

Press Release

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The Doctors' Download: Crowdsourced campaign launched to understand UK doctors' digital experiences and insights

The Academy of Medical Royal Colleges and The Professional Record Standards Body are today (Friday 28th June) launching the first UK wide online audit to find out what doctors really think about digital healthcare.

The 'crowdsourced' conversation comes at a time of growing pressure on healthcare providers to use digital innovation to improve the quality of care and make better use of resources. But, with extensive anecdotal evidence of a disconnect between the aspirations of health service leaders and the daily reality in hospitals and surgeries, the study will identify what's working, what isn't, but also why it's not working and what can be done to improve things.

Commissioned by Health Education England, the body which is responsible for training doctors and conducted by Clever Together, an innovation and research company, the month long study will give UK doctors a say in the way digital healthcare can have the greatest impact.

Professor Carrie MacEwen, Chair of the Academy of Medical Royal Colleges said,

'We know how important it is for clinicians to be at the forefront of digital healthtech breakthroughs, but we are also acutely aware that far from being perceived as an enabler, digital technology is often seen as a problem. It's an issue that all doctors want to be engaged in.'

'We will use the insight generated from the collective experiences of the profession to inform policy development of government and national bodies in the NHS. We also hope to identify actions for the Academy of Medical Royal Colleges and our members and to provide a contribution to the wider debate about medical digital leadership, education, training and regulation.'

Commenting on the launch, Professor Maureen Baker, Chair of PRSB said,

'We know the great potential for digital to radically improve the quality of health and care in the UK. But we also need to understand better the impact on doctors of disruptive technology and what support and safeguards should be put in place.'

'Our hope is that by engaging the UK medical workforce we can generate fresh insight into both the practical and cultural barriers and enablers around digital and technology so that organisations such as PRSB can use standards and regulation to support doctors.'



Notes to editors

The online conversation is open to all UK doctors and can be accessed at thedoctorsdownload.org.

The Doctors Download is being led by the Academy of Medical Royal Colleges in partnership with the Professional Record Standards Body.

The online platform is being hosted by Clever Together who were contracted by Health Education England's, Building a Digital Ready Workforce programme.

The online conversation will be live for four weeks. All the ideas and comments posted will be downloaded by Clever Together who will use a qualitative thematic coding framework and data analysis tools to develop a draft report for AoMRC and PRSB. We expect the report to be published in September.

Improving digital healthcare is one of the Academy's five strategic priorities.

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