

Connected Health Cities North East and North Cumbria: Communications approach

1. Abstract or summary

The communications workstream as part of the Connected Health Cities (CHC) programme in the North East and North Cumbria (NENC) sought to raise the profile of the CHC brand and its care pathway programmes.

The care pathway projects funded by CHC in the NENC explored how data routinely collected could be analysed in new ways to produce powerful new insights which ultimately improve patient care. The care pathway projects selected and funded in the NENC were each exploring different elements of data sharing either through secondary uses of data, or directly to improve patient care.

These three care pathway projects were an opportunity to implement a Learning Health System – which would influence the development of the Great North Care Record (GNCR), a regional integrated care record for the NENC, which would not only share data to support direct patient care, but also make better uses of existing data and make it accessible to researchers.

The communications workstream shared messages about the work taking place using a variety of communications techniques and channels.

2. Introduction

The NENC CHC funded three care pathway projects and some other smaller projects each exploring different elements of data sharing.

Communications support was initially provided by the Academic Health Science Network – North East and North Cumbria. This support was gratefully received and led to the development of the CHC NENC branded materials, GNCR brand, social media channels, videos and websites.

One year into the programme, a full-time communications manager was appointed who had sole responsibility for communications for the programme. Each of the care pathway projects linked with the communications manager who provided strategic advice and guidance to help them with their own communications plans and approach, but also to act as a central point of contact so that positive stories could be shared with existing networks within the region.

In addition to the funded projects, CHC NENC developed an architecture to prototype how a Trusted Research Environment (TRE) could link to a Health Information Exchange (HIE). This was an early prototype of the GNCR which is seeking to share data to support direct care, and make this data available to researchers, with the patient's permission. Communications advice and guidance was provided to this element of the programme.

Additional projects were funded with CHC monies, they included a project exploring how data sharing preferences for research could be captured electronically as part of the Healthy New Towns programme in Darlington. Also, a project with one GP practice in Leadgate conducted research to find out the communication and research preferences for its 5000 patients.

The communications lead was involved with both projects and spent time working with them to support them on developing materials.

Further to the local projects, the communications workstream also oversaw communications for the NENC, developing communications collateral and sharing with networks and channels as appropriate.

3. Aim/goal

- To increase awareness of the CHC NENC programme and its care pathway projects
- To share the learning, both positive and negative from data sharing programmes with the wider community to enable a Learning Health System
- To raise the agenda of data sharing with the public

4. Methods, approach and results

A variety of communications methods and tactics were deployed to meet the communication aims. These included planned activities as part of the CHC hub campaigns and supporting them, but also locally led campaigns.

Care pathway projects

Durham – urgent and planned care predictive analytics: worked with the programme to explore communication opportunities for the project. These included [a blog](#) which featured an update on a predictive modelling tool they designed which helped general practices predict changes in demand following the building of new housing developments nearby. Publication of the blog attracted interest from other areas about how they could implement something similar. The project team at Durham University who designed the mathematical tool wanted to raise the profile of this work so they can make it available free of charge to the NHS.

In addition, [an event took place on 12 December 2017](#) which showcased the work of the project which was organised, marketed and managed by the communications workstream. The event focused in particular, on how the project built a data analytics platform (or TRE) which could be used regionally.

Palliative care: the communications lead provided guidance and advice throughout the project, including on branding, core messages and graphics. A series of infographics were created to help the project engage and communicate with their stakeholders. These were used extensively throughout the project.

North East and North Cumbria CHC

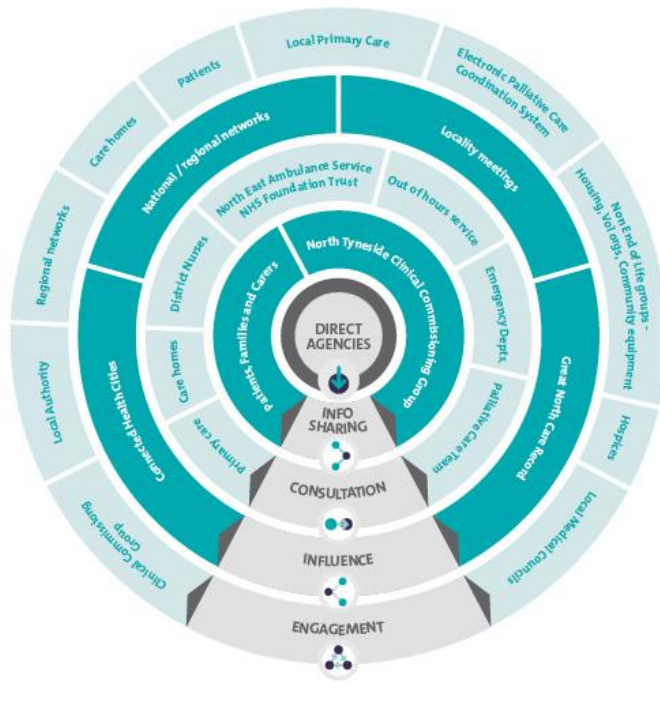
Palliative Care Plan Project

For patients who are receiving Palliative or End of Life care, it is essential that healthcare services know about how and where the patient wishes to be treated.

The Palliative Care Plan project is seeking to ensure, that all services caring for a patient on a Palliative Care Register can access current and key information about the patient, so they can therefore receive appropriate treatment.

We are working with a number of organisations to ensure a record of this information, which includes patient preferences of care, is available to the right organisations at the right time for the patient.

Palliative Care Plan project is starting and being evaluated in North Tyneside with a view to a further roll out across the region.



Integrative design north east/central design

The team were supported to produce a range of materials to help them engage and communicate with their stakeholders. These included [a blog](#), PowerPoint slide decks and [videos](#). These were extensively shared on social media and newsletters within the health and social care sector in the NENC.

SILVER - supporting vulnerable families: this project required less communications support than the other care pathway projects. Graphics were developed to help them communicate with their target audiences which were funded and sourced by CHC NENC. [A call out](#) was also placed with target stakeholders to encourage GPs in Tyneside and Northumberland to participate in the project.

Leadgate project: looked at how communication and data sharing preferences could be collated from one general practice in County Durham. The project involved the communications lead in the development of the questions and the wording of the supporting information.

Data sharing preference tool: this worked started under CHC NENC and has continued to inform the development of the GNCR. The tool captures an individual's preference to sharing their data for secondary uses. This required providing advice and guidance on the wording of the tool and supplementary information.

The funding for the care pathway projects ended in March 2019. To celebrate the achievement, and most importantly share the learning (both negative and positive) of regional data sharing projects with stakeholders from around the region. The event was well-attended with around 80 delegates and [some of the key lessons feature in this video](#).

Central CHC communications

Central CHC communications in the NENC brought together key messages from across the programme and was about setting the foundations for regional collaboration as part of the GNCR programme.

Great North Care Record – Network

Two large scale events with over 600 delegates across both, came together to hear about the learning gathered from the professional and public engagement work, done as part of CHC. The Network was launched in 2017 and has continued to grow into a broad online and lively network with over 700 members. In terms of communications, the Network members receive monthly emails with updates on both GNCR and CHC – this included key events, publications, updates and calls to action.

See appendix 1 for Discourse analytics for the last 12-months.

The Network did take time to become established and for traffic to increase. This is most likely linked to the implementation of the regional HIE which has begun in the time period where the increase in traffic is most marked.

A survey of stakeholders in 2017 asked for early feedback on Discourse. This insight was invaluable in improving the site and helping it to become more usable. Also included in Appendix 1.

Media relations campaign

The CHC NENC team appointed a local PR agency to contract out media handling. This agency was instrumental in achieving good coverage with local press such as Sunderland Echo, Northumberland Gazette, Evening Chronicle, Hartlepool Mail and national health IT specialist titles (including Digital Health and Computing) and helping to begin a conversation with the public about how their healthcare data is or isn't shared. Each press release cited both GNCR and CHC – and the key role CHC played in funding and supporting the intelligent use of existing data captured in the NHS.

See appendix 2 for media coverage summary.

CHC website

Content on the CHC website was regularly reviewed and updated as new blogs, stories, videos and events emerged as part of the wider communications plan.

Analytics for the CHC website are not available, though may be accessible via the CHC hub.

Public engagement workshops

The communications lead supported the public engagement workshops by raising the profile and the key messages around why the programme was taking this approach. This included blogs before, during and after the workshops to share some of the themes which emerged from the research. A collection of videos were filmed and shared extensively on social media which captured the key themes which emerged. The accompanying report was widely shared locally and nationally as part of an 8-week campaign at the initial launch and subsequent shorter 2-week campaigns afterwards.

Blogs

A series of blogs have been published which explored different elements of the CHC NENC and GNCR programmes. These were shared on both the CHC NENC and GNCR websites where appropriate.

- [CHCs launch in the North East and North Cumbria](#)
- [Game changing public engagement](#)
- [Putting patient wishes first at the end of life](#)
- [Using data to make informed healthcare planning decisions](#)
- [Call for GP practice volunteers in the North East](#)
- [Majority of patients willing to share their data with healthcare providers, says research](#)
- [Connected Health Cities North East and North Cumbria](#)
- [Tackling the c-word](#)
- [Building ARCHIE](#)

There are no analytics available for the CHC website, although these may be available to the central hub team.

Social media

A Twitter account and YouTube channel were both created to share stories about CHC NENC. [A series of videos shared on YouTube](#) feature stakeholders from around the region who were all part of the CHC NENC delivery talking about their work areas. These were used on social media and in presentations to summaries what the programme was about.

Twitter followers have grown from zero to 2.5K in three years with typically 40-75K impressions per month.

Local and national events and speaking opportunities

The communications workstream sought out and received requests to attend and speak at a range of regional and national events including the Kings Fund, NHS Expo, SOCITM North, Bright Ideas in Health, Digital Health Summer School, eHealth Week and iCare about Frailty. They had positive impacts on social media following and grew the number of followers significantly. Presenters and participants were briefed and received PowerPoint slide decks where appropriate.

Hub campaigns

The NENC communications lead supported the City Moves campaign in 2017 and continues to support #DataSavesLives campaign on social media.

5. Impact

Although the workstreams of communications, public engagement and professional engagement are separate, they are interlinked pieces of work.

The overall impact of the programme has meant that lessons learned during the care pathway projects have been captured and lived-through experiences for the people taking the development of the GNCR forward.

The ethos of developing a Learning Health System, which iterates, and improves on itself, taking on board its mistakes and past experiences produces better outcomes for the populations we serve.

The CHC NENC programme of work set up the right communication channels, networks and set the foundations for the regional integrated care record that is the GNCR.

The vibrant GNCR Network is crucial to the successful implementation of the GNCR. The programme is about collaboration and the right people working together to make the health and care system better. It is much less so about the technology. The learnings not only from the public engagement which took place as part of CHC has informed the ongoing development of the GNCR and has given the programme a strong mandate from the local population around their expectation of how their health and care data is used to support their direct care, and secondary uses.

Taking this learning and what people said as part of the workshops, and professionals as they have shaped the development of the HIE – this has informed the ongoing communications strategy for the GNCR. It means the programme is able to clearly articulate what is important to the public in terms of how their data is shared, and to ensure that the programme remains within the parameters of what the NENC population finds acceptable.

The work of CHC NENC has tested messages and made connections with patient representatives.

6. Conclusion/discussion

CHC NENC provided the necessary funding and the neutral territory for the NENC to come together, collaborate, and agree a regional approach to integrated care. The health and care sector in the region, like others has regional politics and personalities – by creating a neutral space, the CHC NENC team has been able to bring these separate organisations to work together in a coherent, collaborative way.

The communications workstream set in motion the foundations required to mobilise the local health and care sector to implement regional data sharing. It has established the communication channels, tested messages and begun to raise the profile of data sharing with the public. The connections between professionals is vital to the success of the programme and ensuring key stakeholders from around the region are up to date with the latest developments.

7. Future plans/sustainability

The learning from the CHC NENC programme is being taken forward into the development of the GNCR. The programme continues beyond CHC NENC funding – and the contribution of the CHC programme to the GNCR cannot be understated.

8. Author(s)/main contact

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Appendix 1

Discourse analytics



2017 survey feedback on Discourse

#	ANY FURTHER COMMENTS, SUGGESTIONS OR IMPROVEMENTS	DATE
1	NA	11/5/2018 9:32 AM
2	dont use	11/2/2018 7:10 AM
3	haven't used it for a long time as there wasn't much going on with it. not sure if I can find my login details	11/1/2018 2:06 PM
4	Don't really engage with chat forums unless there is something that interests me	11/1/2018 12:29 PM
5	Not that relevant to the voluntary sector as yet, but I think this is likely to develop	10/31/2018 9:23 AM
6	Good to know what is current and issues of importance not easy to know of	10/30/2018 4:10 PM
7	Logged on and investigated the network a couple of times but majority of users appeared to be secondary care /other and nothing being discussed seemed relevant to primary care.	10/30/2018 3:39 PM
8	do not use it	10/30/2018 3:14 PM
9	The password stops me as I don't use it enough to regularly go on it	10/30/2018 2:05 PM
10	have difficulty accessing it from my Trust computer/IT system	10/30/2018 1:28 PM
11	I haven't had the time to really look at this.	10/30/2018 1:18 PM
12	A fair amount of chatter with occasional useful documents etc for reading	10/30/2018 1:01 PM
13	great to know exactly the progress	10/30/2018 12:35 PM
14	I don't use it much yet, but plan to get into this more over the next few months.	10/30/2018 12:33 PM
15	I need to login more often	10/30/2018 12:23 PM
16	It would be great to get more people who are not directly linked to the programme using the site. People who are primarily just interested patients / data subjects.	10/30/2018 12:21 PM
17	I find the email communications 'clog' my inbox. Most of the time I'm not able to follow the thread of the conversation	10/30/2018 12:20 PM
18	I receive frequent emails with parts of conversations and queries which are nothing to do with me.	10/30/2018 12:15 PM
19	Was registered but received high volumes of emails which were a distraction	10/30/2018 12:14 PM

20	not sure if registered	10/30/2018 10:49 AM
21	I don't find discourse as user friendly as other collaboration platforms	10/29/2018 4:42 PM
22	Community Optometry is becoming more integrated and we need to know how you would like any interface to continue to evolve	10/28/2018 11:58 PM
23	Not something I have followed	10/24/2018 12:50 PM
24	I have so many other emails I tend not to read these, sorry.	10/24/2018 12:24 PM
25	Some very useful posts, some not so useful	10/24/2018 12:06 PM
26	Lack of activity on there	10/24/2018 11:05 AM
27	As long as I remember to log onto to discourse!	10/24/2018 10:59 AM
28	I wish people would stop using email and use discourse instead for GNCR comms. So many channels!	10/24/2018 10:31 AM
29	I personally am not a big user of platforms/social media in general. Some due to culture and some due to confidentiality and not knowing who else is on the platform.	10/24/2018 10:08 AM
30	Not using	10/24/2018 10:03 AM
31	Whilst we appreciate this is very difficult, a wider reaching perspective on some subjects would be appreciate. There is a lo more to Health and Social Care than Care records. We have some excellent concepts for making data sharing even better without the expense of integration but there appears to be some reluctance in opening dialog.	10/24/2018 9:36 AM
32	But need more members posting to get discussions going	10/24/2018 9:13 AM
33	Limited use as communication tool currently	10/24/2018 8:51 AM
34	I find it interesting to get a snap shot of opinions and views. It also highlights a lot of potential issues that the 'urban myths' about data sharing, consent and permissions bring forward.	10/24/2018 8:38 AM
35	we have asked for some in house training /demonstration on how to get the best out of it ..we could use it more .	10/24/2018 8:02 AM
36	Don't get much time to log in to be honest a monthly email bulletin would be good	10/24/2018 8:00 AM
37	I don't tend to engage with it to be honest, but I get a lot out of reading it	10/24/2018 7:56 AM
38	Good for hearing about new events, although maybe a separate events calendar would work better	10/24/2018 7:52 AM
39	I am not as engaged as I could be	10/24/2018 7:38 AM
40	It gives me an idea of what's going on but a lot of the traffic is of only marginal relevance to me.	10/24/2018 7:37 AM
41	Not used	10/24/2018 7:19 AM
42	Sometimes there is so much information, you haven't got time to read it all.	10/24/2018 6:50 AM
43	I find it difficult to engage with yet another platform, but as far as platforms go, it's good.	10/24/2018 6:28 AM
44	When I'm busy I often feel overwhelmed by the number of emails that come through so I am tempted to just delete them. I think it would be good if it was made really easy to get only those you need at a particular time with it also being easy to opt in and out of other conversations. Personally, I'm also not sure about the reference to the GNCR all of the time wondering if it stops people being involved by its suggestion that it is just for patients.	10/24/2018 6:16 AM
45	So so. A little too much on it at times. Good problem to have!	10/24/2018 6:11 AM

Appendix 2

Media coverage



Date	Link	Source	Publication	Title	Comments	Sentiment
06-Nov-17	https://www.digitalhealth.net/2017/11/great-north-care-opt-data-sharing-model/		Digital Health	Great North Care Record Model to switch to opt-in data sharing	Just to be clear. We'll be getting citizens to opt in for sharing some of their identifiable data for research purposes at scale. We already share information for direct care using a point of care consent process and MIG. We aim to be the best connected and research consented place in the world.	Positive
29-Nov-17	https://www.digitalhealth.net/2017/11/great-north-care-record-network-launches-focus-record-sharing/	-	Digital Health	Great North Care Record Network launches to encourage further information sharing		Positive
07-Dec-17	https://www.digitalhealth.net/2017/12/nhs-trusts-partner-for-digital-healthcare-initiative-targeting-3m-people	-	Digital Health	NHS trusts partner for digital healthcare initiative targeting 3m people		Positive

	health-call-digital-healthcare/					
08-Feb-18	https://www.publictechnology.net/articles/news/more-350-north-east-gps-join-record-sharing-initiative	-	Public Technology	More than 350 north-east GPs join record-sharing initiative		Positive
15-Feb-18	https://www.digitalhealth.net/2018/02/leeds-cio-interest-licre-bid/	-	Digital Health	Local CIO reports interest in making a LICRE bid in Yorkshire and Humber		Positive
23-Mar-18	http://www.thenorthernecho.co.uk/news/local/northerndurham/durham/16111936.Three-million-patients-to-benefit-from-Great-North-Care-Record	<u>March press release</u>	Northern Echo	Three million patients to benefit from Great North Care Record		Positive

	are Recorded/					
26-Mar-18	https://www.clinicalservicesjournal.com/story/25419/millions-of-patients-to-benefit-from-great-north-care-record	March press release	Clinical Services Journal	Millions of patients to benefit from Great North Care Record		Positive
26-Mar-18	http://www.thehtn.co.uk/2018/03/25/great-north-care-record-accessed-25000-times-month/	March press release	Health Tech News	Great North Care Record accessed 25,000 times a month		Positive
05-Apr-18	Press cutting	March press release	Northumberland and Gazette	Millions are benefitting from GNCR		Positive
06-Apr-18	Awaiting cutting	March press release	Durham Times	Awaiting cutting		

06-Apr-18	https://www.digitalhealth.net/2018/04/joes-view-dear-mr-zuckerberg/	Joe McDonald's blog	Digital Health	Joe's View: Dear Mr Zuckerberg – An open letter to Facebook's CEO		Positive
10-Apr-18	Press cutting	March press release	Hartlepool Mail	Electroni project will help boost care		Positive
10-Apr-18	Press cutting		HSJ	Three STPs to share leader and create integrated care system		Positive
25-Apr-18	http://practicebusiness.co.uk/great-north-care-record-effectively-sharing-patient-information/	March press release	Practice Business	Great North Care Record; effectively sharing patient information		Positive
25-Apr-18	https://www.clinicalservicesjournal.com/story/25419/millions-of-patients-to-benefit-from-	March press release	Clinical Services Journal	Millions of patients to benefit from Great North Care Record		Positive

	great-north-care-record					
15-May-18	Press cutting	NIRH CRN event	Hartlepool Mail	research is the key to the future of healthcare		Positive
21-Jun-18	https://www.digitalhealth.net/2018/06/digital-health-awards-voting-open/	Digital Health award nomination	Digital Health	Make your vote count in the Digital Health Awards 2018		Positive
14-Jul-18	https://google.oath.com/collectConsent?brandType=eu&done=https%3A%2F%2Fwww.huffingtonpost.co.uk%2Fentry%2Ffive-things-the-new-health-secretary-needs-to-do-in-uk-5b473a4be4b02538dbc41c%3F	NHSA	Huff Post	5 things the new health secretary needs to do for the north		Positive

	guccounter%3D1&sessionId=3_cc-session_0c2c44d0-cc1e-425a-a226-849dd903f6cb&lang=en-gb&inline=false					
20-Jul-18	https://www.digitalhealth.net/2018/07/digital-health-awards-2018-winners-revealed/	Digital Health award nomination	Digital Health	Digital Health Awards 2018: Winners announced		Positive
23-Jul-18	https://www.businessupnorth.co.uk/north-tyneside-gp-scoops-national-honours-in-digital-health-awards/	Digital Health award nomination	Business Up North	North Tyneside GP scoops national honours in Digital Health awards		Positive

23-Jul-18	https://bdaily.co.uk/articles/2018/07/23/north-tyneside-gp-scoops-national-honours-in-digital-health-awards	Digital Health award nomination	B Daily	North Tyneside GP scoops national honours in Digital Health awards		Positive
23-Jul-18	http://connected.co.uk/north-tyneside-gp-scoops-national-honours-in-digital-health-awards/	Digital Health award nomination	NE Connected.co.uk	North Tyneside GP scoops national honours in Digital Health awards		Positive
24-Jul-18	Evening Chronicle, page 12	Digital Health award nomination	Evening Chronicle			Positive
16-Aug-18	PDF	Digital Health award nomination	News Guardian	GP enjoys trophy treatment		Positive
06/09/2018	http://www.thehtn.co.uk/2018/09/05/the-ahsn-nenc-funds-a-regional-	GNCR website/Twitter post	Health Tech News	AHSN NENC funds regional health information exchange for the next two years		Positive

	health-information-exchange-for-the-next-two-years/					
19/09/2018	https://www.businessupnorth.co.uk/majority-of-patients-in-north-east-and-north-cumbria-willing-to-share-their-data-with-healthcare-providers-say-research/	Patient engagement and YouGov press release	Business Up North	Majority of patients in North East and North Cumbria willing to share their data with healthcare providers, say research	None	Positive
19/09/2018	http://necconnected.co.uk/majority-of-patients-in-north-east-and-north-cumbria-willing-to-share-their-data-with-healthcare-providers-say-research/	Patient engagement and YouGov press release	NE Connected.co.uk	Majority of patients in North East and North Cumbria willing to share their data with healthcare providers, say research	None	Positive

	providers-say-research/					
Sep-18	Press cutting	ICP/STP	Gateshead News	The Great North Care Record	None	Positive
20/09/2018	https://bdaily.co.uk/articles/2018/09/20/majority-of-patients-in-north-east-and-north-cumbria-willing-to-share-their-data-with-healthcare-providers-say-research	Patient engagement and YouGov press release	Bdaily	Majority of patients in North East and North Cumbria willing to share their data with healthcare providers, say research	NOne	Positive
18/04/2018	http://hospitalhub.co.uk/news/digital-health-project-benefits-three-million-patients/	March press release	Hospital Hub	Great North Care Record; effectively sharing patient information	None	Positive

16/10/2018	https://www.businessupnorth.co.uk/new-campaign-to-offer-more-gp-online-access-for-patients/	pol press release	Business up north	new campaign to offer more gp online access	none	Positive
16/10/2018	https://www.linkedin.com/company/business-up-north/	pol press release	Business Up North LinkedIn	new campaign to offer more gp online access	none	positive
16/10/2018	https://twitter.com/businessupnorth	pol press release	Business Up North Twitter	new campaign to offer more gp online access	none	Positive
16/10/2018	https://bdaily.co.uk/articles/2018/10/16/new-campaign-to-offer-more-gp-online-access-for-patients	pol press release	BDaily	new campaign to offer more gp online access	None	Positive
17/10/2018	http://connected.co.uk/new-campaign	pol press release	NE Connected.co.uk	new campaign to offer more gp online access	None	Positive

	-to-offer-more-gp-online-access-for-patients/					
17/10/2018	https://www.cumbriacrack.com/2018/10/16/new-campaign-to-offer-more-gp-online-access-for-patients/	pol press release	Cumbria Crack	new campaign to offer more gp online access	None	Positive
17/10/2018	https://www.facebook.com/northeastconnected/	pol press release	NE Connected Facebook	new campaign to offer more gp online access	None	Positive
17/10/2018	https://www.thewestmorlandgazette.co.uk/news/16988890-go-online-to-contact-your-gp-patients-urged/	pol press release	Westmorland Gazette	Go online to contact your GP, patients urged	None	Positive

05/11/2018	https://www.digitalhealth.net/2018/11/joes-view-new-minister-new-vision-new-chance-to-solve-an-old-dilemma/	Joe McDonald's blog	Digital Health	New minister, new vision, new chance to solve an old dilemma?	None	Positive
21/11/2018	https://www.computerweekly.com/news/252452602/CIO-interview-Graham-Evans-CITO-North-Tees-and-Hartlepool-NHS-Trust	Graham Evans interview	Computer Weekly	interview with GE	none	positive
06/12/2018	https://www.morpethherald.co.uk/news/healthy-start-for-new-care-record-1-9485339	Patient engagement and YouGov press release	Morpeth Herald	Healthy start for new care record	none	Positive

11/12/2018	https://bdaily.co.uk/articles/2018/12/10/new-campaign-to-promote-gp-online-access-for-patients	pol press release	B Daily	new campaign to offer more gp online access	none	Positive
11/12/2018	https://neconnected.co.uk/new-campaign-to-promote-gp-online-access-for-patients/	pol press release	NE Connected	new campaign to offer more gp online access	none	Positive
11/12/2018	https://twitter.com/neconnected/status/1072129244883492866	pol press release	NE Connected Twitter	new campaign to offer more gp online access	none	Positive
11/12/2018	https://www.facebook.com/northeastconnected/	pol press release	NE Connected Facebook	new campaign to offer more gp online access	none	Positive
11/12/2018		pol press release	Global radio - Capital,			Positive

			Smooth and Heart radio			
13/12/2018		Patient engagement and YouGov press release	Northumberland and Gazette	Healthy start for new care record	none	Positive
14/12/2018	https://www.newsonline.co.uk/news/17292968.gp-services-now-online/	pol press release	News and Star	GP services now online	None	Positive
20/12/2018		pol press release	Morpeth Herald	GP services now online	None	Positive
26/02/2018	https://www.digitalhealth.net/2019/02/lhcre-purpose-always-clear/	Ewan Davies article	Digital Health			Positive
15/03/2019	https://www.digitalhealth.net/2019/03/thames-valley-lhcre-procurement-update/	Thames Valley procurement	Digital Health			Positive
02/04/2019	https://www.digitalhealth.net	Cerner press release	Digital Health	GNCR partners with Cerner	None	Positive

	/2019/04/great-north-care-record-cerner/					
02/04/2019	https://www.healthcareitnews.com/news/cerner-selected-hie-regional-record-sharing-project-england	Cerner press release	Healthcare IT News	Cerner selected for HIE in regional record sharing project in England	None	Positive
04/04/2019	https://www.thehtn.co.uk/2019/04/04/great-north-care-record-teams-up-with-cerner/	Cerner press release	HTN News	Cerner selected for HIE in regional record sharing project in England	None	Positive
03/04/2019	https://hstalk2.com/2019/04/02/news-4-3-19/	Cerner press release	HIS Talk	In England, Great North Care Record chooses Cerner for information exchange.		Positive
04/04/2019	https://www.businessupnorth.co.uk/ste	Steve Cram press release	Business Up North	Steve Cram unveiled as ambassador of	None	Positive

	ve-cram-unveiled-as-ambassador-of-great-north-care-record/			Great North Care Record		
04/04/2019	https://www.sunderlandecho.com/news/health/life-saving-system-to-share-patients-health-care-information-backed-by-steve-cram-1-9692586	Steve Cram press release	Sunderland Echo	Life-saving system to share patients' health care information backed by Steve Cram		Positive
04/04/2019	https://www.shieldsgazette.com/news/health/life-saving-system-to-share-patients-health-care-information-backed-by-steve-cram-1-9692586	Steve Cram press release	Shields Gazette	Life-saving system to share patients' health care information backed by Steve Cram		Positive

	cram-1-9692586					
04/04/2019	https://nwconnect.ed.co.uk/steve-cram-unveiled-as-ambassador-of-great-north-care-record/	Steve Cram press release	North West Connected	Steve Cram unveiled as ambassador of Great North Care Record		Positive
04/04/2019	https://bdaily.co.uk/articles/2019/04/04/steve-cram-unveiled-as-ambassador-of-great-north-care-record	Steve Cram press release	B Daily	Steve Cram unveiled as ambassador of Great North Care Record		Positive
04/04/2019	https://www.cumbriacrack.com/2019/04/04/steve-cram-unveiled-as-	Steve Cram press release	Cumbria Crack	Steve Cram unveiled as ambassador of Great North Care Record		Positive

	ambassad or-of- great- north- care- record/					
04/04 /2019	https://sun- fm.com/st eve-cram- unveiled- as- ambassad or-of- great- north- care- record/	Steve Cram press release	Sun FM	Steve Cram unveiled as ambassador of Great North Care Record		Positive
04/04 /2019	https://ne connected .co.uk/ste ve-cram- unveiled- as- ambassad or-of- great- north- care- record/	Steve Cram press release	NE Connected	Steve Cram unveiled as ambassador of Great North Care Record		Positive
04/04 /2019		Steve Cram press release	BBC 1 North East, Breakfast, 04/04/2019, 06:58:35, 5:0			Positive

04/04/2019		Steve Cram press release	BBC 1 North East, Breakfast, 04/04/2019, 07:29:34, 5:0			Positive
04/04/2019		Steve Cram press release	BBC 1 North East, Breakfast, 04/04/2019, 08:28:12, 5:0			Positive
04/04/2019		Steve Cram press release	BBC 1 North East, Breakfast, 04/04/2019, 09:05:12, 5:0			Positive
05/04/2019		Steve Cram press release	Shields Gazette Shields Gazette, 05/04/2019, p.4, Unattributed	Former running star backs medical records project		Positive
07/04/2019		Steve Cram press release	Sunday Sun 07.04.19 Sunday Sun (Newcastle), 07/04/2019, p.19	Beeb's Cram backs move to centralise health records		Positive
04/04/2019	https://www.healthcareitnews.com/news/empowering-	Fiona McDonald speaking at HIMSS	Healthcare IT News	Empowering patients to be more involved in managing their own care		Positive

	patients-be-more-involved-managing-their-own-care					
08/04/2019	http://digitalhealthage.com/partnership-launches-to-deliver-connected-care-records/	Cerner press release	Digital Health Age	Partnership launches to deliver connected care records		Positive
22/04/2019	https://www.hexham-courant.co.uk/news/17589436.ambassador-role-for-olympian/	Steve Cram press release	Hexham Courant	Ambassador role for Olympian		Positive
25/04/2019	https://www.digitalhealth.net/2019/04/how-make-interoperability-happen/	Healthcare Gateway article	Digital Health	How can we make interoperability happen?		Positive
11/06/2019	https://www.digitalhealth.net/2019/06/	Joe McDonald's blog	Digital Health	Joe's View: On data fever in		Positive

	joes-view-on-data-fever-in-the-mekong-delta/			the Mekong Delta		
20/06/2019	wired.gov	NHS E ICS press release	Wired.gov	One in three people will benefit from faster and more convenient health and care		Positive
20/06/2019	NHS England	NHS E ICS press release	NHS England media page	One in three people will benefit from faster and more convenient health and care		Positive
26/06/2019	https://www.businessupnorth.co.uk/matthew-gould-opens-great-north-care-record-new-offices/	Matthew Gould press release	Business Up North	Matthew Gould opens Great North Care Record new offices		Positive
26/06/2019	https://www.northeastnewsagency.com/matthew-gould-opens-great-north-care-record-new-offices/	Matthew Gould press release	North East News Agency	Matthew Gould opens Great North Care Record new offices		Positive

	north-care-record-new-offices/					
26/06/2019	https://neconnected.co.uk/matthew-gould-opens-great-north-care-record-new-offices/	Matthew Gould press release	NE Connected	Matthew Gould opens Great North Care Record new offices		Positive
26/06/2019	https://bdaily.co.uk/articles/2019/06/27/matthew-gould-opens-great-north-care-record-new-offices	Matthew Gould press release	B Daily	Matthew Gould opens Great North Care Record new offices		Positive
26/06/2019	https://nwconnected.co.uk/matthew-gould-opens-great-north-care-record-	Matthew Gould press release	NW Connected	Matthew Gould opens Great North Care Record new offices		Positive

	new-offices/					
01/07/2019	https://bdaily.co.uk/articles/2019/07/01/digital-health-event-catalyses-new-innovations	Digital Catalyst	B Daily	Digital health event catalyses new innovations		Positive
27/06/2019	https://www.healthcarefinancenews.com/video/benefits-cultivational-approach-hit	Joe HIMSS interview	Healthcare Finance	Benefits of a cultivational approach to HIT		Positive
01/07/2019	https://www.digitalhealth.net/2019/07/nhsx-ceo-talks-money-gdes-and-touring-the-country/	NHS X launch	Digital Health	NHSX CEO talks money, GDEs and touring the country		Positive
03/07/2019	Press cutting	Matthew Gould press release	Northumberland and Gazette	Medical records chief visit North East site		Positive

08/07/2019	https://www.digitalhealth.net/2019/07/nhsxs-matthew-gould-praises-gncr-for-work-on-data-sharing/	Matthew Gould press release	Digital Health	NHSX's Matthew Gould praises GNCR for work on data-sharing		Positive
11/07/2019	https://www.clinicalservicesjournal.com/story/30584/nhs-confirms-integrated-care-systems-to-serve-more-than-20-million	ICS press release	Clinical Services Journal	NHS confirms integrated care systems to serve more than 20 million		Positive
22/07/2019	https://www.thehtn.co.uk/2019/07/22/matthew-gould-praises-great-north-care-record-for-data-sharing/	Matthew Gould press release	HTN News	Matthew Gould praises Great North Care Record for data sharing		Positive

22/07/2019	https://www.digitalhealth.net/2019/07/members-of-the-digital-health-networks-advisory-panels-revealed/		Digital Health	Members of the Digital Health Networks Advisory Panels revealed		Positive
Jul-19	Press cutting	BIHA advert	North East Times	BIHA advert		Positive
22/08/2019	https://www.digitalhealth.net/2019/08/meet-the-ccio-advisory-panel-fiona-mcdonald/	Fiona McDonald CCIO panel	Digital Health	Meet the CCIO Advisory Panel: Fiona McDonald		Positive