

Case Study

Ophthalmology clinics: Tackling the issue of insufficient capacity

Background

Common eye conditions which were previously untreatable, such as age-related macular degeneration (AMD), can now be treated successfully using Anti-VEGF agents, however, this adds significant demand to eye clinics.

In the UK, efforts to create more care in the community show no evidence of an actual reduction in demand in hospitals. The stark reality is that increasing demand for eye clinic appointments comes from patients with chronic eye diseases, such as macular degeneration, glaucoma and diabetic eye disease.

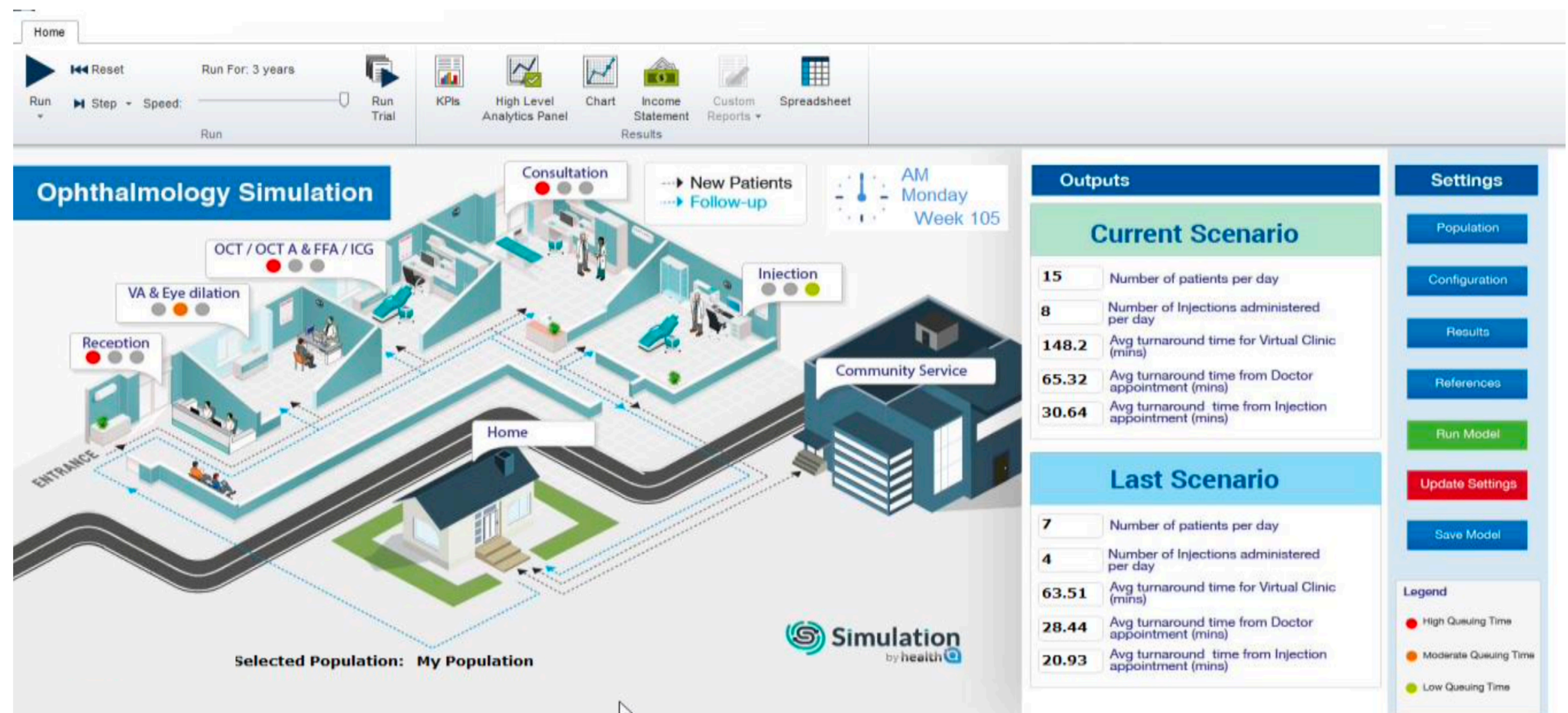
These patients are the most vulnerable and at the greatest risk of irreversible loss of vision. These conditions require long-term 'return' or 'follow-up' appointments for repeat monitoring and regular treatment procedures.

These follow-up appointments are more likely to be postponed or simply be lost in the system for months, and sometimes years, to accommodate new referrals in already oversubscribed clinics.

Health iQ

Health iQ are leaders in real-world data and digital solutions for healthcare and life sciences, with a clear mission to transform patient outcomes through innovative data & technology solutions.

Simulation by Health iQ offers you bespoke, animated models to simulate real-life scenarios in healthcare that can help you engage partners such as CCGs, Provider Trusts, STPs, Vanguard etc to highlight the true value of your product and visualize the path for change.



The Challenge

Many recent additions to medical retina therapy options have resulted in eye clinics struggling with increased demand from patients for medical retina services. To optimize change, clinics need practical additional support to implement service redesign.

The Ophthalmology Service Redesign Model, commissioned by a leading European Pharmaceutical company needed to examine where bottlenecks appear within current ophthalmology pathways, decisions and resources and provides the opportunity to alter those elements to examine where capacity and flow could be improved, by running multiple scenarios with varying data inputs

Health iQ delivering an Ophthalmology Simulation, visualising local pathways

The delivered solution visualises a general wet-AMD clinic pathway quantifying and demonstrating the bottlenecks and delays related with differing medication posology but also the insufficient capacity that clinics currently face. Providing the flexibility of local pathway variation via altering the administration and associated resources available for each touchpoint allows to examine how inefficiencies and delays could be avoided and importantly to evaluate the downstream effect on the clinic capacity.

Health iQ's expertise analysing and visualising real-world data allowed for accurate patient data to be added to the simulation model, which our client uses with English NHS Trusts, with applicability in wider European markets via additional user input fields.

Health iQ liaised with several frontline NHS clinicians and staff, at ophthalmology departments of various sizes and grades across the UK to understand the specific operations and resource availability within the clinics to best replicate the workflow within the model.

A successful outcome

The model supported the client to conduct intense engagement with UK ophthalmology departments, with regards to identifying bottlenecks and inefficiencies within their service.

The communication of this pathway in a clear systematic fashion allowed the pharmaceutical company to convince stakeholders that in many cases investment was not needed, and that simple resource reconfiguration could be the answer to combatting high queueing times within the ophthalmology clinic.

A landmark project, the model is now in use across several European and MENA markets.