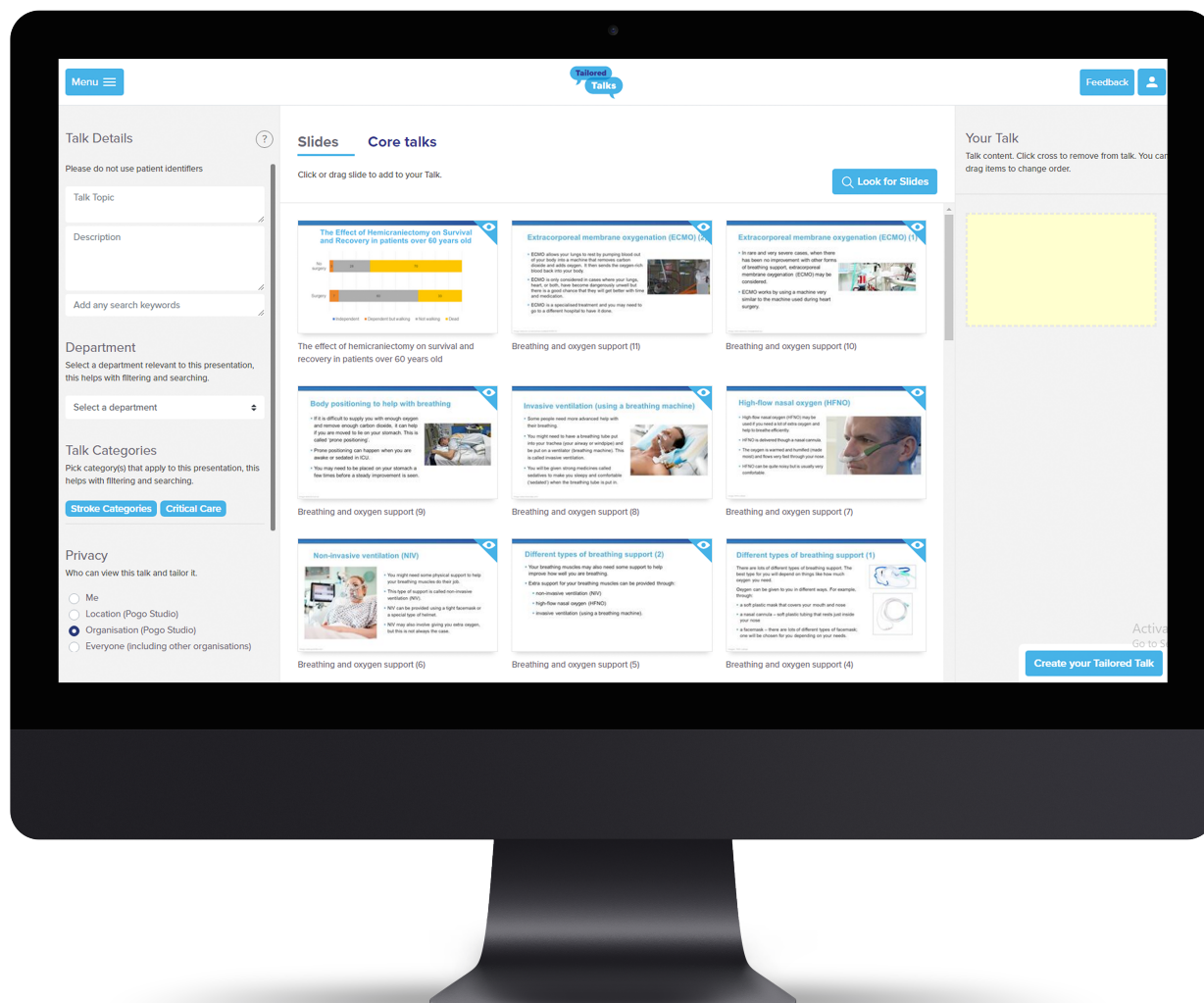
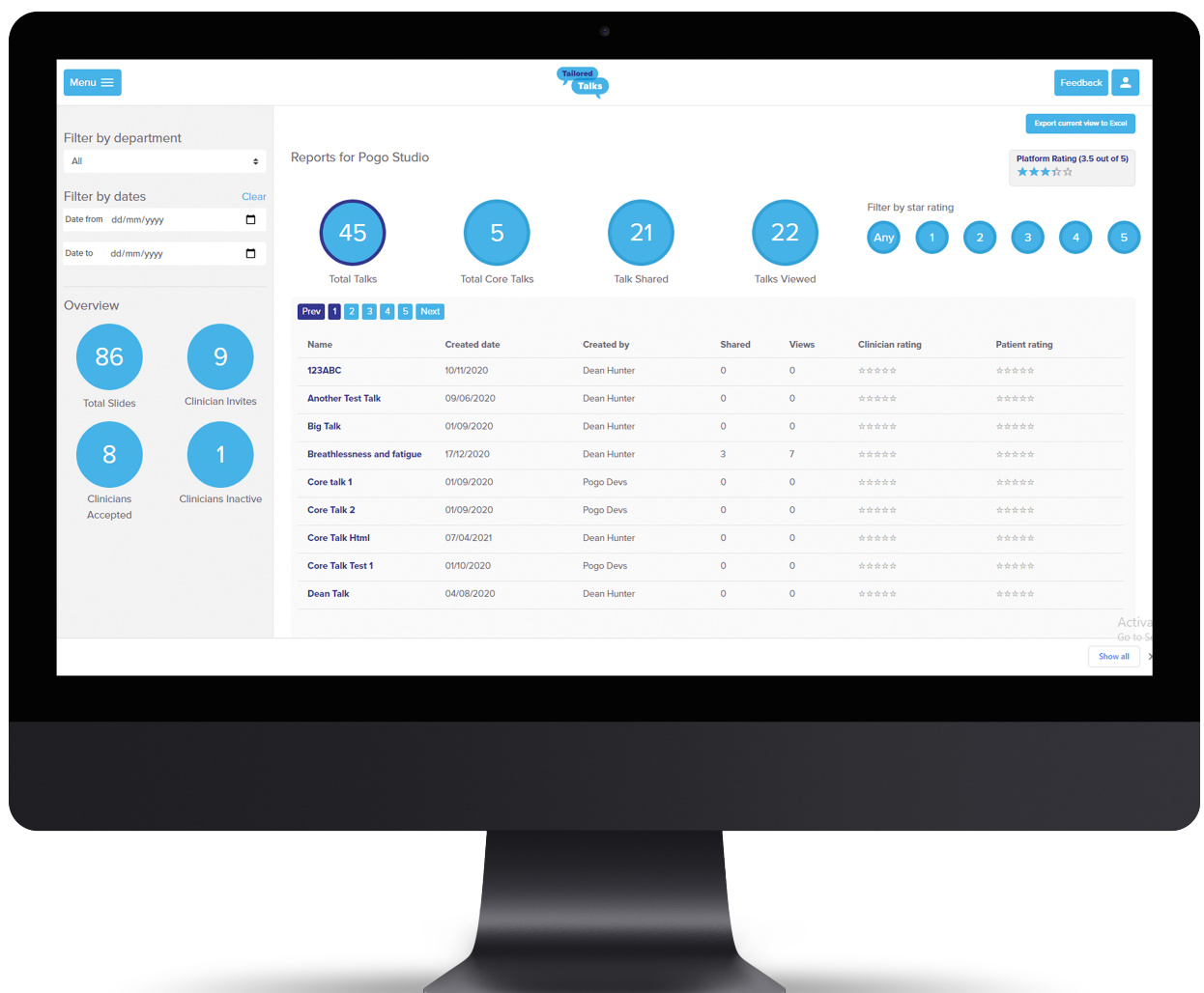


Tailored Talks

A case study



The benefits of personalised healthcare are well documented*; from improved health outcomes to enhanced personal autonomy and informed decision making, it is clear that providing information tailored to patients' needs is a good thing.



* <https://www.phgfoundation.org/documents/REPORT%20-%20Personalised%20healthcare%20bringing%20the%20future%20into%20focus.pdf>

The Challenge:

Senior clinicians in NHS Scotland came to us with concerns over the accessibility of information they were sharing with COVID patients who had spent time in Intensive Care (ICU) about their medical condition and their time in hospital.

Most often this information would be provided in the format of several generalised leaflets, of which only a small part might be relevant to an individual patient.

There were concerns over how difficult it could be for patients to figure out what information in which leaflet was relevant to them, and that the process of sifting through it all could be stressful and confusing, at a time when patients would already be feeling vulnerable.

The clinicians needed a way to easily personalise and share medical information with patients, in a way that would be accessible and easy for them to understand.

“It was nice and simple, nice and easy. Swiped it once, one subject, swiped again went to another subject.”

“Struggling with the focus of concentration. Brain not 100% with memory or understanding.”

The Solution:

In response to this challenge, Pogo Studio took an early prototype of an information sharing system specified by one of the clinicians, and developed it into Tailored Talks – a secure web platform where clinicians can create “pick and mix” presentations for patients from a comprehensive slide library populated with accurate and up to date medical information.

Through Tailored Talks, clinicians can filter slides by various criteria and keywords, then select only those slides that apply to each individual patient, giving the patient a fully tailored set of information that relates specifically to their condition and how they experience it as an individual.

The Benefits:

Tailored Talks provides clinicians with total control over the quality of the information held in their slide library, and flexibility over how and when that information is shared with patients.

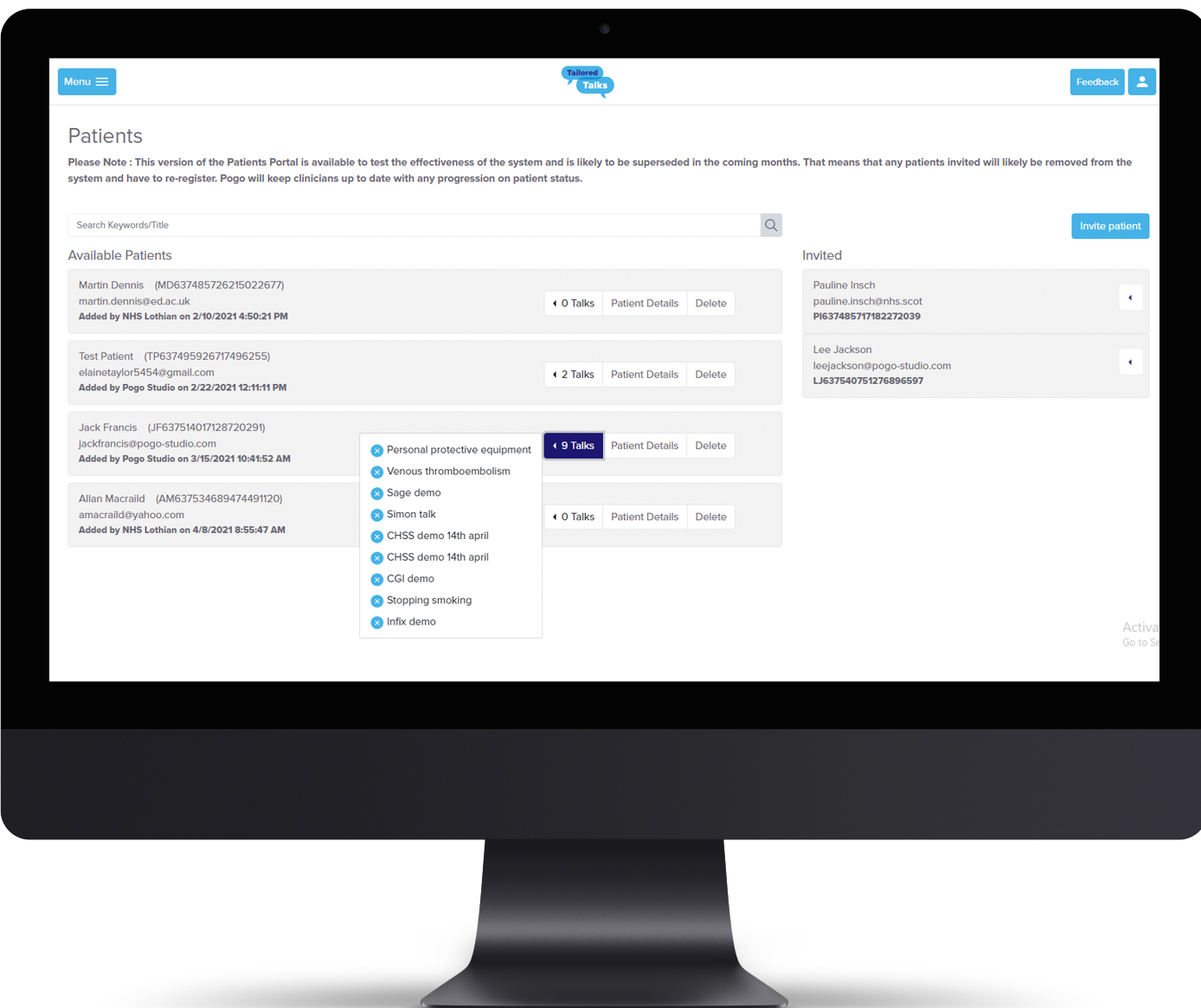
As we know, the benefits of providing personalised healthcare are considerable, including the following:

- Improved confidence in clinical decision making
- Improved health outcomes
- Enhanced personal autonomy
- Improved diagnostic knowledge for patients
- Integration of personal values in decision making
- Empowering informed decision making
- A more effective and efficient health system

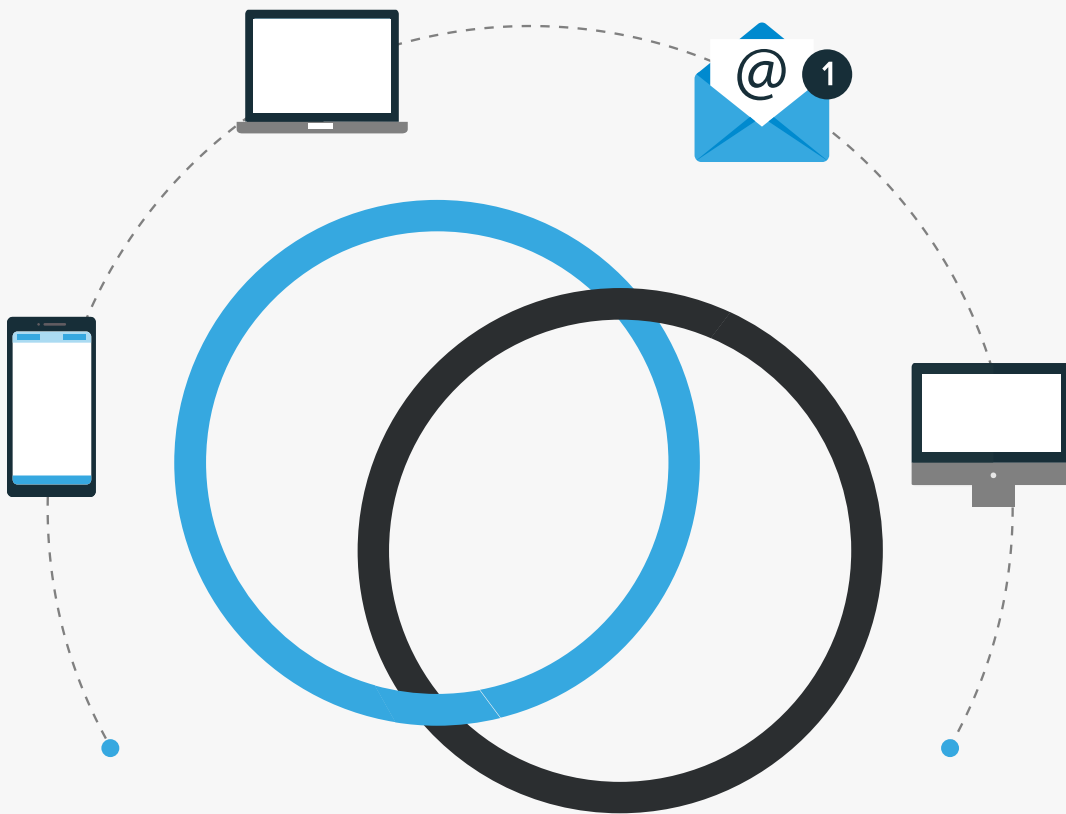
Using Tailored Talks to share information with patients about life after COVID enabled NHS clinicians to realise these benefits, whilst also providing them with accurate, real-time records of what information had been shared with patients and when.

With Tailored Talks now being used by Stroke Physicians throughout NHS Lothian, Borders and Fife, it is clear that the benefits of using the system are not limited to COVID patients.

Find out more about how Tailored Talks can help you communicate with your patients and support your clinical colleagues – book a demo today. [\[insert link to demo form\]](#)



“...blaming COVID all this time for being so dependant and disabled, I didn’t realise these things could happen from being in ICU... Dawn of that realisation happened yesterday afternoon reading this. I felt liberated.”



Transforming **information**
sharing in healthcare.