



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

Assess symptoms. Manage conditions. Drive prevention

About Doctorlink

doctorlink⁺



18 years
of delivering
health tech



60 million
Health assessments
to date



Fully scalable
Secure digital
infrastructure



**The leading NHS
supplier**
for online Symptom
Assessment



125
Employees across UK
and US



Founded by Eight
Roads, backed by
Fidelity
£40 million



9 million
users worldwide



Fully indemnified
Market solution

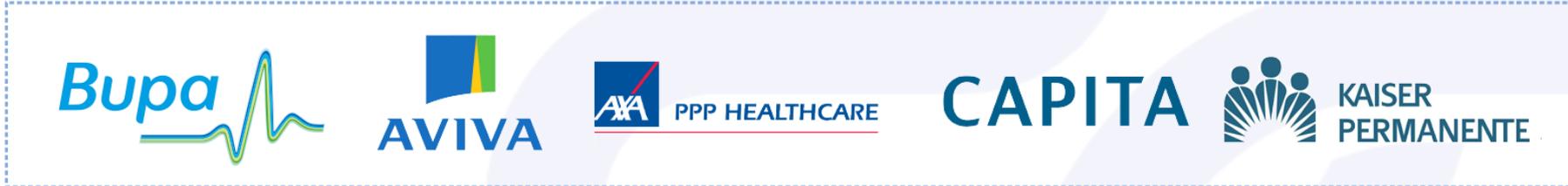
Our Clients



Government/Public sector



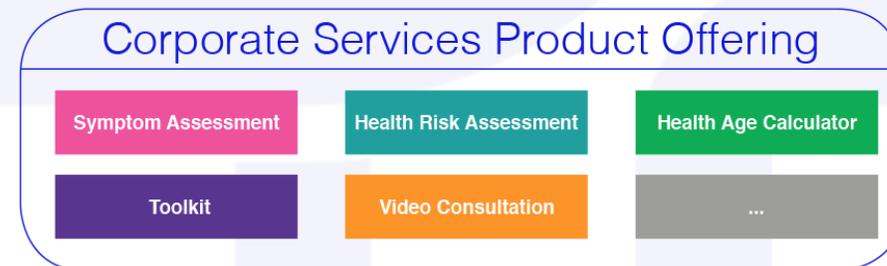
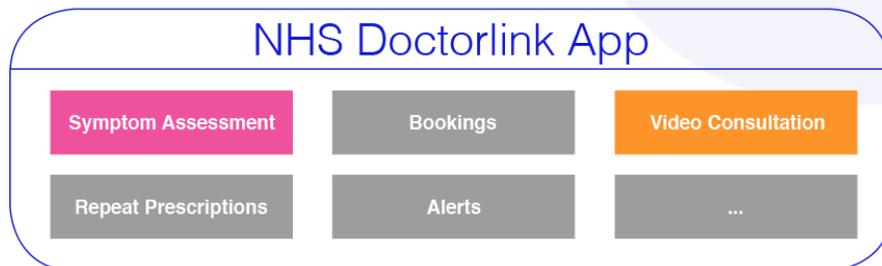
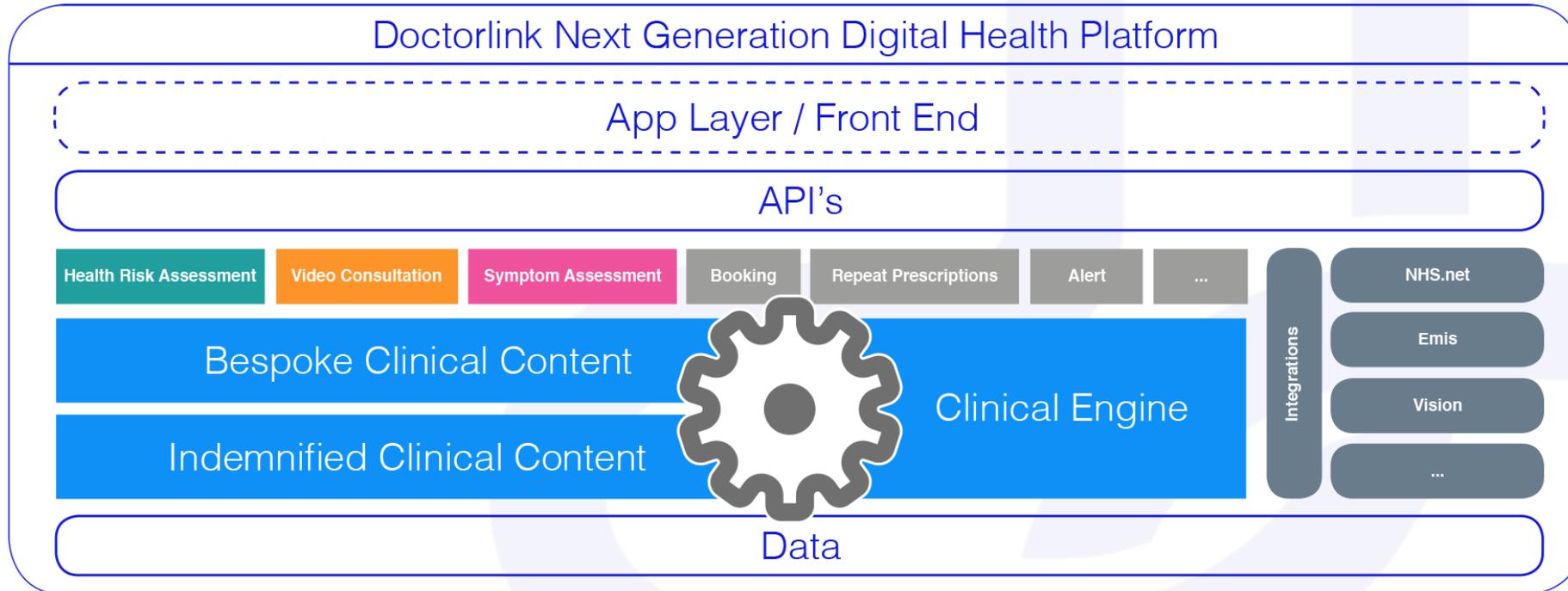
Insurers



Healthcare Providers



The Doctorlink Digital Health Platform



Safety is part of our DNA



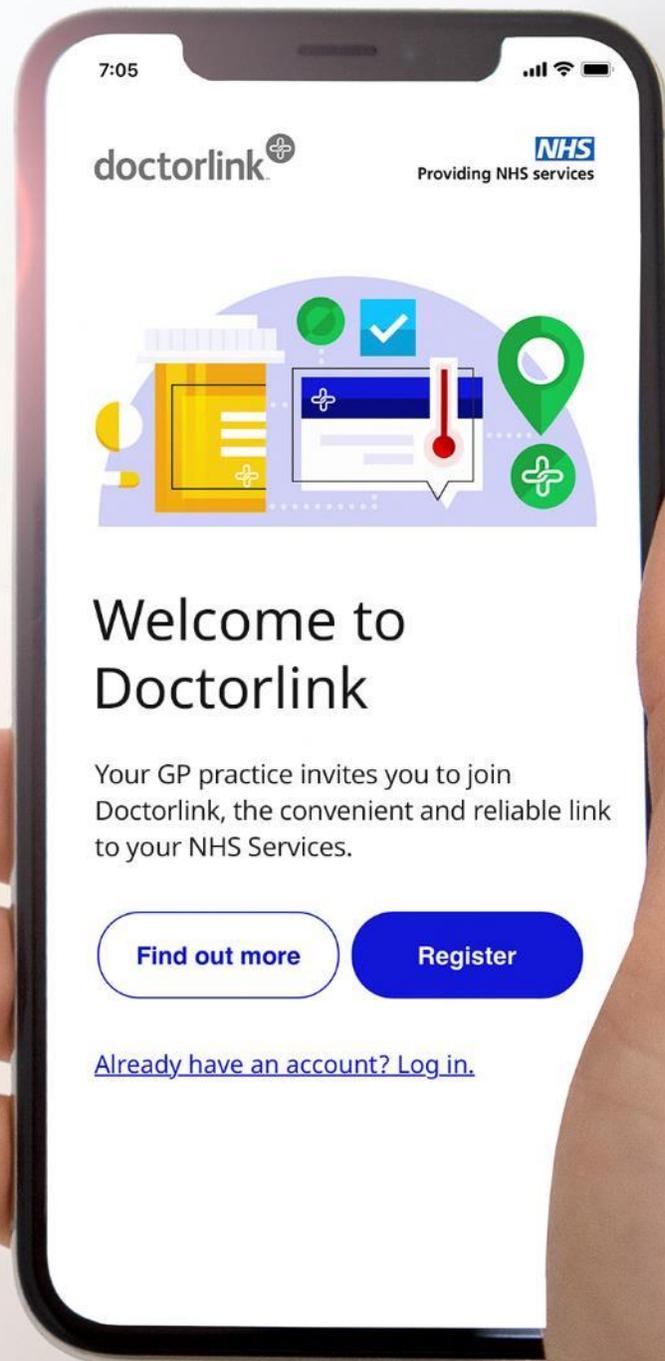
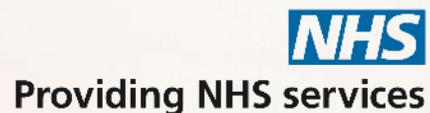
FULLY INDEMNIFIED

Accreditations



Symptom Assessment

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



Symptom Assessment – Features

Algorithms built using Bayesian logic

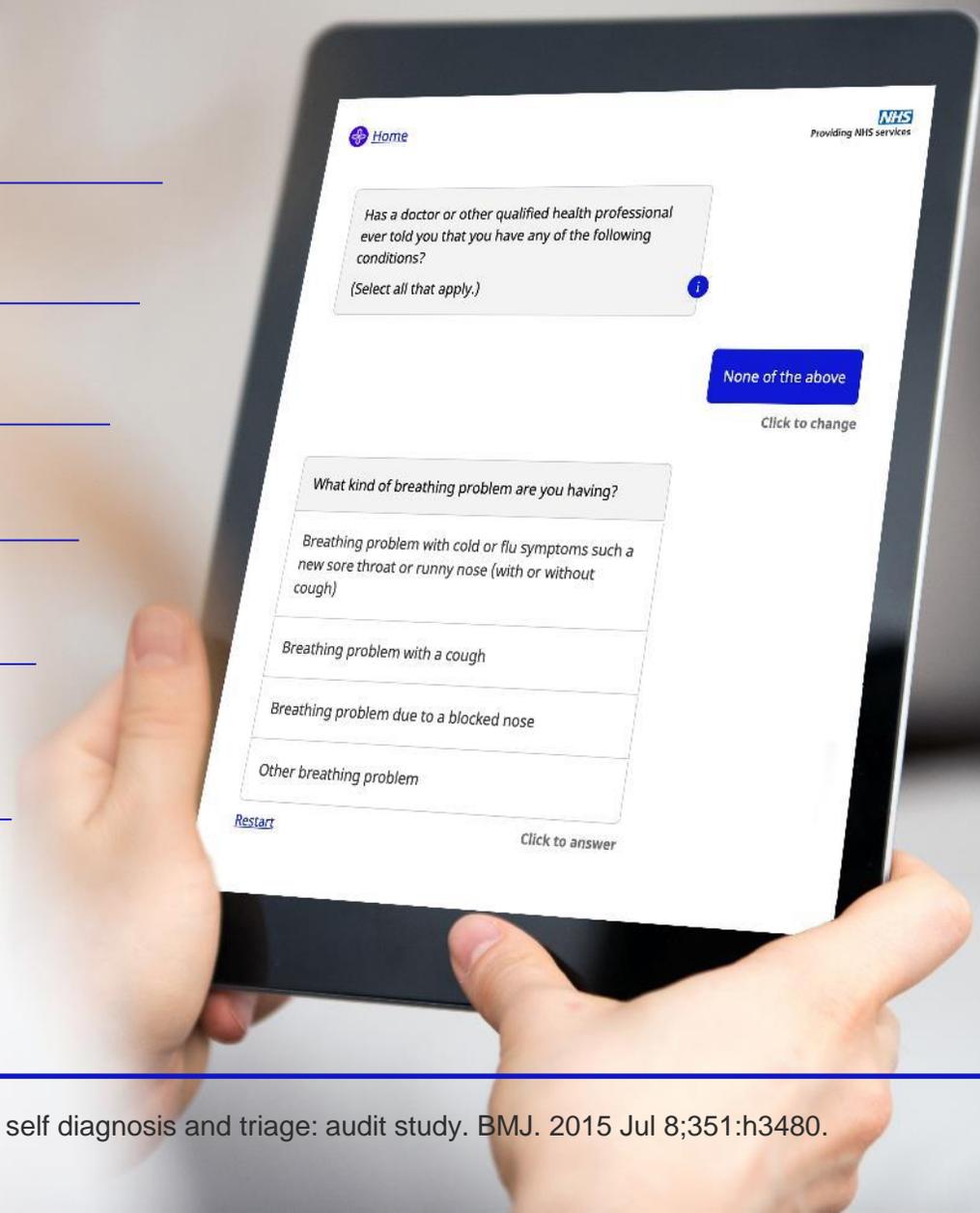
Symptom Assessment covering 93% of presented conditions

Most accurate Symptom Assessment available¹

Fully indemnified

Web & App accessibility

Fully customisable

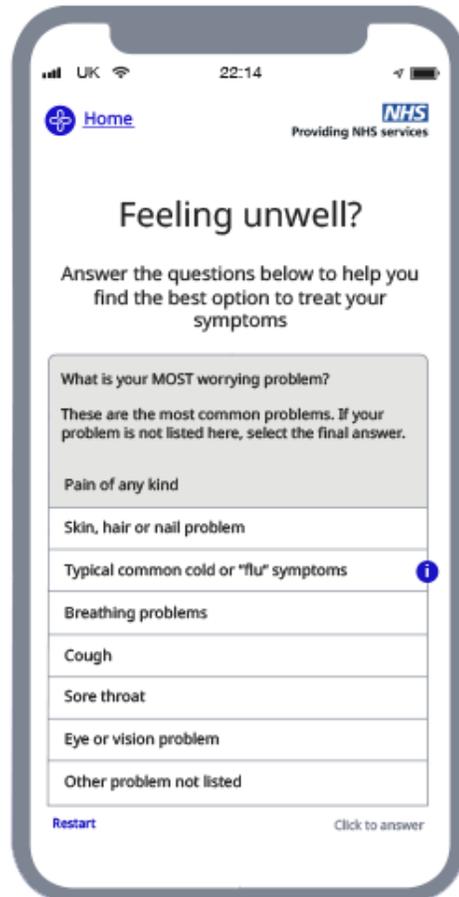


1. Semigran HL, Linder JA, Gidengil C, Mehrotra A. Evaluation of symptom checkers for self diagnosis and triage: audit study. BMJ. 2015 Jul 8;351:h3480.

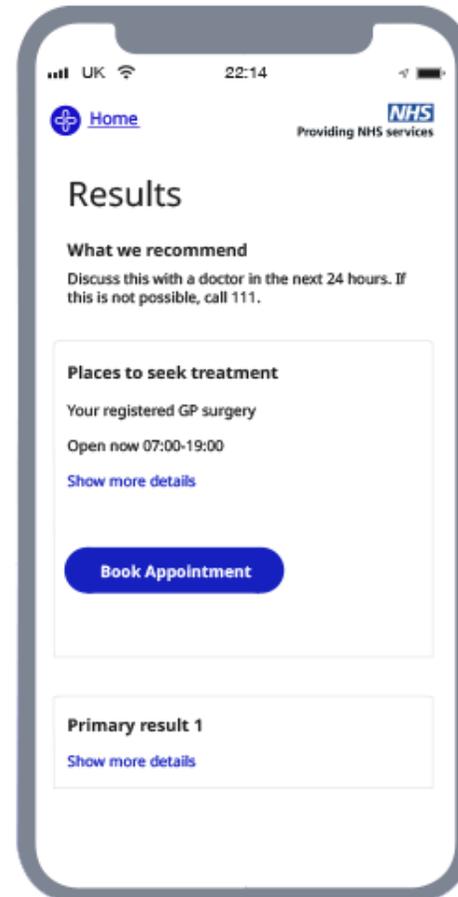
Patient Journey



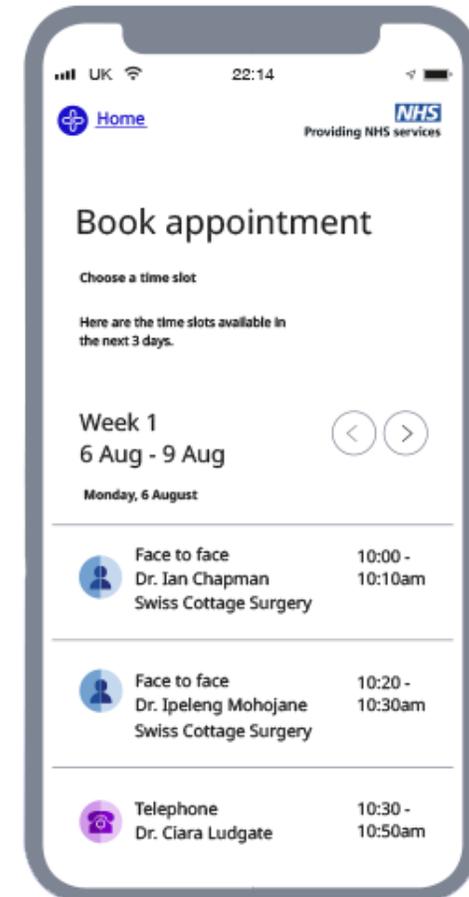
Check your symptoms



Get guidance to the right care



Book your GP appointment



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

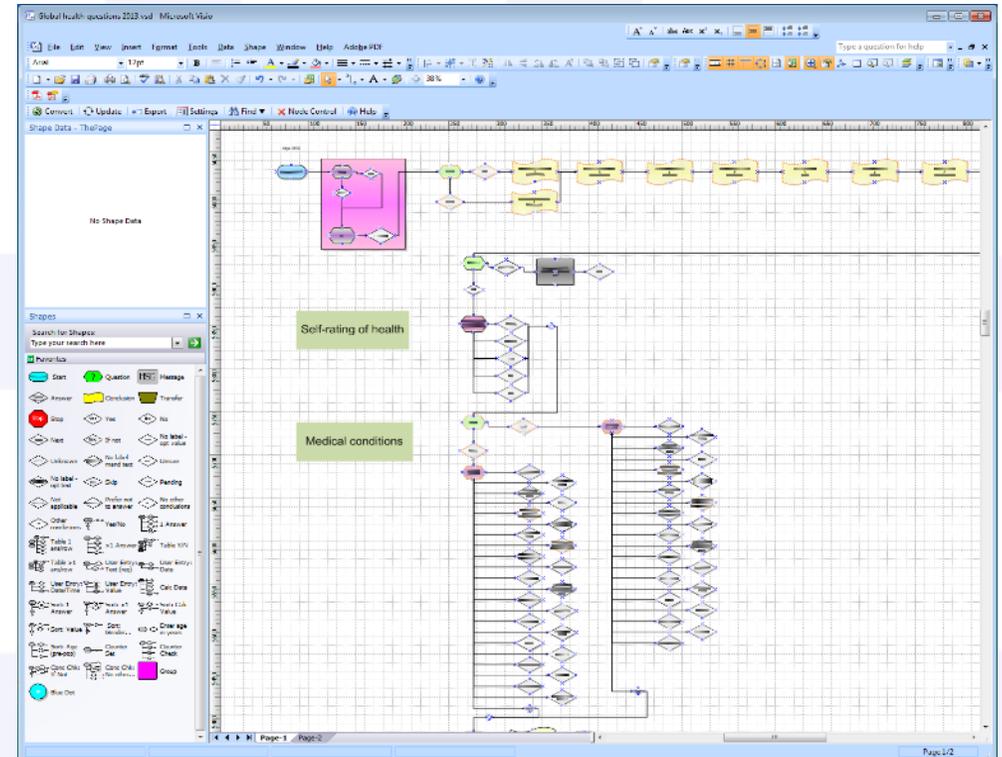
Efficient, practical adoption of even the most complex clinical knowledge and protocols

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



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

The screenshot shows the Lloyds Pharmacy Online Doctor website. At the top, there are navigation links for 'Visit Lloydspharmacy.com', 'Log in to Patient Record', 'Register', and 'My Basket'. The main header includes the 'Lloyds Pharmacy Online Doctor' logo and customer service information: 'Customer Services: 020 7989 9888, Mon-Fri: 8am-6pm | Sat: 9am-5.30pm'. Below this is a green navigation bar with categories: 'Men's Health', 'Women's Health', 'General Health', 'Information', and 'All Treatments', along with a search bar. A secondary bar lists key features: 'FREE Delivery or Collection Today from Lloyds Pharmacy and 280+ Sainsbury's', 'Regulated by the CQC', 'UK Registered Clinical Team', and 'No Appointment Needed'. A section titled 'How our service works' features a three-step process: 1. Complete your online consultation, 2. Clinicians assess your suitability for your preferred treatment, and 3. Click and collect at a Lloyds Pharmacy, including selected Sainsbury's stores. Below this is a grid of 16 treatment categories, each with a representative image and a right-pointing arrow: 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, and 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.



Keith Nurcombe
keith@doctorlink.com

London Office: 14 James Street. London, WC2E 8BU

www.doctorlink.com