

# Dorset Population Health Management (PHM) Approach: Insights into Action

## Webinar Summary

Date: 19 August 2025

### What Was the Webinar About?

The webinar introduced the Dorset systematic approach to Population Health Management (PHM) to drive meaningful change in Population Health and Health Inequalities in Dorset.

Using a real-world case study (hypertension optimisation) the webinar took participants through a practical and easy to use approach that can deliver real impact, turning Insights into Action.

### Why It Matters

- People are living longer with more health conditions.
- Inequalities in access, experience and outcomes from health services
- Health services are under pressure.

PHM helps target support where it's needed most and improves care for everyone.

### Key Messages

The Dorset Approach builds on the national definition of PHM, with its strong focus on data, to provide a replicable approach, turning INSIGHTS into ACTION.

Through our approach, we can make a big impact by combining whole population improvement (**moving everyone a little**) and improving health inequality groups (**by more**).

### A systematic approach

The model is built around some generic principles:

**Insights** – Identifying the problem – size, scale, whether it is amendable to change, who it affects; and agreeing potential solutions – using the evidence base of what works,

bringing together quantitative data and qualitative insight, drawing on staff and community insight, and developing shared solutions.

**Action** - Implementing change programmes in line with the evidence of what works including proactive, personalised care and preventive healthcare, and drawing together resources across the system to tackle both root causes, and their effects.

**Outputs and Outcomes** – Measuring and evaluation the impact on intended outcomes. Essentially this is: Preventing mortality and morbidity, enabling people to live well for longer, and reducing health inequalities.



## The How?

Using a real-world case study, the webinar explored:

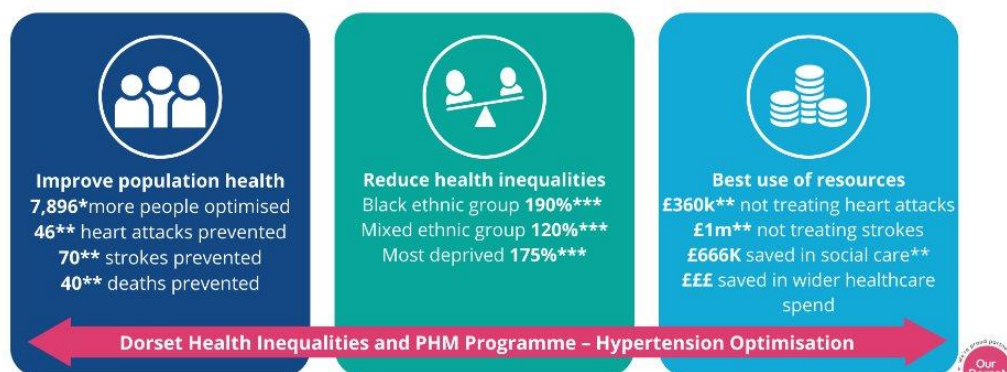
- **DATA into ACTION:** Where to find and how to use quantitative and qualitative data, and the evidence base to support **ACTION**.
- **ACCESS** and **OUTCOMES:** Understanding who is benefiting and unmet needs.
- **UNWARRANTED VARIATION:** Understanding inequalities, inequity and equalities in health services
- The importance of **Models of Care** tailored to need and how we are using patient activation to do this.
- The importance of evaluation and monitoring to understand **IMPACT** on health outcomes.

## What Was Achieved?

The webinar showed how this method helped thousands of people in Dorset get better care for hypertension.

- Out of 43 systems, Dorset went from 39th to 14th in the country for managing hypertension.
- Over 7,800 more patients were optimised, preventing:
- 70 strokes
- 40 deaths
- NHS cost savings
- Inequalities were reduced
- 

### Dorset Systematic Approach to PHM: Impact on Hypertension Optimisation



\*DiIS to March 2025

\*\* Source: Size of the Prize for high blood pressure – modelled on Dorset Activity delivered in 2024/25 (based on 7896 patients optimised)

\*\*\* Stroke costs to social care are given for the 1st year following stroke only

\*\*\* Source: CVD Prevent to March 2024 – March 2025 improvement relative to the whole population with hypertension



## **Next Steps**

- A toolkit being developed to help others use this approach.
- More training sessions and learning events are planned.
- Dorset has been shortlisted for an HSJ award for this work.