail problem
- Typical common cold or "flu" symptoms ⓘ
- Breathing problems
- Cough
- Sore throat
- Eye or vision problem
- Other problem not listed

Restart Click to answer

Get guidance to the right care

The 'Results' screen provides guidance based on the symptoms entered. It recommends discussing the issue with a doctor within 24 hours or calling 111. It also lists the 'Places to seek treatment', specifically the user's registered GP surgery with its hours and a link to show more details. A 'Book Appointment' button is prominently displayed. At the bottom, it shows the 'Primary result 1' with a link to show more details.

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Results

What we recommend
Discuss this with a doctor in the next 24 hours. If this is not possible, call 111.

Places to seek treatment
Your registered GP surgery
Open now 07:00-19:00
[Show more details](#)

Book Appointment

Primary result 1
[Show more details](#)

Book your GP appointment

The 'Book appointment' screen allows users to choose a time slot. It shows the current week (Week 1, 6 Aug - 9 Aug) and the day (Monday, 6 August). Three appointment options are listed: Face to face with Dr. Ian Chapman (10:00 - 10:10am), Face to face with Dr. Ipeleng Mohojane (10:20 - 10:30am), and Telephone with Dr. Clara Ludgate (10:30 - 10:50am). Navigation arrows are present for previous and next weeks.

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Book appointment

Choose a time slot

Here are the time slots available in the next 3 days.

Week 1
6 Aug - 9 Aug
Monday, 6 August

Face to face Dr. Ian Chapman Swiss Cottage Surgery	10:00 - 10:10am
Face to face Dr. Ipeleng Mohojane Swiss Cottage Surgery	10:20 - 10:30am
Telephone Dr. Clara Ludgate	10:30 - 10:50am

Results



19%

of patients are recommended self-care

1 in 5

people could be seen via remote appointment following Symptom Assessment

2/3rds

of patients do not need an appointment the same day

50%

of patients directed to more appropriate channels like self-care or digital consultation

Symptom Assessment – a digital front door to the NHS

“In a climate when NHS England is struggling to invest sufficient funds to relieve the demand on practices, Doctorlink is helping us to help to reduce demand on services, offer better access for patients seeking care, and transform the experience for working GPs helping us to attract and retain talent. I would definitely recommend Doctorlink to other healthcare providers.”

Emmy Butcher, Managing Partner, Beversbrook Medical Centre



Challenge - Healthcare providers under pressure

Primary care in the NHS is failing to keep up with increasing demand, leaving patients unable to get an appointment with their GP.

Solution - Transforming the system

Doctorlink's clinically approved Symptom Assessment and service finder tool, directs patients to the most appropriate care pathway including self-help, pharmacy, urgent care, and further diagnostic testing.

Patients can book an appointment, video or face-to-face, in a timeframe based upon their priority level.

Doctorlink has been implemented into over 300 practices across 35 CCG areas and is currently contracted to **cover 9 million patients**.

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Practices that have been using Doctorlink for six months show up to **25%** reduction in demand



19% of patients are recommended self-care



Only **33%** of patients are directed to a same day appointment



Half of patients can be managed through telephone or video consultation



35 CCG's, **300** practices, **9** million patients



Annual savings of **£477K** and **c15K** hours of clinical time per year

Health Risk Assessment

Smarter solutions for improved risk stratification and prevention, customer engagement and outstanding brand trust.



Health Risk Assessment – Features

7 Health Risks and 6 Wellbeing Checks ○

Clinically approved tips to reduce health risks ○

Secure and clinically robust ○

Fully customisable ○

Managed care & referrals, provider notified ○

Occupational health benefits platform integration ○



Health Risk Assessment - Results

Over 1.2 million

assessments using HRA have been completed to date across a range of global clients.

60%

users report a positive change to their health

75%

revisit monthly

Improving patient experience with HRA

Kaiser Permanente is an integrated insurer and provider with 5m patients



The challenge

KP were struggling with patient engagement resulting in delayed diagnoses and increased cost

Solution – A patient touch point for proactive service and prevention

To take their online health assessment to a new level to improve the experience for their patients and doctors by connecting their services and providing personalised prognosis and care to their customers.

The Health Profile solution is scalable, dynamically linked to patients' Electronic Medical Record, easy to modify, and under the control of the clients' clinical team.

- ✓ Profile benchmarking
- ✓ Monitoring of chronic conditions
- ✓ Triggering contact with the patient and arrangements for care
- ✓ Risk stratification
- ✓ Prepopulated EMR data
- ✓ Individualised flows
- ✓ Relevant info highlighted for clinicians
- ✓ Improved user experience
- ✓ Trends - compare current results to past results at the click of a button



+400,000

Health Assessments completed

“The Health Profile is now a truly unique and trusted asset. We can take the patient experience to the next level, with individual approach and providing additional resources for their personal health management.”

Susan Carol Bradford, Manager of Screening and Outreach at Group Health

Driving behavioural change with HRA

"We chose the Doctorlink platform because it is one of the best – it's comprehensive and uses a design layout and a language that is so easy to understand".

Jeremy Theobald, Managing Health Editor in Group Medical



The challenge

Bupa was looking to add customised interactive health management tools to its online clinical information and find a suite of integrated HRAs to make available across its many countries and businesses.

Solution – A patient touch point for proactive service and prevention

Doctorlink launched a Bupa-branded version of its proprietary evidence-based Health Risk Assessment, providing a basis for personalised offering, risk projections and management.

With Doctorlink, Bupa were able to bring consistency of health information across businesses and gain actionable data from a single multi-language and multi-country database for aggregate reporting.

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80%
were likely to recommend
to friends



60%
triggered to make a positive
change to their health



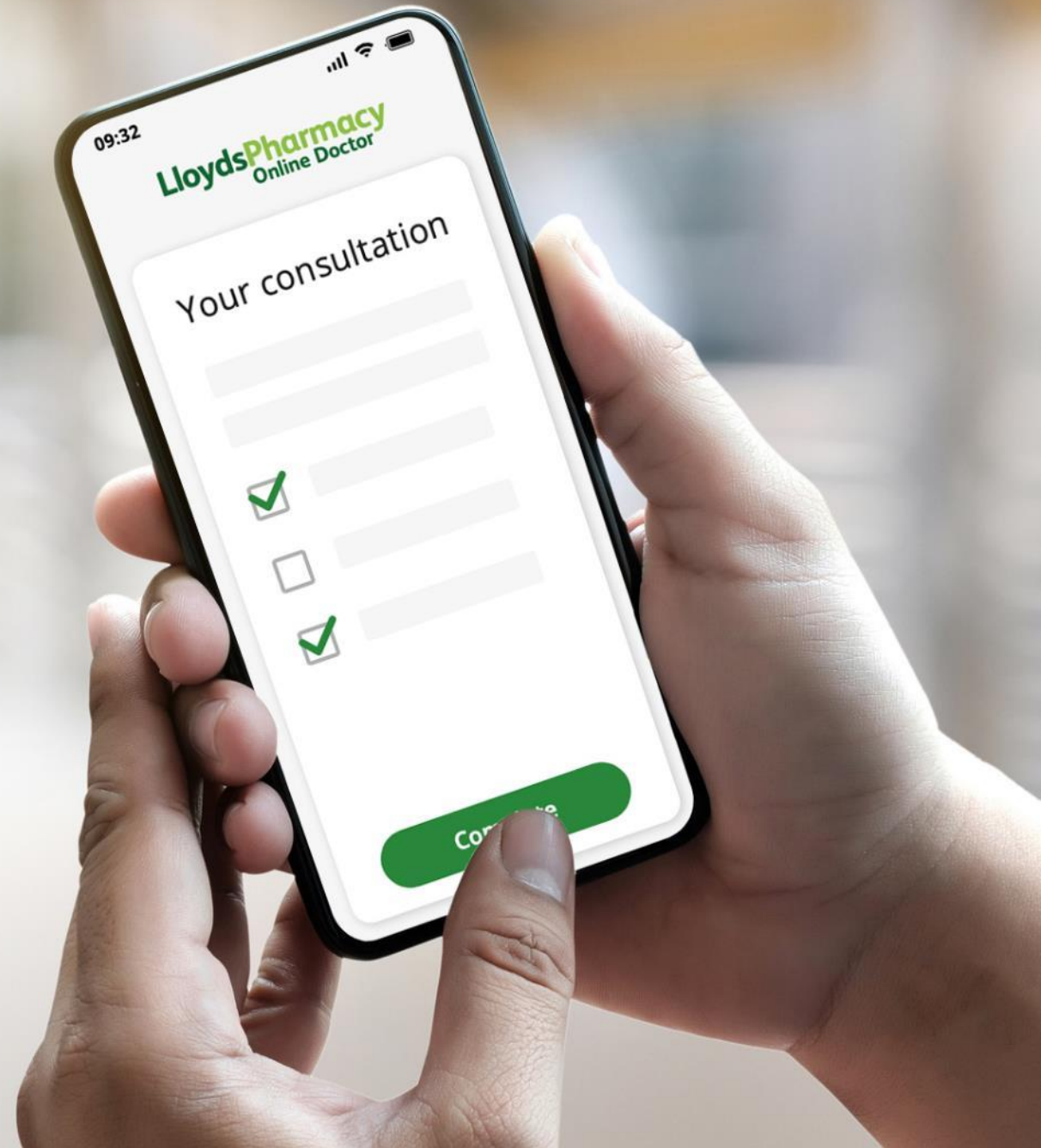
75%
will return and upgrade the
health check regularly



>100,000
completed assessments within
3 months of launch

Engine Toolkit

Highly customisable deployment platform with unparalleled speed, agility, clinical integrity and non-disruptive mobilisation.



Engine Toolkit – streamlined workflow deployment

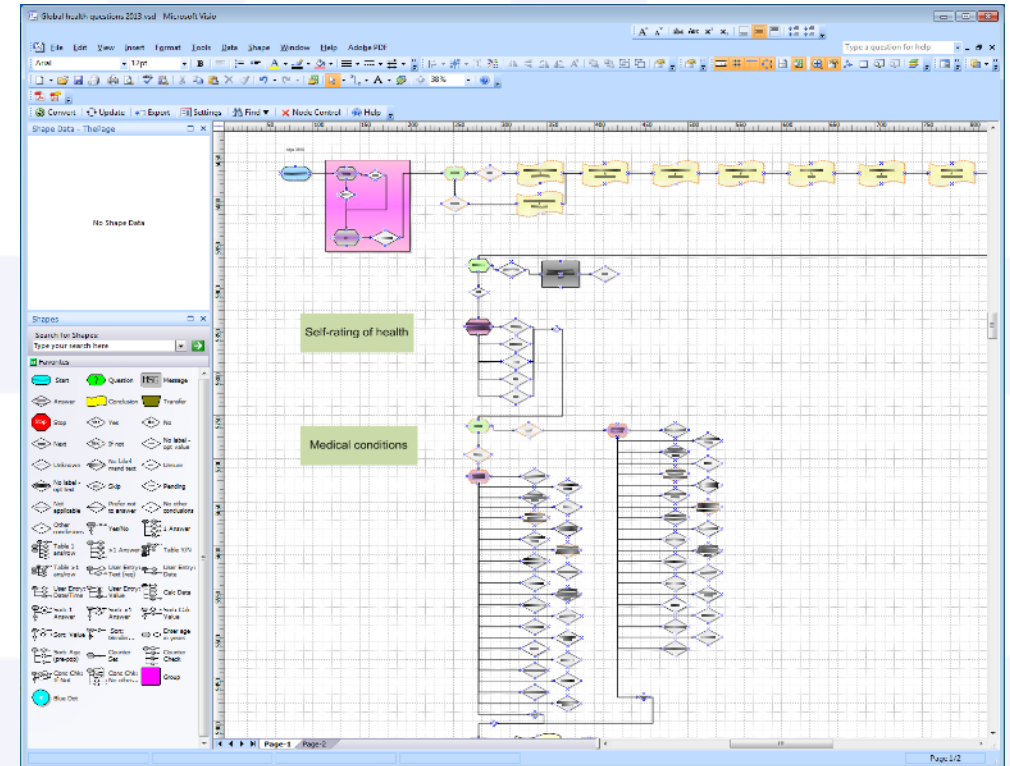
Efficient, practical adoption of even the most complex clinical knowledge and protocols

Centrally develop, curate, manage, and deploy provider and patient content

Expert authoring via visual flowcharts

Fast initial and ongoing development with expert build team

Easy, intuitive end-user experience of deployed applications



Engine Toolkit – health solutions at scale

“The virtual engine toolkit made our suite of on-line health checks financially viable because we could build them so quickly.”

WebMD[®]

The challenge

WebMD is the world's biggest healthcare brand in terms of volume, awards and recognition. WebMD had a large and growing backlog of assessments, and were concerned about the development and maintenance costs for each item.

Solution

Being the world's most visited health care site, the solution needed to be extremely scalable, using a full clustered implementation to cope with the unusually high monthly volumes and concurrent users.

On moving to Doctorlink they found that they were delivering their new multi-media clinical assessments in a tenth of the time and a fraction of the cost.

WebMD have now been delivering health solutions through their enterprise license with Doctorlink for twelve years.



46 million
assessments



1/10th
Reduced assessment time

Expert Builder – improving product delivery

Owned by McKesson, Lloyds Pharmacy Online doctor allows users to purchase products from erectile dysfunction through to morning after pill to hair loss products

LloydsPharmacy
Online Doctor

The challenge

Lloyds existing platform made it cumbersome and time consuming to update their online product offering

Solution – access to the DL Platform

The introduction of the DL platform has allowed the in-house doctors and pharmacists to create and maintain the assessments, making it simple and quick to update each product line with new products or new information.



+286,000
assessments completed in
the past 12 months

Visit Lloydspharmacy.com Log in to Patient Record Register My Basket

LloydsPharmacy
Online Doctor

Customer Services: **020 7989 9888**
Mon-Fri: 8am-6pm | Sat: 9am-5.30pm

Men's Health Women's Health General Health Information All Treatments Search for...

FREE Delivery or Collection Today from LloydsPharmacy and 280+ Sainsbury's Regulated by the CQC UK Registered Clinical Team No Appointment Needed

How our service works

- 1 Complete your online consultation
- 2 Clinicians assess your suitability for your preferred treatment
- 3 Click and collect at a LloydsPharmacy, including selected Sainsbury's stores

Watch How our Service Works

How Our Service Works >

All Online Doctor treatments are listed here. Select one to get started.

Erectile Dysfunction >	Hair Loss Treatment >	Contraceptive Pill >	Morning After Pill >
Sexual Health >	Premature Ejaculation >	HPV Vaccine >	Stop Smoking >
Period Delay >	Travel Health >	Asthma >	Weight Loss >
Occupational Health >	Cystitis >	Migraine >	Skin Care >

The Doctorlink digital platform saves **cost**, improves **efficiencies**, and increases the **accessibility** of healthcare, by enabling people to **engage** in their health and wellbeing, **guiding** them to the right care.



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