

## What is Population Health Management?

Population Health Management (or PHM for short) is aimed at improving the health of an entire population. It is being implemented across the NHS in a programme organised by NHS England.

PHM is about improving the physical and mental health outcomes and wellbeing of people and making sure that access to services is fair, timely and equal. It helps to reduce the occurrence of ill-health and looks at all the wider factors that affect health and care.

The PHM approach requires health care organisations to work together with communities and partner agencies, for example, GP practices, community service providers, hospitals and other health and social care providers.

These organisations will share and combine information with each other in order to get a view of health and services for the population in a particular area. This information sharing is subject to robust security arrangements.

## What is the Population Health Management programme?

This ICB is working with GP practices, local hospitals and other providers, local authorities, South Central & West (SCWCSU) Commissioning Support Unit and NHS England to generate PHM information.

## How will my Personal Data be used?

The information used will include personal data about your health care from your GP and other health and care providers. This information will be combined by SCW and anything that can identify you (like your name or NHS Number) will be removed and replaced with a unique code (pseudonymised).

This means that the people working with the data will only see the code and cannot see which patient the information relates to. The information could then be used for a number of healthcare related activities including:

- improving the quality and standards of care provided
- research into the development of new treatments.
- preventing illness and diseases monitoring safety
- planning services.

Looking at the combined data might also show that an individual could benefit from some additional care or support. We cannot see which patient the information relates to so we will send the information back to your GP or hospital provider and they will use the code to identify you and offer you relevant services.

## Who will my Personal Data be shared with?

Your GP and other care providers will send the information they hold on their systems to the South Central & West (SCW) Commissioning Support Unit. SCW are

part of NHS England.

SCW will link all the information together and remove information that identifies you. This is an automated process. The linked and pseudonymised information will be shared with the ICB. Your GP, other care providers and BaNES, Swindon and Wiltshire ICB will then review this information and make decisions about the whole population.

As part of the review, we might identify that a group of individuals or a single individual could benefit from some additional care or support. The information will be sent back to the GP and they will use the unique code to identify you and offer you relevant services (direct care).

Both SCW and the ICB are legally obliged to protect your information and maintain confidentiality in the same way as your GP or hospital provider.

### Is using my Personal Data in this way lawful?

Health and Social Care Providers are permitted by data protection law to use personal information where it is 'necessary for medical purposes'. This includes caring for you directly as well as management of health services more generally.

Some of the work that happens at a national level with your personal information is enabled by other legislation. Sharing and using your information in this way helps to provide better health and care for you, your family and future generations. Confidential patient information about your health and care is only used like this where allowed by law and, in the majority of cases, anonymised data is used so that you cannot be identified.

For more information, you can email the ICB Data Protection Officer or your GP Practice Data Protection Officer who will be happy to help with any queries you may have.

### Can I object to my Personal Data being used as part of the Personal Health Management programme?

You have a right to object to your personal information being used in this way. If you do choose to 'opt out' please contact the GP Practice Data Protection Officer in the first instance. If you are happy for your personal information to be used as part of this programme then you do not need to do anything further. Although you do have the right to change your mind at any time and object to the use of your data, once the data has been extracted for PHM and given a unique identifier, we will not be able to remove it from the information to be reviewed.

You also have a number of other rights relating to how your personal information is used as detailed at the beginning of this Fair Processing Notice.

## Changes to our privacy notice

We keep our privacy notice under regular review and we will place any updates on this webpage. This privacy notice was last updated on 19<sup>th</sup> June 2024