

Data for Impact

National MSK database for private practice



Workshop 1: Updates and focused feedback

Introduction to the Dfl Workshop Series

This workshop was the first in a series of four sessions designed to gather structured clinician feedback following the rollout and recent updates to the Data for Impact (Dfl) platform.

The session was led by Dr Shemane Murtagh (Project Lead, Dfl) and Professor Jonathan Hill.

We were also joined by:

- Liz Palmer, Research Officer at Physio First
- Christian Braybrooke, Process Assured

These workshops are an important part of ensuring the platform continues to evolve in a way that is clinically meaningful and practically workable.

Purpose of the Session

The focus of this session was to gather your feedback on the project, particularly in relation to specific areas of development within the Dfl platform.

Your insights are critical in helping us refine the system so that it:

- Works effectively within real clinical environments
- Minimises burden

- Delivers meaningful value back to clinicians

This is an iterative process, and your feedback directly informs the next stage of development.

Purpose of workshop



Update on Dfl progress



Focused feedback

- a) PMS integration process
- b) Patient profile view
- c) Patient communication



Coming next to Dfl & next workshop

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Session Overview

In this workshop, we covered three main areas:

1. Update on Dfl Progress

We provided an overview of the current status of the Data for Impact (Dfl) platform, including recent developments and updates following rollout. This included progress on platform functionality, integration work, and ongoing refinement based on early implementation.

2. Focused Feedback

A core aim of the session was to gather structured feedback from clinicians. We discussed specific aspects of the platform where your input is particularly valuable, including usability, workflow integration, data capture, and reporting. Your feedback will directly inform the next phase of development.

3. What's Coming Next

We outlined the next stages of the project, including planned updates and areas of refinement. We also introduced the structure of the upcoming workshop sessions and what will be covered next.

Dfl update

Roll out of the platform

- Platform launched for manual enrolment (Nov 2025)
- Developed API process for Cliniko & Nookal (Feb 2026)
- Two further API integrations coming next week (PPS & TM3)

Data entry

- 65% patient completion rate
- 3-month patient surveys being sent (completion rate to be confirmed)

Data and research output

- Existing data (n= 120,000): Masters level data use, publication and industry
- New dataset
- Validated short-form MSK HQ

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Dfl update

1. Platform Implementation

The Dfl platform was launched for manual enrolment in November 2025. This allowed clinics to begin using the system immediately while wider integration work continued in parallel.

In February 2026, we successfully developed and implemented API integration processes for Cliniko and Nookal. These integrations allow data to flow more seamlessly from clinic management systems into the Dfl platform, reducing duplication and administrative burden.

Two further API integrations (PPS and TM3) are scheduled to go live next week. Expanding integration capability is a key priority, as embedding Dfl within existing workflows is central to long-term sustainability and clinician engagement.

2. Data Entry and Patient Engagement

Since rollout:

The current patient completion rate is approximately 65%.

This reflects strong early engagement, particularly given that this is a new system

and process for many clinics.

Three-month follow-up patient surveys are now being distributed.

Completion rates for follow-up surveys are currently being analysed and will be shared once confirmed.

Monitoring both initial and follow-up completion rates is important to understand real-world feasibility and to identify where further refinements may support improved patient engagement.

3. Data and Research Output

Existing Dataset (n = 120,000)

The existing Dfl dataset, comprising over 120,000 patient episodes, continues to support:

Master's level research projects

Peer-reviewed publications

Industry and professional body reporting

This dataset remains a significant national asset and underpins ongoing research and policy engagement.

4. New Dataset

The newly structured dataset, aligned with the updated Dfl platform, is now beginning to accumulate data. This dataset will support:

Fairer benchmarking

Improved risk adjustment

Enhanced quality improvement analysis

5. Validated Short-Form MSK-HQ

As part of the platform development work, we have also completed validation of a short-form version of the MSK-HQ. This provides a more streamlined outcome measure while maintaining robust psychometric performance, supporting both clinical feasibility and national comparability.

Focused feedback: PMS integrations

- Two options for PMS integrations
 - Option 1: Generic API
 - Option 2: Specific (with custom field)
- Instructions hosted on Keele Dfl webpages
<https://www.keele.ac.uk/dataforimpact>

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PMS integration

There are two main ways clinics can integrate their Practice Management System with Dfl.

1. The first is the generic API integration.

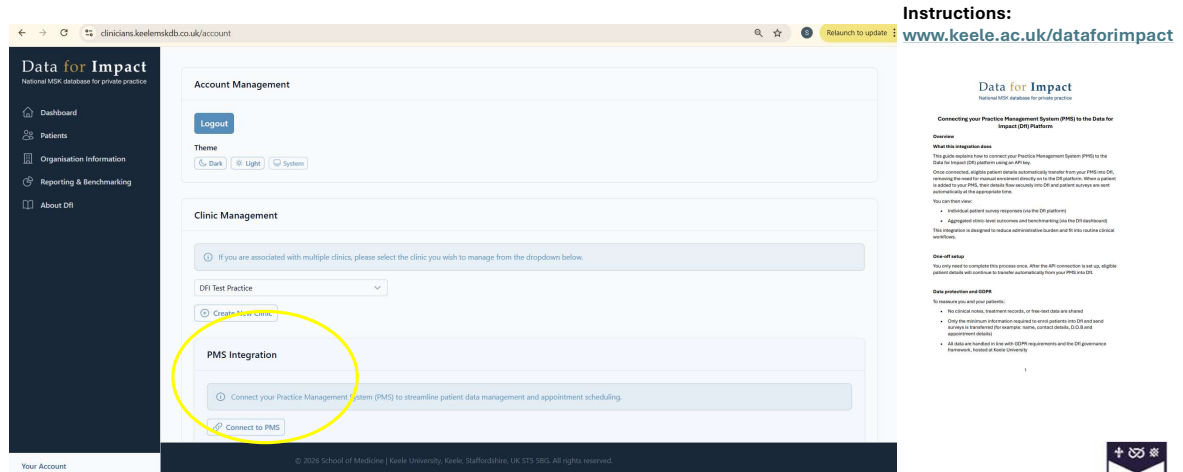
This is the simplest route and will suit many clinics. Once connected, eligible patients are automatically moved from your PMS to the platform. There's no manual enrolment required to the Dfl platform. Surveys are sent automatically before the first appointment and at three months, and the data flows straight into the Dfl platform.

2. The second option is the custom field API integration.

This gives clinics more control. A custom Dfl field is added to your PMS, and clinicians can actively select which patients should be included (which you identify as eligible or not). This can be helpful for clinics running mixed services or wanting tighter control over inclusion. Both routes remove the need for double data entry and are designed to embed data collection into everyday workflow.

Full setup instructions for each PMS are available on the Keele Dfl webpages, with step-by-step guidance and support.

Go to 'Your account' and scroll down to PMS integrations



The screenshot shows the 'Your Account' page in the Data for Impact system. The 'PMS Integration' section is highlighted with a yellow circle. The page includes a navigation menu on the left, account management options like 'Logout' and 'Theme', and a 'Clinic Management' section with a dropdown for 'DFI Test Practice' and a 'Create New Clinic' button. The 'PMS Integration' section contains a description and a 'Connect to PMS' button.

Instructions:
www.keele.ac.uk/dataforimpact

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Connecting to Your Practice Management System (PMS)

This slide shows a screenshot of the 'Account' section within the Dfl platform. To enable PMS integration:

1. Navigate to the **Account** section of the platform.
2. Select "**Connect to PMS.**"

Follow the step-by-step guidance provided in the integration document available on the Keele Dfl webpage:

www.keele.ac.uk/dataforimpact

The guidance document outlines the specific steps required for your system and explains how data will securely transfer between your PMS and the Dfl platform. If you experience any difficulties during setup, please contact the Dfl team and we will support you through the process.

PMS integration: Feedback and questions

Understanding & readiness

- Any questions about how the PMS integration works?

Perceived barriers

- Do you foresee any technical challenges?
- Are there internal IT or governance approvals needed?
- Do you have capacity/time concerns?

System compatibility

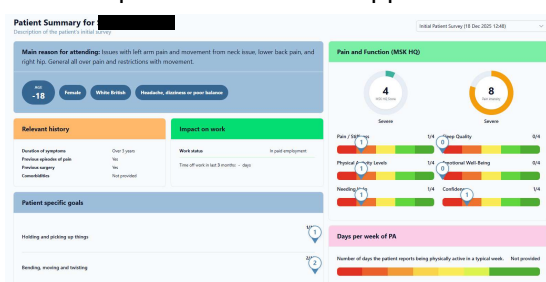
- Are you using Cliniko, Nookal, PPS, TM3 - or another system?
- Are there other PMS providers we should explore?

These were the questions provided to guide feedback and questions within the workshop.

Dfl platform: Patient profile view

Initial patient survey results

- Visual summary
- Meaningful overview of the patient before first appointment



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The Patient Profile View

This is a visual summary of the initial patient survey. As soon as a patient completes their baseline survey - and before their first appointment - you can view their responses in one clear, structured profile.

It's designed to save time and give you a quick, meaningful overview of the patient before you see them.

You can immediately see:

- Their baseline pain and function
- The main areas affecting their daily life
- Any wider health considerations
- Their goals and expectations

An important part of the platform is that we are providing patient-level data directly back to clinicians in a format that is genuinely usable in practice.

When is this development coming?

We are almost ready to launch this within the platform. Instead of clicking through individual survey responses and reading question by question, you will

be able to click on a patient and open a structured Patient Profile View - making interpretation faster and more intuitive.

The next slide provides an example using sample data and get your feedback on how this works in real clinical practice.

Patient Summary for [Name]

Description of the patient's initial survey

Initial Patient Survey (18 Dec 2025 12:48)

Main reason for attending: Issues with left arm pain and movement from neck issue, lower back pain, and right hip. General all over pain and restrictions with movement.

AGE: **-18** | Female | White British | Headache, dizziness or poor balance

Relevant history

Duration of symptoms: Over 3 years
 Previous episodes of pain: Yes
 Previous surgery: Yes
 Comorbidities: Not provided

Impact on work

Work status: In paid employment
 Time off work in last 3 months: - days

Patient specific goals

- Holding and picking up things 1/1
- Bending, moving and twisting 2/2

Pain and Function (MSK HQ)



Days per week of PA

Number of days the patient reports being physically active in a typical week. Not provided

- Dashboard
- Patients
- Organisation Information
- Reporting & Benchmarking
- About DII

Patient Summary for [Name]

Description of the patient's initial survey

Initial Patient Survey (27 Nov 2025 12:22)

Main reason for attending: Pins and needles in hands, for 3wks, after 4 flights

AGE 63 Male White British Neck

Relevant history

Duration of symptoms 2 to less than 6 weeks
Previous episodes of pain No
Previous surgery No
Comorbidities Not provided

Impact on work

Work status In paid employment
Time off work in last 3 months: - days

Patient specific goals

holding a pen.

7/7

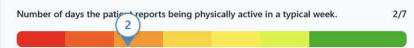
driving

7/7

Pain and Function (MSK HQ)



Days per week of PA



Patient profile view: Feedback and questions

Is the layout clear and easy to interpret?

Are there any wording or labels that feel unclear?

General feedback?

Anything else required that would be helpful at a quick glance?

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Feedback and question time for the group.

Patient communications

Practical considerations

- Does this align with how you currently explain outcome measures to patients?
- Are there any foreseeable concerns or questions within your clinic or that your patients might raise?

Clarity & tone

- Is the wording clear and easy for patients to understand?
- Does the tone feel appropriate for your patient population?

Engagement & compliance

- Do you think patients will understand why they're being asked to complete this?
- Is there anything we could adjust to improve completion rates?

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Patient Communication

We have recently updated the patient text messages and email templates following early feedback from clinics. Before these are rolled out more widely, we would greatly value your input.

Our aim is to ensure that patients:

- Clearly understand why they are being asked to complete the survey
- Feel confident about how their data is being used
- See the questionnaire as part of their care, rather than simply another form to complete

The messaging has been designed to be concise, transparent and supportive of positive patient engagement.

We would particularly welcome your feedback on the following areas:

1. Practical Considerations

Does this reflect how you currently explain outcome measures to patients?

Are there any concerns or questions you anticipate arising within your clinic?

2. Clarity and Tone

Is the wording clear and easy for patients to understand?
Does the tone feel appropriate for your patient population?

3. Engagement and Completion

Do you feel patients will understand why they are being asked to complete this?
Is there anything we could adjust to improve completion rates?

Your feedback is extremely valuable in helping us refine this communication before wider implementation.

Initial patient survey: Text and email

Hi [Patient name], your appointment at [Clinic name] is booked for 13th February at 1:00pm. Please complete your survey before attending: [surveyLink]. The survey supports your care and contributes to the national Data for Impact programme (Keele University). Any questions, call {Clinic Phone Number}.

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Dear [patient name]

You have an upcoming appointment at [Clinic Name]. Before you attend, we'd be grateful if you could complete a short survey.

Your physiotherapist will use your responses to better understand your condition and support your care at your appointment. With your consent, your anonymised data will also contribute to the Data for Impact (Dfi) programme, a national research initiative led by Keele University to improve understanding of musculoskeletal health and physiotherapy outcomes across the UK. Please see here for further information: www.keele.ac.uk/dataforimpact

You will be invited to complete the survey again 3 months after your first appointment so we can understand how your condition has changed over time.

Please click the link below to complete the survey before your appointment:
[surveyLink]

Thank you for taking the time to complete the survey.

Updated Initial Patient Message

This screenshot shows the updated initial text message and email that are sent to patients when they are enrolled in the Dfi platform.

The wording has been revised following early feedback to:

- Clarify why the patient is being asked to complete the questionnaire
- Explain how their information will be used
- Reassure patients about confidentiality and data security
- Position the survey as part of their clinical care

These updates are intended to improve understanding, trust and completion rates.

We welcome any feedback on whether the messaging feels appropriate for your patient population and aligns with how you introduce outcome measures in practice.

3-month follow up survey: Text and email

Hi [Patient Name], please complete your 3-month follow-up survey for [Clinic Name]: [surveyLink]. Your responses help us understand your progress and experience and, with consent, contribute to the national Data for Impact programme led by Keele University. Thank you.

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Dear {PatientFirstName},

It has now been 3 months since your initial appointment at {practiceName}. We would be grateful if you could complete your follow-up survey.

Your physiotherapist will use these responses to understand how your condition has progressed and to understand your experience. With your consent, your anonymised data will also contribute to the [Data for Impact \(Dfi\) programme](#), a national research initiative led by Keele University to improve understanding of musculoskeletal health and physiotherapy outcomes across the UK. Please see here for further information: www.keele.ac.uk/dataforimpact
Please click the link below to complete your follow-up survey:
{surveyLink}

Thank you for taking the time to help improve physiotherapy care.

3-Month Follow-Up Patient Message

This screenshot shows the text message and email that are sent to patients at the 3-month follow-up point.

The wording has been designed to:

- Remind patients why they are being contacted
- Reinforce that this is part of their physiotherapy care
- Clearly explain the purpose of the follow-up questionnaire
- Reassure patients about confidentiality and data use

Keep the message concise and easy to understand

We recognise that follow-up engagement can be more challenging than initial completion. For that reason, the tone aims to be supportive rather than demanding, and to emphasise the value of the patient's response.

We would particularly welcome your feedback on:

- Whether the message feels clear and proportionate
- Whether it reflects how you would explain follow-up outcomes in your clinic

- Any changes that might improve completion rates

Your feedback will help us refine this before wider rollout.

Dfl platform: What's coming next

- Launch of the patient profile view (1-2 weeks)
- Launch of PMS integration with PPS and TM3 (1-2 weeks)
- Paediatric surveys (children and young people aged 0-18 years)
- New quality framework (Workshop 2 and 3)
- Interactive dashboard (Workshop 2 and 3)
- Longer term: Clinic reports (Discussions in Workshop 4)

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What's Coming Next

We outlined the next phase of development within the Dfl platform, including both short-term releases and longer-term enhancements.

Launching in the Next 1–2 Weeks

- **Patient Profile View**
A new patient profile view will be launched, allowing clinicians to see individual patient-level data in a clearer and more structured format. This is designed to improve usability and make outcome data more clinically meaningful at the point of care.
- **PMS Integration: PPS and TM3**
Integration with PPS and TM3 will go live shortly. This builds on the existing Cliniko and Nookal integrations and further supports our aim of reducing duplication and administrative burden.

Expanding Scope

- **Paediatric Surveys (0–18 years)**

We are introducing surveys tailored for children and young people aged 0–18 years. This will broaden the reach of the platform and support clinics working with paediatric populations.

Workshops 2 and 3

The next two workshops will focus on:

- **The new quality framework** – outlining how data will support quality improvement and benchmarking.
- **The interactive dashboard** – demonstrating functionality and gathering feedback on usability, interpretation and clinical value.

Your feedback in these sessions will directly shape how these components evolve.

Workshop 4 – Longer-Term Development

In Workshop 4, we will begin discussions around clinic-level reporting. This will explore how aggregated reports may support service evaluation, benchmarking and external reporting where appropriate.



**What we've heard... fed back
to the group.**



What we'll refine



Next steps

Next workshops and focus



Slide 13 – Final Questions

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[Please see here for further information:](https://www.keele.ac.uk/dataforimpact/)

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These are my contact details. Please email with any questions and feedback.