



# Digital Personas

Enhancing Digital Capability, Digital Literacy and Digital Maturity in Nursing and Midwifery

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# Purpose

To support implementation and adoption of the Digital Health Capability Framework

## **Digital Personas:**

- ▶ Role specific
- ▶ Identify skills gaps
- ▶ Personalise training and development
- ▶ Targeted support
- ▶ Enhance adoption of digital tools
- ▶ Foster an environment of continuous improvement and evaluation



# Archetypes

Archetypes provide a common language and framework for understanding and analysing characters and themes

**Common Archetypes:**

- ▶ Shapers – e.g. leaders, educators, policy makers
- ▶ Drivers – e.g. eHealth and Digital Health colleagues
- ▶ Creators – e.g. Clinical specialists, software engineers, data scientists
- ▶ Embedders – e.g. IT teams, Clinical Engineers, CSO
- ▶ Users – e.g. frontline healthcare professionals

NB: We have been focusing on the 'user' archetype



# Creating the personas

3 well attended multi-professional workshops have been held

**Data Collection is aimed at:**

- ▶ Demographic data on the health staff
- ▶ Identifying current digital capabilities and skills required in the role
- ▶ Exploring the attitudes, perceptions, and barriers towards digital technologies
- ▶ Analysing learning preferences and styles
- ▶ Creating representative digital personas reflective of the role

3 workshops

4 questionnaires design

1 approach to interview with direct reports



# Challenges

Well received and informative sessions....lots of discussions and opinions

## **Clear challenges:**

- ▶ Not been done properly before
- ▶ Some iterations available in the NHS
- ▶ There are lots of conflicting ideas on how the personas should be used
- ▶ Where is the information going to be held
- ▶ Lack of governance
- ▶ The evolving nature of personas, which necessitates the need for regular reviewing and updating.
- ▶ Validation of the persona



## DIRECTOR OF NURSING

AGE: 42  
GENDER: Male  
LOCATION: MODEL 4 DUBLIN HOSPITAL

### ROLES & RESPONSIBILITIES

- Leadership and Management
- Clinical Oversight
- Staff Development
- Quality Improvement
- Resource Management
- Regulatory Compliance
- Collaboration / Communication
- Patient Advocacy
- Ethical Practice

### PRIORITY LEARNING

- Digital Health Governance
- Data standardization
- SNOMED CT
- How to develop a digital workforce
- Using data and digital for to improve evidence based care
- Digital Documentation

### COMMUNICATION

Email



Video Conference



Phone



Face to face



### DIGITAL HEALTH CAPABILITY



### PAIN POINTS

- Multiple data required for decision making - often excel based
- Quality Care Metrics - how Nurses audit, record and display information
- Very few clinical systems available to Nurses. The ones that are available do not integrate

### DATA & SYSTEMS REQUIRED FOR ROLE





## STAFF NURSE

**AGE:** 24  
**GENDER:** FEMALE  
**LOCATION:** COMMUNITY ADDICTION SERVICES

### ROLES & RESPONSIBILITIES

- Communication within MDT
- Managing referrals, discharge summaries, release forms etc.
- Face to face client contact.
- Blood samples
- Vaccinations
- Wound care
- Assessments

### PRIORITY LEARNING

- How to manage my caseload more efficiently using technology
- More training on the available systems
- Digital Documentation
- How to share information safely
- Video enabled care
- Telehealth

### COMMUNICATION

Email



Video Conference



Phone



Face to face



### DIGITAL HEALTH CAPABILITY



### PAIN POINTS

- Very few systems available to support practice
- Poor internet connection
- Lack of computers
- Systems we do have fail often

### DATA & SYSTEMS REQUIRED FOR ROLE





# Next Steps

- ▶ Scoping was concluded and fed back
- ▶ Recommendations
- ▶ Digital
  - ▶ Individual Personas
  - ▶ Data repository
  - ▶ Digital System repository
  - ▶ Learning repository
- ▶ Strategic
  - ▶ Self Assessment
  - ▶ PDP
  - ▶ Career aspirations
  - ▶ Interview process
- ▶ Governance via the approved ERB Digital Health recommendations for Nursing.
- ▶ *(Building Digital Health Capability for our Clinical Workforce working group)*
- ▶ Funding, project plan, terms of reference, key stakeholders





Any questions?