IN COLLABORATION WITH

HQIP Healthcare Quality Improvement Partnership

National Quality Improvement (Inc. Clinical Audit) Network N-QI-CAN

CASE STUDY
Influencing Change Runner-up

Clinical Audit Awareness Week, 2-6 June 2025 (#CAAW25)
featuring the Clinical Audit Heroes Awards

www.hqip.org.uk/clinical-audit-awareness-week

Evaluating the Impact of a Novel Digital Service Alongside Routine Clinical Care for Post-Covid Syndrome

This project focuses on assessing the effectiveness of a new digital intervention integrated with routine clinical care for individuals experiencing Post-Covid Syndrome in East Suffolk and North Essex. It set out to introduce a digitally enabled, patient-centred intervention into the Post-Covid Service (PCS), aiming to help individuals understand and optimise their everyday movement and pacing, manage fatigue effectively, and improve functional outcomes.

What happened?

Individuals with Long Covid often experience complex, persistent symptoms and face limited access to tailored support. This project has delivered measurable improvements that have enhanced the capacity, efficiency, responsiveness, and effectiveness of the Post-Covid Service (PCS) pathway within ESNEFT. By integrating KiActiv® Health as a digital adjunct to PCS care, patients received personalised support outside of traditional clinic settings, reducing the demand on face-to-face services and eliminating the need for in-person appointments. Operationally, a structured referral and audit model enabled clinicians to signpost patients to the digital service at appropriate stages, including during initial assessments, post-12-week reviews with the clinical team, and throughout ongoing fatigue support.

> *"Having been diagnosed with ME following multiple bouts of COVID-19, I was struggling mentally to recognise that my body was unable to perform to previous levels. I was constantly in a state of tiredness bordering on exhaustion when attempting physical activity, either for leisure or day-to-day requirements. KiActiv® has taught me how to handle my schedule better and to understand the demands upon my body. I've realised there is quite often a 'delayed reaction' with the impact not being felt for as much as 2-3 days after even a short period of intense activity. Just being aware of how I can use the application to plan routines more effectively to combat the effects of ME has helped with my mental acceptance of what was, for me, a distressing situation. I feel more confident in tackling everyday life as a result of the interaction with my Mentor (Kirstie) who has provided encouragement and guidance throughout."*
>
> ***Mark, 65-yrs, Long Covid, CFS/ME & Hypertension***

When did it start and how long will it run?
The programme began accepting referrals in September 2023, with places for 200 participants initially funded by Health Innovation East. The success of the initial participants and strong return on investment data led to a business case submission to ESNEFT, resulting in additional places being funded through 2024/25.

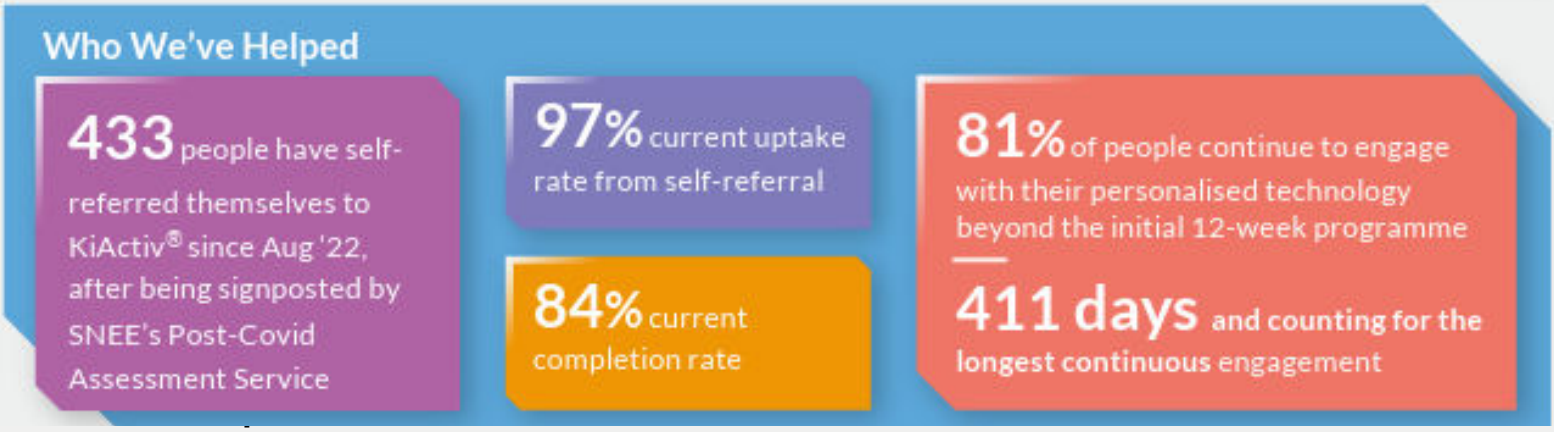
Did it involve changes to processes in order to implement?
A structured referral coding system has enabled detailed auditing throughout the patient journey, supporting personalised care delivery and informing future service development. This system was implemented with minimal disruption to existing processes. Through collaborative efforts, the technology has been integrated alongside the existing clinical pathway in a way that complements current workflows without adding burden to clinical staff.

Who was involved?
Led by Sarah Fowler, Clinical Lead for the Post-Covid Syndrome Service at NHS East Suffolk and North Essex Foundation Trust (ESNEFT), the initiative brings together a multidisciplinary team. Working alongside Sarah are: Tommy Parker, CEO of KiActiv®; Ewan Cranwell, KiActiv®'s Informatics Lead; and Lamprini Kaftantzi, Senior Advisor (Commercial) at Health Innovation East. Together, the team is working to understand how digital tools can complement traditional care pathways and improve outcomes for patients living with the long-term effects of Covid-19.


Suffolk and North Essex Long Covid team in partnership with KiActiv

Do you know if it succeeded and, if so, do you have any evidence?
The programme has been highly successful, as demonstrated by measurable clinical outcomes, a transformative patient experience, and strong satisfaction across all project partners, including the clinical team, KiActiv®, the local Health Innovation Network, and other NHS stakeholders. To date, 474 patients have been supported, with impressive enrolment (96%) and completion (84%) rates. Validated patient-reported outcome measures (PROMs) showed statistically significant improvements ($p<0.05$) in health-related quality of life (EQ-5D-5L), mental wellbeing (SWEMWBS), self-efficacy in managing fatigue (SEMCDS Fatigue), and functional work and social capacity (WSAS).

These improvements translated into real-world outcomes: patients reported greater knowledge and understanding of the importance of everyday movement across all intensities for recovery, improved ability to pace activities, reduced fatigue, and increased confidence in managing daily life. The programme also delivered a strong financial return, with an in-year ROI of £8.55 for every £1 spent. This was calculated using established methodologies that factored in QALY gains and broader social value outcomes. This quantifiable return highlights not only the programme's impact on individual health outcomes but also its system-wide value, helping to support further business cases, ongoing investment, and informing local commissioning plans as NHS Long Covid funding continues to evolve.



Any other insights or learning points you wish to share?

From a service delivery perspective, the programme helped relieve pressure on traditional clinics by providing a safe, effective digital solution that did not require in-person appointments. This approach not only improved accessibility for patients but also supported more efficient use of clinical resources. A critical learning point has been the importance of embedding robust evaluation metrics from the outset. In this programme, the structured audit system enabled the clinical team to target resources more effectively, refine referral and signposting practices, and develop a more responsive, patient-centred model of care.

Are there any outcomes or other materials that can be shared?

The outcomes of the project have been summarised in a report published on the KiActiv® website. The project has received national recognition, winning Best Abstract Poster at the Clinical Post Covid Society Conference 2025 for its innovative methodology and measurable impact. It now serves as a scalable blueprint for integrating audit-driven digital care into Long Covid services and broader long-term condition management or rehabilitation pathways. The poster is available upon request. The project outcomes have been featured in Health Innovation East's 2024/25 Impact Review on pages 16–17.

- KiActiv® Long Covid Impact Report: https://kiactiv.com/wp-content/uploads/2024/11/KiActiv_Long-Covid_Impact_Poster-SNEE-Nov24.pdf
- Health Innovation East – Case study on the KiActiv® Pilot: https://healthinnovationeast.co.uk/impact-story/kiactiv-pilot/
- Health Innovation East's 2024/25 Impact Review, pages 16-17: https://healthinnovationeast.co.uk/new-publication/impact-review-2024-25/.

> *"As Clinical Lead, I worked closely with KiActiv® to deliver this innovative programme to our patients. Our collaborative approach enabled rapid and efficient role out. Coding our patients has allowed us to understand where in our pathway patients are utilising KiActiv®. This will help us to understand when in their recovery they gain most benefit from the addition of KiActiv®. Our patients are getting measurable benefits from the programme and tell us that it is meaningfully supporting their recovery."*
>
> **Sarah Fowler, Clinical Lead, Post-Covid Syndrome Service, NHS East Suffolk and North Essex Foundation Trust**

Further information

Key Findings

KiActiv® Health is enabling people to improve their **Everyday Physical Activity**, **Quality of Life**, **Self-Efficacy** and **Mental Wellbeing**, reduce healthcare use and deliver in-year health benefit & cost savings

78% of people were able to improve their everyday physical activity levels, in the context of their condition, capacity, & environment

81% of people improved their **overall Quality of Life**

55% of people improved their **Mental Wellbeing**

Statistically significant improvements in multiple Work and Social Adjustment Scale domains, including:

- **Home Management**
- **Social Leisure**
- **Private Leisure**

59% of people improved their **Self-Efficacy to Manage Fatigue**

In-year return on investment **+£9** per £1 spent

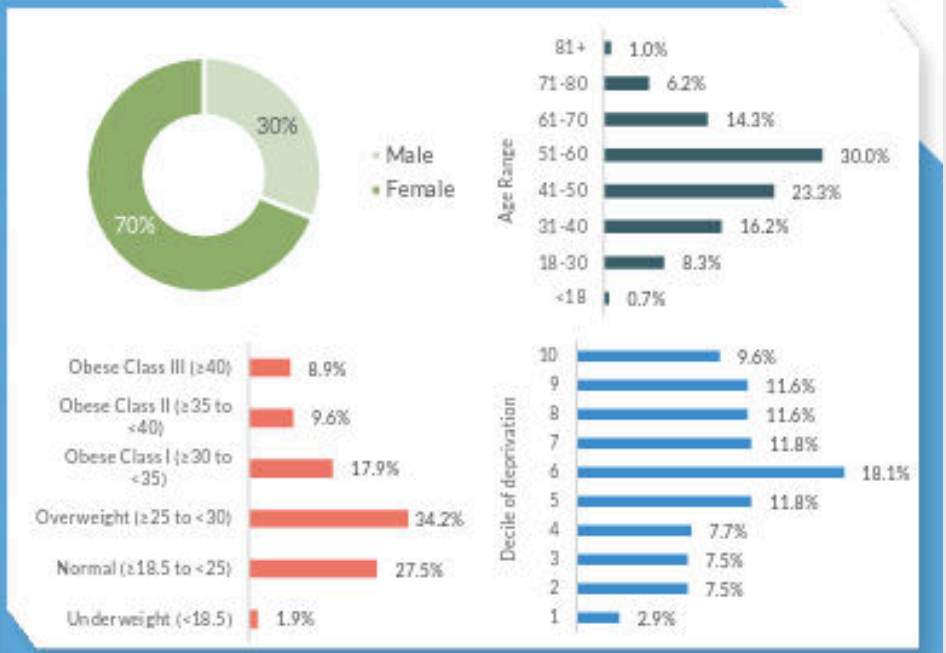
Demographic Insights

78% of people reported at least 1 comorbidity

12% of people report their ethnicity as Non-White British

50 years average age of participants

29.1 kg/m² average BMI of participants



DAILY PHYSICAL ACTIVITY DOSE:

- Administering the optimal dose of physical activity in its multiple dimensions is vital to manage energy levels and pace effectively
- KiActiv®'s collaborative research with the NHS has demonstrated the importance of reducing sedentary time and increasing light intensity activity for improving cardiorespiratory fitness
- In total, **78% of patients improved their everyday physical activity**
- On average, people experienced a **total additional dose** of everyday physical activity equating to **+ 33 hrs 52 mins** across the 12 weeks