

What is Joy?

- A digital platform for preventative healthcare
- Covering 19M patients nationwide
- ICB purchased the licence for L&L in July 2023 (Rutland already had purchased)
- Costs is based on 9p per person registered at the GP
- Overseen locally by a Steering Group
- Launched with VCS partners



www.thejoyapp.com – view the demo [here](#)

There are four elements to Joy



1. JoyConnect

For GPs/Clinicians/Social Workers

An app that integrates with S1 allowing staff to refer and signpost local services in just three clicks.



JoyCaseManagement

For personalised care teams / social prescribers

Dedicated CMS which supports teams to manage their caseload, appointments and capture outcomes.



2. JoyMarketplace

For patients/general public

A public-facing website for quality-assured local services, that is actively managed by the Joy team and uses AI to stay up to date.



JoyInsights Dashboard

For decision makers – LLR ICS management team

An analytics tool that helps to measure the return on investment for preventative services, identify health inequalities and uncover gaps in service provision.

Why we bought it

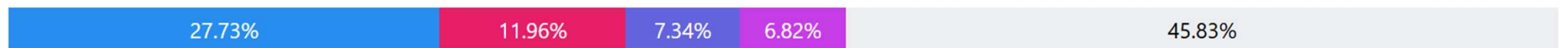
- 1 **To reduce pressure on high-cost front-door services e.g. GPs, A&E, Social Care**
GP practices especially are under increased pressure for all healthcare problems
- 2 **Driving referrals and attendance to wellbeing services** making it 5x quicker for a member of staff to connect a patient to service and nudging patients to attend
- 3 **To help the public find information for themselves.** The website means that we can promote self-efficacy and remove the need for a GP appointment when not a medical need.
- 4 **We get data on activity and outcomes** to ensure interventions are accurately targeting persistent health inequalities and allow for more accountability
- 5 **It is moving the focus towards prevention which fits with national health strategy**

Where we are now

- May 2025 – funding approved for continuation
- September 2025 - PCN engagement process started to train on Joy Connect – the software upgrade
- Marketplace (website) now has just over 900 live local opportunities.
- Supporting people by navigating them to a variety of support organisations. Top needs it is supporting in the city:

Top client needs

■ Mental health ■ Loneliness/isolation ■ Managing a long-term health condition ■ Housing problem ■ Other



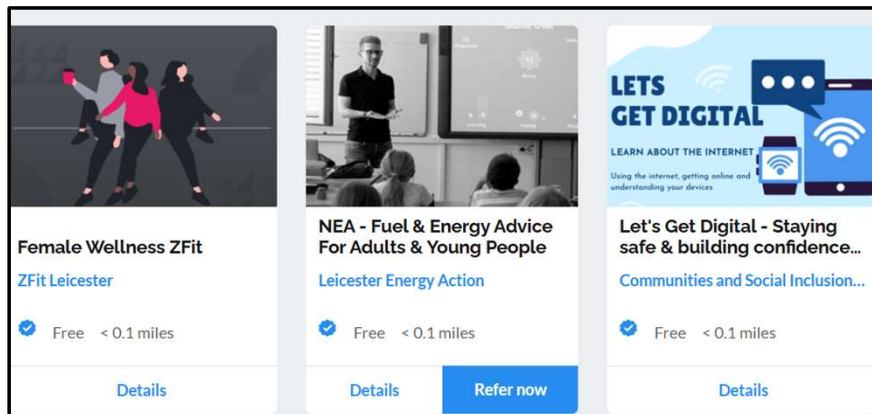
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Safeguarding

- Patient /person consent is a pre-requisite on the system, including the marketplace
 - Organisations on the marketplace are asked to complete the Safer Framework Agreement.
- Introduced by us, Joy is now adopting this nationally
- Joy monitors
 - Key safety and quality metrics such as missed referrals, response times, and service reviews.
 - Services that consistently underperform are flagged and may be deactivated if necessary.



- Listings on LLR Joy have the SFA blue tick.

- Being adopted nationally by Joy

Governance

- System DPIA updated for new funding cycle (by ICB in May 2025)
- Data sharing agreements with all PCNs and other partners in place (eg LPT)
- Steering Group meets to given system oversight
- ICB contracts manager has regular meetings with Joy and LPT project manager to review contract
- ICB has PCN lead dedicated to support with primary care

