

# sh.uk

Sexual Health Online

Service brochure -  
National framework for e-sexual  
and reproductive healthcare

The only integrated digital  
sexual and reproductive health service  
working in full partnership with the NHS

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**Prevent<sup>x</sup>**  
Integrated Diagnostics

**NHS**  
Chelsea and Westminster Hospital  
NHS Foundation Trust

**LloydsPharmacy**  
Online Doctor

# A letter from our CEO

In recent years the case for digital as a key channel in health service delivery has never been stronger. Service users not only want, but expect to be able to access safe, sensitively designed health services through their phones and other digital devices.

Relevant, place-based, person-centred services in the heart of communities need to be in place to ensure that timely access to relevant healthcare is attained and health outcomes are optimised.

Providing access to remote or virtual provision makes the opportunity for service users to take responsibility for their own sexual health achievable and, where appropriate, should be actively encouraged through detailed local service design.

With SH.UK, we've embraced this opportunity, developed platforms that allow patients to flow seamlessly through the system and between terrestrial care and online and remote services. In designing our services we've concentrated our expertise on service user experience as well as driving for the best clinical outcomes.



By combining the self-sampling and remote diagnostics expertise of Preventx with the clinical and prescribing capability of Chelsea and Westminster Hospital NHS Foundation Trust (CWFT) and LloydsPharmacy Online Doctor we offer safe online prescribing as well as world leading expertise in sexual and reproductive health, patient safety, clinical governance and safeguarding.

Our tested partnership is scalable, resilient, flexible and adaptable to local needs and configurable to cater for health inequalities as well as broader system constraints. We look forward to working with you.

*Ruth Poole*

**Ruth Poole**  
Chief Executive Officer

**Preventx**  
(consortium lead, SH.UK)

# ABOUT SH.UK

SH.UK is the only fully integrated e-sexual and reproductive health service that offers a seamless partnership between self-sampling and diagnostics, NHS clinical support and safeguarding and prescribing by the online doctor for a leading high street and online pharmacy.

## Our services include:

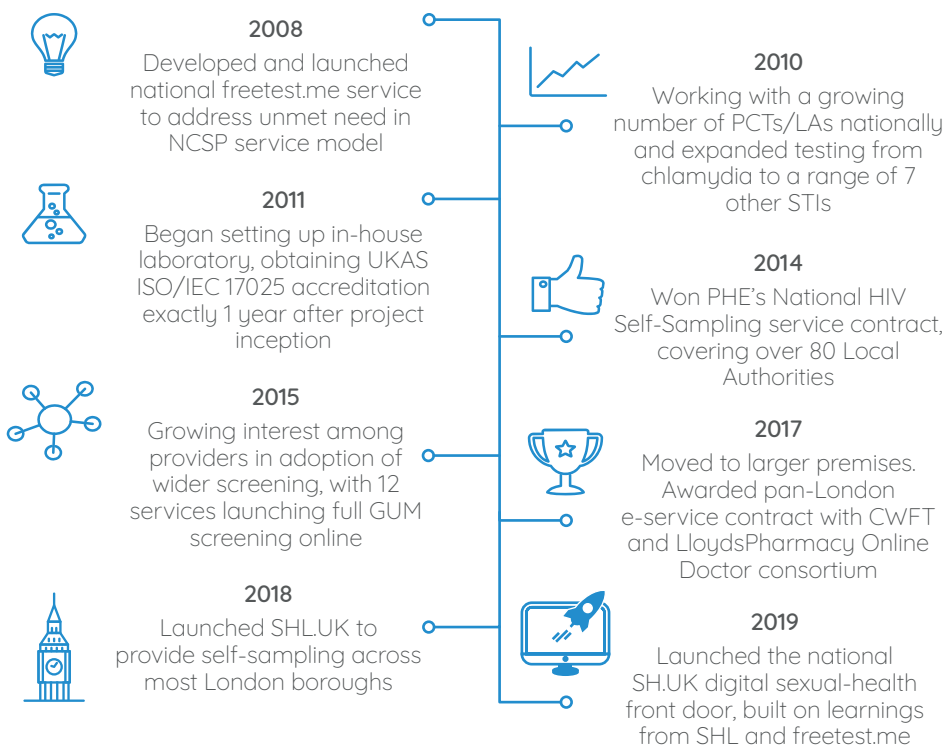
- Web-portal for user ordering
- Cloud-based secure clinical record system
- Integrated laboratory providing a wide range of STI screening services
- Treatment for chlamydia
- Emergency hormonal contraception prescribing
- Routine contraception prescribing
- NHS-led clinical support
- Unique SmartKit model for local clinic/venue kit collection

# SH.UK'S TEAM

## PREVENTX

Preventx is the lead provider of SH.UK, providing the web-based ordering portal, screening via its in-house lab and cloud-based secure clinical records system. It has over 12 years' experience delivering remote screening

and has worked with over 80 NHS trusts and local authorities across the UK. Preventx has built the SH.UK platform drawing on experience of running trusted remote sexual health services - SHL, Test.HIV and Freetest.me



**Preventx**  
Integrated Diagnostics

  
**SEXUAL HEALTH LONDON**

# CHELSEA AND WESTMINSTER HOSPITAL NHS FOUNDATION TRUST

Chelsea and Westminster Hospital NHS Foundation Trust (CWFT) is Europe's largest sexual health clinic provider. It provides a wide range of award-winning, national sexual health and HIV services including John Hunter Clinic, 56 Dean St and 10 Hammersmith Broadway.

It has revolutionised in-clinic user experience with open and welcoming spaces that normalise personal sexual health management. CWFT leads on clinical governance, safeguarding and patient management.

## LLOYDSPHARMACY ONLINE DOCTOR

LloydsPharmacy Online Doctor was one of the first services of its kind when it launched as DrThom in 2002. Joining the LloydsPharmacy family in 2008, today it's a trusted choice for people seeking private sexual and reproductive health services and works successfully with NHS hospitals and CCGs across the UK. It is regulated by the CQC (rated Good following 2019 inspection), and The Regulation and Quality

Improvement Authority in Northern Ireland, and registered with the MHRA. LloydsPharmacy Online Doctor will provide remote prescribing of chlamydia treatment, emergency hormonal contraception and services for routine contraception. It has access to over 1400 LloydsPharmacy branches in high streets, shopping centres and supermarkets across the UK and also offers tracked delivery services.

Chelsea and Westminster Hospital   
NHS Foundation Trust

**LloydsPharmacy**  
Online Doctor

# KEY BENEFITS

## For customers

- Tried-and-tested triage questions developed in partnership with NHS clinicians
- Cloud-based patient records
- Responsive user signposting can be adapted to emerging public health risks and local need at no extra cost
- Service can carry local branding for greater integration
- No mobilisation costs
- Demand management and profiling tools
- Ability to set criteria to manage repeat users
- Target higher risk patient cohorts
- Market-leading kit return rates
- Choice of emergency hormonal contraception and routine contraception brands

## For service users

- Personal account where SH.UK services may be accessed seamlessly
- Tailored signposting to appropriate health interventions on the basis of their profile
- Personalised kit forms, tailored to each individual service user
- Online sexual and reproductive information to enable self-management
- Inclusive gender drop-downs including a free-text option for self-identification
- 'Find a clinic' tool which signposts to non - SH.UK services where appropriate
- Easy-to-use kit developed on the basis of over a decade's insight and experience
- Video instructions for each type of swab or sample
- Access to CWFT and LloydsPharmacy Online Doctor clinicians

# SERVICE FEATURES

## LABORATORY SERVICES

Preventx are the only digital sexual health service with its own ISO 15189-accredited laboratory services in-house. This creates streamlined process flows, improved quality and reduced turnaround times.

It is built for purpose and designed specifically to work with these types of sample, unlike other commercial labs. The Preventx laboratory is accredited by the UKAS and adheres to strict quality system requirements.

## MODULAR SERVICE DESIGN

SH.UK enables customers to tailor certain aspects of the service to local need and system configurations. The design of the platform makes it easy for customers to add

or remove different services for example, treatment or contraception as well as increase service capacity in response to local events and demand.

## CLINICAL MANAGEMENT

Award-winning sexual and reproductive health provider, CWFT and LloydsPharmacy Online Doctor provide clinical management for this service. This brings all the assurances of NHS clinical governance, staff training

and regulation and the experience of a team who regularly work in sexual health clinics and with online services. Clinicians with different levels of seniority manage cases appropriate to the user's level of need.

## REPORTING AND MONITORING TOOLS

The data rich nature of the SH.UK service enables generation of a wide range of reporting tools. These include reports on overall testing data, geographic breakdowns, demographic breakdowns, referral sources, financials and repeat patient data.

Reports of live service performance can be used to manage demand and maximise budgetary performance. Commissioners can also access a range of aggregate reporting tools.

## PHARMACIES

LloydsPharmacy provides medication 7 days a week, both online and in its 1400 branches throughout the UK – some of which are open until 10pm.

Its pharmacists are on hand to answer any questions service users may have about their prescription.

# STI SELF-SAMPLING

SH.UK provides access to a range of self-sampling including for chlamydia, gonorrhoea, syphilis, HIV, Hep B and Hep C through either the SH.UK web-portal or via SH.UK's SmartKits.

## ONLINE TRIAGE AND TEST SELECTION

SH.UK's online triage and safeguarding questions have been developed by experienced sexual health clinicians from Chelsea and Westminster NHS Foundation Trust and implemented in over 500,000 e-patient consultations. SH.UK's clinically developed algorithms

use answers from triage questions to select appropriate screening options. Customers can choose to make the service only available for asymptomatic services users or to also offer it to people with symptoms, with additional triage and safeguarding measures in place.

## CLINICAL PATIENT MANAGEMENT

Safeguarding flags, reactive tests or other clinical issues which require clinical intervention are managed remotely by the SH.UK clinical team before being triaged into local clinics for

treatment/confirmatory testing. SH.UK will train local clinic teams so that they can access patient records ensuring a seamless experience for the service user when moving between settings.

## CHLAMYDIA TREATMENT

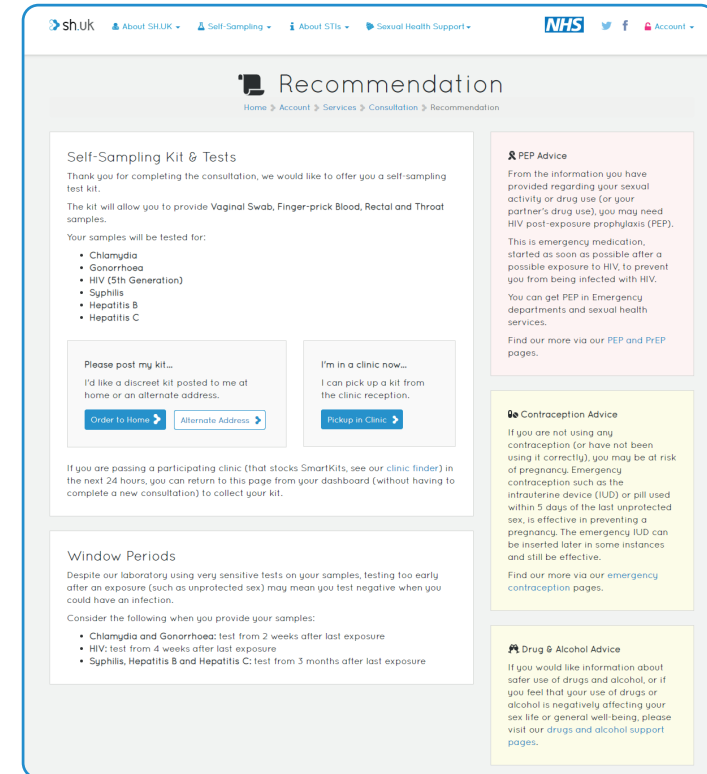
SH.UK can provide uncomplicated chlamydia treatment. Service users with a positive result complete a medical consultation online to establish their suitability

for the service. Once approved, service users can have their treatment posted or they can collect it within one hour from a Lloyds pharmacy.

## PARTNER NOTIFICATION

Where SH.UK offers remote treatment, people with positive results are made aware of the need to notify partners of their result. They will be asked to provide details of partners to speed up the partner notification

process for local clinic teams. The service user does not have to complete partner notification on the site, but they do see the page as part of their journey before they order treatment or are signposted to a local clinic.



## SMARTKITS

The SmartKit service enables immediate collection of STI Testing kits from venues selected by partners. All SmartKits include full lifecycle tracking using unique barcodes allowing return rate, positivity

rate, and individual site performance to be reviewed live. SH.UK can also provide blood borne virus screening kits in drug and alcohol service settings with a simplified registration process.

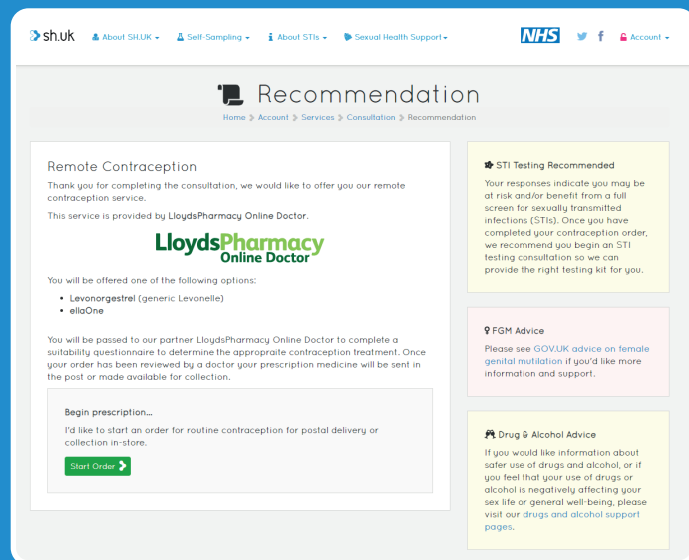
# EMERGENCY HORMONAL CONTRACEPTION

SH.UK provides an emergency hormonal contraception service, harnessing the collective experience of the consortium partners in delivering effective and safe emergency contraception and sexual health services.

## ONLINE TRIAGE

Service users arriving at the site answer questions as part of our online triage. The triage questions are processed by a powerful pre-configured rules-based engine which establishes eligibility, manages demand, budgets and applies rules on repeat prescribing.

This also flags safeguarding concerns for escalation, recommends the appropriate contraceptive solution and presents signposting options to areas such as STI testing and information about Long Acting Reversible Contraception options.



## DETAILED MEDICAL CONSULTATION

If the service user decides they want to order emergency hormonal contraception, they are transferred seamlessly to LloydsPharmacy Online Doctor where they will be guided through a clinical consultation covering their current contraception, reason for needing EHC,

menstrual history, sexual history, medical and family history and plans for future contraception. The assessment and our clinical guidelines are regularly reviewed and updated according to national standards and FSRH guidance, ensuring safe and effective care.

## PRESCRIPTIONS

If emergency hormonal contraception is safe to prescribe, LloydsPharmacy Online Doctor provides information about the medication which includes how to take it, side effects, drug interactions and additional

contraceptive precautions. Service users may choose to have their medication delivered for free by post (next day delivery) or to collect from a local Lloyds Pharmacy as quickly as one hour after the order is accepted.

## CLINICAL PATIENT MANAGEMENT

Safeguarding flags, or other clinical issues which require clinical intervention are managed by LloydsPharmacy

Online Doctor who manage all patients remotely. CWFT have oversight of safeguarding at board level.

## OPTIONAL ADDITIONAL PROVISION

Customers can choose to offer additional support to service users seeking emergency contraception through SH.UK – options include chlamydia

testing, pregnancy testing, a 3-month supply of the progestogen only pill and supply of condoms.

# ROUTINE CONTRACEPTION

The SH.UK platform offers a clinically safe way to order hormonal contraception with an emphasis on choice and compatibility with a service user's medical suitability and lifestyle. Customers can choose to offer contraceptives from a range of contraceptives brands, including non-branded generics and brands not listed on the pricing document.

## CONTRACEPTION SELECTION

Service users can use a clinical tool 'help me choose a treatment' to guide them through a range of suitable contraceptive methods (including LARC) to make an informed decision about the best choice for them. Where further information is required to support a clinical decision, clinicians can request this from

the service user through the portal. Drawing on the clinical expertise of both Chelsea and Westminster NHS Foundation Trust and LloydsPharmacy Online Doctor, SH.UK has designed a detailed online consultation, providing safe, comprehensive, high quality care and an optimal user experience.

How old are you?

Under 35    35 or older

Next

What is your height and weight?

170    cm    feet

65    kg    lbs

Next

Do you smoke?

Yes    No, I quit in the last 12 months    No, I haven't smoked in the past 12 months

Next

Do you get migraines with aura?

Aura can include spots or jagged lines in a person's field of vision or in some instances flashing lights

Yes    No

Complete

## PRESCRIPTIONS

If contraception is safe to prescribe, LloydsPharmacy Online Doctor provide information about the medication which includes how to take it, side effects, drug interactions, additional contraceptive precautions. Service users may choose to have their medication delivered

by post (48-hour delivery) or to collect from a Lloyds Pharmacy as quickly as one hour after the order is accepted. People who are continuing on a method of contraception may be able to order longer prescriptions of up to a year subject to appropriate clinical review.

## CLINICAL PATIENT MANAGEMENT

Safeguarding flags, or other clinical issues which require clinical intervention are managed by LloydsPharmacy

Online Doctor who manage all patients remotely. CWFT have oversight of safeguarding at board level.

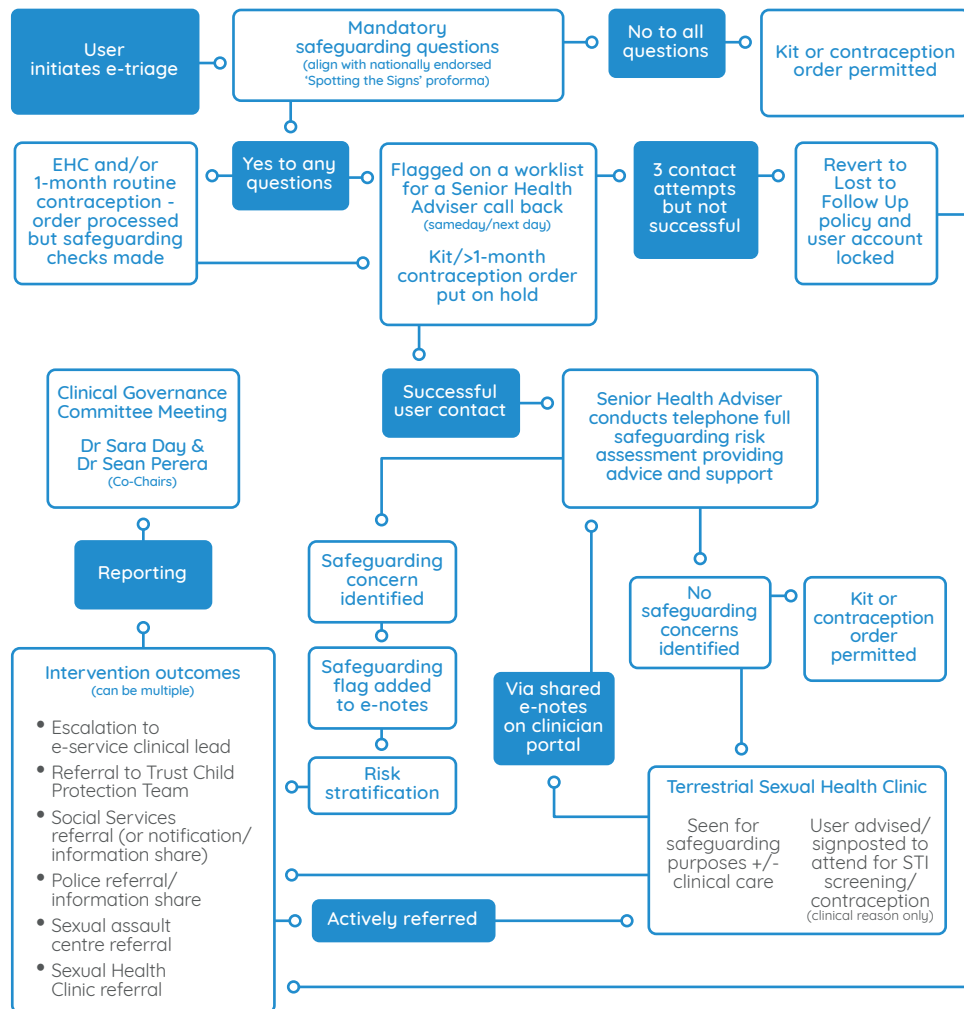
## OPTIONAL ADDITIONAL PROVISION

To support service users own self-management of their sexual health, customers can opt to have chlamydia testing and treatment, condoms and

lubricants provided by SH.UK. Service users will be able to choose to have them delivered during the order process.

# SAFEGUARDING

SH.UK has a robust, tried and tested safeguarding process which, when utilised in the consortium's SHL service, has the highest percentage of successfully contacted 16-17 years olds against comparable services. Safeguarding calls are managed by Chelsea and Westminster Foundation Trust's clinical team. Our services all have mandatory safeguarding questions which must be entered in order to complete an order.



## Board level safeguarding oversight

Safeguarding is a regular agenda item for SH.UK's Clinical Governance board and this is used to continuously review safeguarding activity and processes to maintain the safety of the service.

## Comparison of safeguarding follow up with 16-17 year olds

Chelsea and Westminster Hospital NHS Foundation Trust recently undertook an evaluation of safeguarding of SHLUK's 16-17 year old service users. Soon to be

published findings indicate that SHLUK's clinicians have a higher rate of successful safeguarding contacts when compared with similar services.



\*SH.UK safeguarding builds upon model proven by SHLUK  
 \*\*soon to be published in the International Journal of STI and Aids  
 \*\*\*<https://www.bhiva.org/file/IJiAWrtpQvuON/AdamBlack.pdf>



# RESULTS



SEXUAL HEALTH LONDON

## CASE STUDY: SHL.UK

SHL.UK is a pan-London integrated sexual health service designed and led by the SH.UK consortium team which launched in March 2018.

It serves 30 London boroughs and has managed 1.5 million individual tests since its inception - currently processing 1900 orders a day. Learning from this service has played an integral role in the development of SH.UK.

## KEY DATA:



**80.5% return rate**  
(higher than comparable services)



**99%**  
of service users  
would recommend  
SHL to a friend or  
family member

**966k**  
e-consultations provided  
by the SH.UK/SHL  
clinical team



**48<sup>HR</sup>**  
Average results  
turnaround  
time from receipt at lab

**84.5%**  
of 16-17 year olds  
flagged for  
safeguarding  
successfully contacted

## AN SHL.UK CLINICIAN'S EXPERIENCE

Sophie Jones, Senior Health Advisor & Service Manager,  
Chelsea and Westminster Hospital NHS Foundation Trust

My dedicated SH.UK clinical team has vast experience of working in both sexual health clinics across the UK and busy e-services and is aware of the unique challenges of each. We don't see these services as being separate, considering them to be integrated. Each service works best when there's a seamless and reciprocal relationship.

We know not all service users are the same; there'll be times where an e-service is the most

appropriate option and times where a visit to a clinic is what's needed. Our team is available throughout the working day to answer calls and queries from both service users and clinic-based professionals. We're confident managing reactive results, facilitating risk reduction support, completing partner notification and undertaking safeguarding assessments over the phone and online. We look forward to learning about, and working with, your service.

"I have managed other e-service providers in other roles and I would have no hesitation in recommending Preventx to another authority for the provision of these services"

Adrian Kelly  
SHL Commissioner

"Felt compelled to email and give feedback. I've designed products and services for brands for over 15 years. The end-to-end user experience was arguably one of the best designed services I've ever seen"

Service user via email

Super impressed by @SHLdotUK @Preventx self-sampling instructions. Simple, comprehensive, personalised. They even provide info on your local postbox.

If you can self sample I highly recommend them.  
#sexualhealth #shllondon #nhs

Service user on Twitter



I need to rave about one of the most genius inventions: @Preventx's #STI home testing kit, now available to London residents for free. Arrives in 2 days, takes 10 minutes & results arrive in 3 days. No more excuses. #GetTested

Order yours at shl.uk



Dr Sarah Thiessen on Twitter

# GETTING STARTED - HOW SH.UK WILL WORK WITH YOU

SH.UK's mobilisation team work with you to understand your local service configuration and establish the relationships and actions needed to implement your service locally. The team is experienced in developing and running both online and in-clinic services and understands the challenges involved in integrating the two. They will work with you to overcome pain points and bring in the right solution at the right time.

## KEY PEOPLE



**Ryan Kinsella**  
Chief Operations  
Officer, Preventx

Ryan has been with Preventx for 9 years and has an exhaustive knowledge of our in-house laboratory, operations, and service pathways. He will be involved in initial requirements seeking meetings and help plan your implementation.

**Dr Sara Day**  
Clinical governance and  
Consultant lead for SH.UK

Clinical governance and Consultant lead for SH.UK. Sara is a senior consultant in sexual health and HIV at Chelsea and Westminster Hospital NHS Foundation Trust. With a breadth of experience in terrestrial services, Sara will help translate your clinical configuration needs into the service design.



**Michael Post**  
Clinic Implementation Lead,  
Preventx

Michael is the service's mobilisation lead and was responsible for the large scale mobilisation of our pan-London service. Michael works with your teams to embed the service in your local configuration, providing training and other support to ensure all local stakeholders understand and know how to use and refer people to the service.



**Dr Sean Perera**  
Associate Medical Director - Sexual Health  
LloydsPharmacy Online Doctor

Sean is lead for sexual health at LloydsPharmacy Online Doctor and an experienced GP and Sexual Health doctor for the NHS. He leads clinical support on our contraception and chlamydia treatment offer, and provides Board level clinical governance oversight for the service.

## GETTING STARTED

The SH.UK service components are modular to support your local current and future service requirements. You may choose to contract one, two or all of the components for a minimum contract term.

**Lot 1** STI self sampling and management

**Lot 2** Emergency hormonal contraception assessment and provision

**Lot 3** Contraception assessment and provision

A PHE User Guide with Pricing and Provider Information is available on the PHE gov.uk website and also available at [www.sh.uk/phe](http://www.sh.uk/phe)

The sign-up process has been made simple:

- Complete customer information pack
- Complete Framework customer call-off agreement.

## CONTACT US


For more information please contact us at:

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Integrated Diagnostics

