

ETC 2008

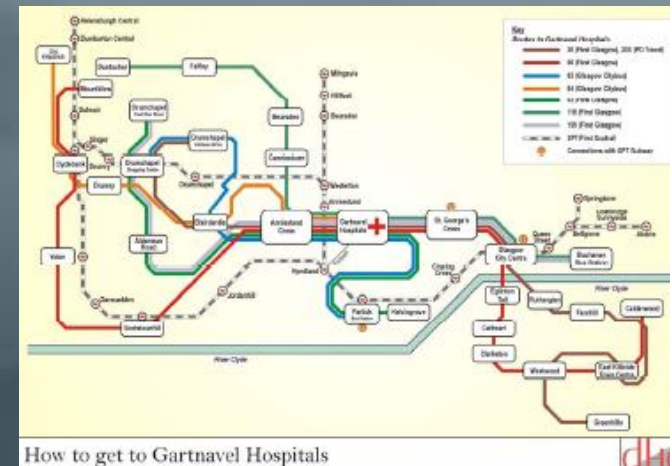
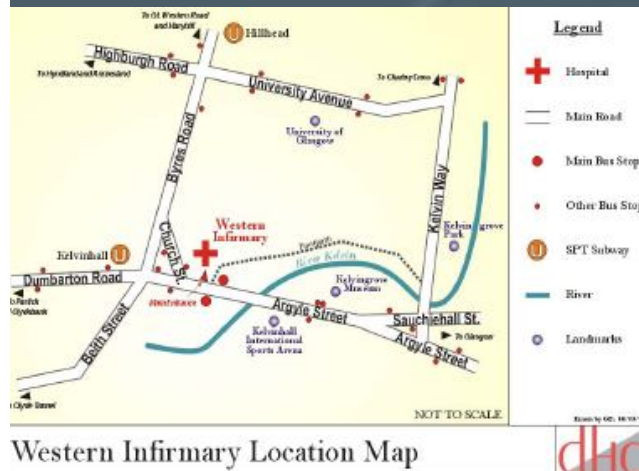
PERSONAL JOURNEY PLANS FOR GLASGOW HOSPITALS



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Hospitals in Glasgow - Simple Reliable and Personal

- How personalised? - Time, user profile
- NHS capabilities – staff
- Traveline capabilities
 - Web based from remote desktop
 - Parameters - development work needed



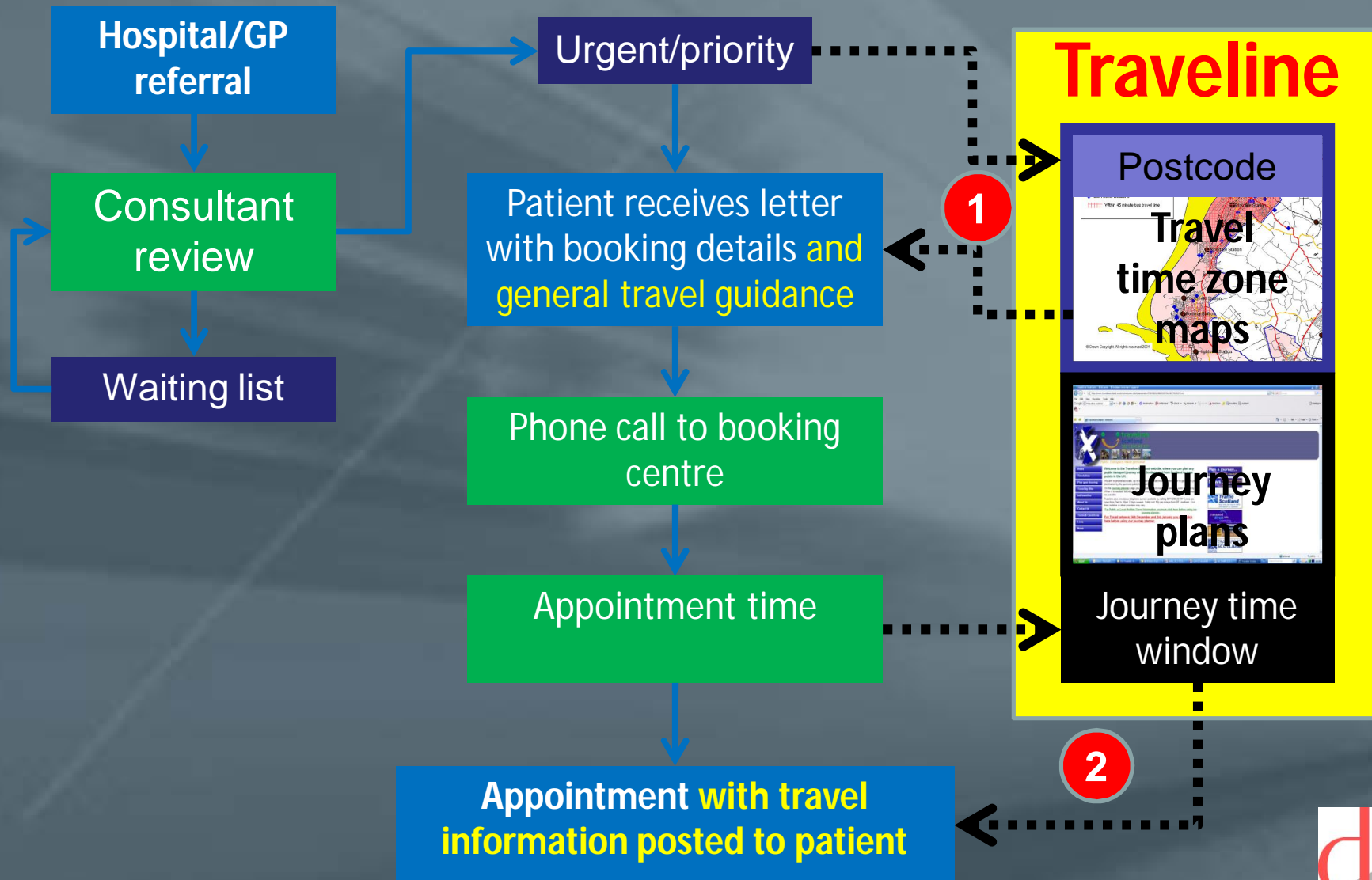
In planning the PTP in Glasgow, the target group was patients. Patients attending hospital have an unfamiliar journey to make where information can be expected to have a greater impact.

It was therefore decided to issue personal travel plans with each hospital appointment. There are about 400,000 patient appointments so this is a significant task.

By automating journey plan preparation using the Traveline Scotland journey planning system an approach was identified which would allow journey plans to be issued with each appointment with car, bus, rail and walking options shown.

In order to deliver this project a partnership was needed between the transport authority SPT, the NHS, and Traveline Scotland

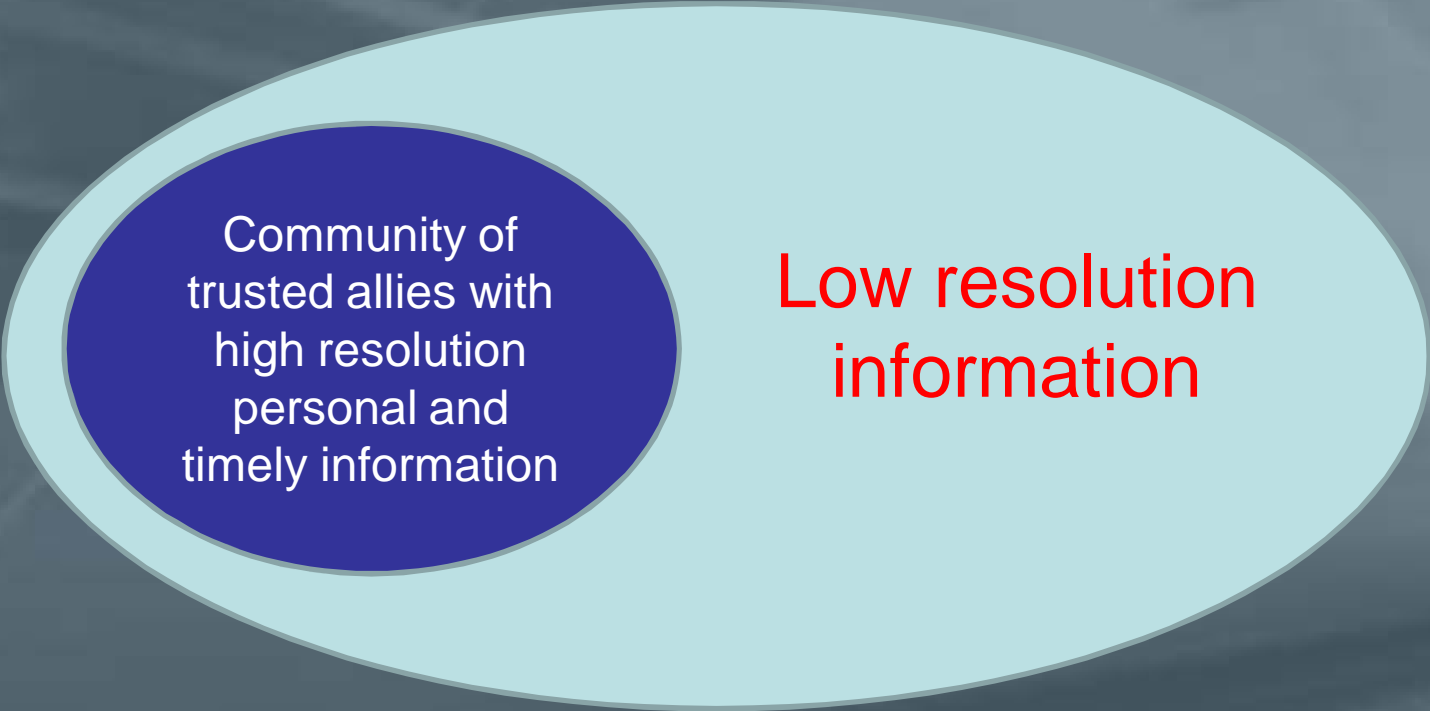
Case Study – Hospitals in Glasgow



- There were three elements to the journey plans:
 - Standard text about car parking at the hospital being restricted, concessionary bus travel and the hospital travel cost scheme.
 - A map of the hospital and local landmarks.
 - Two alternative journey plans for the outbound and return journeys – fastest and least interchanges.
- It was found that people have expectations about the roles of health authorities, transport authorities and transport operators which need to be respected when delivering in partnership. The NHS could not take responsibility if there were problems in the transport system, yet it could play a key role in facilitating better travel choices.
- Delivering PTP on such a large scale with up to 400,000 plans per year at an average cost of less than £0.20 per patient demonstrates the value of partnership approaches when delivering PTP

Information and Impact

- Signal to noise ratio low
 - Filter through trusted sources
 - Multiple feedback loops



Community of
trusted allies with
high resolution
personal and
timely information

Low resolution
information

PTP Best Practice

- Three ways that PTP works
 - Closing the communication gap
 - Links to current community concerns
 - Changing perceptions
- What is PTP in the UK delivering?
 - Remarkably similar impacts everywhere
 - Benefit/cost ratio maximised through effective targeting
 - The future of area wide delivery?
 - A mass market solution