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Definitions and descriptions of some key terms relevant to Digital Front Door and Engagement

Purpose: To provide consistency and clarity the following definitions and descriptions are used.

Accessible

The ability to get something easily e.g., easy to approach, reach, enter, speak with. This might relate to access to a building, information, or a device.

Accessible information

Giving information in a way that is accessible to as many people as possible. It is part of Inclusive Communication.

Aim

A goal. Concerned with the purpose (longer term).

App (short for Application)

A type of software that can be installed and run on a computer, tablet, smartphone, or other electronic devices. An app most frequently refers to a mobile application or a piece of software that is installed and used on a computer or device. There is an authentication process that determines whether someone is who they say they are.

Data

Information, especially facts or numbers collected to be examined, considered, and used to help decision making. Usually in an electronic format that can be stored and used on a computer.

Delegated access

This is where an individual allows someone else to access their information on their behalf. For example, a parent, a carer, or a family member.

Digital exclusion

Broadly defined, digital exclusion is where a section of the population has unequal access and capacity to use Information and Communications Technologies that are essential to fully participate in society.

Official measurements of digital exclusion in the UK include anyone who has never used the internet or has not used it within the last three months

Digital identity

This is a collection of personal data about an individual that exists online (such as name, address, and date of birth). It includes a verification process to make sure the information is accurate and connected to the individual. Finally, there is an

authentication process that is unique to an individual such as a password, PIN, fingerprint, or some other form of unique identification. These steps together ensure the process is safe and secure.

Digital inclusion

This is about working with individuals, communities, organisations, and policy makers to address issues of opportunity, access, knowledge, and skill in relation to using technology, and in particular, the internet.

Disability

An illness, injury or condition that makes it difficult for someone to do the things that other people do.

Engagement

An active and participative process by which people can influence and shape policy and services that include a wide range of different methods and techniques.

Health and care record

Health and care information is specific to a person and is updated after each interaction with the health and care providers

Human Rights

Rights that apply to all human beings, whatever their nationality, place of residence, gender, national or ethnic origin, colour, religion, language, or any other status

Inclusion¹

The idea is that everyone should be able to use the same facilities, take part in the same activities and enjoy the same experiences including people who have a disability or disadvantages.

Inclusive communications

This is an approach to communications that enables *as many people as possible*² to be included in that interaction.

Information Governance

This is about how organisations manage and share information or data appropriately. This includes information about patients collected digitally. It includes understanding how to treat information about patients, and when information can be shared with others who are involved in their care.

Interoperability

The ability of a system to work with or use the parts or equipment of another system (such as a health and care record).

¹ The **Equality Act 2010** requires that all public services be as inclusive as can be expected, given the resources available to them, and to anticipate the requirements of people with disabilities or impairments. This includes ensuring that information is accessible.

Lived experience

Personal knowledge about the world is gained through direct, first-hand involvement in everyday events rather than through representations constructed by other people. This includes health conditions and experience.

Mandatory

Something that must be done or is demanded by law.

Marginalised communities

In general terms, these are communities denied involvement in mainstream economic, political, cultural and social activities due to their living conditions, lifestyles, or exclusion.

Mission

A strongly felt aim, ambition, or calling. A mission statement defines how an organisation will differentiate itself from others. It should describe what you need to do now to achieve your vision.

National Digital Platform

This brings together digital components and services. Making it easier to build or enhance digital solutions across the public sector in Scotland.

Objectives

Something that you plan to do or achieve. Concerned with achievement (shorter term). Aligned with: Specific, Measurable, Achievable, Realistic or Relevant and Time-bound measures.

Participation

The fact that you take part or become involved in something. People being actively involved with policymakers and service planners from an early stage of policy and service planning and review.

Patient Portal

A secure online website that gives patients convenient 24-hour access to personal health information from anywhere with an internet connection.

Principles

Principles are rules or beliefs governing one's behaviour. They are permanent, unchanging, and universal in nature.

Privacy by design

This is about considering data protection and privacy issues upfront in everything that is being developed such as the Digital Front Door.

Product design

The process designers should use to blend user needs with business requirements to design successful products (easy to use, positive experience, meet longer-term needs).

Touchpoints

Any interaction including encounters where there is no physical interaction (digital, telephone, letters) influences the way a service user feels about a product or service.

Relationships

The way in which two or more people or groups regard and behave toward each other.

Scottish Approach to Service Design

The Scottish Government has identified an approach to designing services that helps to ensure they are designed with, not for, the people who will use the service.

Stakeholder

A person with an interest or concern in something, especially a business or organisation.

Strategy

The way in which a business, government, or organisation carefully plans actions over a period to improve its position and achieve what it wants.

Technology

Technology is a branch of science that deals with computers and gadgets, and mechanics, robotics. Computer is technology.

Trust

Reliance on and confidence in the truth, worth, reliability etc of a person or thing.

User

A person who uses, operates or consumes something

Value-based health care

Achieve the best possible outcomes for the population with the resources available

Values

Values are qualities or standards of behaviour. They are internal and subjective, and they may change over time. Organisations and individuals with strong values follow them even when it may be easier not to.

Vision

The ability to think about or plan with imagination or wisdom. It should be inspirational, short, and concise. It is concerned with the long term.