NILLR Nottingham Biomedical Research Centre



Coproduction of text message content to support NHS audiology patients when they are first prescribed hearing aids

Emma Broome^{1,2}, Katrina Copping³, Helen Henshaw^{1,2}, Sian Calvert^{1,2}

¹ NIHR Nottingham Biomedical Research Centre; ² Mental Health and Clinical Neurosciences, School of Medicine, University of Nottingham; ³ Patient Research Partner

. Introduction

The problem

- 12 million people have significant long term hearing loss [1]
- 355,000 adults are fitted with hearing aids each year via the NHS at a cost of £131 million.
- The non-use and infrequent use of NHSprescribed hearing aids is high.

The solution

- An NHS-approved text-messaging service. Implemented in over 100 NHS organisations.
- Text-messages are simple, convenient, requiring little effort to engage.
- Florence responds to patients in real time, providing information required to overcome common barriers exactly when they need it.

ave hearing loss ut you are not lone. 1 in 5 eople in the UK ave hearing loss.



Research aims:

- 1. To co-create and refine text-message content with patients and audiologists
- 2. To gather in-depth feedback on usability, message content, language and framing.

florence

Intelligent Health Messaging

2. Intervention planning and optimisation

Although Florence has been used to help NHS patients selfmanage many long-term conditions, it has not yet been used by people to help manage hearing loss. We worked in partnership with patients to coproduce a Florence intervention protocol for new hearing aid users, using:

3. Co-development and usability testing



Adults with hearing aids • 15 participants, 3 workshops

- \checkmark qualitative participatory techniques
- ✓ the Medical Research Council guidance for the development and evaluation of complex interventions [2]
- ✓ health behaviour theory [3]

The intervention is designed to address key barriers to hearing aid use by improving patients' capability, opportunity and motivation to use hearing aid(s) when they are first prescribed.



- (2 online, 1 face-to-face)
- Aged between 37-74 years (mean = 61.75 years)
- Owned hearing aids between 3-58 years (mean = 13.78)

Audiologists

- 6 participants from across the UK
- 1 workshop (online)
- Professional experience = 3-20 years, (mean 12.6 years)

Usability testing

• Florence piloted with patients (n=5) to gather feedback on text-message content, language and framing via semi-structure interviews.

MANA EXPERIENCE

4. Next steps

Feasibility Study NO YES MEV





Florence uses behaviour change techniques to address key barriers to hearing aid use.



Promotes self-management of hearing loss in NHS audiology patients.



If effective, result in better use of NHS resources.

- > 16 month feasibility study with 90 new NHS hearing aid users across three NHS audiology sites
- Assessing recruitment and attrition rates
- Exploring the acceptability of study procedures by patients and clinicians

References

[1] RNID, 2020

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Emma Broome emma.broome1@nottingham.ac.uk



@EmmaEMcLean

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