

# Population Health Management: Demonstrating healthier weight, diet, and lifestyle within a supported self-management and long-term condition management, R&D environment

## Introduction

This project aimed to demonstrate how digital health and care innovation can support healthier lifestyles through a supported self-management and long-term condition management service. The approach sought to improve health, confidence, and wellbeing while achieving high levels of user engagement and retention.

Working with citizens and communities across Moray, the project explored how community-centred approaches could promote healthier behaviours, strengthen local support networks, and reduce demand on NHS services by enabling individuals to take a more active role in managing their health. The project also sought to demonstrate wider economic and societal benefits by supporting innovation, developing new skills and opportunities, and contributing to sustainable community wellbeing.



## Results

With £395k of £5m Moray Growth Deal funding, DHI developed and proved value-add through independent evaluation of diet, weight, and lifestyle R&D, enabled by co-created DHI ICT Platform, products, apps, services, pathways and a new wellness Ways-of-Working, in concert with citizens, Moray Health and Social Care Partnership and Maryhill GP professionals, Moray Leisure Centre, DaySix Ltd, Citizen Communications Ltd, and Counterweight Ltd.

### We Demonstrated Health and Wellness improvements

**537** individuals across three campaigns  
**308** attended welcome sessions  
**230** participants completed eight weeks 'Heart of Moray' intervention  
**173** participants currently active  
Average weight loss **4.1 kg**  
Average BMI reduction **3.7%**  
Improved activity, strength, and waist metrics

### We Demonstrated NHS Sustainability improvements

Shifted demand from NHS to Moray Leisure Centre community care  
**43%** completion versus 15–25% benchmark realising -2x higher engagement and retention  
Generated **-4.7** Net QALYs [QALYs help compare very different healthcare interventions using a common measure of value]  
**-£93k** monetised health value (1 QALY=£20k)  
Scalable digital system proven across three campaigns

### We Demonstrated Wider Outcomes

**£395k** RCE investment from £5m fund  
Secured **£16.45m** InnovateUK funding  
**-£41.65** return to Scotland for every £1 of RCE R&D investment  
**105** new MLC memberships generating £31.5k company growth revenue (~£16k GVA)  
**Eight** staff recruited and trained

## Conclusions

Our public-private partnership helped the Moray Growth Deal demonstrate improvements in diet, health, and lifestyle through the Heart of Moray programme, securing an additional £16 million of competitive funding for Scotland to advance Obesity Pathway Innovation and the 'Once for Scotland' population health programme.

This work demonstrates that the NHS is not alone in addressing population health challenges. By combining personal responsibility, community support, clinical expertise, and digital innovation, we have developed an approach that delivers measurable outcomes while encouraging people to take greater responsibility for their own wellbeing.



*The Heart of Moray programme has no fixed end point, offering individuals support and encouragement to continue their journey to build their confidence and manage their wellbeing at their own pace.*

*I wanted to get back into fitness that was huge for me, more so for the education on nutrition and healthy weight loss*

*You don't feel alone, it's life changing!*

*I'm back to feeling like I was 15 to 20 years ago!*

*I now track all my fitness related goals and have become a regular member here at the Moray Leisure Centre. I love it*

*It's life changing, it's so beneficial for not only my health but also my mental health, it's given me the confidence!*



## Method

This was an R&D project where the NHS, community assets, local groups, technology teams, and people in the community worked together to help people live healthier lives and manage their weight.

The project used apps, digital tools, local activities, and friendly support to help people make healthy changes that fit into everyday life. By trying ideas together and learning what worked best, the project showed new ways the NHS and communities could help more people stay healthier for longer.

## Further Information

Connect with DHI - scan the QR code to visit:  
[linktr.ee/dhiscotland](https://linktr.ee/dhiscotland)



More information can be accessed here:  
<https://www.dhi-scotland.com/rce-moray-hub>