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NHS launches first mobile phone app

A new mobile phone app has been launched today as part of a countywide campaign to encourage members of the public to consider the options they have available before attending A&E.

The free app, which is the first of its kind in Worcestershire, has been designed by the three NHS Clinical Commissioning Groups. It provides instant information about the range of options that are available for anyone who is injured or unwell. It also includes a GPS function which allows users to find their nearest NHS services wherever they are in Worcestershire - from pharmacies, minor injury units, GPs, emergency dental care and sexual health service.

Ruth Davoll, who is the Urgent Care lead for the three CCGs, said, "The app offers people a simple way of accessing information about local NHS health services on the go. We hope it will make a real difference by signposting people to the most appropriate health service if they are injured or unwell."

Chairman of Healthwatch Worcestershire, Peter Pinfield, who has downloaded the app, gave the initiative a big thumbs up. He said, "The app is a real practical and informative way of finding out lots of useful information 24/7....again Worcestershire is leading the way!"

The app has been produced as part of the ***Is A&E for me? Know your options*** campaign which aims to reduce pressures on busy A&E emergency services over the winter period by raising awareness about alternatives to A&E.

Lisa Spencer, Worcester A&E Department Manager, said, "Emergency departments all over the country are going to be under pressure this winter, and you can help us by making sure you always use the right service. The phone app is a great way of targeting a different audience, it's a new tool for us to use to get the message across and remind people of the alternatives to visiting A&E.

The app can be downloaded the free of charge in the Apple and Google Play stores, or alternatively you can access the app direct from the online [iTunes app store](#) or [Google Play](#).

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Members of the public are also being asked for their thoughts on the app by email: ccgcomms@worcestershire.nhs.uk. For more information about the *Is A&E for me?* campaign visit www.isaandeforme.com or follow us on Twitter @IsAandEforme

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Notes for Editors

- The app can be downloaded the free of charge in the Apple and Google Play stores, or alternatively you can access the app direct from the online [iTunes app store](#) or [Google Play](#).
- The app has been designed by the NHS Clinical Commissioning Group Communications Team.
- The 'Is A&E for Me' campaign is being led by the three NHS Clinical Commissioning Groups in Worcestershire (NHS Redditch and Bromsgrove CCG, NHS South Worcestershire CCG and NHS Wyre Forest CCG) in partnership with Worcestershire Acute Hospital NHS Trust, Worcestershire Health and Care NHT Trust and Worcestershire County Council.
- More information about the campaign can be found on the campaign website: www.isaandeforme.com.
- To stay up to date with the campaign follow us on Twitter @IsAandEforme
- For further information or to arrange an interview please contact CCG Communications Manager, Hardeep Cheema on 07423 534211/ 01905 5681978 or email Hardeep.Cheema@worcestershire.nhs.uk
- Alternatively contact the CCG press office on 01905 681956 or email ccgcomms@worcestershire.nhs.uk