



TRANSFORMING PUBLIC SERVICES

2nd Service Television Conference **T-citizen**

15th June 2006

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United Kingdom

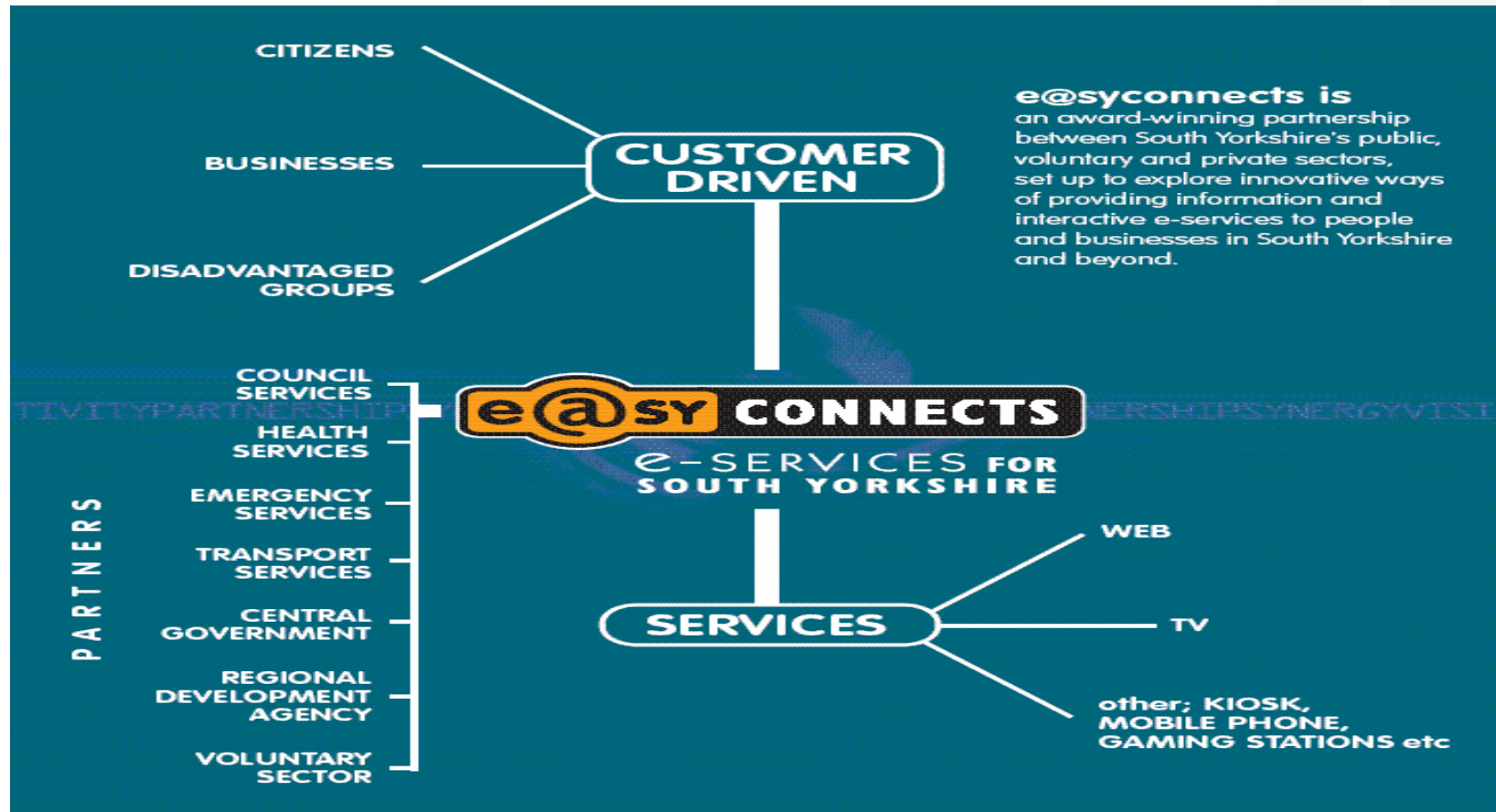


← **South
Yorkshire** *

Barnsley
Doncaster
Rotherham
Sheffield



What is e@SY Connects?



Exemplar of true partnership working



ENGAGEMENT, THE SERVICES & CHANNELS

- ▶ Aim – Service Transformation for **ALL**
- Innovative means of access and use through



Mobile Telephone & DiTV Access



e@SY CONNECTS
e-SERVICES FOR
SOUTH YORKSHIRE

e@SY Connects Quick Links

Health Services

Please select an option

- 1 Doctors Appointment
- 2 Healthy Eating
- 3 Sexual Health
- 4 Minor Injuries
- 5 First Aid & Responders
- 6 Ambulance Pickup
- 7 Jobs
- 8 Your Feedback
- 0 Main menu

Menu Help

Press 'OK' to select this menu item

ENGAGEMENT, THE SERVICES & CHANNELS

▶ Aim – Service Transformation for **ALL**

- Innovative means of access and use through



- Joined-Up, **Integrated** & Qualified (Trusted) Services
- Embedded in National & Regional eGovernment strategy: Social Inclusion, “*at risk* groups”, encouraging participation
- Developed at Regional Level, replicable Nationally & Internationally
- User needs are paramount – Service Provider & Recipient – for a sustainable service

PRACTICAL IMPACTS & BENEFITS

- ▶ Vast array of direct and indirect impacts – some obvious, some not
- ▶ Key to success - engagement, constant monitoring and structured user feedback
- ▶ Marketing and Dissemination essential for Take-Up –



Jobs Hotline 10 FOLD INCREASE

IMPACTS AND BENEFITS

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- ▶ Marketing and Dissemination essential for Take-Up –
Jobs Hotline 10 FOLD INCREASE
- ▶ Efficiency Gains – Doctor Appointment Booking –
INCREASE 44% eBookings
- ▶ Effectiveness Gains – Missed Doctor Appointments –
DECREASE from 13% to less than 1/2%
- ▶ Nationally & Internationally Recognised –
First TRUE public sector DiTV interactive service

e@SY is “recognised nationally as a body that get things done.

**e-Government
National Awards 2005**



**e-Government
National Awards 2004**
platinum sponsor Intel

Booking a GP (Doctor) Appointment via DiTV, How?



..... via Cable and Satellite

ACCESS VIA CABLE

Telewest
Broadband

To return to previous menu press ●

e@sy CONNECTS TV

Crime & Safety

Please select the service or option you require

1 Speed Cameras	2 Witness Appeal
3 Report a Crime	4 Crime Prevention
5 Family Safety	6 Abandoned Cars
7 Jobs	8 Your Feedback
9 HELP	

Quick Links

- ▶ Home
- ▶ Your Barnsley

Press 'OK' or '1' on your remote control to access this menu item



ACCESS VIA SATELLITE

The screenshot displays the e@SY Connects TV interface. At the top left, the text reads "e@SY Connects" and "Welcome to South Yorkshire". In the top right corner, there is a "Quick Links" button. The main menu consists of ten numbered items: "1 A to Z", "2 Your Barnsley", "3 Your Doncaster", "4 Your Rotherham", "5 Your Sheffield", "6 Jobs Hotline", "7 Travel", "8 Have Your Say!", and "0 Main Menu". To the right of this menu is a logo for "e@SY CONNECTS TV" with the tagline "- Your access to local services". A "Help" button is located at the bottom right of the menu area. At the bottom of the screen, a dark blue bar contains the instruction "Press 'OK' to select this menu item".

Barnsley

Welcome

Quick Links

1 Berneslai Homes

2 Housing Benefit

3 Feedback

4 Waste Collection

5 Air Pollution

6 e@SY Connects

7 Abandoned Cars

8 About Us

0 Main Menu

BARNESLEY
Metropolitan Borough Council

to Barnsley Council's interactive
Digital TV service

Help

Press 'OK' to select this menu item

Doncaster Quick Links

Welcome

- 1 Waste collection
- 2 F.L.A.G.
- 3 Housing benefits
- 4 Housing repairs
- 5 Feedback
- 6 About us
- 7 A - Z index
- 8 e@sy connects
- 0 Main Menu


This is the digital TV site for Doncaster Council

Help

Press 'OK' to select this menu item

Rotherham

Welcome to Rotherham DiTV

- 1 Your Council
- 2 A-Z
- 3 Housing
- 4 Social Services
- 5 Streetpride
- 6 Waste Collection
- 7 e@SY Connects
- 0 Main Menu

Rotherham
Metropolitan
Borough Council


Rotherham welcomes you to this new service

Press 'OK' to select this menu item

Sheffield Quick Links

Welcome

- 1 Housing
- 2 Waste Collection
- 3 Texting For Schools
- 4 Air Quality
- 5 Anti Social Acts
- 6 Abandoned Cars
- 7 Your Feedback
- 8 e@SY Connects
- 0 Main Menu



to Sheffield City Council interactive
Digital TV services

Help

Press 'OK' to select this menu item

SAMPLE ACCESS - SKY INTERACTIVE

The screenshot shows a television screen displaying the Sky Interactive menu. At the top, there are four icons representing different services: 'sky guide', 'TVGUIDE', 'BOXOFFICE', and 'SERVICES INTERACTIVE'. Below these icons is a list of services, each with a number and a name. The service '8 Directgov - Govt Info' is highlighted in yellow. At the bottom of the screen, there are two buttons: 'Page Up' (red) and 'Page Down' (green). A small yellow arrow points down from the bottom right of the list.

Number	Service Name
1	Sky Active
2	QVC
3	PlayJam
4	Teletext Holidays
5	Sky Customer Service
6	Sky Gamestar
7	Play Monte Carlo
8	Directgov - Govt Info
9	The Betting Zone
0	GoPlayTV GAMES

The screenshot displays the e@SY Connects TV interface. At the top left, the text reads "e@SY Connects" and "Welcome to South Yorkshire". In the top right corner, there is a "Quick Links" button. The main content area features a vertical list of menu items: "1 A to Z", "2 Your Barnsley", "3 Your Doncaster", "4 Your Rotherham", "5 Your Sheffield", "6 Jobs Hotline", "7 Travel", "8 Have Your Say!", and "0 Main Menu". To the right of this list is a logo for "e@sy CONNECTS TV" with the tagline "- Your access to local services". A "Help" button is located at the bottom right of the menu area. At the bottom of the screen, a dark blue bar contains the instruction "Press 'OK' to select this menu item".

e@SY Connects
Your Barnsley

Quick Links

- 1 Council Services
- 2 Health Services**
- 3 Crime & Safety
- 4 Money Problems?
- 5 Being Bullied?
- 6 Business
- 7 Events & Leisure
- 0 Main menu

Connecting you to local information and services

Menu **Help**

Press 'OK' to select this menu item

The screenshot shows a user interface for 'e@SY Connects Health Services'. At the top left is the logo 'e@SY Connects' and 'Health Services'. At the top right is a 'Quick Links' button. The main area contains a list of menu items: '1 Doctors Appointment', '2 Healthy Eating', '3 Sexual Health', '4 Minor Injuries', '5 First Aid & Responders', '6 Ambulance Pickup', '7 Jobs', '8 Your Feedback', and '0 Main menu'. To the right of this list is the text 'Please select an option'. Below the list are 'Menu' and 'Help' buttons. At the bottom is a dark blue bar with the text 'Press 'OK' to go to the previous menu'. The background features a faint map of South Yorkshire.

e@SY Connects Quick Links

Health Services

1 Doctors Appointment Please select an option

2 Healthy Eating

3 Sexual Health

4 Minor Injuries

5 First Aid & Responders

6 Ambulance Pickup

7 Jobs

8 Your Feedback

0 Main menu Menu Help

Press 'OK' to go to the previous menu

The screenshot displays a television interface for the e@SY Connects service. At the top left, the logo 'e@SY Connects' is shown in white on a dark purple background, with the subtitle 'Doctors Appointments Online Service' below it. To the right of the logo is a 'Quick Links' button with a blue square icon. Below the header, a vertical list of menu items is presented in light purple buttons: '1 About the Service', '2 Surgeries Involved', '3 Book an Appointment' (which is highlighted in a darker purple), and '0 Main menu'. To the right of this list, white text reads: 'Book, view or cancel a Doctors Appointment through your TV.' At the bottom of the screen, there are two buttons: 'Menu' (highlighted in light purple) and 'Help' (in light blue). A dark purple bar at the very bottom contains the instruction 'Press 'OK' to select this menu item' in white text.

e@SY Connects Quick Links

Book a doctors appointment

Please key in your details:

Practice ID:

Access ID:

Password:

If you have forgotten your password, please contact your surgery.

If you have not yet registered, please select 'New users'.

[New users](#) [Help](#) [Menu](#) [Sign in](#)

Press 'OK' to go to the previous menu

e@SY Connects Quick Links

Your appointments

You have no appointments booked.

You can have a maximum of two appointments booked at any one time.

Select 'Book' to book a new appointment.

Help Menu Book

Press 'OK' to view the next page

Select the date you would like an appointment:

Fri 19 May

Mon 22 May

Tue 23 May

Wed 24 May

Thu 25 May

Fri 26 May

[Back](#)

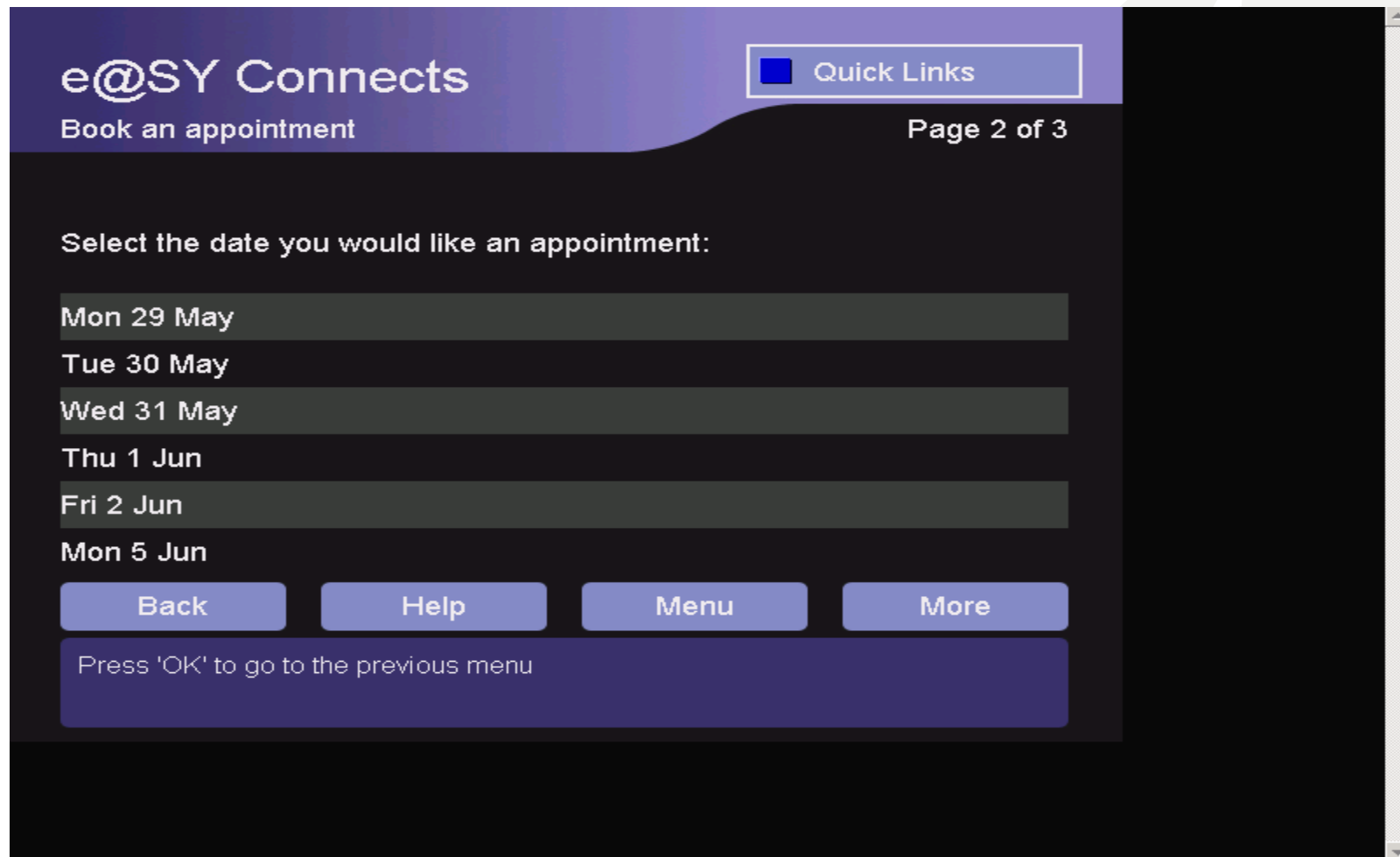
[Help](#)

[Menu](#)

[More](#)

Press 'OK' to view the next page





The screenshot displays the e@SY Connects mobile application interface. At the top left, the logo "e@SY Connects" is visible, with the text "Book an appointment" below it. In the top right corner, there is a "Quick Links" button. The main content area is dark-themed and features the instruction "Select the date you would like an appointment:". Below this instruction, a list of dates is presented as a vertical stack of horizontal bars: "Mon 29 May", "Tue 30 May", "Wed 31 May", "Thu 1 Jun", "Fri 2 Jun", and "Mon 5 Jun". At the bottom of the screen, there are four buttons: "Back", "Help", "Menu", and "More". A purple banner at the very bottom contains the text "Press 'OK' to go to the previous menu". The page is labeled "Page 2 of 3" in the top right corner.

e@SY Connects

Book an appointment

Quick Links

Page 2 of 3

Select the date you would like an appointment:

Mon 29 May

Tue 30 May

Wed 31 May

Thu 1 Jun

Fri 2 Jun

Mon 5 Jun

Back Help Menu More

Press 'OK' to go to the previous menu

Select the date you would like an appointment:

Tue 6 Jun

Wed 7 Jun

Thu 8 Jun

Back

Help

Menu

Press 'OK' to select this menu item.



e@SY Connects
Book an appointment on Tue 6 Jun

Quick Links

Please choose your surgery:

Back Lane Surgery

Back Help Menu

Press 'OK' to select this menu item.

e@SY Connects Quick Links

Book an appointment on Tue 6 Jun

Select the time you would like an appointment:

- 14:00 with Dr David Stables
- 14:40 with Dr David Stables
- 15:20 with Dr David Stables
- 16:00 with Dr David Stables

Back Help Menu

Press 'OK' to choose this option

e@SY Connects Quick Links

Confirm booking

You have selected the following appointment:

Tue 6 Jun at Back Lane Surgery with Dr David Stables at 14:00

Do you really want to book this appointment?

No Help Menu Yes

Press 'OK' to select this menu item.

e@SY Connects Quick Links

Your appointments

You have the following appointment(s):

Tue 6 Jun at Back Lane Surgery with Dr David Stables at 14:00

You can have a maximum of two appointments booked at any one time.

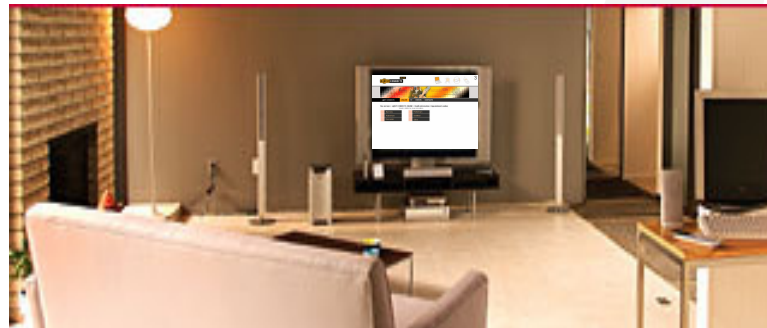
Use the options below to book or cancel an appointment.

Cancel Help Menu Book

Press 'OK' to view the next page

The Practice Perspective

- **Increased availability**
- **24*7 access**
- **Any location**
- **Reduced DNA**
- **Less stressed staff (and patients)**
- ***... major service improvements without further investment***
- **What's next?**



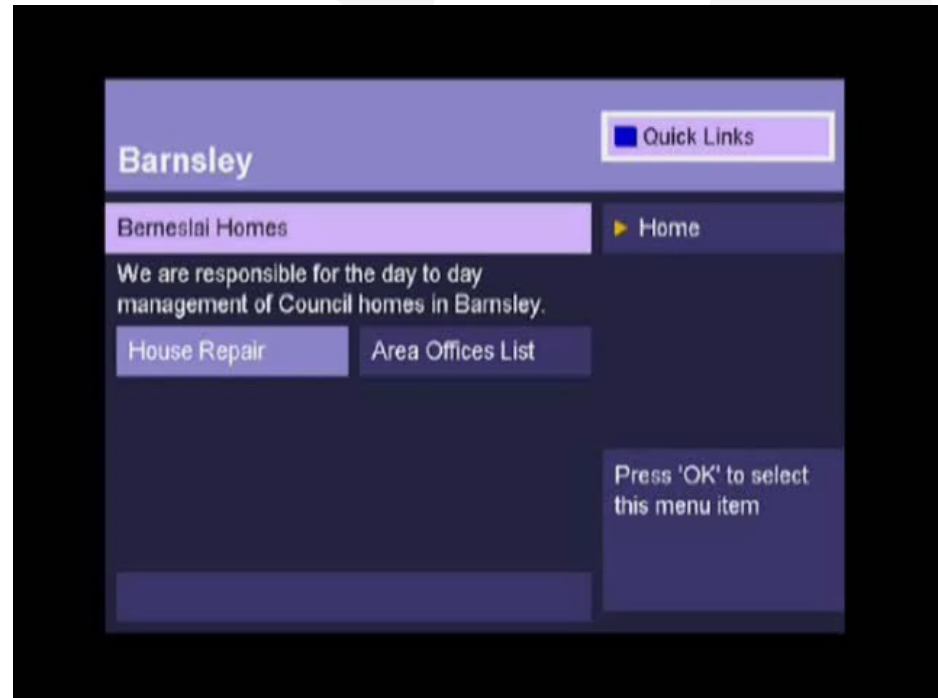
Repeat Prescriptions

Examples of other services making a difference

- ▶ Housing Repairs,
- ▶ Rubbish Collection,
- ▶ Benefit Payments,
- ▶ Air Quality,
- ▶ Healthy Eating,
- ▶ First Aid,
- ▶ Ambulance Pickup,
- ▶ Escape Plan,
- ▶ Texting for Schools,
- ▶ School Lunch Ideas,
- ▶ Travel Information – includes Speed Camera Locations,
- ▶ Local Events and Book Club Activities,
- ▶ Crime Reporting, Prison Supervision, Carers,
- ▶ Business – Virtual Enterprise Networks, Jobs,
- ▶ Feedback/Have Your Say (Participation & Democracy).

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“Surprise” services making a difference



How Do We Know?



RELEVANCE & TRANSFERABILITY

- ▶ Exemplar Partnership;
Service Identification, Exploitation of New Technology,
Engagement and Marketing – Project Management
- ▶ Transference of Knowledge & Experience core
- ▶ Good practice – two way street
- ▶ Demand, Supply & Engagement - Actioned in a number of ways:

