

# A New DIGITAL PLATFORM for Health & Wellbeing



## RECOMMENDATION 1. END-TO-END SERVICE

Any digital system needs to support people from the moment of identifying their needs through to the day-to-day delivery of their support and care.

## RECOMMENDATION 4. OPEN MARKET PLACE

The online portal should be the gateway to a single market of support which expands as an individual's needs change.

## RECOMMENDATION 7. SINGLE POINT OF ACCESS, COORDINATION AND SUPPORT

To support integration, reduce duplication and improve access to services and support, the digital offer should be developed and led by a single point of access.

Richard Hills and Mark Methven, from iMPower, and Michael Watts, from London Borough of Bromley, met to discuss how Local Authority digital platforms could be enhanced to offer residents more dynamic and personalised local health and wellbeing services.

Read through the top eight recommendations‡ for Local Authorities' online presence.

## RECOMMENDATION 2. PERSONALISED APPROACH

People want and expect their online interactions to be empathetic.

## RECOMMENDATION 5. INTERACTION

The digital prowess of the user should not be that important. Local authorities' platforms should not be a test in advanced digital navigational skills. Keep it clean, keep it simple, keep it clear.

## RECOMMENDATION 8. OPENNESS AND TRANSPARENCY

Expectations of service quality, waiting times and access are higher now than ever.

## RECOMMENDATION 3. INTEGRATION WITH COUNCIL SERVICES

Digital services can no longer be seen as an 'add on' to existing processes. Processes need to be redesigned around the digital offer.

## RECOMMENDATION 6. IMITATION IS THE SINCEREST FORM OF FLATTERY

Learn to replicate the best in class, draw on the seemingly unrelated solutions to meet the local problem or opportunity.

## CONCLUSION

A good digital offer is not a stand-alone solution made up of static web pages that simply list processes for people to follow or search through.



‡ PLEASE NOTE:  
The recommendations and opinions expressed in this thought piece are those of the authors and do not necessarily reflect the official policy or position of iMPower or the London Borough of Bromley