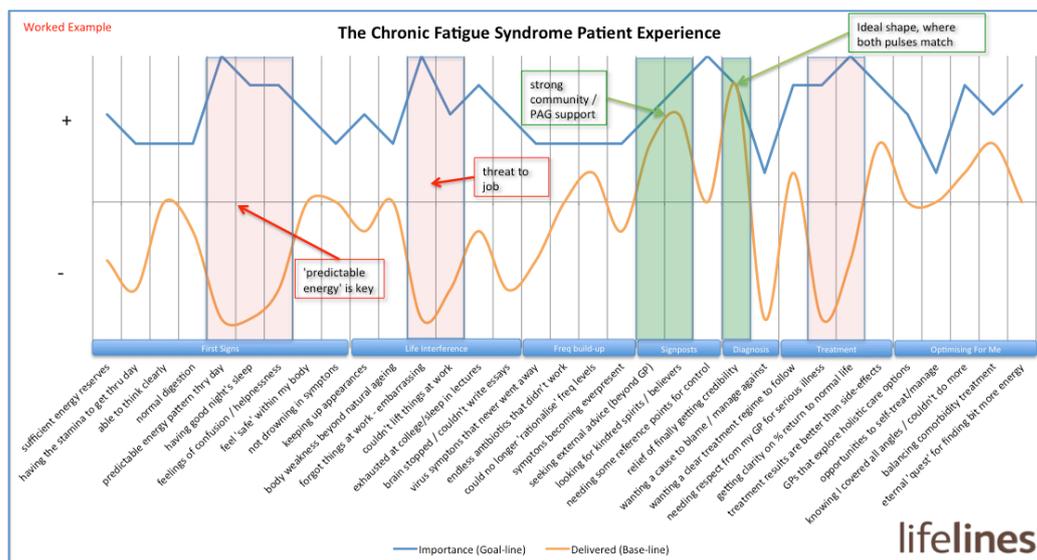


What are the benefits of using Lifelines™ within Healthcare?

The universal benefit of Lifelines™ studies is that they are patient-centric in their outcomes. Lifelines™ can help bridge gaps that exist between different parts of the health system and between health and social care that can make truly patient-centred services difficult to develop.

Each Lifeline™ portrays a landscape (see example below), illustrating the things that matter most to people living with a health condition (this can include carers and loved ones as well as patients). It uses detailed patient experience interviews, along with social media monitoring and pre-existing research to identify gaps for where these important issues may not be meeting the needs of patients.



Examples of how patients and healthcare professionals (HCPs) can apply Lifelines™ insights include:

- Identifying needs that can be met by developing integrated or multi-disciplinary care plans, incorporating health, social and preventative care. In addition to defining needs, Lifelines can also highlight to HCPs how patients understand existing service provision, and the degree of confidence they have in them.
- Pinpointing areas and issues where patients are seeking to manage their own care, including the information they need to do this
- Descriptions of 'what good looks like' – patient-defined examples of how and when specific environments, services and support tools can support individuals across the patient pathway
- Detailing clues that enable (or prevent) early diagnosis to take place
- Building a catalogue of rehabilitation tricks, traps and tips that patients develop, as they come to terms with their condition
- Outlining life events that can signal a need for emotional, psychological or practical support, impacting a patient's ability to cope with their health condition

From the many Lifelines™ studies we have conducted to date, patients and carers have provided highly detailed insight into how they experience dealing with the complex world of healthcare environments, clinical commissioning groups, wider NHS services and local authorities.

We believe strongly that such patient-centric information contributes greatly to how healthcare organisations can measure and monitor the services they provide. Such measurement also enables a route to improvement and to support individuals to make choices in their healthcare.

For further information about Lifelines™, please contact rick@customerfaithful.com