



VUIT Data Labs overview

We enable Health & Care organisations to deliver the left shift from treatment to prevention and improve 'healthy' life expectancy' to the populations they serve.

www.vuitdatalabs.com



Context is all...

Only around 20% of health outcomes are affected by the quality of health provision once we're in need of it.

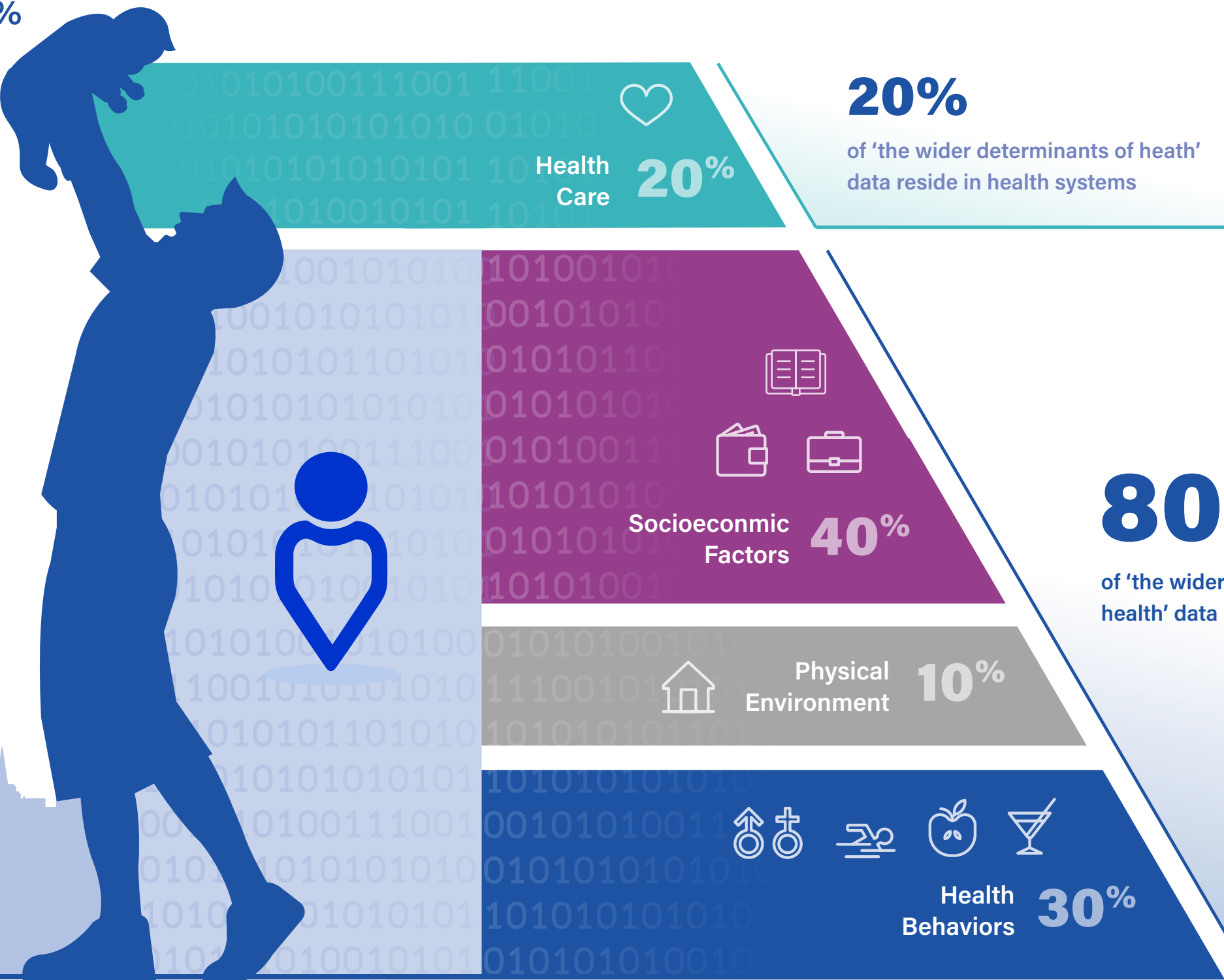
VUIT adds in the missing 80%

We believe most organisations have focused development of population health within the narrow band of the 20% of health outcomes that sit within the 'Wider Determinants of Health', we take a different approach and have built our platform with a focus on the other 80% of data, which has a huge influence on how 'people' are impacted by the physical and social factors within that environment.

We believe these wider factors are critical in providing a more contextually relevant insight in how public sector organisations can model and manage services, to not only treat those people and communities, but keep them healthy in the first place.

VUIT exists to set everyone in their proper context and to enable the systems that assist community wellbeing. It's the difference between a sketched silhouette and a photo album; a passport and a biography; a Van Gogh portrait and a Lowry landscape. One paints a person, the other puts people in context.

In care settings, it's the difference between a consultation and a lifelong conversation.



We believe: Upstream Insight = Down stream Impact

Without a significant transformation, our health economy is fundamentally unsustainable - leading to disastrous effects on the wider economy. We are in a race that medicine cannot win.

The change requires a prioritisation of initiatives that empower people to live healthier lives. We enable health and care organisations that support the population to deliver more proactive and effective care through better insight.

Enabling this empowerment requires a much deeper understanding of the wider wellbeing of the population than that provided by health & care data alone.

As the curator of the most powerful repository of usable information about the health, wellbeing, environments and lifestyle data for the UK population, VUIT exists to provide this critical insight.



How can I
feel secure?

How do I manage
my symptoms?

Will my
children thrive?

Is my housing
impacting my health?

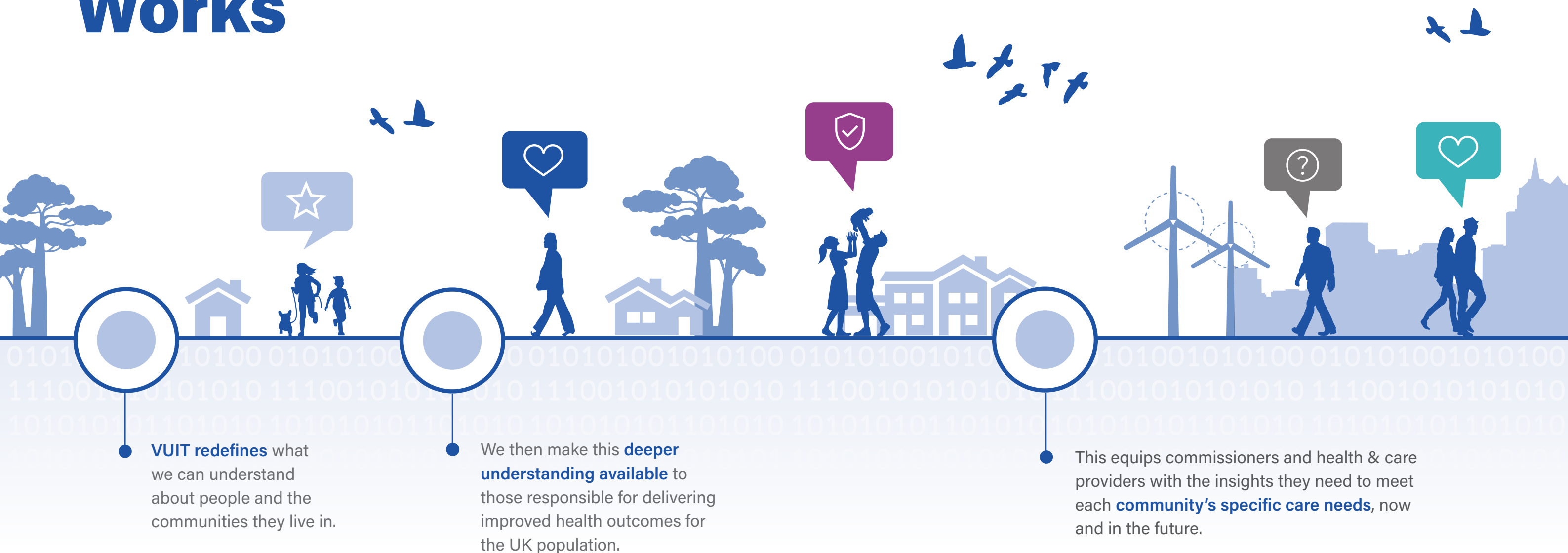
How do I support
my family?

There are more effective ways to design, commission and deliver our care support for the population. Drawing on contextual data, we can help create an environment for commissioners where a focus on population outcomes and equity of services become the new business as usual.

This Commissioning approach must deliver services that are

- ✓ equitable;
- ✓ accessible;
- ✓ tailored to the broader needs of people, not just in 'service user' mode;
- ✓ delivered with exceptional geographical precision;
- ✓ able to engage communities and individuals through direct personal resonance.

How VUIT Works



We work across a **huge array of data sets**, providing value to many settings, including:

- Primary Care
- Acute Care
- Social Care (Local Authorities)
- Mental Health
- Community Care
- Housing Associations
- Place Based Care
- Integrated Care
- Central Government (NHSE & DHSC)
- Charities
- Universities
- Pharma & Life Sciences

VUIT has the most complete set of population health and provider benchmarking data & visualisations anywhere in England.

How does it help the user?

We overlay all relevant POPULATION, LOCATION AND PROVIDER DATA to build a hugely detailed, incredibly accurate picture of our nation's neighbourhoods and citizens.

Our uniquely informative resource:

- ✓ collated from over 150 separate data sets
- ✓ presented in a uniquely accessible, visual format
- ✓ covers both wide-angle and close-up perspectives
- ✓ highlights links, correlations and relevant connections
- ✓ reveals trends and patterns previously hidden
- ✓ illuminates whole people, not just patients
- ✓ enriches our understanding of underlying causes.

The aim is to put the data, information and tools in the hands of decision makers in a format that makes it easy to use.

This equips those decision makers with the insights they need to meet each **community's specific care needs**, now and in the future.

Providing insight against an unparalleled breadth and depth of data, giving context across the wider determinants of health, not just focused on healthcare.



Giving insight both graphically and geographically to an incredibly granular level, showing trends against populations as small as 2500 citizens.

What our Customers think.

'A huge step forwards towards a truly useable health and wellbeing digital twin of England'

PROFESSOR OF SYSTEM THINKING

"I've really started to see the value and how the data can be so powerful. Now VUIT is my go-to tool"

NICOLA WAITE, HOUSING GROUP PROGRAMME MANAGER,
WALSALL HOUSING GROUP



"VUIT has been invaluable in providing the data and analytics we need to make informed decisions for our population."

FRANK BOTFIELD ASSISTANT DIRECTOR
WALSALL HEALTHCARE NHS TRUST

Our aim...

- ✓ To make a material difference to how effectively the country can support its citizens to live well, for longer;
- ✓ To enable proactive, preventative support and care by illuminating the whole person, including and beyond their medical data points;
- ✓ To help providers make more informed decisions, to the benefit of all those in their care - as well as their staff, and all those who expect safety and value for money from their services;
- ✓ To deliver these benefits in a way that is as accessible and affordable as possible for all those who stand to gain from using it.

'VUIT could re-define how we approach clinical trials in the UK and beyond'

FORMER GLOBAL HEAD OF REAL WORLD EVIDENCE GSK

VUIT is an enabler

By bringing together the nation's population data into a consistent and interoperable platform we empower health and care experts to leverage the huge breadth and depth of insights which exist xwithin the data, but until now have not been harnessed and made accessible to them.

Understandably, most people don't know where to look? What to prioritise? How to overlay one on the other and turn raw information into actionable insight?.

Driven by a passion for the power of insight to paint a full person, we've made it our business to find, collate and bring these data sets together in a useable format, while you were busy doing you.

That's as it should be. You have your expertise, we have ours.



VUIT Paints People, not Patients

Our mission is to make available the upstream contextual insight that creates downstream impact at population scale.



"There comes a point where we need to stop just pulling out of the river. We need to go upstream and find out why they're falling in."

DESMOND TUTU

Our purpose is to...

- ✓ enable long term improvements to healthy life expectancy;
- ✓ encourage those with ambition to thrive and achieve;
- ✓ Support communities to empower one another;
- ✓ allow local models of care to evolve and spread;
- ✓ assist providers to deliver maximum impact from their talent and resources;
- ✓ understand, value and involve the capability and impact of the voluntary sector
- ✓ empower people to live healthier lives and, ideally, to die well.

That is what VUIT values, and why we exist.

Our Growing Customer Base

Customers and importantly users from across the public sector have already joined us on our journey to make better use of the data that's out there. They are already seeing the benefits of using our platform to meet many of the complex challenges that sit within and across their ecosystems.

We would love to chat to you about the challenges you are currently battling with and see if our platform might provide the answers and insight, you have been looking for.



Award Success

We are early on in our journey and know we have a long way to go to continue to build a platform that we, and we hope Public Sector colleagues can be proud of.

Even as a growing start up however, we have racked up a few nominations and awards.

All of which we are proud of and hopefully shows that the journey is one worth taking.



We would love for you to join us on it.

For more information, please email: info@vuit.online

The biggest, most useful and complete health and well-being data repository in the UK

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