



KNOW DIABETES SERVICE

END OF YEAR REPORT 2020



REPORT OUTLINE



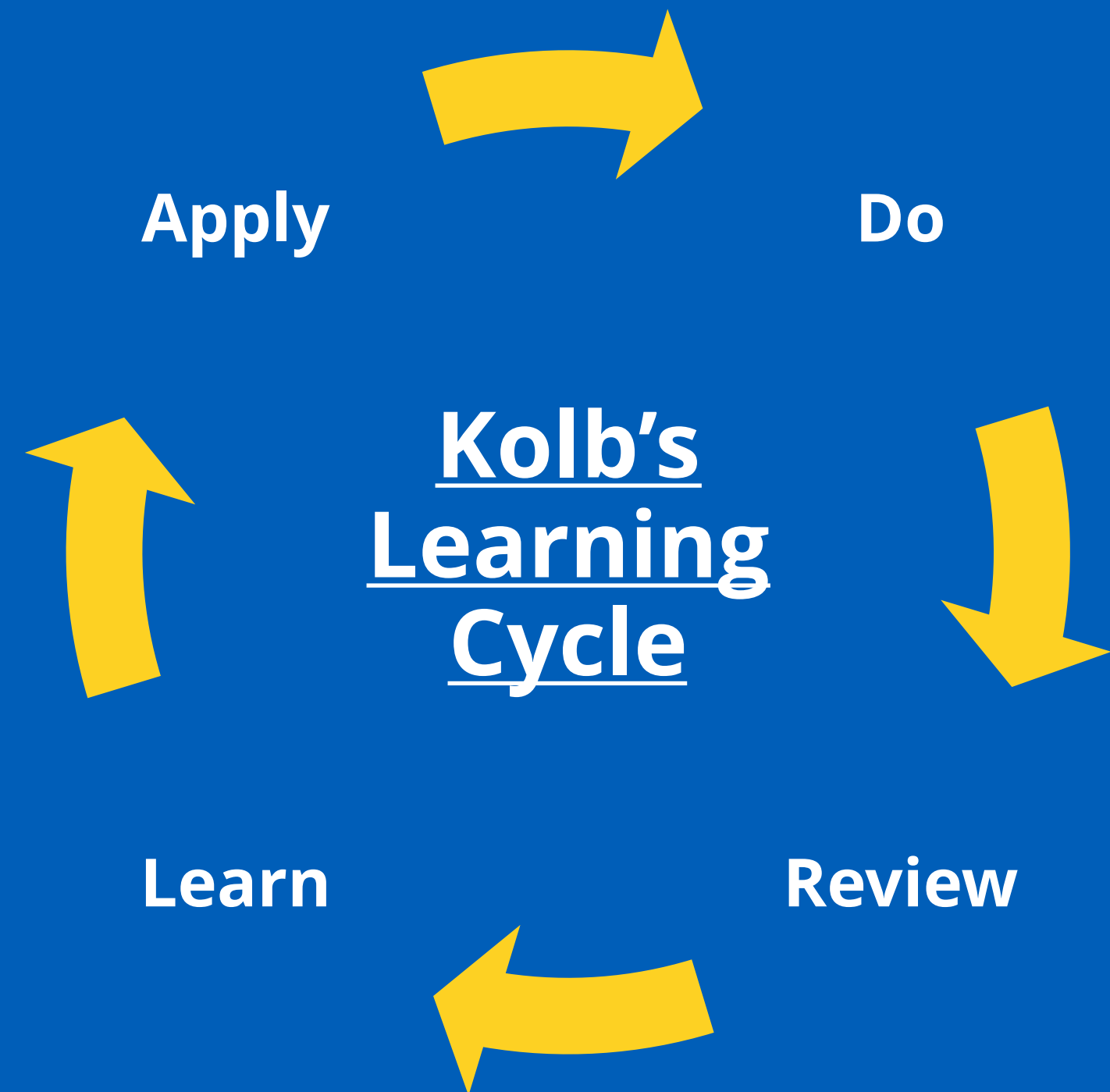
KNOW DIABETES SERVICE

1. Website
2. Blog
3. Campaigns
4. Digital Assets
5. Insights
6. CRM Configuration
7. Data integration
8. Testing
9. Customer Service

2020 PREPARING FOR LIFT OFF



- Integration with clinical system
- Information governance
- Configuring the platform
- Engaging users
- Testing processes and workflow
- Creating content
- Gaining insight
- Partnership work
- Covid-19





KNOW DIABETES WEBSITE

www.knowdiabetes.org.uk

500K+

Website views
(8-fold
increase on
previous year)

37

New web
pages
created

41

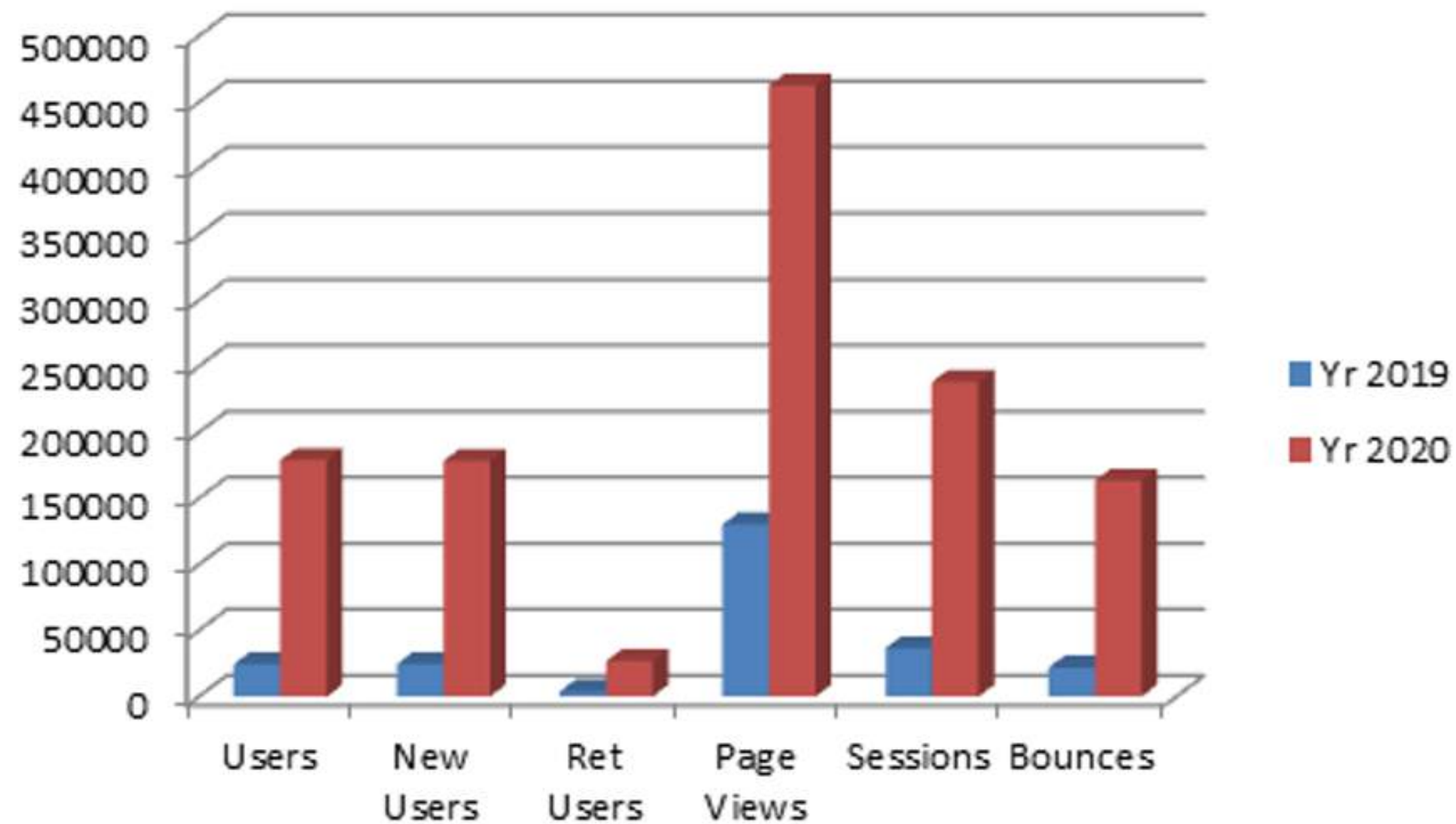
Pages
updated

55

New landing
pages
created

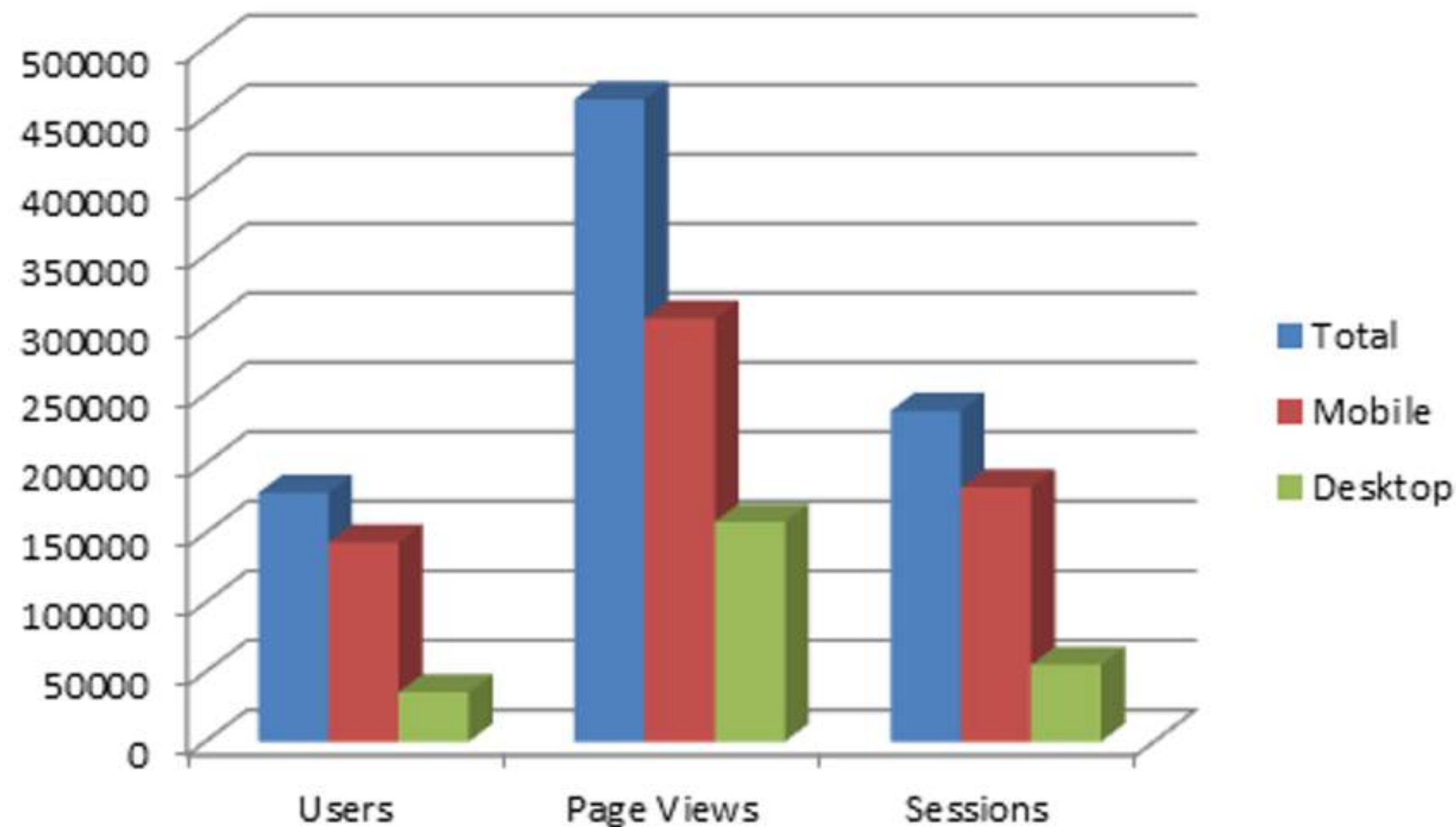
Website stats: 2019 vs 2020

In 2020, new visitors increased by over **900%**



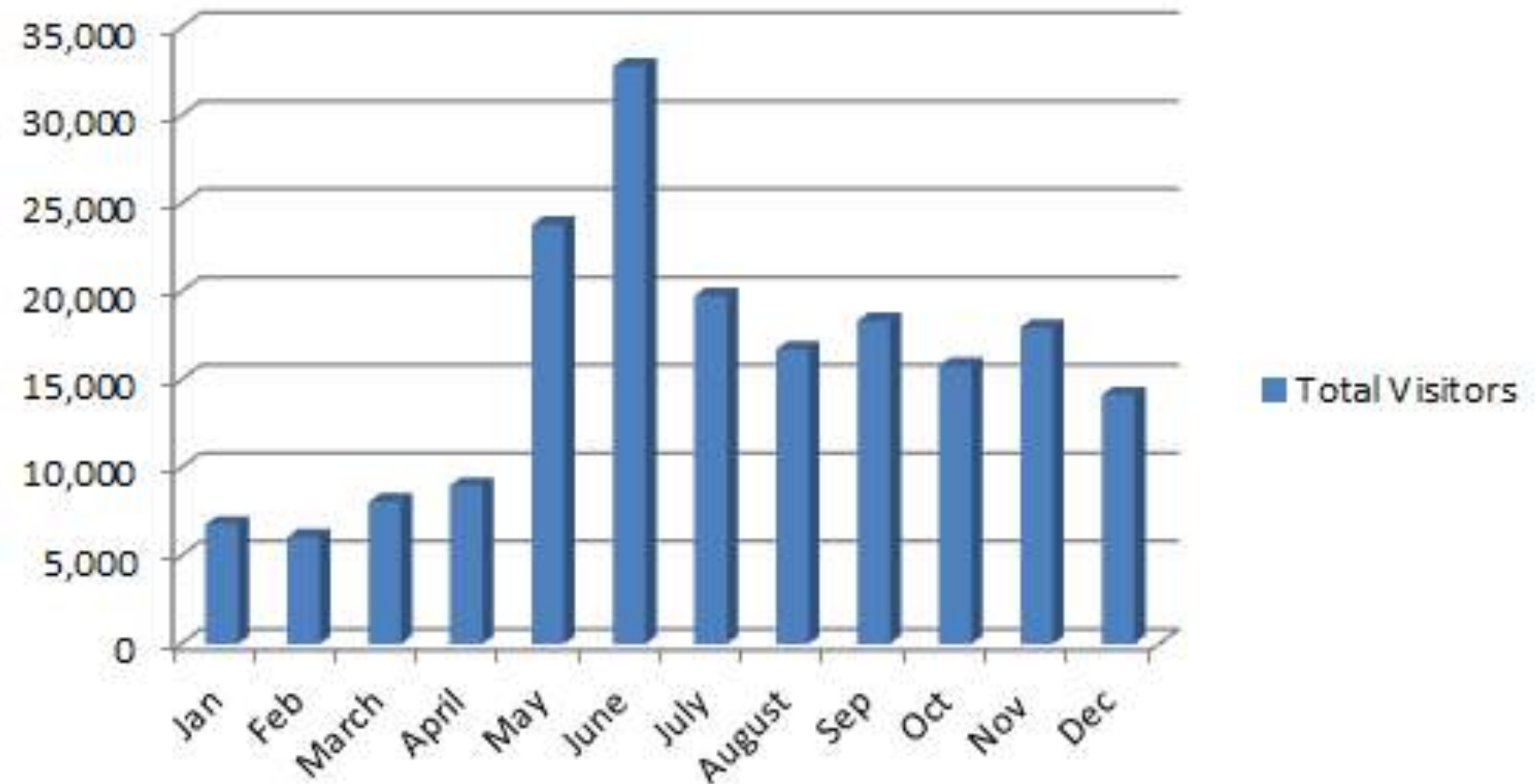
Website traffic: Desktop vs Mobile

In 2020, **65%** of traffic came via mobile devices



Website traffic: Total visitors

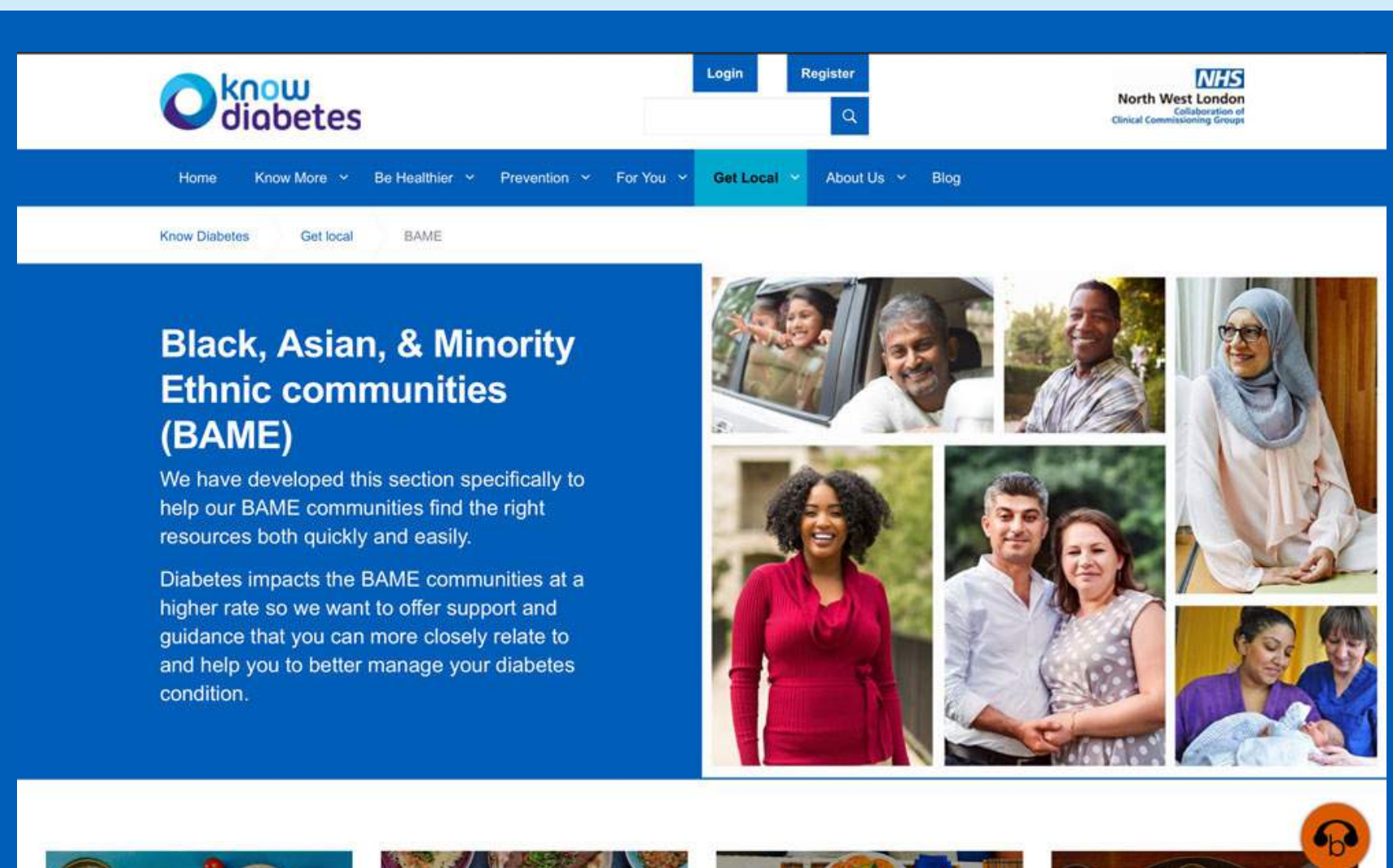
In 2020, the KD website had **189,190** visitors



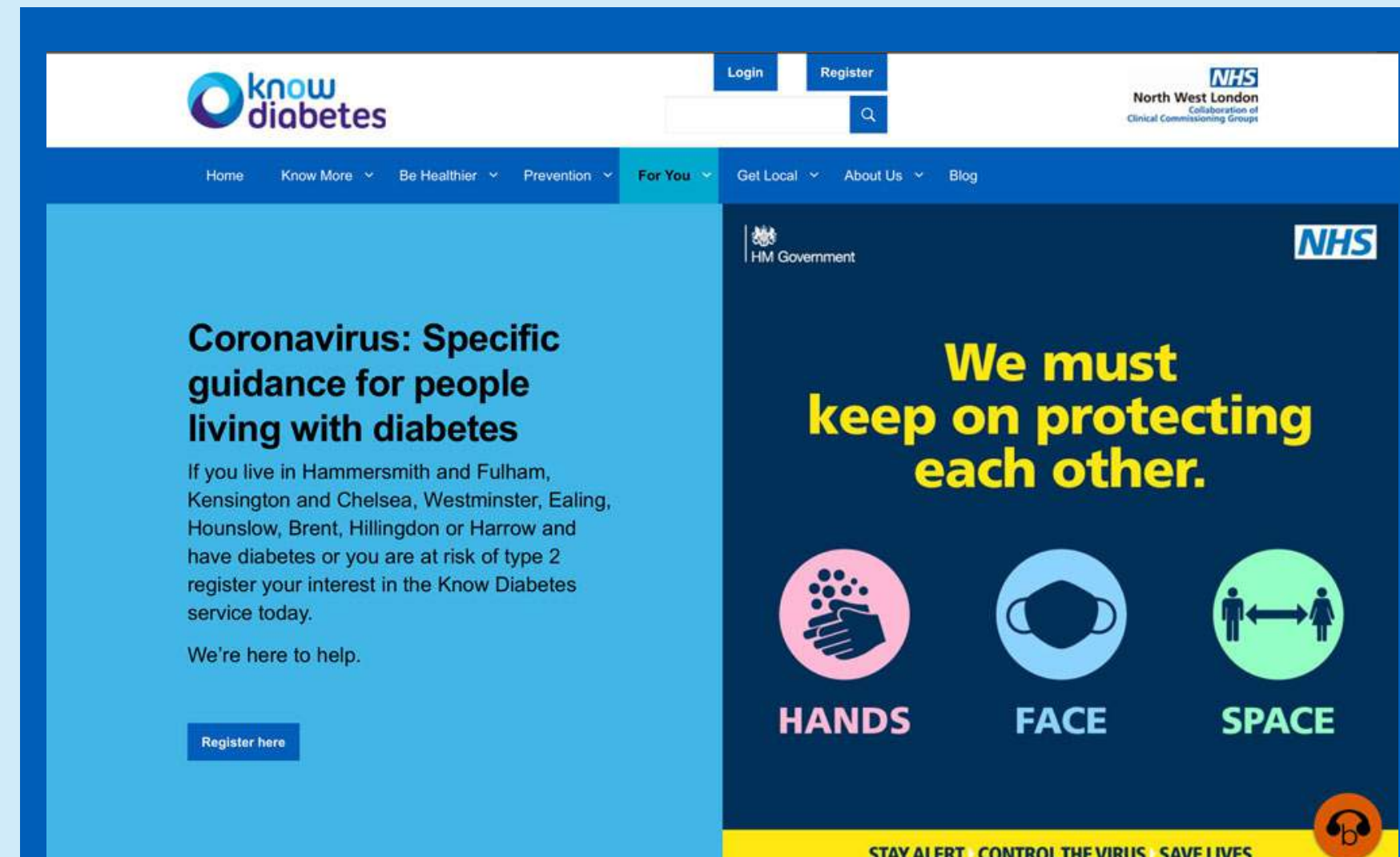
May - 200% increase from previous month due to email marketing, SEO, and new content release (COVID-19)

June - 33% increase due to text messages sent by local GP practices to alert people to the refreshed website and over 1,000 calls were made by the Diabetic Eye Screening Programme

NEW WEBPAGES IN 2020

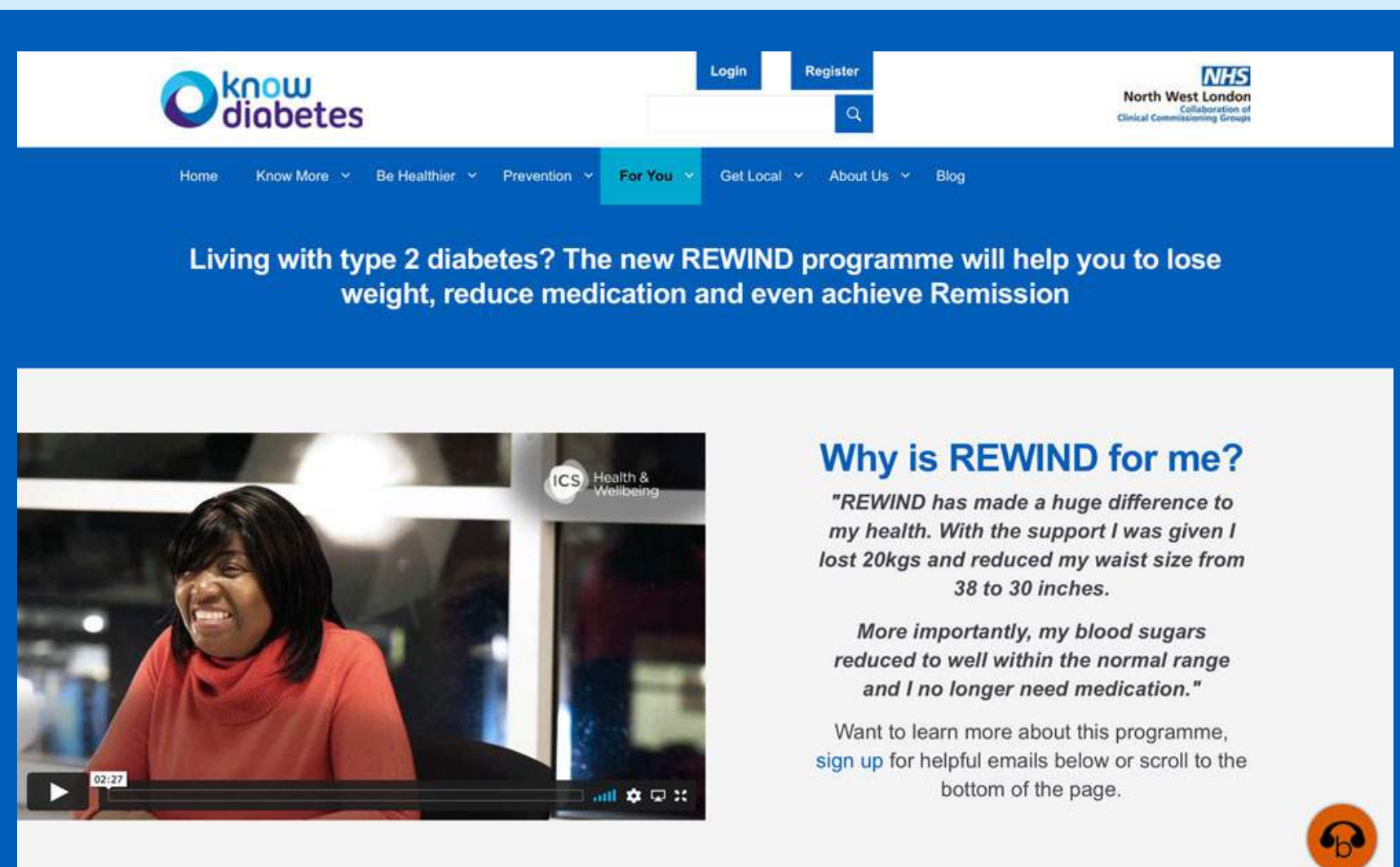


CULTURAL RESOURCES



CORONAVIRUS GUIDANCE

NEW WEBPAGES IN 2020



The screenshot shows the knowdiabetes website with the 'For You' menu item highlighted. The main heading reads: 'Living with type 2 diabetes? The new REWIND programme will help you to lose weight, reduce medication and even achieve Remission'. Below this is a video player featuring a woman smiling, with the ICS Health & Wellbeing logo in the top right corner. To the right of the video, the text asks 'Why is REWIND for me?' and includes a quote: 'REWIND has made a huge difference to my health. With the support I was given I lost 20kgs and reduced my waist size from 38 to 30 inches. More importantly, my blood sugars reduced to well within the normal range and I no longer need medication.' It also encourages users to sign up for helpful emails.

REWIND
PROGRAMME



The screenshot shows the knowdiabetes website with the 'Know More' menu item highlighted. The main heading reads: 'Diabetes 10 Point Training for People with Diabetes'. Below this, it states: 'People with diabetes who graduated from the Diabetes 10 Point Training for People with Type 2 diabetes and the Diabetes 10 Point Training for People going into hospital'. There are three photographs showing groups of people holding certificates. Below the photos is a section titled 'Diabetes 10 Point Training Page' with a large '10 Diabetes' logo. On the right, there is a 'Watch' section with links to 'People with type 2 diabetes', 'People with diabetes in hospital', and 'Mental health for people with diabetes'. A small orange circular icon with a white 'b' is in the bottom right corner.

10 POINT
TRAINING

BROWSE ALLOUD

A web accessibility toolbar that helps to make our webpages more inclusive for our diverse online audience.

Number of activities on the website



TOP 10 TRANSLATED LANGUAGES

8.3%: Spanish	4.8%: Somali
7.7%: Arabic	4.8%: Farsi
6.3%: Urdu	4.5%: Portuguese
6.0%: French	4.2%: Romanian
5.4%: Hindi	3.6%: Bengali



Features of Browsealoud include translation of text into 99 languages, conversion of text into audio, simplification of webpages, and reading text aloud.

The browsealoud button is available for use by people on all our webpages and the PDF documents as well.

New KD Blog



April 2020
a new blog
function
released

Total views
across all
blog pages
10,007

Blogs
published:
28

Number of
different
authors: 14

**It is useful to have some info.
With Covid-19 it seems
impossible to get an appointment
for a blood test/consultation.**

MONTHLY NEWSLETTER READER

EMAIL CAMPAIGN AUTOMATIONS

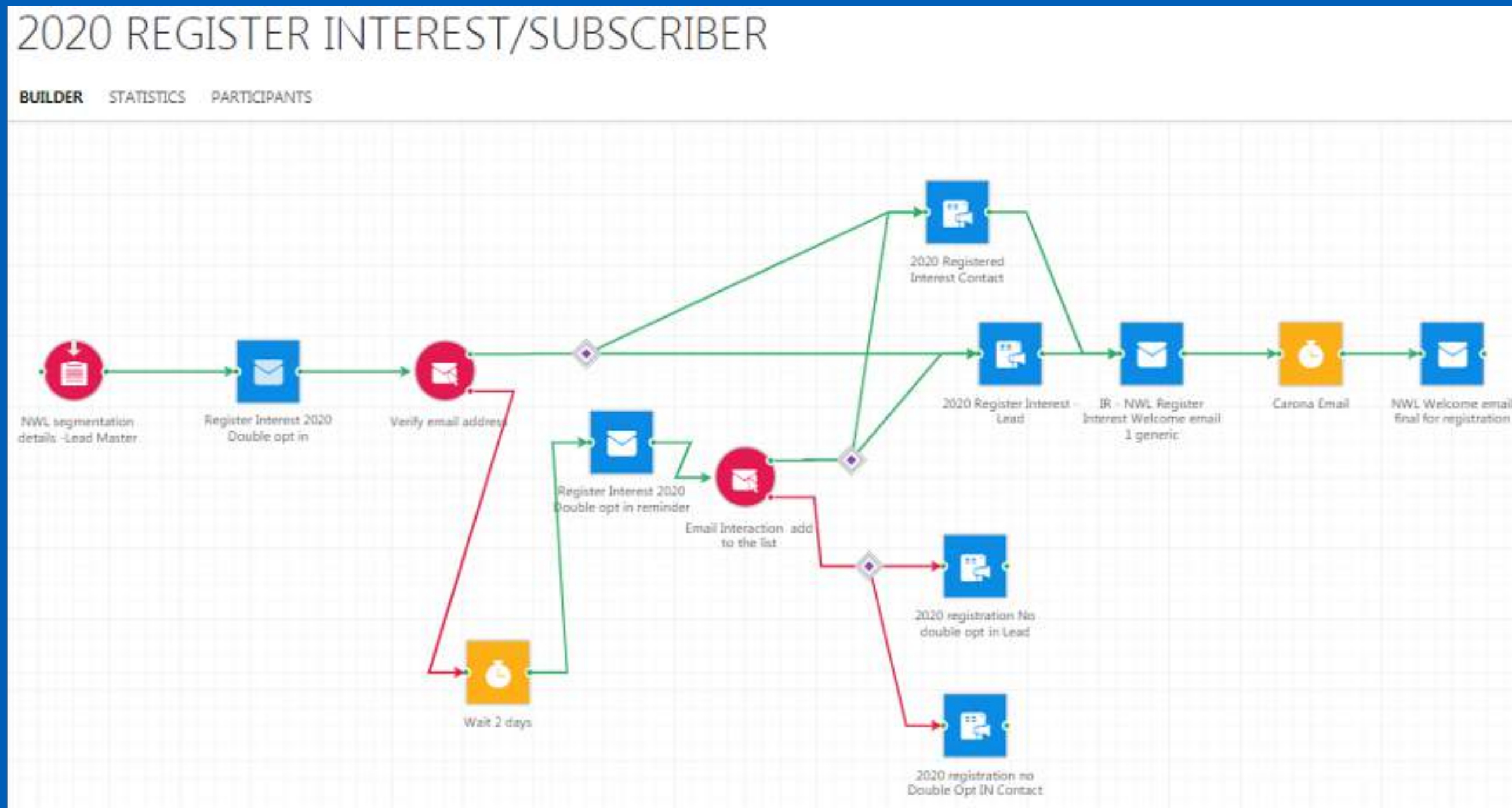
23

automations
designed, tested
and pushed live

75,256

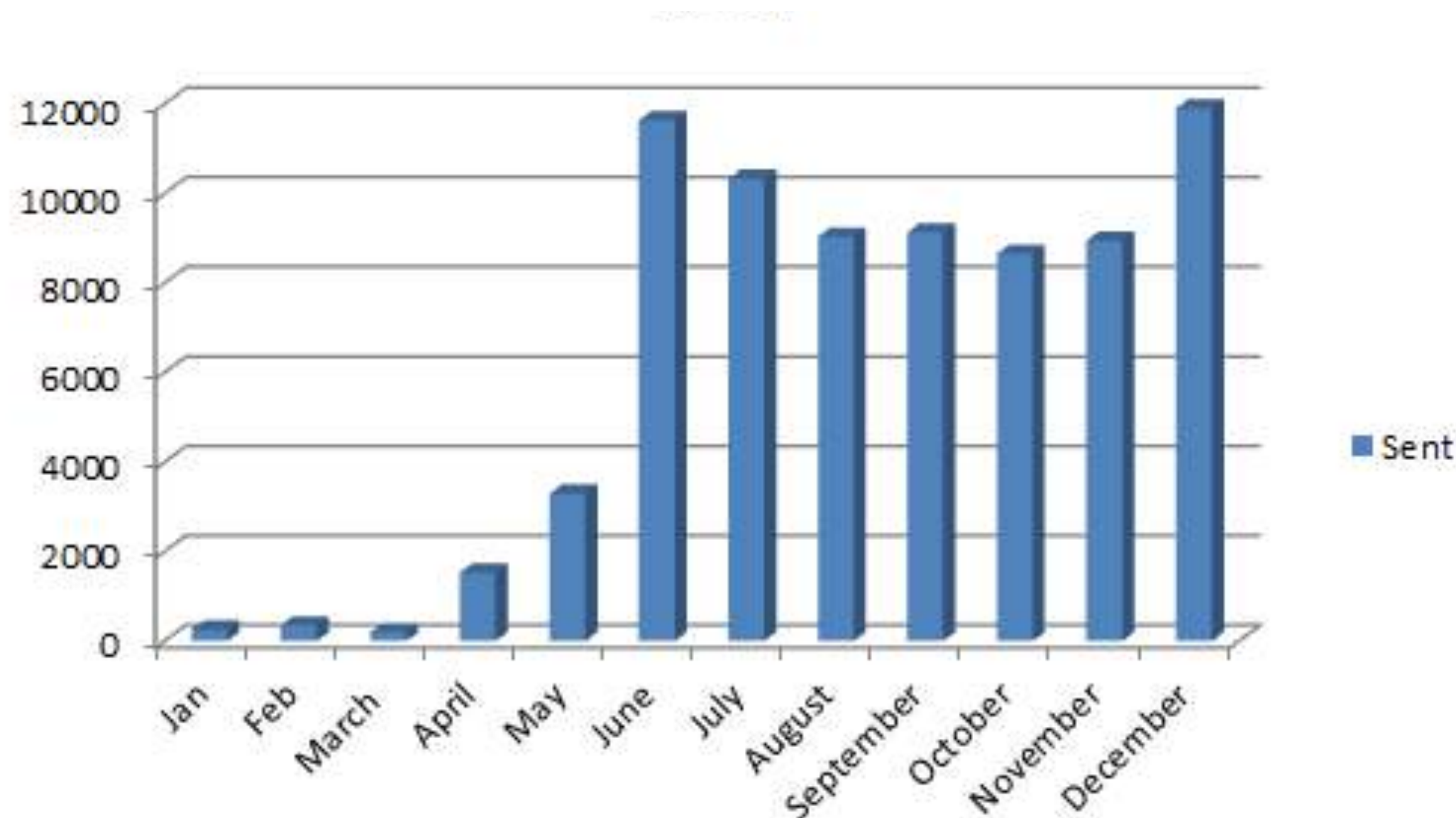
emails sent in 2020

Automation for "Register your interest"



Number of emails sent per month

The highest number of emails sent was **11,900** in December



EMAIL AUTOMATIONS/ CAMPAIGNS

8,000
Monthly recipients
of our newsletter

6
Unique welcome
campaigns have
been developed

Campaign Name	Status	Emails sent	Description
Register Your Interest	Live	10,423	Allows people to sign up from the website.
REWIND EOI and Webinar	Live	2,748	Type 2 users can express interest in REWIND and get info on very low calorie diets and low carb options.
Looking Ahead Newsletter	Live	55,501	Monthly newsletter sent to those who register their interest and create an account.
Health care professionals (HCP) newsletter	Live	252	Health care professional bimonthly newsletter to update on diabetes and programme updates.
Account Creation	Testing	Feb 2021	Automation to help all users create a Know Diabetes account to access structured education and personal health records.
Welcome Type 1	Testing	Feb 2021	Welcome series for type 1 users after account creation process.
Welcome Type 2	Testing	Feb 2021	Welcome series for type 2 users after account creation process.
Welcome At Risk	Testing	Feb 2021	Welcome series for at risk users after account creation process.
Welcome Gestational	Testing	Feb 2021	Welcome series for gestational users after account creation process.
Welcome Other	Testing	Feb 2021	Welcome series for all other users after account creation process.

EMAIL AUTOMATIONS/ CAMPAIGNS

1,500

Recipe of the Week
emails sent

5

New campaigns
being tested for
release in 2021

Campaign Name	2020	Emails sent	Description
Weekly Weigh-In (4 week)	Live	521	One month virtual weekly weigh-in with top tips that users can self sign up to.
Recipe of the Week - healthy eating	Live	978	12 week healthy recipe campaign that users can self sign up to.
Recipe of the Week - low carb	Live	502	12 week healthy recipe campaign on lower carb that users can self sign up to.
Tweak your Week	Testing	Q4 2021	28 day habit campaign about making small changes.
Move More	Testing	Q4 2021	7 day move more campaign to increase physical activity levels.
Mental Wellbeing	Testing	Q4 2021	7 day mental wellbeing campaign on 5 steps to well being.
Foot Care	Testing	Q4 2021	7 day video footcare campaign.
Ask the Expert	Live	150- Form submissions	Interactive feature where users can send in questions.
Share your Story	Live	204	Interactive feature so users can share their story.
Fresh Start – Video Group Consultations (VGC)	Live	77	Campaigns to support small group video consultations at the GP practice.
Fresh Start - Tier 3 (KD account holders)	Testing	Q4 2021	12 week T2 campaign offered as part of KDS account link with EXi app.
Healthy Living	Live	1,634	Invite to T2 segment for NHS testing of Healthy Living programme.

EMAIL CREATION & STYLING

Banner

- create/edit
- optimise

Header

- font size
- font type
- font colour

Body text

- proof read
- spell check
- font size
- font type
- font colour
- add hyperlinks
- test hyperlinks

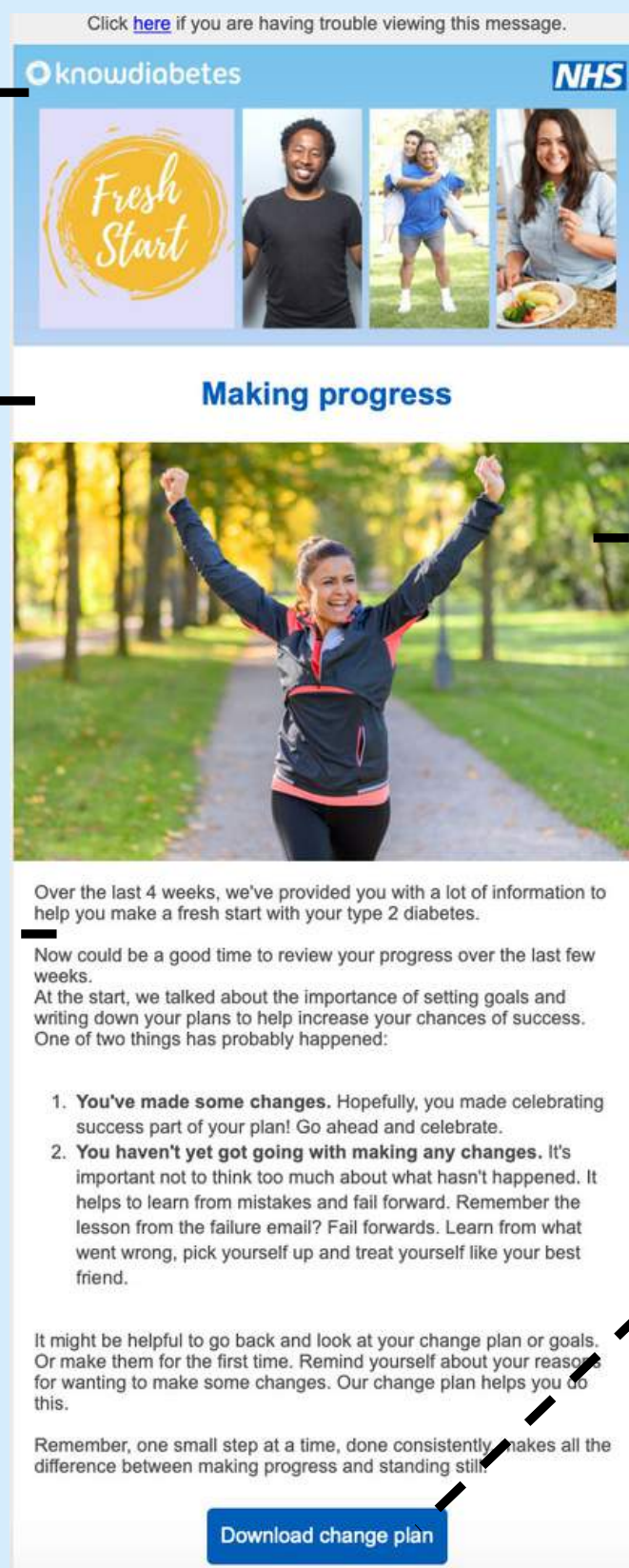


Image / photo

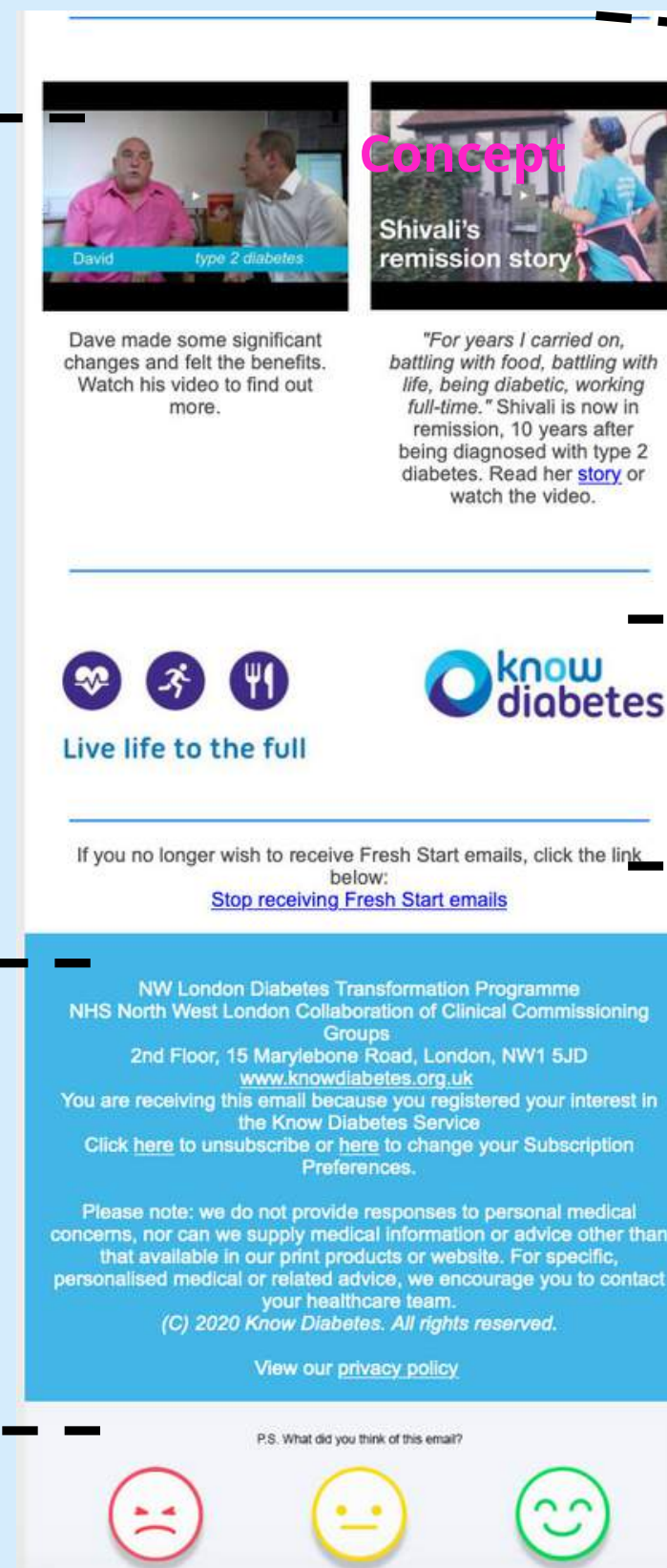
- source image
- optimise image
- add hyperlink
- test hyperlink
- add alternative text

Call to action button

- add hyperlink
- test hyperlink
- font size
- font type
- font colour
- button colour

Video

- check hyperlink
- check still image (create new still if necessary)
- add text
- font size
- font colour



Line break

- check dimensions
- line colour

Footer

- add footer image

Opt-out

- create subscription
- create opt-out form
- create opt-out marketing list
- add text
- add hyperlink
- font colour
- font size
- test hyperlink

Disclaimer

- add disclaimer footer

Feedback

- add feedback image



Taking action...

If you are interested in trying a Very Low-Calorie Diet (VLCD) approach to help you lose weight there are a number of options out there. We have summarised some of these options on the Know Diabetes website.

Discover what options are available Julia?

MAKE A DIFFERENCE

REWIND YOUR TYPE 2 DIABETES



I was spending £45 per week on food and drink, but on the VLCD (Very Low Calorie Diet) it was £16 for tasty soups and shakes. I was saving £29 each week, so over 12 weeks that's almost £350. And I am nearly 2 stone lighter.

Achieving rapid weight loss with a balanced Total Diet Replacement (TDR) programme can be very motivating, but sticking to a low-calorie diet can be difficult too. We strongly recommend that you speak to your health team before



Move more



Know Diabetes is supporting efforts from **Get Active**, **London Sport** and **Sport England** to encourage complete beginners to become more active with the **Couch to 5K** fitness app.

COUCH TO 5K

Supportive trainers with you every step and tell you what's coming next



Whatever your reason for starting, you're not alone, join hundreds of Londoners on a journey to feeling better

The Couch to 5K running app is **FREE**, easy to use and perfect for those who are new to running and need some extra support and motivation along the way.

Get the app now



Recipe of the week



Courgette and mozzarella frittata



CLICK THE IMAGE TO VIEW THE RECIPE ON THE REAL SIMPLE WEBSITE. ALL OUR RECIPES OF THE WEEK ARE APPROVED BY AN NHS DIETITIAN AND SOME HAVE BEEN RECOMMENDED BY OUR FOLLOWERS



Making progress



Over the last 4 weeks, we've provided you with a lot of information to help you make a fresh start with your type 2 diabetes.

Now could be a good time to review your progress over the last few weeks. At the start, we talked about the importance of setting goals and writing down your plans to help increase your chances of success. One of two things has probably happened:

1. **You've made some changes.** Hopefully, you made celebrating

315 EMAIL TEMPLATES CREATED

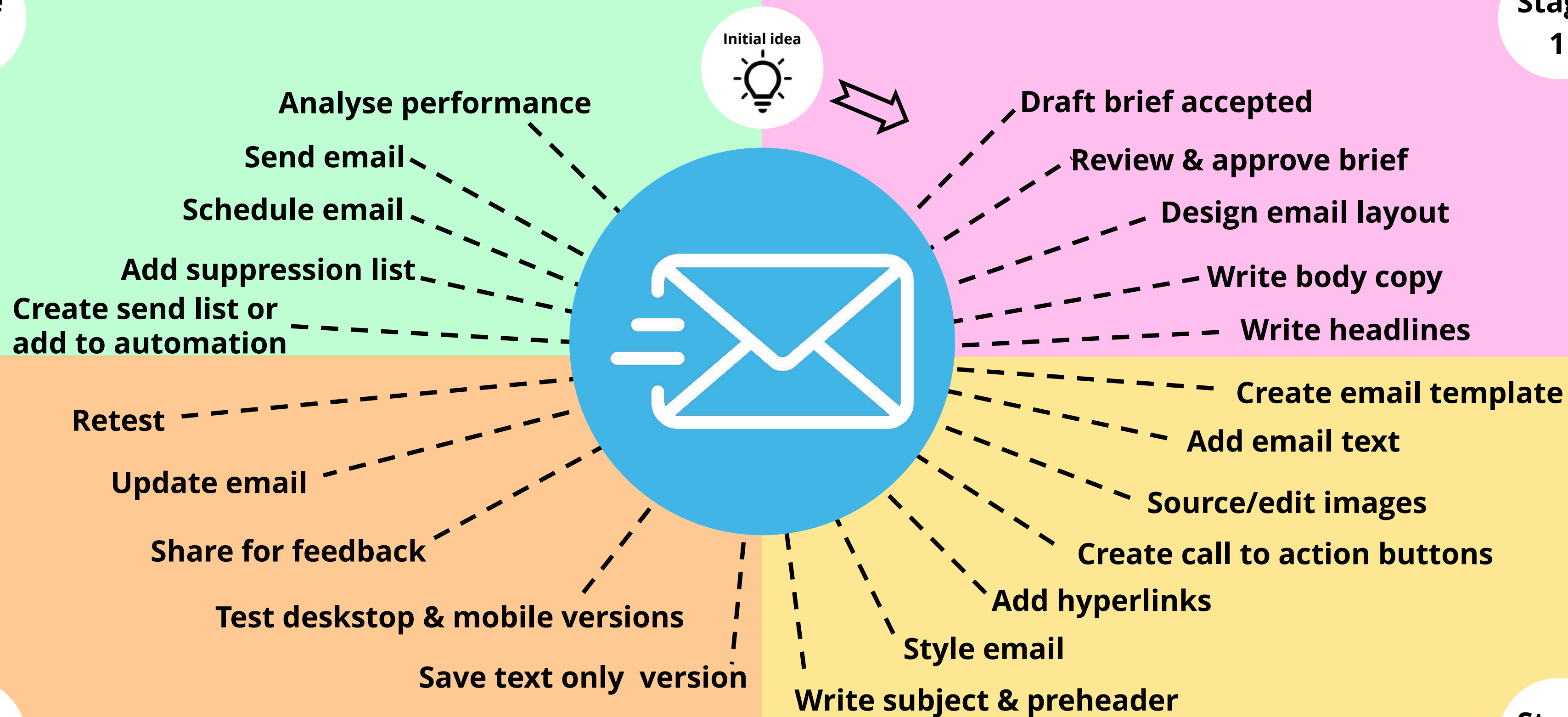
EMAIL PROCESS OVERVIEW

Stage
4

SEND

CONCEPT

Stage
1



Stage
3

REVIEW

DEVELOPMENT

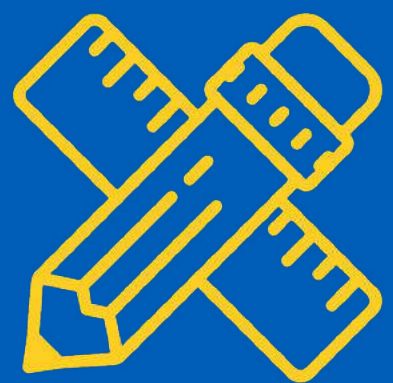
Stage
2



**Very informative and motivated
me to exercise more.**

MONTHLY NEWSLETTER READER

KNOW DIABETES DIGITAL HEALTH MARKETING ASSETS



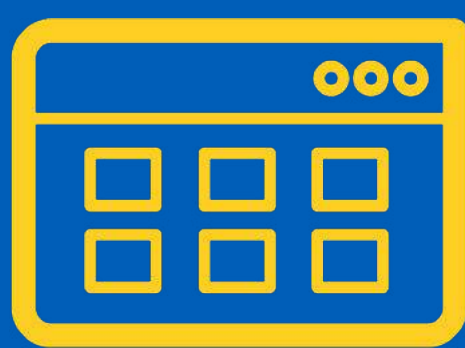
87

Web forms
created



7024

Form
submissions



55

Landing Pages
created



10

Survey &
subscriptions
created



223

Smart cohorts
created (target
cohorts)

CODING AND STYLING

155 assets have been coded with CSS and Java scripting to make assets mobile responsive and to produce a superior user experience with a fluid user interface

Header scripts

Anything you enter here will be placed before the closing </head> tag on this page of your website.

```
<style>
body{
display:none;
}
.cls_blk span:hover{
background-color:#005eb8 !important;
cursor:text !important;
}
</style>
```

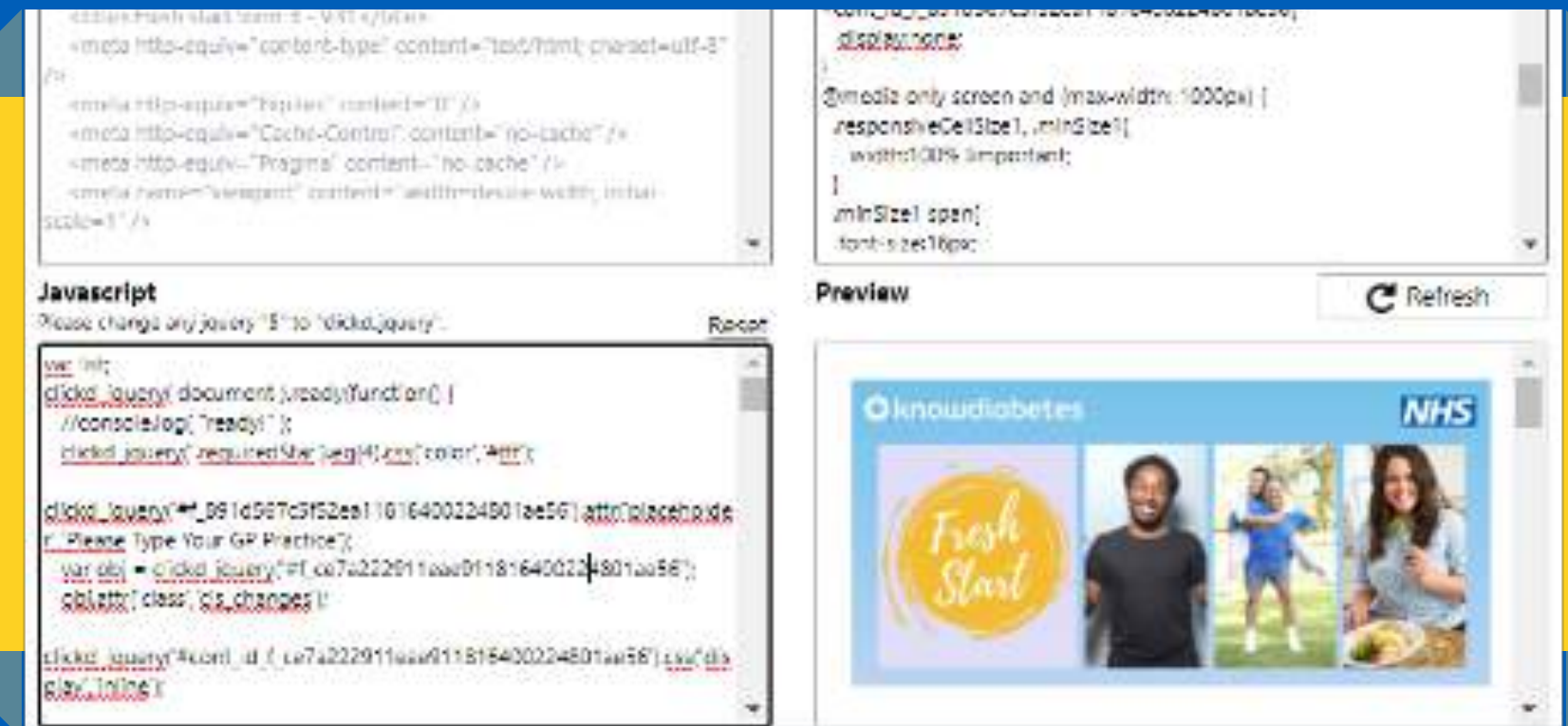
After opening body scripts

Anything you enter here will be placed after the opening <body> tag on this page of your website.

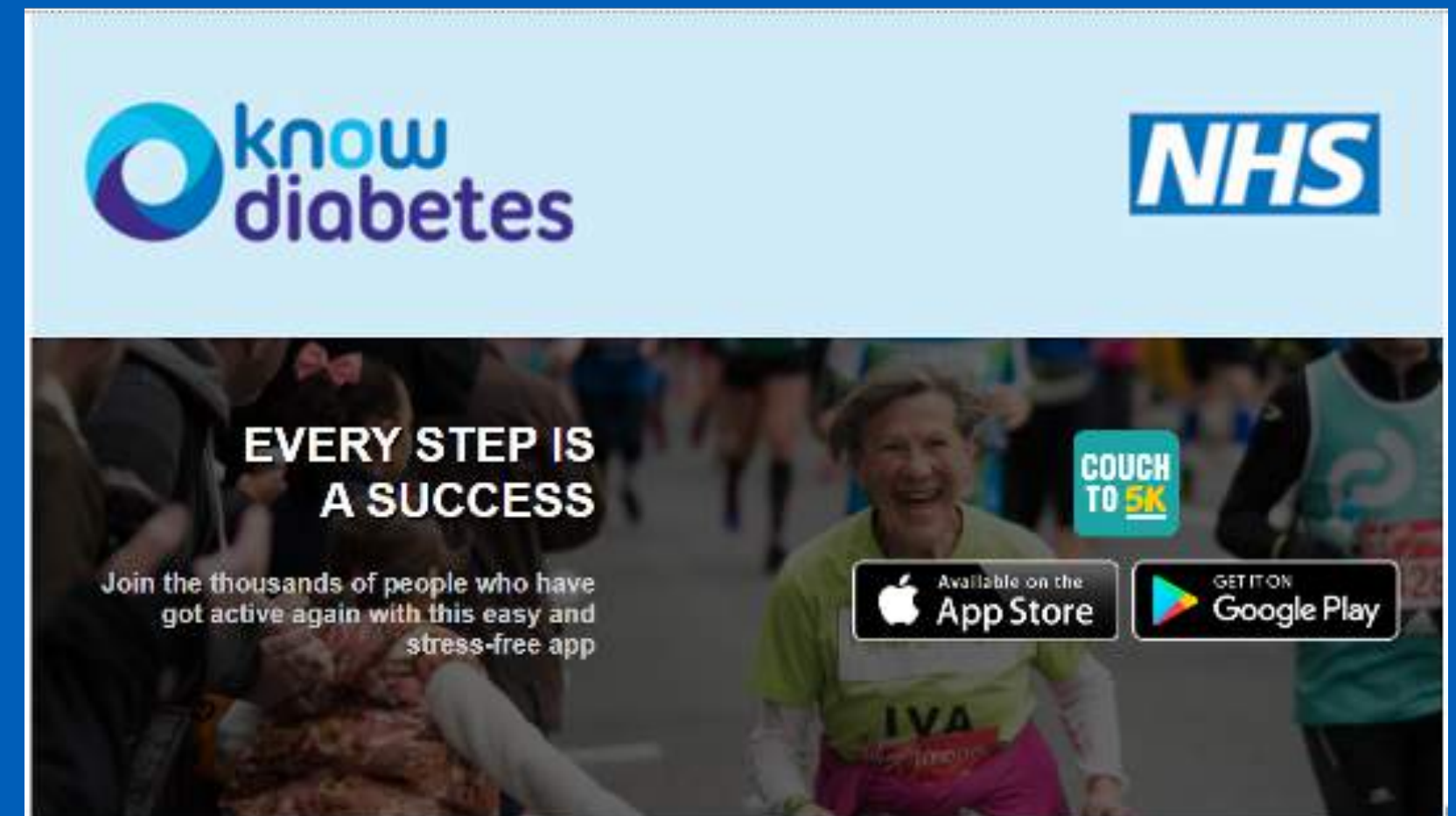
```
<div id="div_full" style="display:none">
<div id="div_bk"></div>
<div id="div_cont">
<div align="center"><a href="javascript:close()">Close x</a>
<a href="javascript:test()">.</a>
</div>
<iframe src="" id="lfr_pre"></iframe>
<iframe src="" style="display:none"></iframe>
</div>
```

END RESULT





Coded and styling assets include web forms, landing pages, and web pages



LANDING PAGE EXAMPLE



What happens in the background:

 Add to Marketing List
 NWL-Couch to 5k:
 Remove From Marketing List
 C5k visited but didn't click:

Users get added/removed
from marketing lists

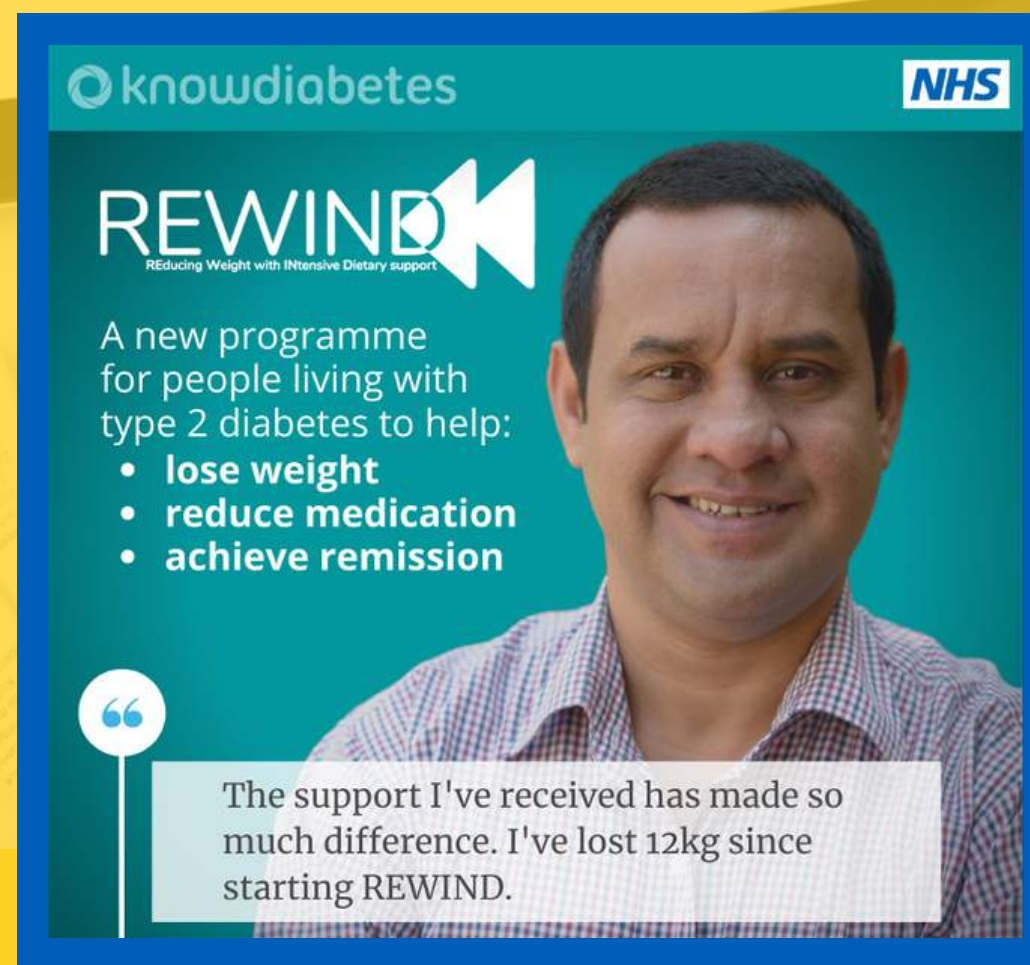
Label ↑	Value
Apps Download	iSO
Email Address	c.nitharshan@nhs.net

A list is kept that counts the
number of app downloads

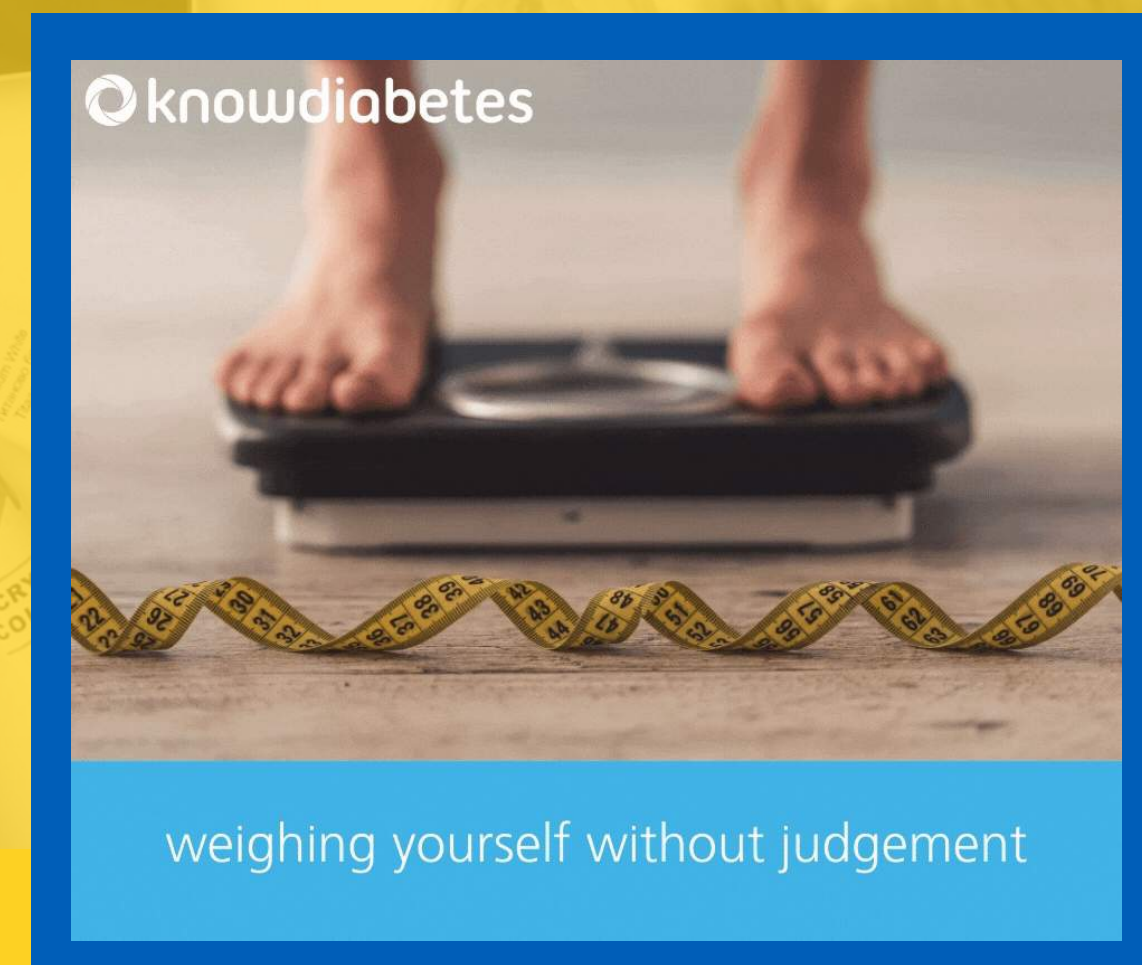
Over 150 Branded Designs



COVID-19
GUIDANCE



REWIND
PROGRAMME



WEEKLY WEIGH-IN
CAMPAIGN

Over 150 Branded Designs

Black
Aasian &
Minority
Ethnic
communities



CULTURAL
RESOURCES

**Ask the
Expert**



ASK THE EXPERT

MOVE MORE WHEN YOU...
TWEAK YOUR WEEK



WHAT TWEAK DID YOU MAKE?

I walk one mile
after lunch every
Wednesday, I call it
Walk it Wednesday.
That's 52 miles per
year.

knowdiabetes.org.uk/apps

TWEAK YOUR WEEK
CAMPAIGN

Over 150 Branded Designs



WELLBEING
RESOURCES



TWEAK OF THE WEEK
INFOGRAPHIC



RECIPE OF THE
WEEK CAMPAIGN



INSIGHTS

Gaining valuable insight so that the platform is able to offer personalised digital healthcare at mass, based on user preferences and digital behaviour activity.

It's a very strong communication to highlight the risk I have from covid 19 and gave me the encouragement to be extra careful

MONTHLY NEWSLETTER READER

FEEDBACK FROM EMAILS

**326 people have
rated our emails out
of 10.**

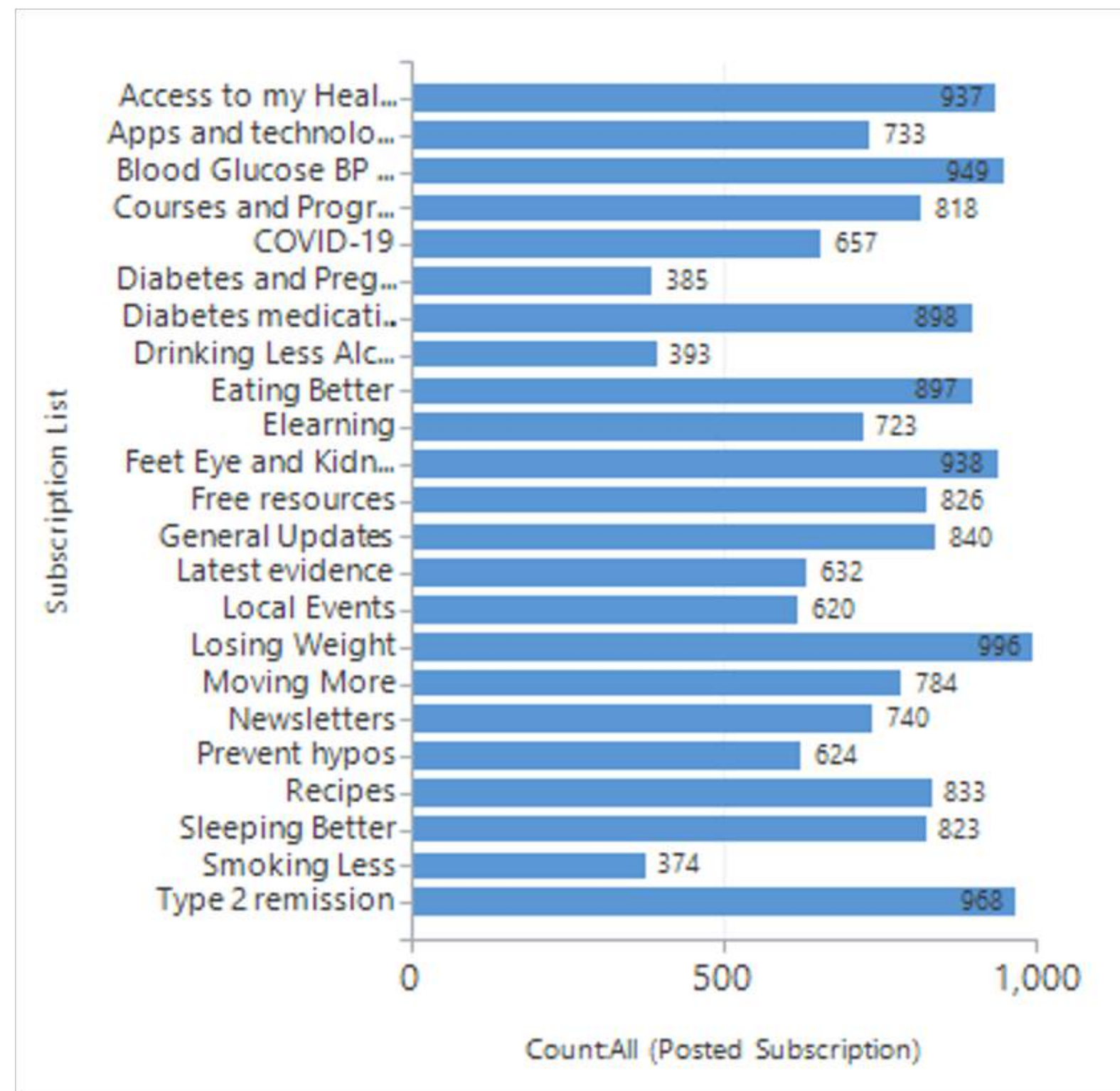
**137 (42%) have rated
it 10 out of 10.**

**The overall average
is 8.37.**

**83% of people said
they would
recommend the
Know Diabetes
Service to other
people.**

QUANTITATIVE

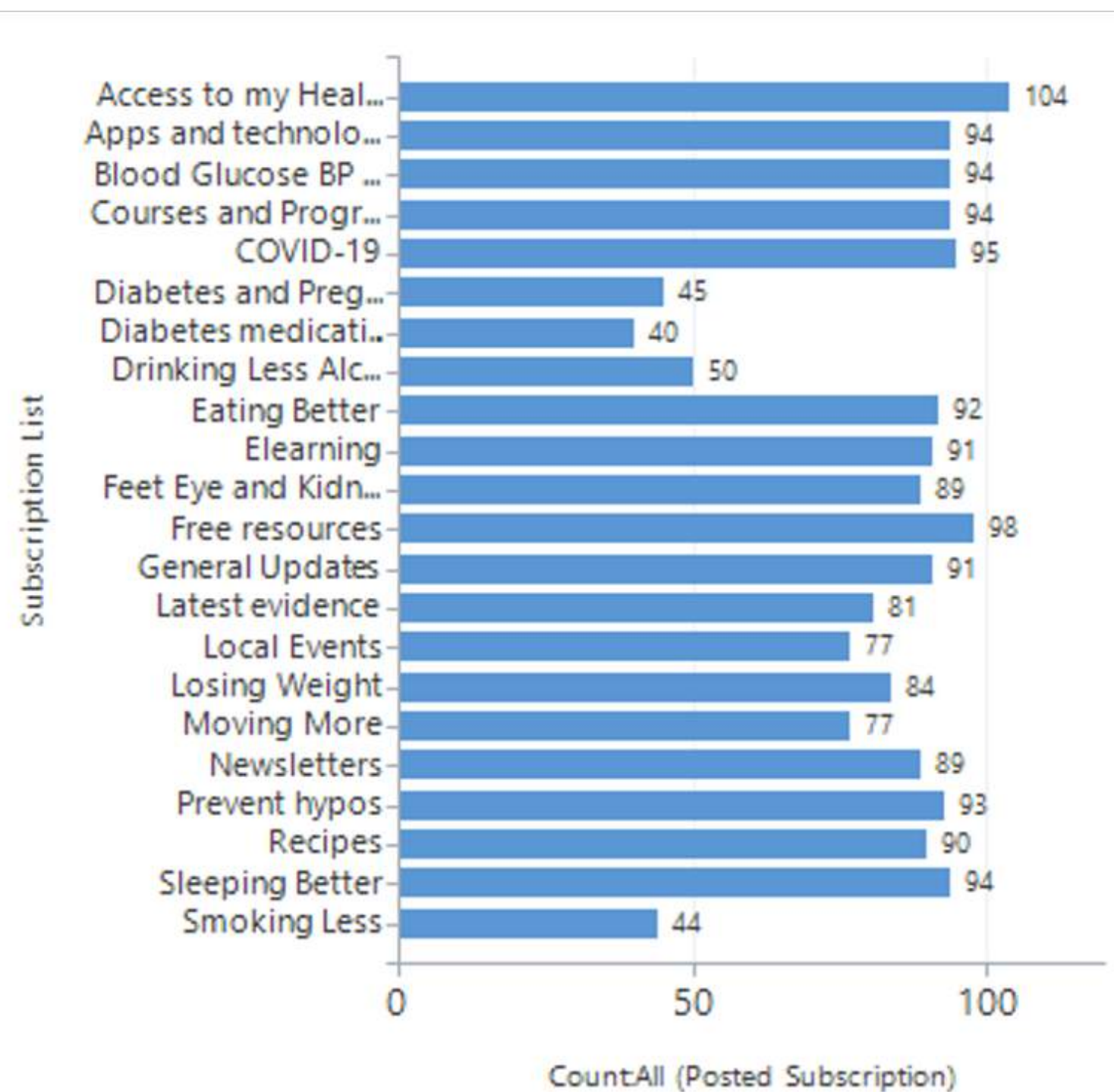
TYPE 2 INTERESTS



INSIGHTS



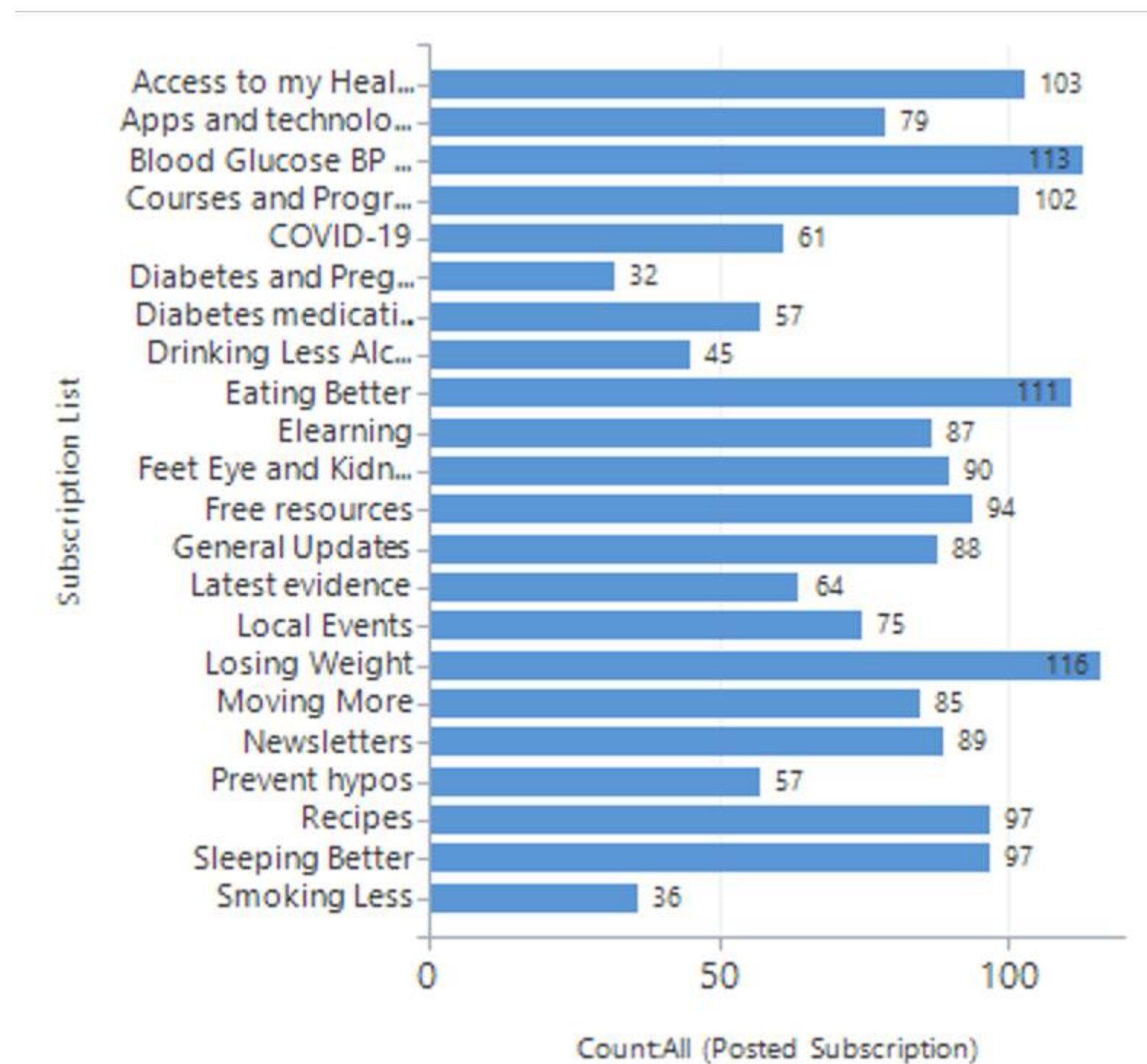
TYPE 1 INTERESTS



INSIGHTS



NON-DIABETIC HYPERGLYCAEMIA (AT RISK OF T2) INTERESTS



INSIGHTS



MONTHLY NEWSLETTER

Background

Looking Ahead is the monthly newsletter that has been emailed to people in North West London since April 28th 2020. It is sent to approximately 8,000 people per month. A total of 55,501 emails were delivered in 2020.

Reader comments & suggestions

"Very informative and the option to speak to the diabetes experts is good."

"Informative and easy to read."

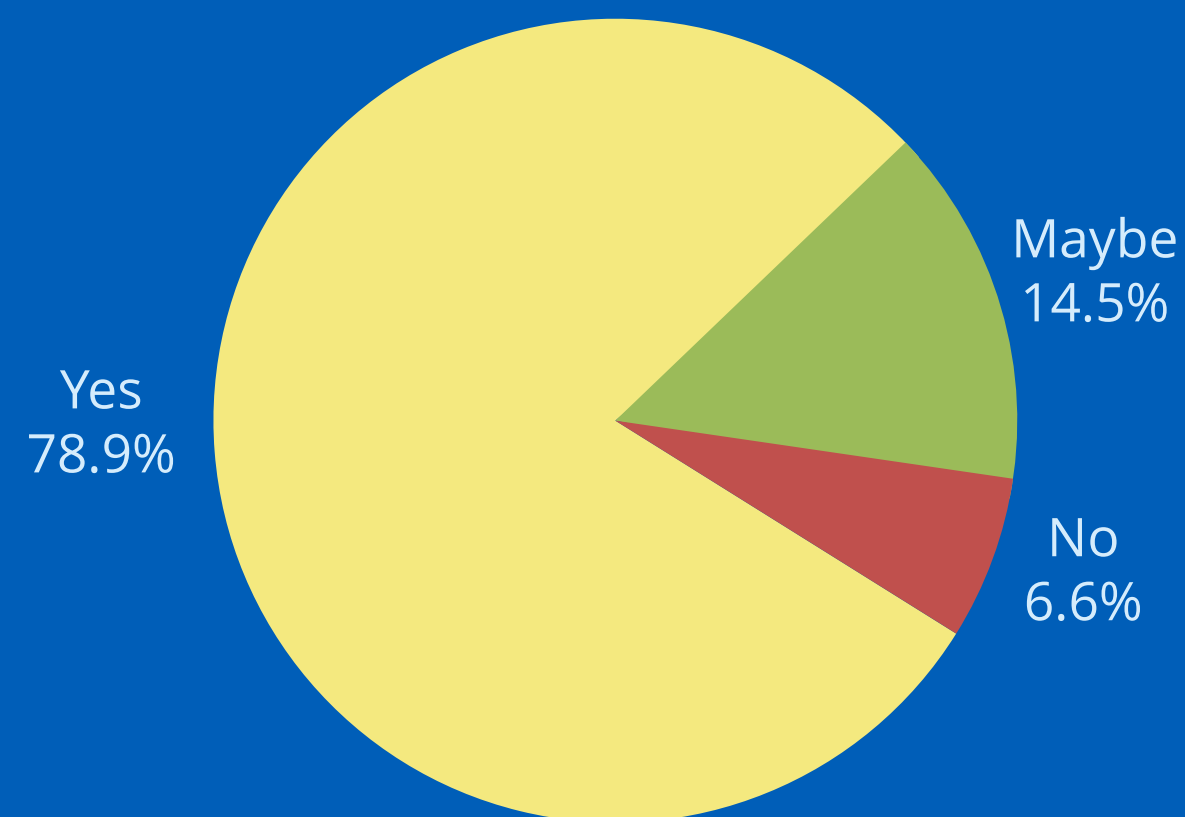
"Easy to read and informative for people at risk"

"More top tips"

"Informative through easy to use links."

"The colours are nice. Newsletter is very professional. Comms have done well!"

Would you recommend the Know Diabetes Service to other people?



Unique email open rate of 48.3%



Really informative. I feel like I am not the only sufferer. It gives me strength and reminds me of the things I should or shouldn't do.

MONTHLY NEWSLETTER READER

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) CONFIGURATION



User Profiles

6 user profiles have been set up with different admin rights

Searches

Creating searches to be able to communicate with specific cohorts

Wizard

Process maps/workflows set up, design, testing, feedback- approval – ongoing

User Guides

New user guides created for new staff

Reporting

Generate reports on how the diabetes population interacts with content

Standard Operating Procedures (SOP)

Standard operating procedures created for mobilisation.

Saved Views

Improving the usability of the platform for all users

Subscription Lists

Preference lists set up to personalised content

DATA INTEGRATION

341
NWL GP
practices
signed DPA

300K
records
integrated –

101K
email
addresses

10%
of users
contacted by
email in 2020

Mapping
data fields

Duplicate
detection

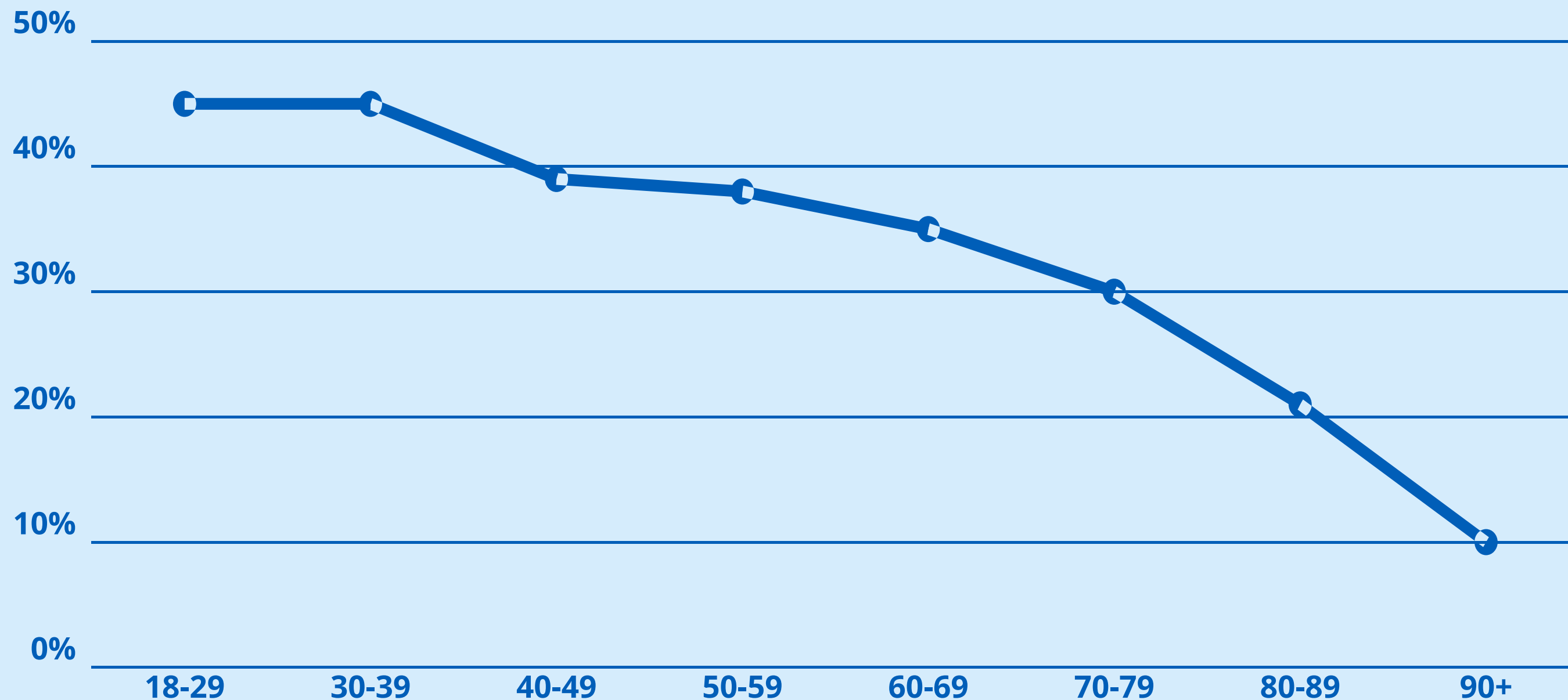
Cleaning
of data

RECORDS WITH AN EMAIL

Age	With email	Without email	Percentage with email
18-29	3,017	3,734	45%
30-39	10,143	12,521	45%
40-49	17,052	26,590	39%
50-59	25,186	41,192	38%
60-69	24,181	43,972	35%
70-79	15,638	36,828	30%
80-89	6,588	25,152	21%
90+	900	8,249	10%
Totals	102,705	198,238	34%

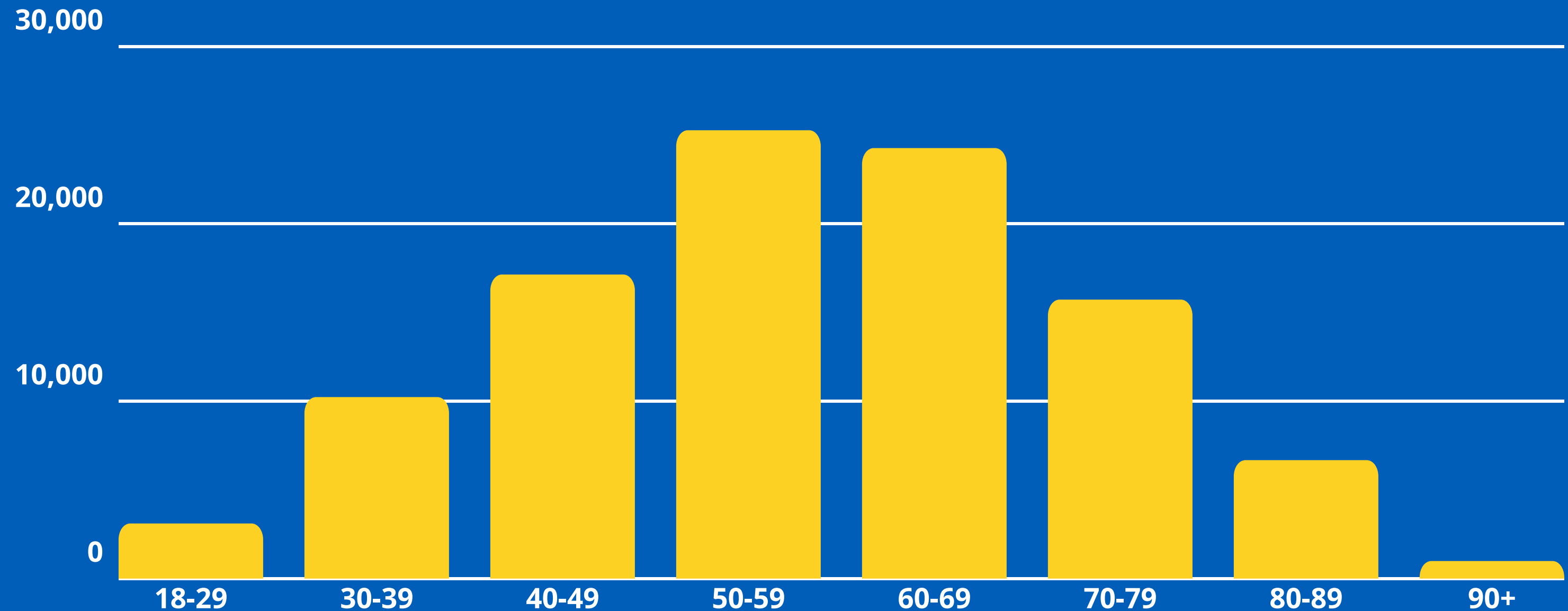
PERSON RECORDS

Percentage of people who have an email by age group



AUDIENCE BY EMAIL

Number of records with an email address by age group



TESTING

- Seven patients helped to test account creation. Becoming the first people in NWL to have a KD account.
- Patients also tested all the welcome campaign emails/automations.
- Next set of testing is on Patient Record Access in 2021.

KDS Testing Plan



knowdiabetes

Dear Robert,

On behalf of the NHS North West London Diabetes Transformation Programme we are delighted that you have agreed to help us test parts of the Know Diabetes Service. We would like to say special thanks from all the team for your support and useful feedback.

Once you have received your email invitation to "create your account" (image below), we would like you to answer the questions in this document (beginning on the next page).

Once you have completed all the questions, please can you email this document to Alex.Silverstein@nhs.net

CUSTOMER SERVICE

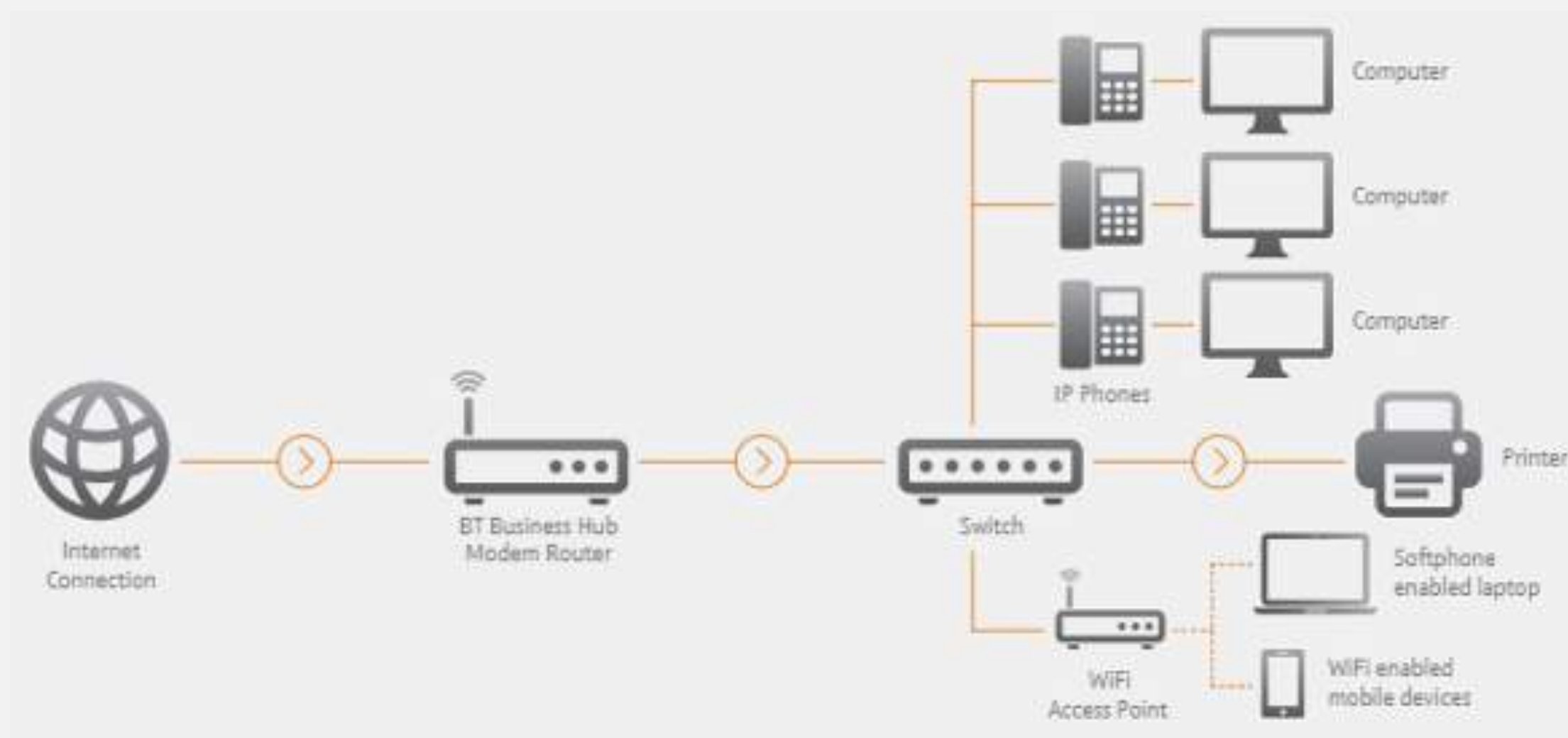
Contact us page.

- Inbound queries being managed using KDS software (Vitrucare)
- Ability to host a remote service team once fully operational .

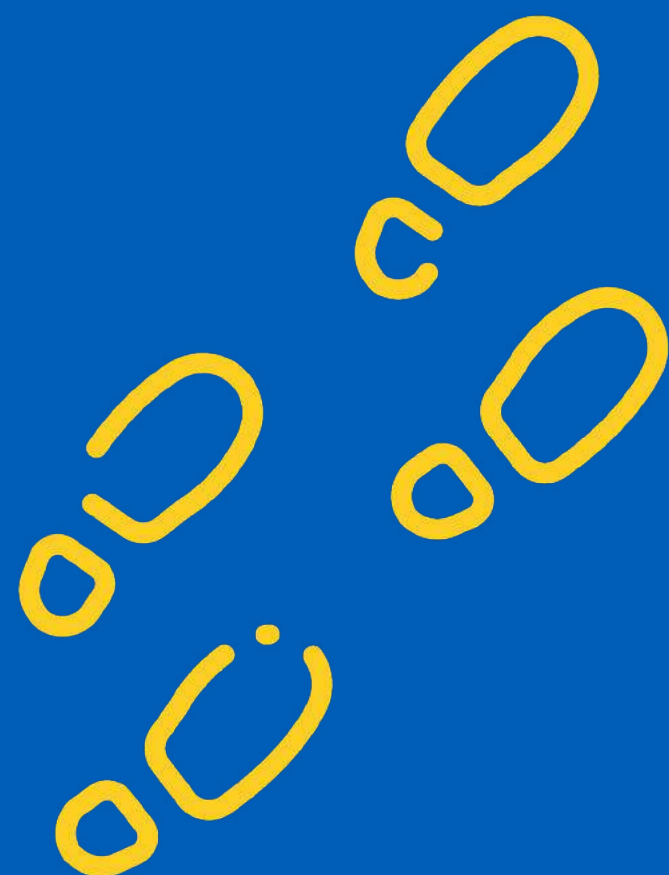


Service Team Functionality

- BT Cloud-based hence can be used on a computer, laptop or mobile devices using a remote connection.
- Features: Integration to MS Dynamics CRM, inbound/outbound call management, service groups set up/management, live reporting, live team chat, agent management, skills-based call routing etc.



NEXT STEPS



Activity 2021	Outcomes	New Features for 2021
<ul style="list-style-type: none"> • 50,000 users to be invited to create a KD account • 10,000 to be invited to digital SE courses • 10,000 users to engage with campaigns • 10,000 tracking on self-reported health outcomes via digital behaviour change campaigns • 2 million website page views • 500,000 website visitors • 40 new blogs 	<ul style="list-style-type: none"> • 50% of user self reporting weight loss on behaviour change driven campaigns • Impact analysis on users digital engagement with the CRM and website and how this correlates with specific health outcomes like 3TT, and BMI. • User wellbeing improvement score • 10,000 users starting a QISMET digital structured education course 	<ul style="list-style-type: none"> • KD App deployment • KD chatbot deployment • Patient Record Access deployment • Mapping tool deployment • Face-to-face structured education bookings via KDS, end to end journey deployment • Digital structured education deployment

ABOUT

For further information on the KD platform contact the Know Diabetes team.

[Contact Us](#)

[About Us](#)

[Meet The Team](#)

www.knowdiabetes.org.uk

