Designing for Digital Inclusion in Healthcare

Seminar 1: Exploring the intersection between digital and health inequalities
January 2023

TAKEAWAYS

1, Knowing which groups are at risk of being excluded from your services (digital and non-digital) matters
Use data, and research to highlight the needs. Deprivation Index is a good proxy for digital inclusion if needed

2. Digital service and system design can create or exacerbate the health inequalities - avoid 'digital by default'
Only use digital if it will improve access for your audiences. Don't just do it because everyone else is

3. Digital inclusion is promoted in health and care policy - use this to strengthen the case for investing in inclusive digital services (where appropriate)
Start with the Framework for Action on Digital Inclusion from NHS England

4. Consider the cost to the end user of accessing (eg buying the tech) or not accessing your digital services
If owning a device is a requirement to access your service, how are you helping with this? If they can't use digital how will they access your service?

To access a recording of the event, please visit this page.