



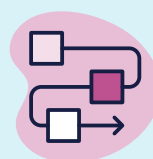
How we can provide insight to support tobacco dependency prevention

We have extensive knowledge and experience in prevention programmes, working with systems nationally, at trust, integrated care board (ICB) and regional levels. This allows us to understand the challenges faced by ICBs and regions in consistently capturing and analysing data to support monitoring of activity, outcomes and progress of tobacco dependency services, which in turn supports future planning.

We are ideally situated to enable the bridging of regional, system, 'place' and primary care network information. It is recognised there may be challenges in bringing this information together, though the benefits across the population allow better understanding of impact and future collaborative planning. We offer:

- Access to subject matter experts (SMEs) to support the governance and sharing of data
- Addressing bespoke requirements such as HR/organisational development
- Project management
- Data mapping
- Stakeholder engagement and management
- Data sharing agreements
- Business intelligence expert advice and guidance
- Data specification
- Creation of local feeds to flow data into data warehouse
- Data validation
- Metrics
- Data visualisation
- Dashboard tools training
- Dashboard can be hosted on the our platform or on the client's preferred platform.

Why choose us



- We work closely with clients to gain a clear understanding of requirements and align the design and delivery of activities to needs.
- Our approach is to assign a single point of contact to bring in and coordinate the expertise from across our diverse support teams.
- We are always adaptable and responsive to ensure our service brings the best outcome for you and your stakeholders.
- We have a wide range of support available allowing us to tailor our support to best meet your specific challenges and goals.



Case study: Transforming tobacco control

The development of interactive dashboards and comprehensive data analysis significantly helped NHS Birmingham and Solihull to enhance the effectiveness of its tobacco prevention and control strategies. The project focused on patients in mental health, inpatient, and maternity settings. Our approach involved integrating data from trusts using the tobacco dependence patient level data specification. Our data analysis and insights facilitated meaningful discussions among trust management and clinicians, ensuring that the programme was delivered successfully, improving health outcomes and reducing inequalities within the population.



“The team have been an exceptional support and pleasure to work with. All team members

allocated have always been so dedicated and able to resolve any issues that were faced throughout the project.

“The guidance and feedback was always in a timely manner and the team went above and beyond to ensure our dashboard design and implementation was delivered.

“Thank you so much for all of your hard work, patience and support in the programme.”

Sophiya Begum, Project Officer for
Tobacco Dependency Programme
NHS Birmingham and Solihull ICB

How you'll benefit



Bringing information together to get **accurate and more complete insights** across the local population

Better understanding of **patient outcomes** to support evidence-based decisions and foster ongoing system innovation



Early detection and **mitigation of duplications or gaps** in tobacco prevention efforts

Streamlining **support services and self-help options** to align with local needs



Improved **value-for-money assessment** on tobacco prevention investments at population level

Identifying and **reducing data fragmentation** while enhancing data quality



Facilitating access to evidence and insights for **benchmarking and improvement tracking**

Developing a **local evidence base** to assess local impact compared to wider research

For more information on our products and services contact us today:

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