

## **Patient & Public Involvement & Engagement (PPIE)**

A summary of INSIGHT strategy 2023 - 2028

### **The Vision:**

INSIGHT is built around what we consider our 'North Star' (guiding principle) of delivering patient benefit through improving safe, efficient access to eye health data for research. Health data research can improve outcomes, save people's sight, and enhance eye care delivery. We want to meaningfully involve and engage patients and public from diverse backgrounds and circumstances in this journey to ensure that research is relevant and effective.

### **Strategic Aims & Delivery:**

To realise our vision, we have three strategic aims:

1. Involve patients and the public from diverse backgrounds in decision-making. This is being delivered by:
  - Supporting and encouraging the participation of Patient Representatives in decision-making forums, including meetings of the Data Trust Advisory Board ([DataTAB](#)), meetings with INSIGHT's PPIE Lead and INSIGHT Partnership Steering Group.
  - Recruiting new Patient Representatives to reflect the diversity of our patient community
2. Raise awareness among patients and the public on the ongoing work of INSIGHT, as well as the benefits and outcomes of INSIGHT. This is being delivered by:
  - Communicating to patients and public the benefits of eye health data collection for research purposes, and patient choices through the National Data Opt-Out.
  - Ensuring transparency by publishing details of researchers approved to access NHS data through INSIGHT on our [Data Use Register](#), and using the website and other communication channels to share the results of research projects using INSIGHT data.
3. Increase the impact of INSIGHT PPIE activity through collaboration with other organisations. This is being delivered by:
  - Engaging with eye charities and PPIE networks locally and nationally to identify opportunities for knowledge exchange and joint working.

Email [enquiries@insight.hdrhub.org](mailto:enquiries@insight.hdrhub.org) for further information.