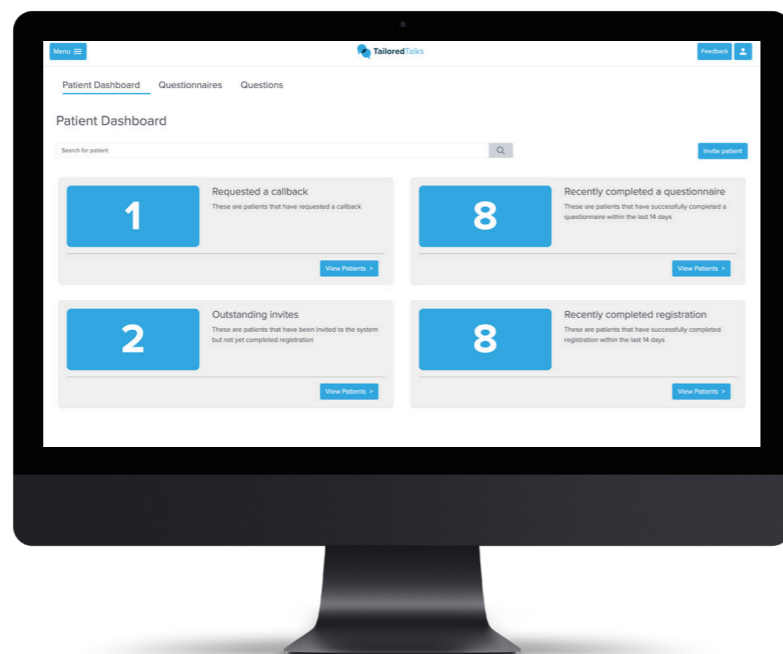
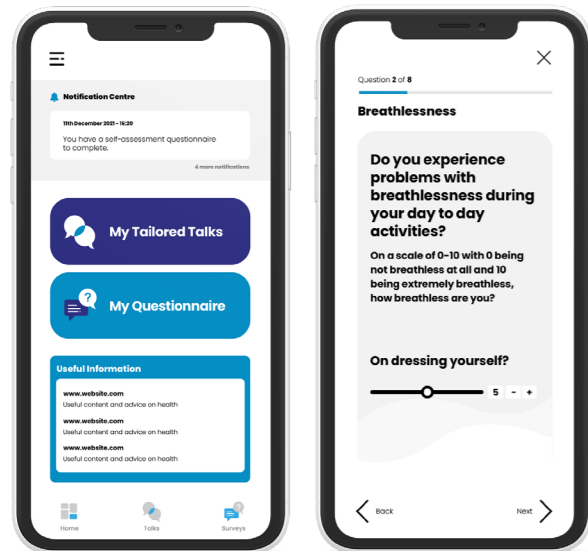


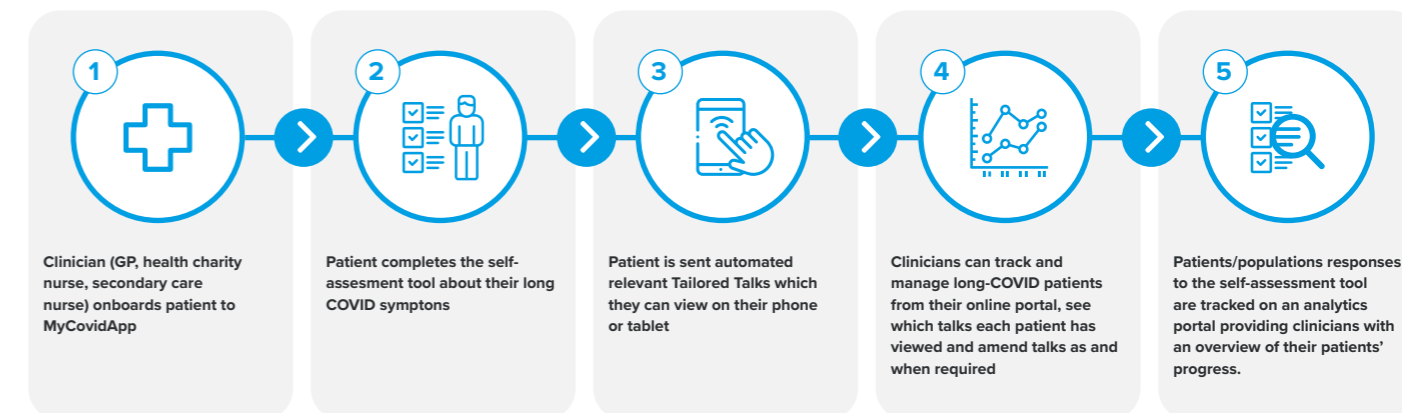
## The Challenge:

Senior clinicians in NHS Scotland came to us with concerns over the accessibility of information they were sharing with COVID patients who had spent time in Intensive Care (ICU) about their medical condition and their time in hospital.

Most often this information would be provided in the format of several generalised leaflets. It was often difficult for patients to find relevant information, increasing levels of stress and confusion, increasing risks of readmission.



## The Solution:



“It was nice and simple, nice and easy. Swiped it once, one subject, swiped again went to another subject.”

Pogo studio created **Tailored Talks** – a secure web platform where clinicians can create “pick and mix” presentations for patients from a comprehensive slide library populated with medical information. Clinicians can filter slides by various criteria and keywords, then select only those slides that are relevant, giving the patient a fully tailored set of information that relates specifically to their condition and how they experience it as an individual.

- Create a clear audit trail of shared information and advice
- Easy tracking and management of long-COVID patients
- Clear communication pathway across different clinical areas and teams
- Increased patient safety and reduced readmissions

Tailored Talks was successfully trialled in Southeast Scotland. However, as hospital clinicians were the only ones generating Tailored Talks, Long Covid patients in the community were unable to benefit. - So we worked with clinicians to design **MyCovidApp**.

### For Patients

- Receive only information relating to their exact condition.
- Share information about their conditions with friends and family.
- View information on a smartphone or tablet.
- Access the right information at the right time
- Reduced anxiety and improved medical outcomes

### For Clinicians

- Ensure that their patients receive the right information at the right time
- Time saved due to self-assessment tool

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