



Make your content work harder

Verifiable, transparent,
up-to-date content

*Improve the way that you publish,
share and validate content and
information online*

What is Damibu Feeds?

*It's an online platform to help you share
and control content and information*

Damibu Feeds improves how information is published and delivered online by connecting organisations who have content to share with organisations who have people to read it.

Damibu Feeds is an online platform which makes it easier and quicker to maintain a digital repository of content. The core principles of the platform are designed to carefully balance automation and control: aggregation, control, specialisation, attribution and analytics.

Manage your information flows

If you run a website, produce content for the public, or manage information in complex organisations, Damibu Feeds can manage your flow of information.



Case Study

Liverpool Clinical Commissioning Group (CCG)

Since 2020, Liverpool Clinical Commissioning Group (CCG) has used Damibu Feeds to dramatically improve the way they distribute news, alerts and information through the city's GP websites.

The aim of the on-going project is to improve the quality and consistency of health and care information in Liverpool, whilst reducing workload for practice managers and admin staff in the GP surgeries.

Allowing the NHS to aggregate web content

Integration of Damibu Feeds onto GP websites started in May 2020. The project was given extra urgency by the need to quickly distribute and update information during the UK's first COVID-19 lockdown.

The platform allows Liverpool CCG to push articles on to surgery and PCN websites. GP's retain control having the option to automatically accept or manually review every article. Around two-thirds of the practices have chosen automatic publishing, whilst the other third are manually moderating their Feeds.





Keeping GPs in control of the information they publish

Though practices can choose to publish automatically, they can also manually add articles that are relevant to them, and omit the ones that are not, as well as create their own content.



Delivering consistent, accurate messages to patients

Instead of communicating information to GP surgeries for them to create different versions, exactly the same message can be pushed out to every patient.



Publish to multiple sites

Group Managers of multiple practices are able to manually review once and then automatically publish to all their sites with one click.



Significant time savings

Producing content centrally removes the need for each Practice Manager to produce their own version.



Allows hyper-local customisation

Articles can be targeted to a sub-set of distributors. For example, Liverpool CCG were able to react quickly and alert a single postcode to a COVID-19 outbreak in their area.



See what content is working and what isn't

Analytics enables both the CCG and the GPs to see which articles are being read, giving them insight into what interests patients and helping them understand



The Results

95%

GP Practice Managers think Damibu Feeds has been of benefit to their patient.

The Numbers

As of December 2022, articles published through Damibu Feeds had received **135,177** views from **80,958** people across all participating websites, with many sites seeing significant increase in their traffic.

94%

GP Practice Managers say Damibu Feeds helps them keep their website up-to-date.

“Thank you for creating something that makes a busy practice manager’s life easier!”

~ **Practice manager, West Derby and Stoneycroft Medical Centres**

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“Before Damibu Feeds Liverpool CCG would share communication updates with 84 practices for dissemination to practice populations. There would be 84 different approaches to this and GP practice websites would be underutilised as a communication tool with the practice population.

Now we share the same messages but support the practices by publishing the information directly onto their website or into their content management system for them to publish. The result is consistent, efficient and timely messages that are appreciated by the practice team and patients.”

~ **Catherine Stukley, Senior Digital Transformation Lead, Liverpool CCG**

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“Damibu Feeds is intuitive to use and has made it easier for us to push out our messages to a wide audience with a single click. Being able to automatically publish news items on multiple GP practice websites across the city has been invaluable to us, especially when issuing urgent public health alerts during the pandemic. The CMS is packed full of useful tools – I particularly like the options for formatting when pasting content into the word editor, which makes adapting content from our other communications channels into Feeds a seamless process.”

– **Communications Officer, Liverpool CCG**

The CCG and GP’s have told us that:

It’s very easy to use

It’s useful to publish across multiple websites

Content has been relevant

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