

Effectiveness and cost-effectiveness of A Digital social intervention for people with troublesome asthma promoted by primary care Clinicians (AD HOC)

¹De Simoni A, ¹Griffiths C, ¹Wood HE, ¹Karampatakis G, ²Sheikh A, ¹Taylor SJC, ¹Mihaylova B, ¹Relton C, ³Mant J, ⁴Coulson NS, ¹Walker N, ⁵Panzarasa P, ⁶Sastry N, ⁷Ashcroft R, ¹Bird V, ⁸Watson J, ⁹Lea N, ¹⁰Day B.

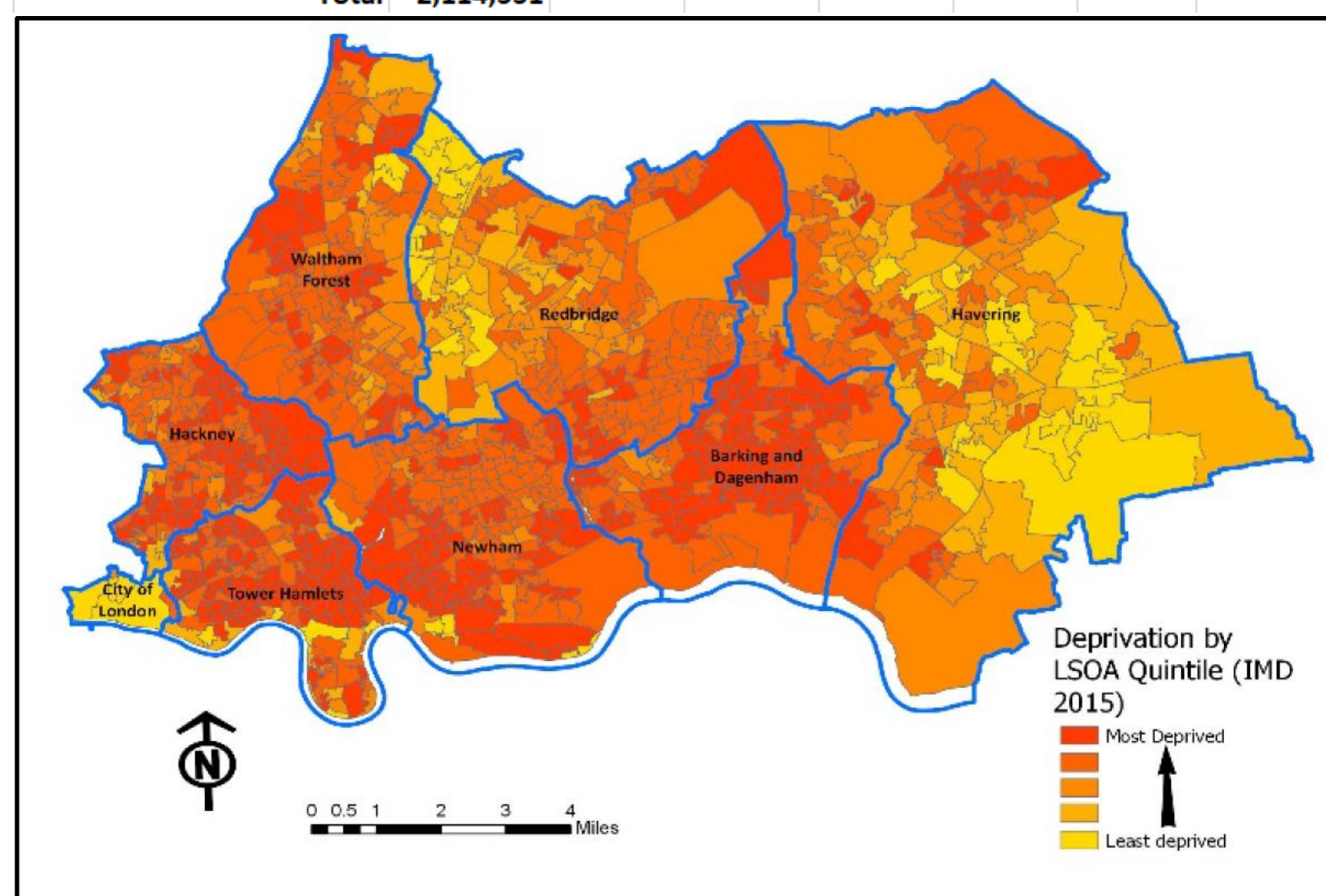
Background

- Digital social interventions are novel in healthcare, e.g. NHS Digital Facebook for cancer screening.
- Evidence of effectiveness is sparse.
- Accessing an asthma online health community (OHC) can facilitate inhaler taking (*De Simoni et al. 2016 BMJ Open*)
- **The move to online healthcare provides timely context to test whether primary care can promote engagement with OHCs.**



Ethnicity breakdown - currently registered patients in North-East London
Data 1st April 2020

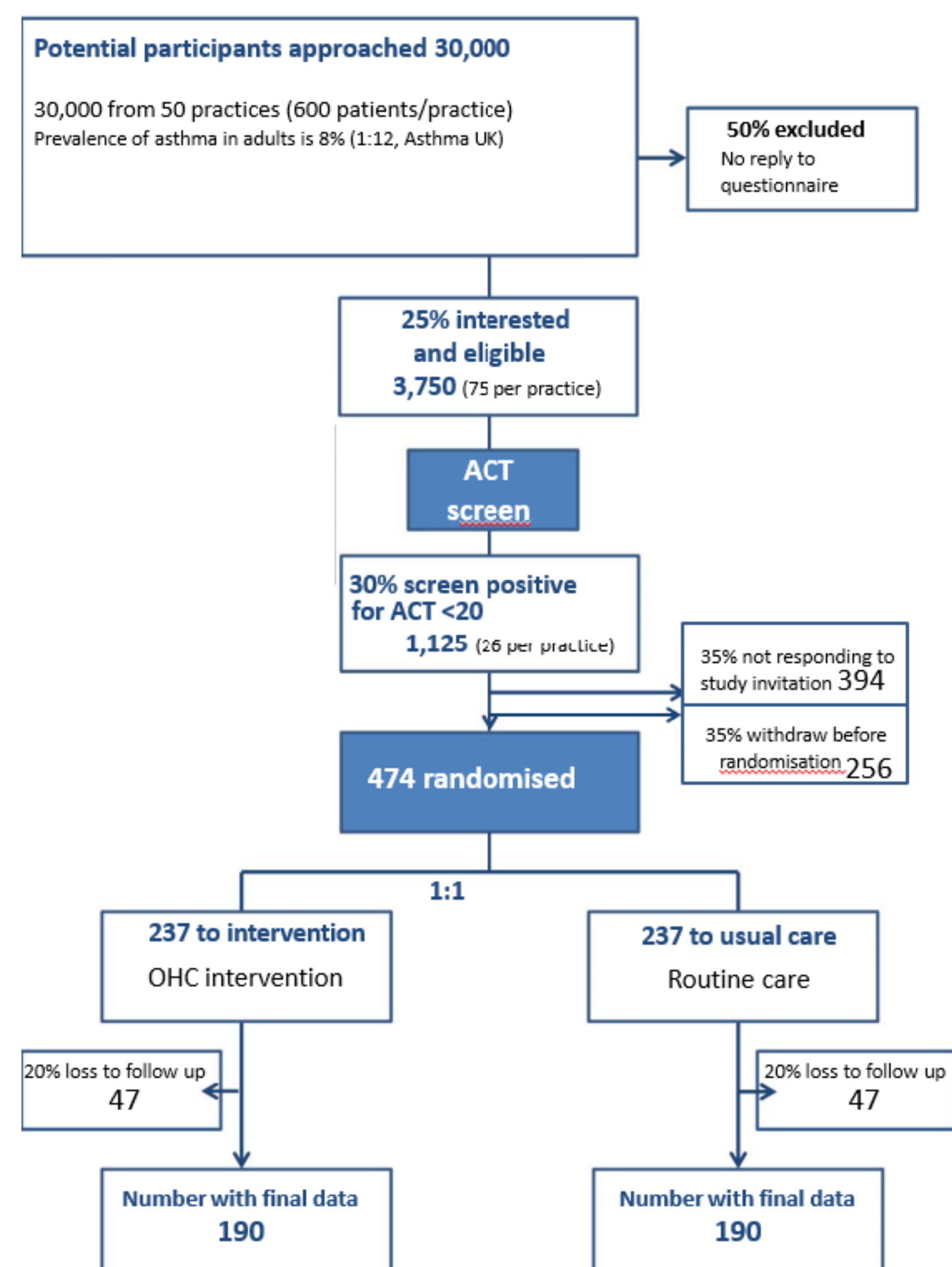
Locality	Patients	White	Black	S.Asian	Other	Not Stated	Null
Newham	419,423	29.3%	16.1%	37.8%	5.9%	1.3%	9.5%
Tower Hamlets	342,025	36.7%	6.7%	34.1%	6.9%	1.3%	14.3%
City & Hackney	327,386	48.9%	19.6%	7.3%	11.1%	2.2%	11.0%
Waltham Forest	265,904	46.9%	14.6%	18.4%	6.1%	1.8%	12.2%
Barking & Dagenham	218,106	40.7%	20.1%	20.9%	4.1%	1.2%	13.1%
Havering	274,644	65.6%	7.4%	7.4%	2.7%	2.1%	14.8%
Redbridge	267,063	33.8%	7.7%	42.8%	4.0%	2.1%	9.7%
Total	2,114,551						



Methods

1. **Co-develop** an **intervention**, a **survey** to recruit to the study and **training** for clinicians, informed by social support theory (Workstream 1, WS1)
2. **Develop robust methods**, including health economics modelling (WS2)
3. Develop a **set of recommendations** from qualitative and network science analyses of ten years of discussion threads in the Asthma UK OHC (WS3a); and **evaluate OHC moderators' and users' experiences** (WS3b)
4. Complete a **non-randomised feasibility study** (50 patients; 3 GP practices) (WS4)
5. Complete a **randomised controlled trial** (468 patients; 50 practices) with **asthma control** as primary outcome (WS5)

Trial flowchart:



Results and Discussion

Timelines of delivery

- Preliminary work (WS1-3) complete by 24 months.
- Feasibility/acceptability study (WS4) by 36m.
- Definitive trial and health economic evaluation (WS5) by 60m.

Anticipated impact, benefits to patient and the NHS

- Findings have potential to improve asthma control and QOL on a large scale within 5 years of completion.
- By publishing robust trial and health economic evaluation and working with policy makers and guideline development groups our findings will alter national, European and global guidance on asthma.

"...just having someone to talk to, who understands your condition can sometimes be all that is required to relieve anxiety and potentially avoid an exacerbation."