CAMDEN PRIMARY CARE TRUST (PCT)
GEOGRAPHIC INFORMATION SYSTEM MAPS OUT ROUTE TO TARGETED HEALTHCARE

KTP BENEFITS
Knowledge Transfer Partnerships are designed to benefit everyone involved:

- Businesses will acquire new knowledge and expertise
- KTP Associates will gain business-based experience and personal and professional development opportunities
- Universities, colleges or research organisations will bring their experience to enhance the business relevance of their research and teaching

Knowledge Transfer Partnerships
Accelerating business innovation;
a Technology Strategy Board programme
http://www.ktponline.org.uk

ABOUT THIS CASE STUDY
Camden Primary Care Trust (PCT) entered a Knowledge Transfer Partnership (KTP) with the Centre for Advanced Spatial Analysis (CASA) at University College London (UCL). The collaboration was initiated to develop and apply geodemographic neighbourhood profiling techniques to issues of primary healthcare delivery, enabling better targeting of healthcare programmes and communications.

ABOUT THE SPONSOR
The Economic and Social Research Council (ESRC) is the UK’s leading research funding and training agency addressing economic and social concerns, providing high quality research to business, the public sector and government.

FAST FACTS

- A geographic information system (GIS) infrastructure put in place, assisting Camden PCT activities, in particular, those related to health promotion and smoking cessation
- Cultural, ethnic and linguistic classification system and birthplace geocoder developed and implemented, with potential for use within other PCTs
- Positive impact on the effectiveness of communications and better targeting of messages
- Annual savings in excess of £405,000 from smoking cessation alone
- Comprehensive grasp of geodemographic applications in health for one Academic Partner
- Higher degrees, valuable skills and professional experience for both Associates

The Company

"The KTP Associates have made a positive impact in Camden PCT’s Public Health Department. Their work has introduced us to innovative research and will allow us to better support our Public Health initiatives."

Dr Laidon Shapo, Research Officer, Public Health Intelligence, Camden PCT

Camden Primary Care Trust (PCT) is concerned with disease prevention, health improvement and the provision of healthcare for the London Borough of Camden. It employs over 1,200 staff, including nurses, therapists, consultants and support staff.

In Camden, there is a wide variation in wealth, education attainment and level of health, and ethnic minorities account for around 35% of the population. Prior to this project, PCT interventions to improve health and reduce inequalities had met with only modest success. Under this KTP, it was hoped to exploit UCL’s expertise in GIS and geodemographics within CASA to map and profile the many disparate elements influencing health, including socio-economic and lifestyle factors. This would enable the PCT to analyse health needs and the effectiveness of current care, and to target health programmes and communications.

KTP work has enabled Camden PCT to target its healthcare campaigns

ABOUT THE PROJECT
There is a growing call for action to reduce health inequalities at local scales. Many factors can contribute to these inequalities, with geographical location and ethnicity both acknowledged to play a part.
BENEFITS
Through knowledge transfer, Camden PCT has acquired specialist skills and training in the basic principles of geodemographics, GISs, data management and spatial analysis. The GIS infrastructure is enabling the PCT to develop proactive social marketing campaigns, tailored towards specific community groups. In particular, the health promotion and smoking cessation teams have utilised the technologies to improve communications and target messages, with considerable success, for example, there are now some 12,000 fewer smokers in Camden, saving the PCT over £400,000/year through reductions in hospital admissions and GP consultations. Innovative methodologies and software tools developed within the KTP have further improved the reliability and quality of profiling data. A cultural, ethnic and linguistic classification system enables ethnicity to be classified from residents’ names where no other data exists, while a birthplace geocoder allows the PCT to cleanse birthplace information in patient registers and geocode each person to a known place in the world.

RESULTS
- Comprehensive GIS-based data service in place
- Proactive social marketing campaigns developed
- Considerable savings accrued through campaign successes
- Retention of 5* rating
- Potential for other PCTs and local government organisations to utilise profiling methodologies and software tools

The Associates

“The KTP provided me with the skills and experience to drive forward my career as a researcher, and I also gained an invaluable insight into the working practices of the NHS.”
Kate Jones, KTP Associate

“This unique KTP programme allowed me to develop my career in applied academic research, providing me with access to a world class university and an NHS organisation with a strong research perspective.”
Pablo Mateos, KTP Associate

Two Associates were recruited for this collaboration, using their specific skills to meet the KTP objectives. Kate Jones applied GISs and geodemographics to implement a health profiling system, while Pablo Mateos worked to develop a name-based cultural, ethnic and linguistic classification system and a birthplace geocoder.

BENEFITS
The project with Camden PCT benefited both Associates academically, with Pablo completing his PhD during the project and Kate progressing towards hers. The KTP also provided many opportunities for them to develop and apply their technical skills and knowledge, and to gain professional experience in the field of healthcare, geodemographics and GISs. Through formal training opportunities, the Associates acquired project-specific techniques, along with more general project management, leadership, presentation and team working skills.

RESULTS
- Kate progressed towards a PhD, gained valuable professional experience and was appointed as a Research Officer within UCL
- Pablo completed a PhD, obtained an ESRC Postdoctoral Fellowship and was selected for a Lectureship at UCL

The Academic Partner

“UCL is a fantastic place at which to work with ambitious start-of-career people who are motivated by applied research. The KTP scheme is an ideal way of attracting able, well-qualified individuals and funding them to carry out work that makes a difference.”
Paul Longley, Professor of Geographic Information Science, University College London

Professor Paul Longley of UCL’s Centre for Advanced Spatial Analysis (CASA) was the Lead Academic on this innovative KTP project.

BENEFITS
The collaboration with Camden PCT enabled the Lead Academic to acquire a comprehensive and practical grasp of geodemographic applications in health, and ways to develop new and pertinent geodemographic indicators for healthcare planning applications. Three ESRC-funded research grants have resulted directly from the KTP research, and the work has been disseminated through many papers, presentations and seminars, further raising the profile of CASA and UCL.

Teaching has also benefited from the KTP, with the applications developed integrated into spatial literacy material and a leading GIS textbook. In the future, some of the material may be developed for continuing professional development purposes.

RESULTS
- Enhanced knowledge of geodemographics in health
- Valuable exposure to public sector activities
- ESRC research grants awarded, worth over £570,000
- Extensive academic outreach in national newspapers and other media
- Project ranked as Grade A (Outstanding) by a government evaluation team