**Dear GP Practice,**

**Subject: NEL Optum Population Health Management (PHM) Platform**

**Introduction**  
We are pleased to inform you that North East London ICB is launching a Population Health Management (PHM) Data Analytics platform in partnership with Optum, with the aim of enabling more proactive, data-informed care across the region. The PHM approach supports the shift from reactive care to targeted, preventative, and coordinated interventions across our health and care system. This platform is called the Optum PHM Pathfinder tool

[System | PHM Pathfinder Analytics | Optum](https://www.emishealth.com/phm-pathfinder-analytics)

The platform, currently in use across several Integrated Care Boards nationally, helps practices and system partners better understand population needs, identify inequalities, and inform decisions around service delivery and resource allocation.

**Use Case – Purpose**  
The PHM platform will support NEL GP practices, Primary Care Networks, local authorities, and secondary care providers with tools to:

* Identify at-risk cohorts,
* Inform care planning and service redesign,
* Monitor outcomes and value for money,
* Facilitate collaboration across health and care partners**.**

The platform uses pseudonymised datasets and supports re-identification by GP practices when direct care action is identified.

**Data Use and EMIS Number**  
Following IG review and legal consultation, there is agreement to share EMIS patient number with Optum. This will enable enhanced, practice-level re-identification functionality via the Optum Pathfinder application. This means that GP practices can seamlessly re-identify patients within one Platform, saving valuable time. Please note that only GP practices will be able to re-identify, their own patients, and that strict Role Based Access Controls are in place, ensuring no unauthorised re-ID by other users of the platform. Please also note the risks identified in the DPIA in section 8.1 together with the mitigations we have identified.

**Information Governance Compliance**  
This processing has been subject to a full Data Protection Impact Assessment (DPIA) and Data Processing Agreement (DPA), developed in collaboration with the NEL ICB Information Governance Team and reviewed and recommended for approval by the NEL ICS Data Governance Group, which includes Data Protection Officers (DPOs) across all NEL boroughs. Other than the organisations mentioned, the data sharing does not extend beyond that. The DPIA of the PHM data platform has also been reviewed by London wide LMCs and their queries have been addressed. London wide LMCs cannot approve, endorse or agree any specific Data Sharing Agreements/Data Processing Agreements.

**To enable data flow between NEL ICB and Optum, once you receive notification of this on the Data Controller Console (DCC), we ask each practice to take the following steps:**

**Please log into the Data Controller Console and:**

* **Review and accept the Data Protection Impact Assessment (DPIA), noting any risks in section 8.1.**
* **Review and accept the Data Processing Agreement (DPA)**
* **Update your Practice’s Privacy Notice to reflect this processing. We have provided some suggested updated wording for Practice PN’s. You can also see NEL ICB Privacy Notice here** [**Legal and accessibility information - NHS North East London**](https://northeastlondon.icb.nhs.uk/legal-information/#:~:text=We%20are%20committed%20to%20protecting,Protection%20Legislation%20and%20NHS%20guidance.)
* **By accepting, your practice acknowledges responsibility for:**
* **Managing any patient access requests relating to this data processing**
* **Addressing any local data breaches associated with the platform, as per standard data breach processes – i.e. DPST reporting, internal breach management etc**

**We ask that these steps are completed promptly to avoid delays in the launch and ensure you and your patients can benefit from the insights and functionality the PHM platform provides.**

Contact Details

* For IG queries, please liaise with your practice’s Data Protection Officer.
* For project queries, contact:

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To support effective use of the PHM platform we will be offering **virtual (webinar) training sessions** over the coming months. These sessions will cover key platform functions of Pathfinder and how it supports the journey through the PHM cycle such as cohort identification, re-identification, impact assessment evaluation and how to apply insights in a clinical or strategic context. These sessions will be open to all and recorded and made available as a training resource. Training dates and booking details will be shared shortly. Please contact [nelondonicb.phm.nel@nhs.net](mailto:nelondonicb.phm.nel@nhs.net) with any questions. The official launch date of the PHM platform is not yet confirmed.

We are excited to begin this new phase of collaborative working and look forward to delivering more proactive, equitable, and effective care together.

**Kind regards,**

**Melissa Gowans,**

Senior Programme Manager for Population Health Management, NEL ICB

**Matt Jones,**

Deputy Director for Population Health Management & Prevention, NEL ICB