



Systems, Process, Evaluation | exploring what is possible in EoR

Stu Stokes | [@ReferAll](#)

“Exercise referral doesn’t work!”

“The benefits of exercise referral are not as large as hoped.”

“This has saved my life!”

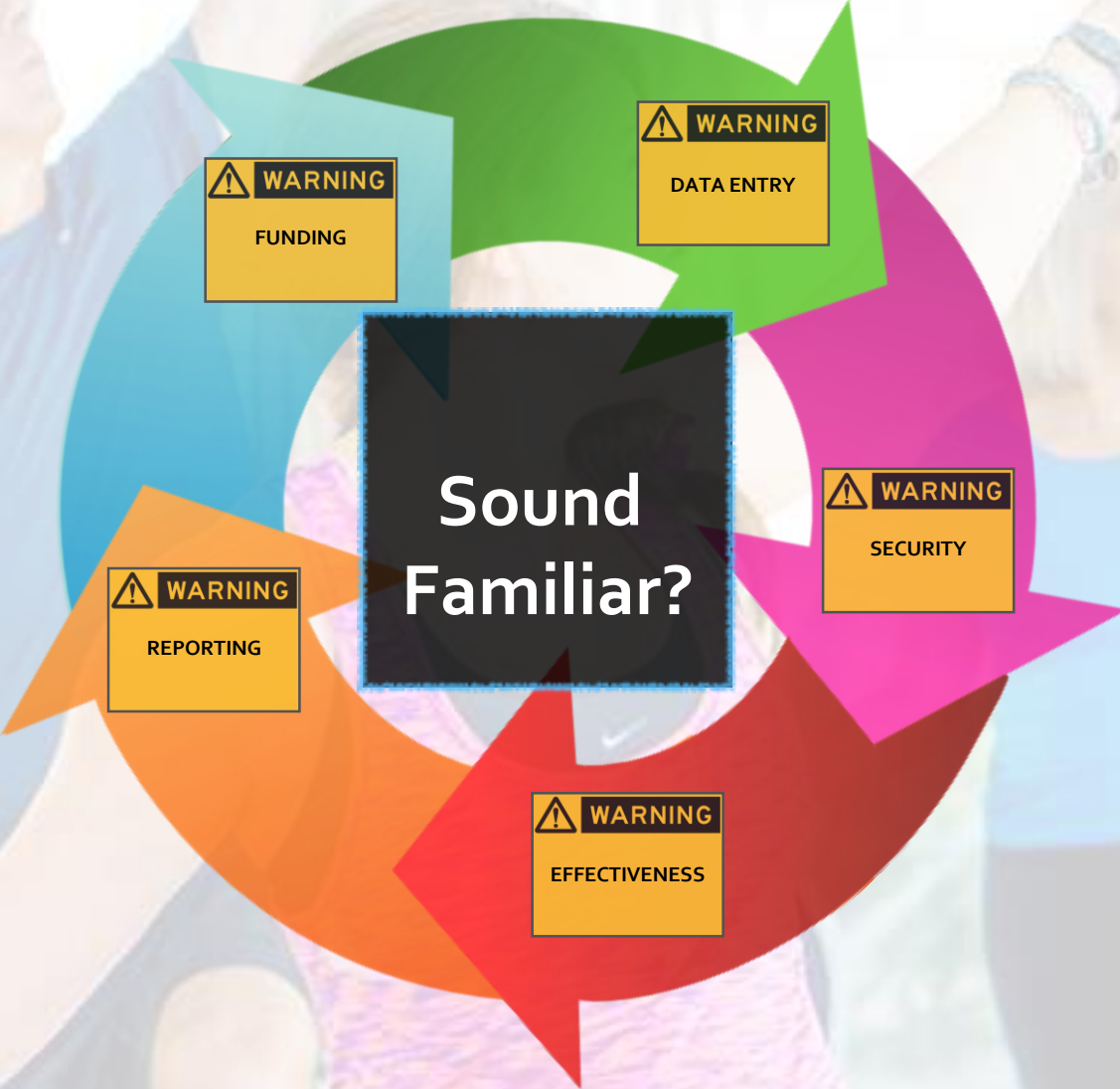
“I never knew I could achieve so much!”

# Review of evidence

Even with large numbers the story for EoR is not as hoped







- There are positives
- There are challenges
- There is work to do
- Everyone has a part to play

# Today's Challenges



# What we do


**PRODUCT HIGHLIGHTS**

-  Customise
-  360° View
-  UK Data Centre
-  Reports
-  SMS Text
-  Integrations

**OUTCOME REPORTING AT A GLANCE**

Select Your Scheme → Filter Your Data → Save as a Template → Report or Export

Contact Stuart or the sales team on **0845 465 1052** or visit: [refer-all.net](https://refer-all.net)



**ReferAll is a data management platform for the safe and efficient provisioning of lifestyle services.**

We help organisations involved in the commissioning and provisioning of lifestyle services such as exercise on referral (EoR), weight management and specialist referral services for chronic conditions by providing access to our digital platform that enables quick and easy yet secure online referrals, reduce the administrative burden on scheme administrators which frees up their capacity for improved delivery, while at the same time allowing for real-time monitoring and evidence-based evaluation of outcomes by healthcare commissioners.

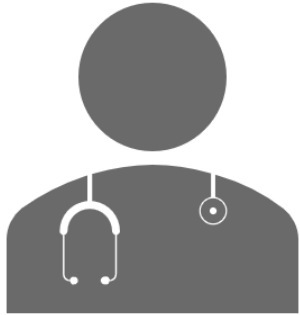
Today our secure online software is used by Public Health Teams, Local Authorities, Leisure Trusts and NHS organisations across the UK.

# Client Journey

NEW REFERRAL

- Real-time reporting
- Health outcomes
- Ongoing intervention

- Referral routes in
- Process management
- Automation



SCHEME EFFECTIVENESS

£

COMPLETED



REFERRED

PARICIPATING

NOT PARICIPATING



- Activities
- Triggers
- MemberApp

LEFT EARLY

PARTICIPATING

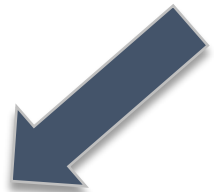
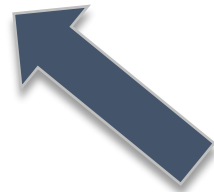


INTENDS TO PARTICIPATE

INITIAL ASSESSMENT

LEFT EARLY

- Bookings
- Communication
- Questionnaires

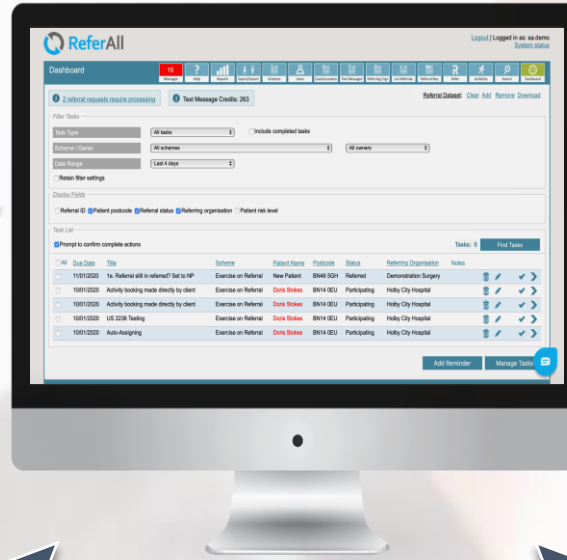


# Data Collected



## Outcome data

IPAQ, ER-QLS, SWEMWBS, WHO-5, HADS (many more), behaviour review, key measures, short, medium long term goals, no. of referrals, take-up rate, retention rate



## Key demographics

gender, age, ethnicity, nationality, religion, sexual orientation, education status, employment status, disability status



## Reason for referral

medical conditions, medications, biometrics



## Referral source

referring organisation, referrer, origin, referrer type



## Location status

postcode district, postcode area, IMD, QOD, LSOA, CCG, Locality, Electoral ward

# It's all about the A to the B

Once a process has been enabled

- Recruitment is key
- Knowing what works is important
- Communication is a key driver
  - To increase take up
  - To increase levels of completion
- Once the A to B happens
  - Data will be available
  - Ongoing behavior will be cemented
  - Potential for further opportunities



# What happens when...



Measure	Initial		Mid Point						End Point					
	Avg	Referrals	Avg	Referrals	Avg Change (%)	<	=	>	Avg	Referrals	Avg Change (%)	<	=	>
IPAQ score	1.3 Low	7395	2.0 Moderate	2368	0.7 (53.8%)	87	918	1363	2.1 Moderate	2499	0.8 (61.5%)	71	758	1670
Weight (kg)	91.6	6653	88.4	2084	-3.2 (-3.5%)	1483	236	278	86.9	2346	-4.7 (-5.1%)	1771	186	261
BMI	32.9	6253	31.4	1989	-1.5 (-4.6%)	1395	244	266	30.9	2315	-2.0 (-6.1%)	1705	186	251
Short Warwick & Edinburgh score	46.7	7126	53.0	2260	6.3 (13.5%)	469	233	1528	55.4	2383	8.7 (18.6%)	401	156	1769
Best imaginable health state	54.0	7394	68.7	2368	14.7 (27.2%)	333	368	1667	73.6	2499	19.6 (36.3%)	306	218	1974
Mobility	1.5	7395	1.4	2368	-0.1 (-6.7%)	400	1802	166	1.4	2499	-0.1 (-6.7%)	485	1851	163
Self-Care	1.2	7395	1.1	2368	-0.1 (-8.3%)	195	2068	105	1.1	2499	-0.1 (-8.3%)	241	2153	105
Usual Activities	1.6	7395	1.4	2368	-0.2 (-12.5%)	498	1683	187	1.3	2499	-0.3 (-18.8%)	620	1659	220
Pain/Discomfort	1.8	7395	1.6	2368	-0.2 (-11.1%)	567	1601	200	1.6	2499	-0.2 (-11.1%)	720	1561	218
Anxiety/Depression	1.6	7395	1.4	2368	-0.2 (-12.5%)	537	1667	164	1.3	2499	-0.3 (-18.8%)	702	1642	155

# Don't just take our word for it.....

"We all know exercise works; what I love is that ReferAll allows us to prove it. We can demonstrate that physical activity does all the things the evidence says it should do, from reducing weight or BMI and improving mental health to helping mobility or pain issues.

We have quarterly meetings with the commissioners from Stockport Council and produce an annual report at the end of the year, using the data to show how much the scheme has grown and what we're giving back."

Michelle Childs - Health Development Manager, Life Leisure

Year 1 <sup>st</sup> Oct – 20 <sup>th</sup> Sept	Number of referrals	Take up	Completion
2015/2016	1,869	1,302 (69.7%)	577 (44%)
2016/2017	1,587	1,183 (74.5%)	663 (56%)
2017/2018	2,146	1,511 (70.4%)	795 (53%)
2018/2019	2,332	1,656 (71%)	717 (43% ongoing)



# Who We Work With



# Integrations



# Technology Partners



# ReferAll Summary



**DATA ENTRY**

**SECURITY**

**EFFECTIVENESS**

**REPORTING**

**FUNDING**



# ThankYou

- Stu Stokes | @ReferAll  
- [stuart@refer-all.net](mailto:stuart@refer-all.net)  
[refer-all.net](http://refer-all.net)

