



**Northumbria
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NEWCASTLE

Cultivating Inclusivity in Digital Innovation for Patients and Public

Dr Gemma Wilson-Menzfeld

LinkedIn: www.linkedin.com/in/gemma-wilson-menzfeld

Twitter: [@gwilsonmenzfeld](https://twitter.com/gwilsonmenzfeld)

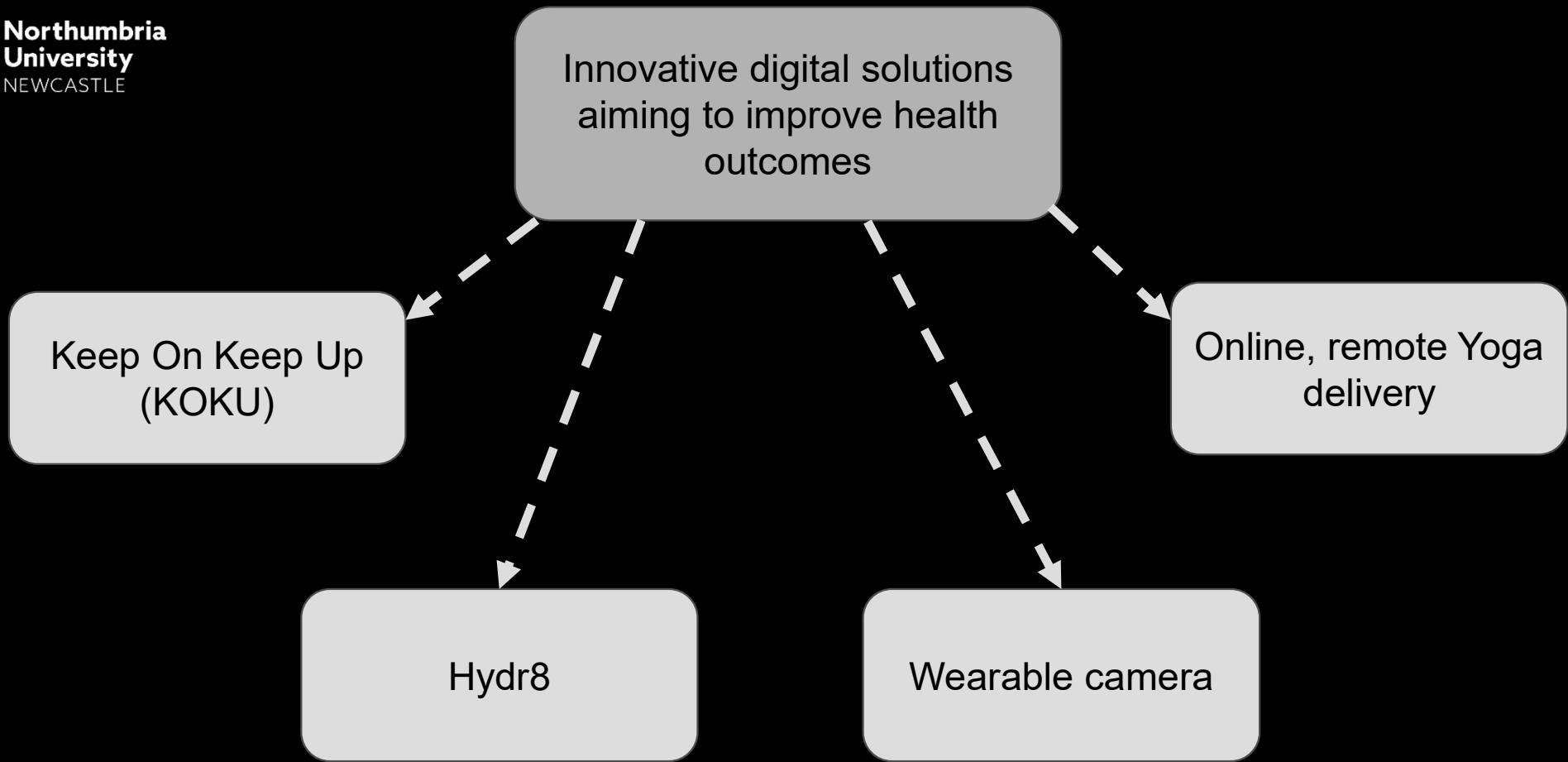
Innovative digital solutions
aiming to improve health
outcomes

Keep On Keep Up
(KOKU)

Online, remote Yoga
delivery

Hydr8

Wearable camera



However...

- Only those that are 'digitally included' have access to / can benefit from these digital solutions.
- Those who experience most health inequalities are those most at risk of digital exclusion and therefore cannot make use of these digital solutions¹.
- This digital inequity is highest in the North-East of England, which currently has the largest gap between 'extensive internet users' and 'non-users' across the UK².

¹Wilson-Menzfeld, G., Erfani, G., Charlton, W., De Luca, H., Brittain, K., Steven, A., Young-Murphy, L. (2023). Understanding Digital Exclusion across North Tyneside. Newcastle, UK, Northumbria University; ²Yates, S. J., et al. (2020). "Who are the limited users of digital systems and media? An examination of UK evidence." *First Monday* **25**(7).

Changing research focus

- Adapt Tech, Accessible Technology (ATAT)
- War Widows in Touch (WW.it)
- Understanding digital exclusion across North Tyneside

Methodological innovation

- Study used a unique methodology to support recruitment of those who experience digital exclusion through a borough-wide household survey (N=98,260).
- Sample N=9,181 (>1500 participants were classed as being digitally excluded).
- Outcome = largest study examining digital exclusion at a borough level across the globe.

Implications

- Digital innovation benefits patient and public health outcomes. However, digital exclusion impacts digital transformation across health and social care sectors.
- Those who are most in need of health and social care services are those at most risk of digital exclusion through lack of access, skills, or confidence.
- Identification and inclusion of digitally excluded groups should be included in the evidence base through inclusive methodologies.



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The Northern Hub for Veterans and Military Families' Research