

Population Health Management Data Platform (Optum Pathfinder)

July 2025

Population Health Management (PHM) Privacy Notice

Under data protection law we must tell you about how we use your personal information. This includes the personal information that we share with other organisations and why we do so. Our main GP practice privacy notice is on our website. This additional privacy notice provides details about Population Health Management.

What is Population Health Management (PHM)?

PHM is aimed at improving the health of both local and national populations. It is about improving the physical and mental health outcomes and wellbeing of people and making sure that access to services is fair, timely, and equal. It helps to reduce the occurrence of ill health and looks at all the wider factors that affect health and care.

PHM is an approach being implemented across the NHS and this Practice. Population Health Management requires health and social care, to work together with communities and partner agencies, for example, GP practices, community service providers, hospitals and other health and social care providers. Organisations will share and combine de-identified information (where information identifying you has been removed) with each other in order to get a view of health and services for the population in a particular area. This information sharing is subject to robust security arrangements and risk assessments.

How will my Personal Information be used?

The information needed for PHM will include information about your health and social care. Information about you and your care will be used in a format that does not directly identify you, which we refer to within this privacy notice as pseudonymised. This information will be combined and anything that can identify you (like your name or NHS Number) will be removed and replaced with a unique code. This means that the people working with the data will only see the code and cannot see which patient the information relates to. The information will be used for a number of health and social care related activities such as -

- Identifying groups of patients that could benefit from direct interventions*
- improving the quality and standards of care provided*
- research into the development of new treatments*
- preventing illness and diseases*
- monitoring safety*
- planning services*

Who will my personal information be shared with?

Your GP, other health or care providers, Local Councils within NE London and the NHS NEL Integrated Care Board may send the information they hold on their systems to each other. All of these organisations are legally obliged to protect your information and maintain confidentiality in the same way that your GP or hospital provider is.

Is using my personal data in this way lawful?

Health Care Providers are permitted by data protection law to use information where it is “necessary for medical purposes”. This includes caring for you directly as well as management of health services more generally. The legal basis for sharing your information is GDPR Article 6 (1) (e) “Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.”

Sharing and using your information in this way helps to provide better health and care for you, your family and future generations. Confidential patient information about your health and care is only used where allowed by law and in this case, anonymised data is used so that you cannot be identified.

Can I object to my data being used as part of this programme?

Yes. You have the right to opt out of sharing your personal data being used in this way. You can do this in two ways -

- 1. Opt out of all sharing of your data for other uses outside your GP Practice. This is called a Type 1 opt out and you should request this directly to us, your GP practice. This will be applied not only to this programme but to any others we take part in.*
- 2. National Data Opt-out (opting out of NHS Digital sharing your data). You can find out more about and register a National Data Opt-out, or change your choice on nhs.uk/your-nhs-data-matters or by calling 0300 3035678.*

This applies to identifiable patient data about your health which is called confidential patient information. If you don't want your confidential patient information to be shared with other organisations for purposes except your own care - either GP data, or other data it holds, such as hospital data - you can register a National Data Opt-out.

If you have registered a National Data Opt-out, NHS Digital won't share any confidential patient information about you with other organisations, unless there is an exemption to this, such as where there is a legal requirement or where it is in the public interest to do so, such as helping to manage contagious diseases like coronavirus. You can find out more about exemptions on the NHS website.