

## **Health Help Now service launches in Croydon**

### **Please support this NHS Croydon CCG's new service for young people**

NHS Croydon Clinical Commissioning Group is delighted to announce the launch of Health Help Now Croydon - a new digital service to help local young people and their families to understand where they should go for treatment, especially when they need healthcare in a hurry or late at night or at the weekend.

Health Help Now is an award-winning phone app and website designed to help people check their symptoms, find advice and get directions to the best place for treatment – showing which nearby services are open. Importantly, it will help local families get the right advice on the right services helping to reduce unnecessary trips to A&E.

The app has been launched as part of the CCG's Together for Health programme which aims to empower local people to take control of their health, and make the best use of the borough's most convenient healthcare services.

In Croydon, during 2015-16, an estimated 29,200 people visited A&E but didn't need any treatment there. While Health Help Now is not about stopping people from going to A&E – it aims to help people to understand when they need to go to A&E. If we can help these people to make better use of alternative and more convenient health services, in Croydon we could release over £3.8 million back into the health service for other purposes.

The website and app are broken down into different age groups – baby, child, teenager, adult and older adult - making it easier for people to find the right treatment for them.

Health Help Now also offers advice on lots of health problems – such as what to do if you accidentally run out of medication or need help once the GP is closed. There are also links to dozens of local services, including those designed to prevent further illness and increase your day to day wellbeing – such as help with giving up smoking, weight loss or support with stress and depression.

Health Help Now Croydon is based on an award-winning and tried and tested formula that was first developed with GPs, paramedics and other clinicians. This has been live in Kent and Medway since December 2013 and is now being used in 15 CCGs. Information and decision-making pathways for Croydon are based on GP-led clinical assurance before, during and after launch, and using information from NHS Choices and Croydon's directory of services.

The launch of Health Help Now Croydon will be supported by a £20,000 marketing and support budget, which includes this distribution of printed wallet cards and posters for Croydon's GPs, pharmacists, Trusts and community organisations.

To support Health Help Now, please include the website address in your communications to students and their parents, and please recommend the app, which is available now from the app stores.

NHS Croydon CCG is always working to improve the services we commission. If you have any compliments, comments and feedback on Health Help Now to share, please email the CCG at **[getinvolved@croydonccg.nhs.uk](mailto:getinvolved@croydonccg.nhs.uk)**

NHS Croydon CCG assistant clinical chair, Dr Agnelo Fernandes, said: "Health Help Now means Croydon residents will be able to find the most appropriate help fast and when they need it.

"We expect it to play a major role in helping Croydon residents to become partners in their health, driving shared decision-making and encouraging best use of NHS resources."

### **How you can help**

Find out more about Health Help Now at [www.healthhelpnow.nhs.uk](http://www.healthhelpnow.nhs.uk) or search on your smartphone app store for Health Help Now.

Visit Health Help Now at [www.healthhelpnow.nhs.uk](http://www.healthhelpnow.nhs.uk)

Share the word on Twitter @NHSHealthHelp

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**Please tweet for Health Help Now Croydon – please use freely**

NHS Croydon CCG has a new app to help you find the right NHS and wellbeing quickly. Find out more at: <http://bit.ly/2fyTIHi>

Run out of your prescription medicines? Find a local pharmacy using the new Health Help Now app

Need medical help or advice in a hurry? Download the new Health Help Now app now

Need a late night pharmacy? Download the new Health Help Now app to find out what's open

Don't queue unnecessarily this winter. Get the information you need from the new Health Help Now app

Health Help Now app can help you find the right NHS service fast. Find out more at: <http://bit.ly/2fyTIHi>

Been injured during sports? Find local health help fast - download the new Health Help Now app

Health Help Now - a new health app for Croydon residents. Find out more at: <http://bit.ly/2fyTIHi>

GP practice closed? Download the Health Help Now app to find the nearest local service to meet your needs

Health Help Now - when you need health advice fast. Download the app now