



# PocDoc

Summary evaluation to date



**17.9M people per year die of CVD**

**CVD affects minorities differentially**

**CVD affects people who live in  
deprived areas differentially**

**CVD is preventable**

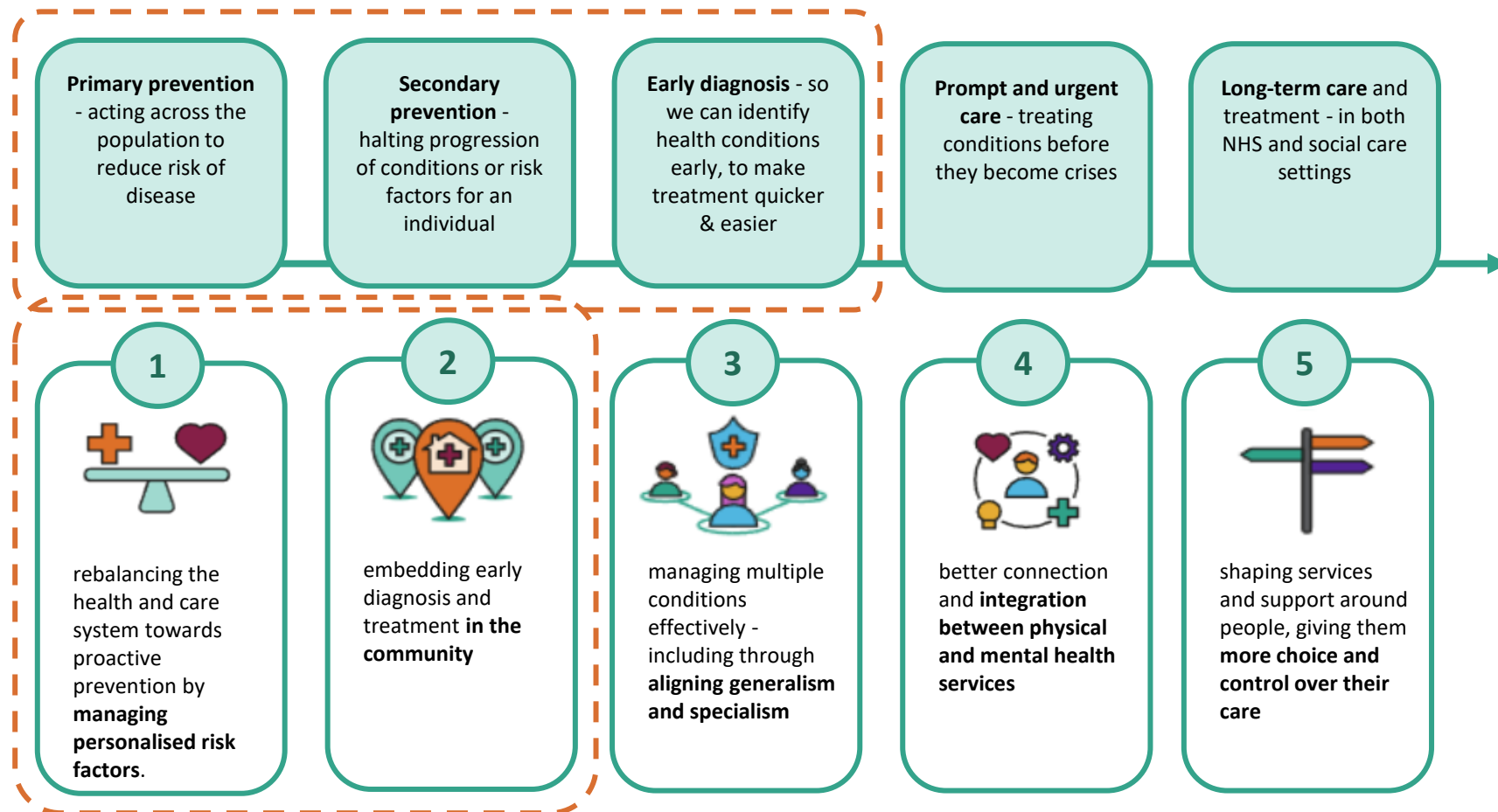


# Systems are looking 'upstream'

All key NHS strategies focus on earlier prevention and a greater shift into the wider community.

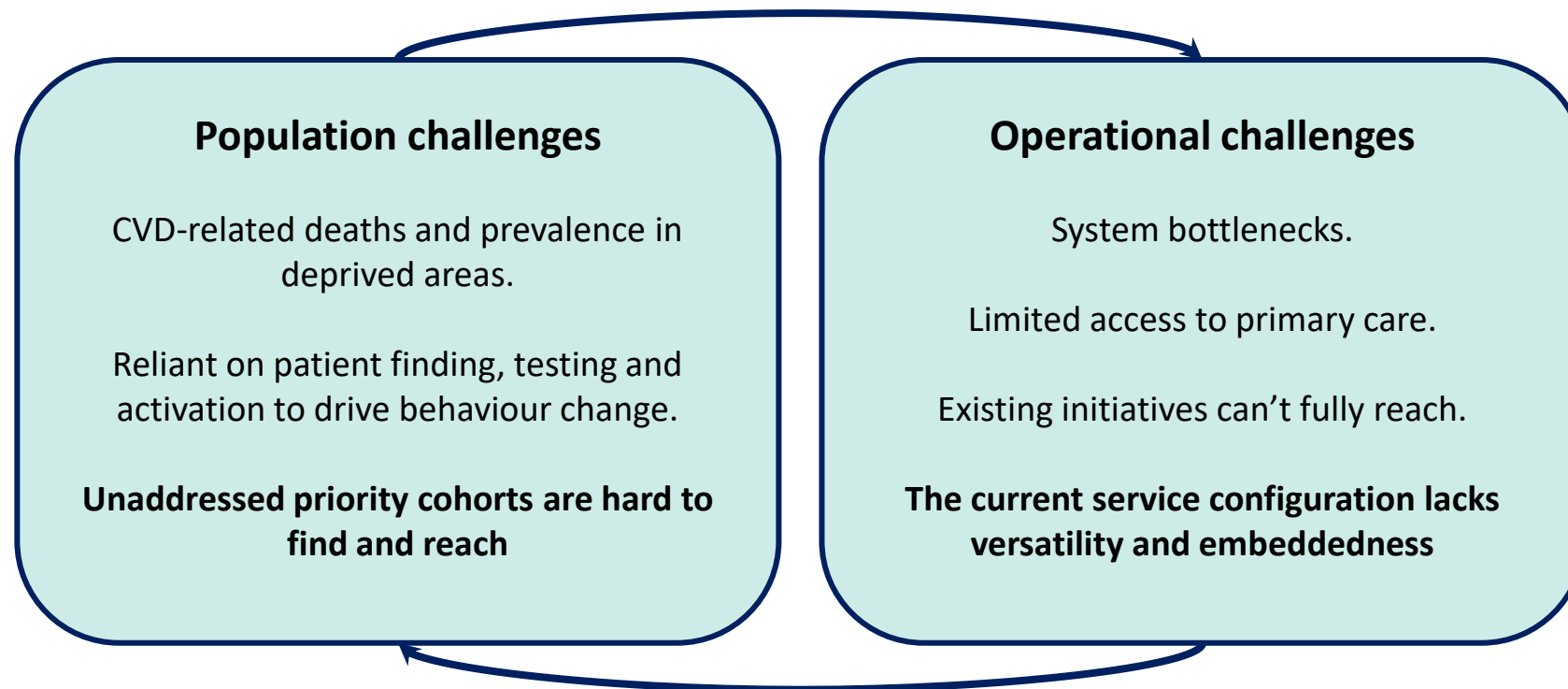
*"Too many people are still living with undetected, high-risk conditions such as high blood pressure, raised cholesterol, and atrial fibrillation (AF)"*

The NHS Long Term Plan



# So why is this difficult?

**Local systems will struggle to address the unaddressed without thinking differently**



# Overcoming the 'Lab-Test Lock'

Laboratory testing is a reliable and proven model of testing for lipids and other markers in GP surgeries and some pharmacies.

**But it also limits versatility.**

## The limitations of lab testing:

- GP-practice centric
- IT system-driven
- Time delays
- Multi-appointment flow
- Large blood samples

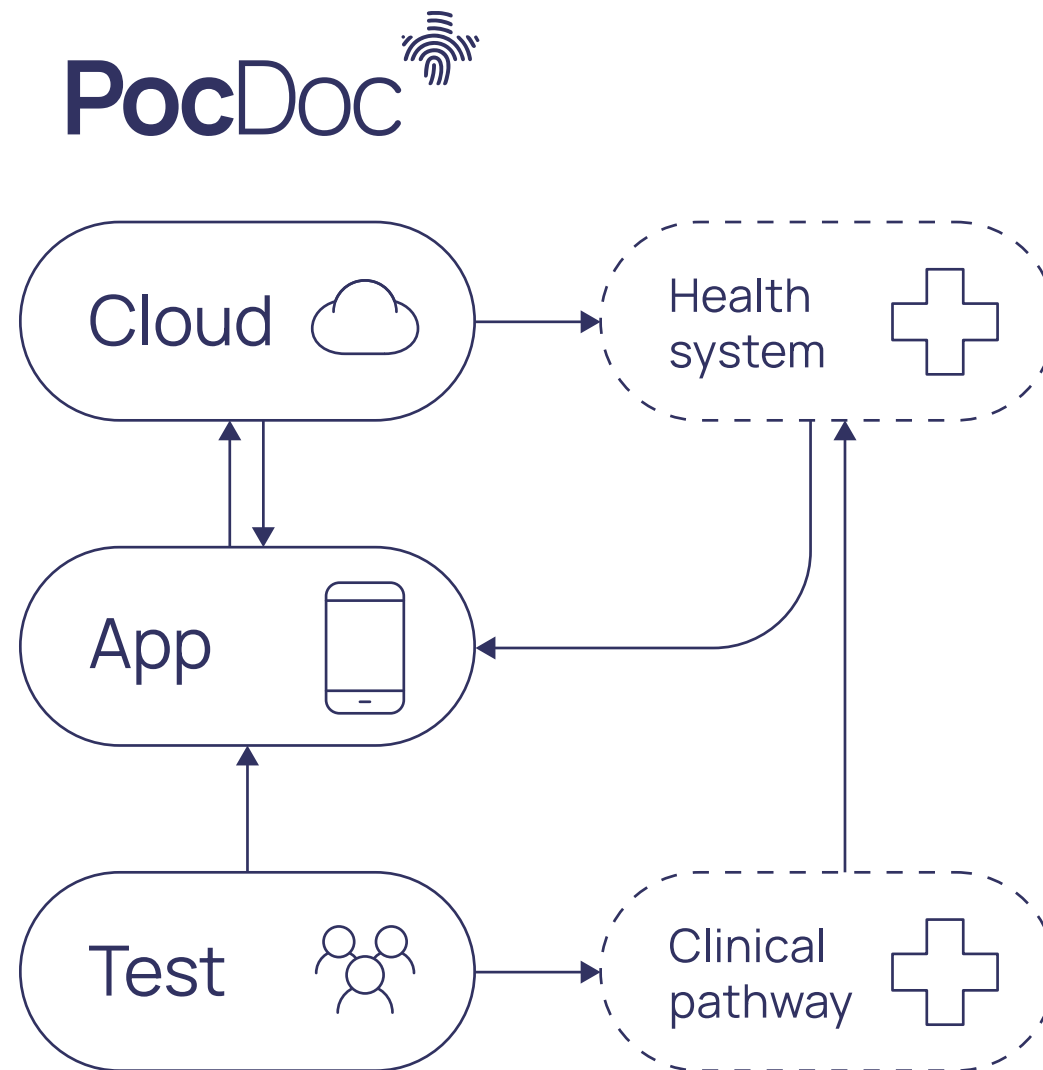


## What this means:

- Limits versatility of patient engagement and community embedding options
- At odds with the NHS direction of travel if it perpetuates bricks and mortar centrality
- Ignores community options and doesn't encourage self-care/remote

# The Future of Point of Care

- Clinically valid quantitative tests
- Multi-marker results (e.g. full lipid panel)
- NHS Risk Assessment (e.g. QRISK) run in real time
- Delivered 100% digitally, via app+mobile device
- Integration with EHR
- Takes less than 10 minutes to deliver full screening
- Fully auditable and traceable
- Can be done at home, work or in community
- Being used across multiple ICS'



# What does PocDoc enable systems to do?



# Closer to Home is the driver of the “Left Shift”

## Community

Delivering CVD Health Checks in key locations in areas of Health Inequality

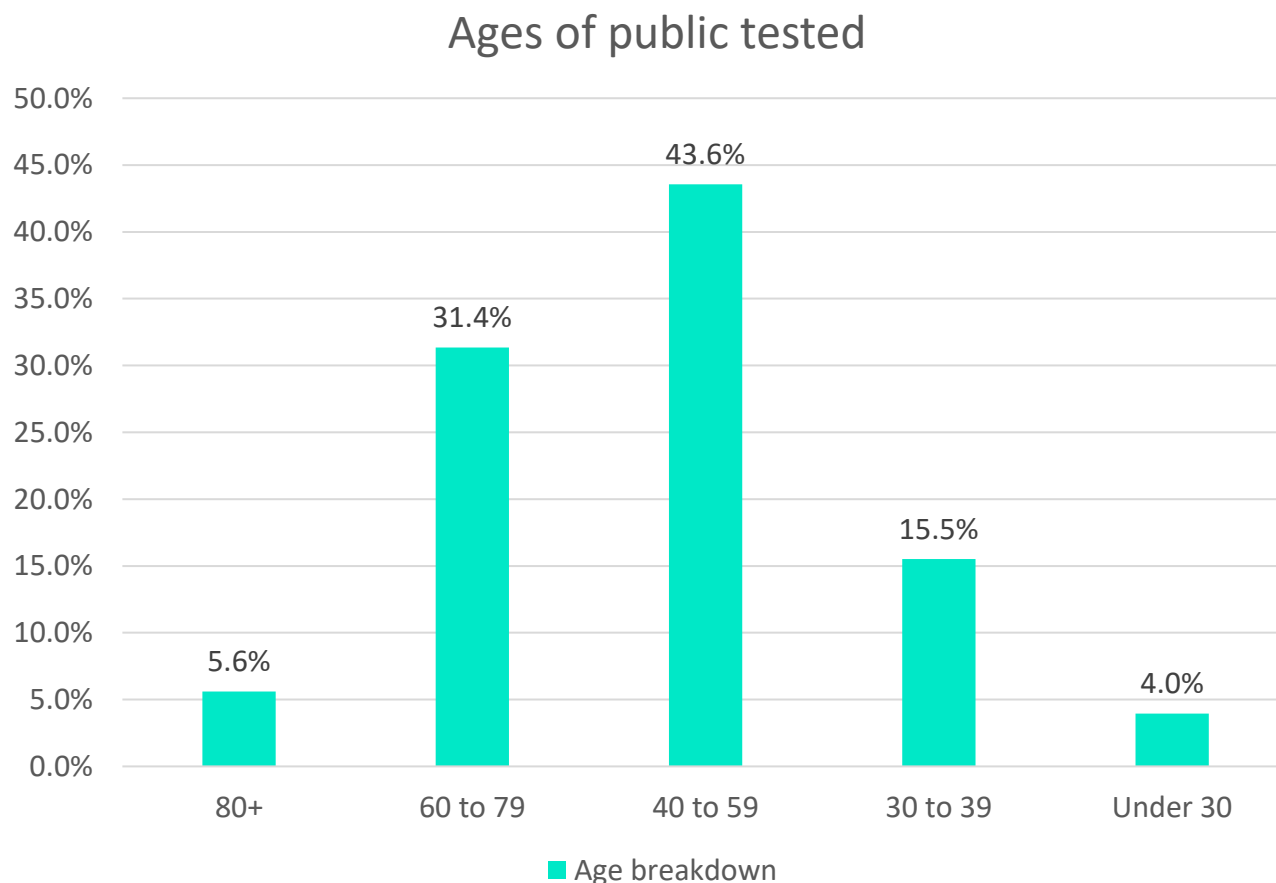
## Workplace

Targeting local employers in areas/industries considered “hard to reach”

## Home

UK-first Home Health Check delivered to those who can/want to test at home

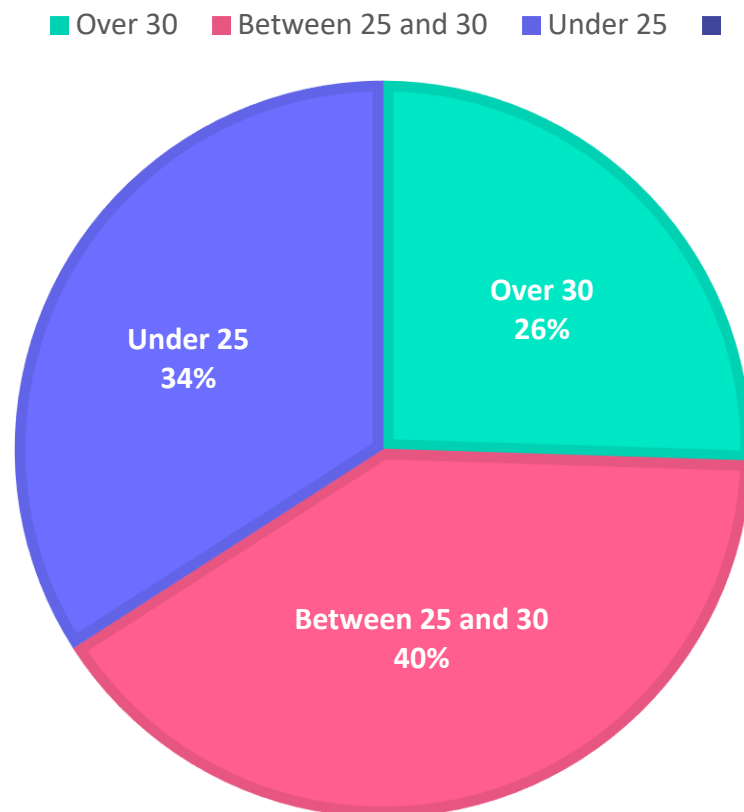
# 80% people tested were 40+ years old



- 40+year old age group is key for CVD prevention
- Clear that to date we have been finding the right cohorts based on age profile
- Our data indicates that 50%+ of people eligible for NHS Health Check have never received an invite
- “No show” rate is on top of that
- Demonstrates value of versatile approach to testing

# 64% of people were overweight or obese based on BMI

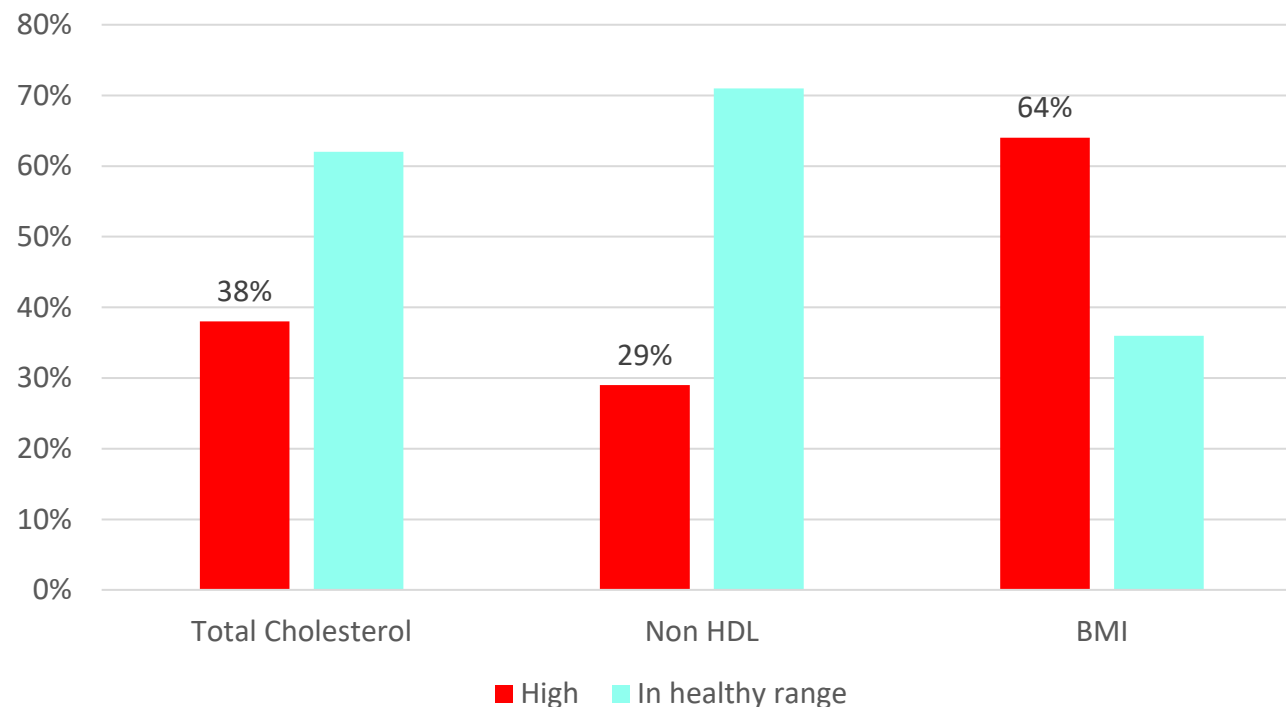
**BMI OF PEOPLE TESTED**



- Significant % of people tested had an issue with their BMI
- At least 26% of people would qualify based on BMI for the NHS Weight Loss Programme
- Opportunity to step in and offer pathway for lifestyle advice and/or treatment
- For individuals from BAME background or with additional CVD risk factor (ethnicity also captured by PocDoc app), the qualifying BMI is 27

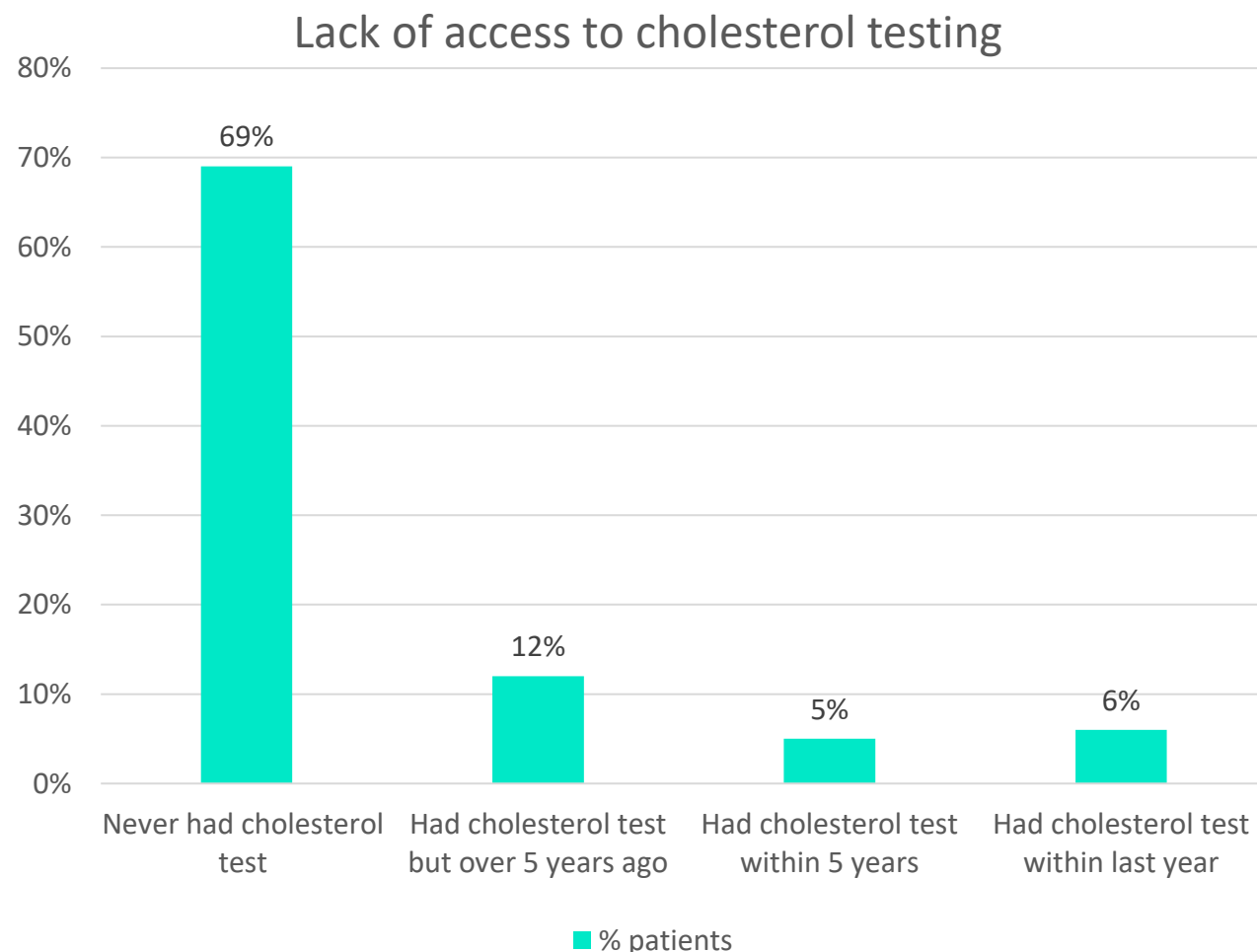
# High lipid levels in sizeable population

Lipid and BMI values for public tests



- Very large % of people tested had high (unhealthy) lipid levels
- Shows clear need for, and value from, ongoing community screening
- As with BMI, there is a clear pathway to advice and treatment with elevated lipid levels (diet, lifestyle, lipid lowering therapies)

# Clear Testing Gap



- 81% of patients had either never had their cholesterol markers tested, or it was over 5 years ago
- For the over 40s (80%+ of patients tested), this indicates a major testing gap across communities
- Convenience, difficulty in getting in to see a GP and other access related issues highlighted by patients as reasons
- All reasons align with lack of complementary testing programme to assist (unburden) primary care

# Screens received positively by patient community

- 94% of responders said PocDoc screen was more convenient than going to their doctor
- Effective Promotor Score (EPS) = 89% (which is excellent)

Loved the test, would recommend!

Being able to do it in the comfort of my own home made it less stressful / anxious than going to a surgery. At the surgery I was just told 'results were fine' compared to seeing actual figures and explanation with pocdoc

Convenient to do whilst at work with no appointment needed

Didn't have to book appointment and wait on phone

It's a smaller blood sample with quicker results

The team were fabulous!

Very relaxed, nurse was good, all explained and efficient, drop in can choose if you have time to wait or not

Thank you it was a great service and experience

In the freeform comments fields, people commented on several aspects:

- 1) Convenience of doing at work, in community or at home compared to doctors
- 2) The ease and speed of the PocDoc test
- 3) The invaluable friendly advice from the healthcare professional

# Screening spans the whole of UK

But with an emphasis on the NE (where CVD is a disparate problem)

