

# Population Health Manager

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intelligence



**Population Health Manager (PHM) gives commissioners and public health teams the data and tools needed to measure and monitor inequalities, map needs assessments and establish a full understanding of current and future local health requirements.**

**For more information please contact your local Healthcare Improvement Consultant on 0800 288 9810**

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PHM helps you view complex data-sets in an advanced mapping format, and gives automatic data uploads including electronic patient records. It offers blended sets of healthcare, lifestyle and demographic data to match health services with community needs.

In line with the World Class Commissioning agenda, PHM is an invaluable tool offering extensive reporting and analysis functions to help with:

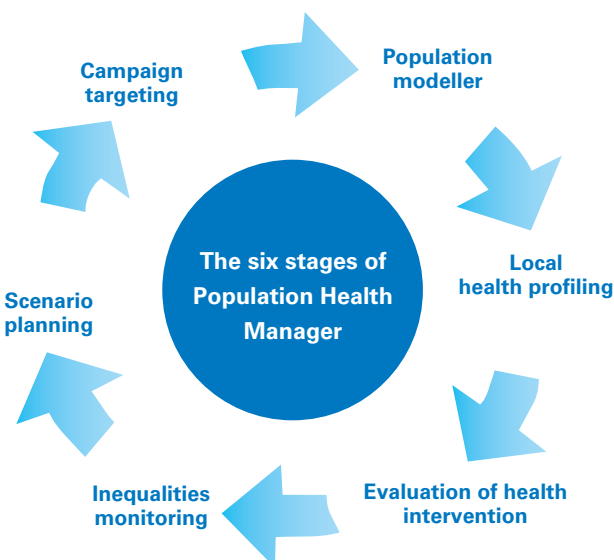
- Local health profiling
- Evaluation of commissioning decisions
- Monitoring of inequalities
- Scenario planning
- Evidence on which to design marketing campaigns
- Reporting on key targets including NSF and Joint Strategic Needs Assessment

PHM enables your team to:

- Spend less time browsing public health data sources and more time analysing outputs and monitoring your outcomes
- Conduct population modelling to help forecast the impact of new scenarios on local services
- Provide detailed insight into a geographical area or group of residents through segmentation and other classification techniques
- Blend locally uploaded data with national data-sets
- Run analyses at the level of patients, GPs, acute trusts, PCTs, or for a custom chosen geographical area
- Produce a range of outputs including maps, charts, graphs and models to support public health interventions

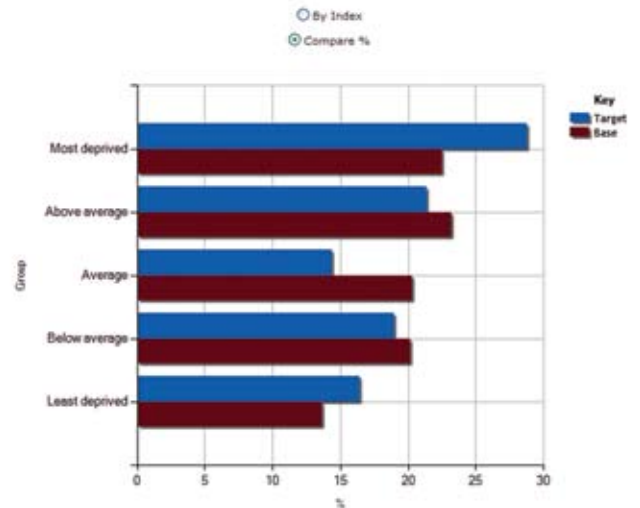
## Questions that PHM can help you answer

1. Population modeller
  - How many people live in my PCT area and how is this expected to change?
  - Research suggests my population is changing – what services will require more investment in the future?
2. Local health profiling
  - What are the characteristics of my population and what services do they use?
  - How is this likely to change over the next few years?
3. Evaluation of health intervention
  - What has been the trend over time in admissions?
  - How do local screening services compare with presentation rates?
4. Inequalities monitoring
  - Are inequalities changing over time and is variation in clinical practice related to deprivation?
  - Can I be sure that activities I commissioned last year were equitable for all my patients?
5. Scenario planning
  - Where do I need to reduce activity to hit my targets?
  - Where would a special COPD service deliver the greatest benefit?
6. Campaign targeting
  - Where should I target my social marketing campaign?
  - What would be the most effective way of engaging with our COPD sufferers – posters or a local telemarketing campaign?



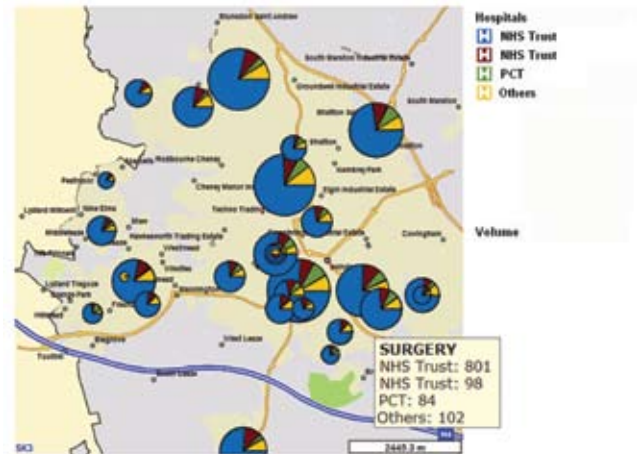
## Inequalities monitoring

The variation in procedures deployed for the same diagnosis, by deprivation, as presented in PHM



## Local health profiling

Analysis of patient flows to trusts from GPs, as presented in PHM



**“I strongly believe that prevention is better than cure in healthcare. Up-to-date public health information would help us better tackle our own diverse inequalities.”**

Barbara Hakin, Chief Executive, NHS East Midlands