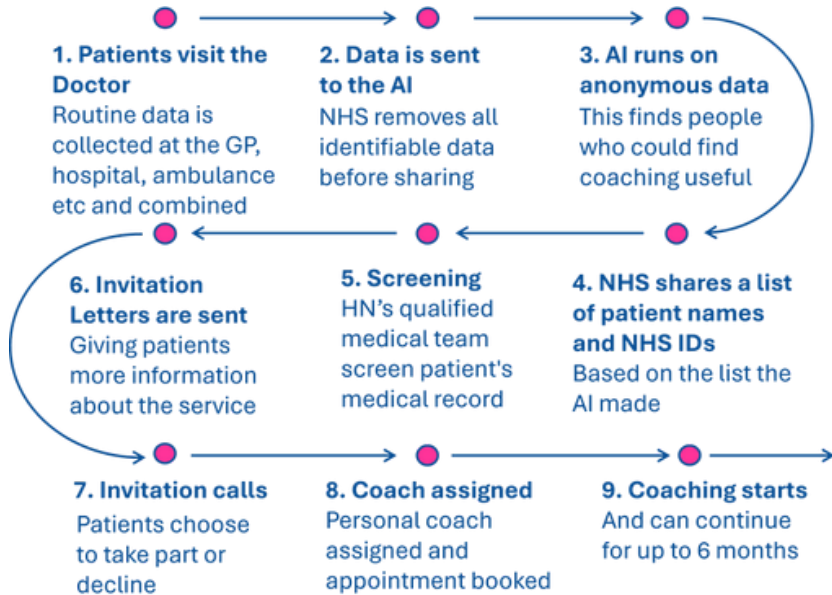


# Clinical Coaching and Your Data

## How does it work?



## Frequently Asked Questions

### How do we find people who might need help?

We use AI to find people who might need some extra support with their health. The AI can find 8 out of 10 people who could find the coaching useful.

### What information gets used and by who?

The NHS combines information from the GP and national data sets in the Integrated Care Board (ICB). The ICB is in charge of planning and managing health services in North East London. HN Ltd is a non-NHS partner. The NHS then provides HN with some of this information that is normally collected like age and health conditions. All identifiable information is removed so we would never know who you are.

Our AI finds patterns in the information which we know means a person could benefit from coaching. We pass this information back to the NHS. The NHS identifies the person and will share with HN medical professionals their health information.

## What happens during screening?

- 1.The NHS tells HN the names of the people the AI found
- 2.HN medical professionals look at those people's health information
- 3.They check the AI was right that they would be suitable for coaching

## How does HN ensure patient data is protected from breaches?

We use advanced security measures following strict NHS guidelines to protect your data so it won't be misused or lost. All information is stored in highly secure data centres. Your data is always encrypted, which means it's scrambled so only authorised people can read it.

## How is the data stored by HN and for how long?

We delete your information immediately if:

- You're screened out of the service
- You decline the service
- You ask us to

If you are coached, we will keep hold of it to support you as a patient and to improve the service. You can decline the service and stop your information from being used at any time. This will not affect your normal care or being offered new services in the future.

## What if I don't want my data used?

You can opt out of your data being combined or being shared by letting us know. We will tell the NHS not to share your data with us. You can do this at any time. This will stop you accessing the coaching but will not affect the rest of your care. Our contact details are below.

## Your data is always protected

If you have more questions, do not want your data used, or to be contacted, please get in touch.

 **Website - [www.hn-company.co.uk/contact](http://www.hn-company.co.uk/contact)**

 **Email - [admins@hn-company.co.uk](mailto:admins@hn-company.co.uk)**

 **Phone number - +44 (0)20 46311033**



Service  
provided by:



This programme has been approved by the  
Secretary of State for Health and Social Care, on  
advice of the Confidentiality Advisory Group