



myrecovery

myrecovery self-management app Community Toolkit

V2.0 Feb 2025



HOPCo
Healthcare Outcomes Performance®

Onboarding Support Assets

We have created a series of onboarding materials to support the implementation of myrecovery in the community. Further details on each of these and a short overview of myrecovery can be found in this document.

Videos

- **Patient-facing videos**
 - Promotional video
 - How to make the most of your app video
- **Staff training videos**
 - Introductory video for staff from Richard Fallows, MSK Transformation Clinical Lead at STW ICS
 - Patient Registration video

All videos can be accessed via [Vimeo](#). Embed codes are also included in the document.

Other Promotional Assets

- **Patient-facing promotional materials**
 - Poster
 - Leaflet
 - Promo cards
 - Website copy
 - Social media posts
- **Assets to use in your own comms**
 - myrecovery logo and screenshots
 - QR code
- **Checklist**
 - Onboarding checklist to launch in your organisation

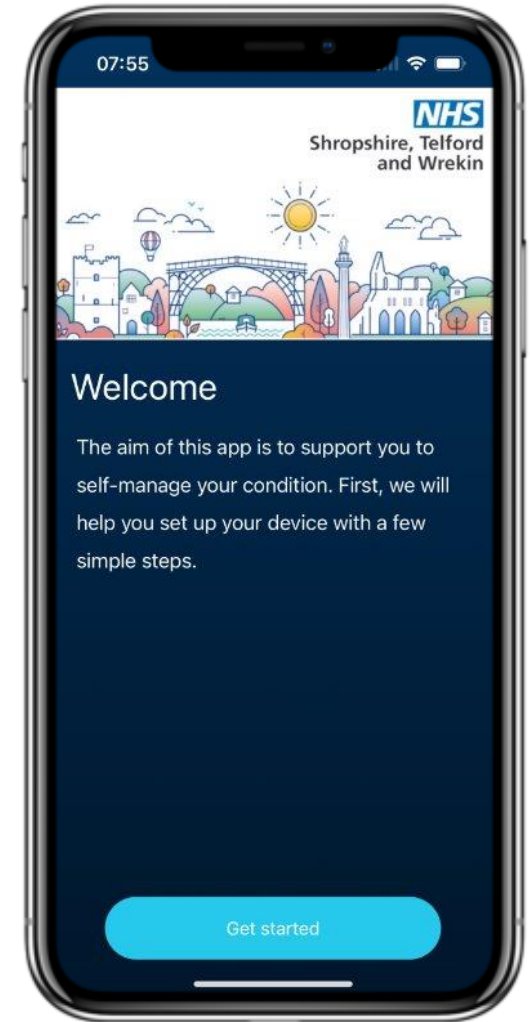
Enabling STW MSK Transformation

Introduction

Introduction

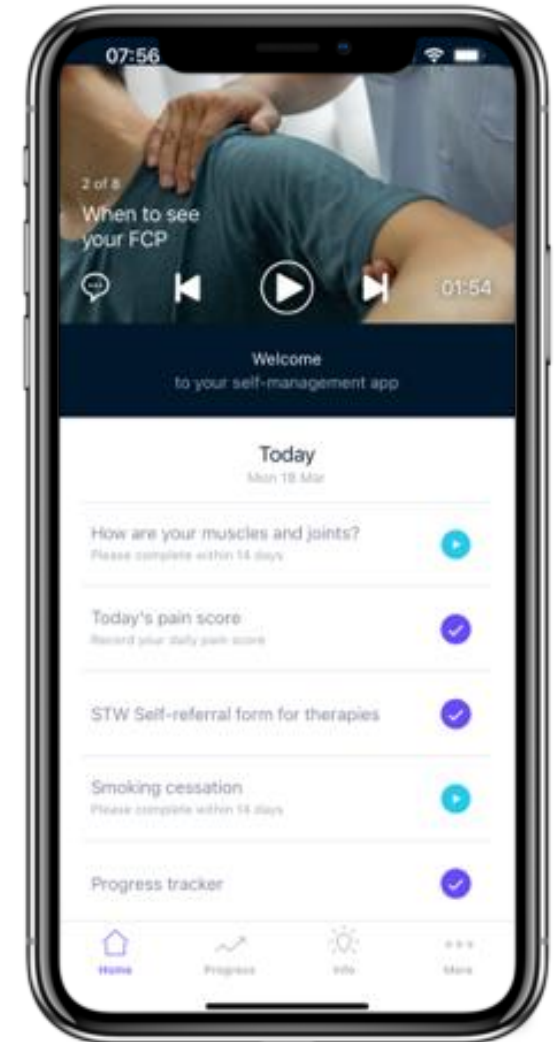
This toolkit has been designed for community partners across NHS Shropshire, Telford & Wrekin ICS

The toolkit provides an overview of the myrecovery digital platform and key materials to support the implementation of myrecovery within the community

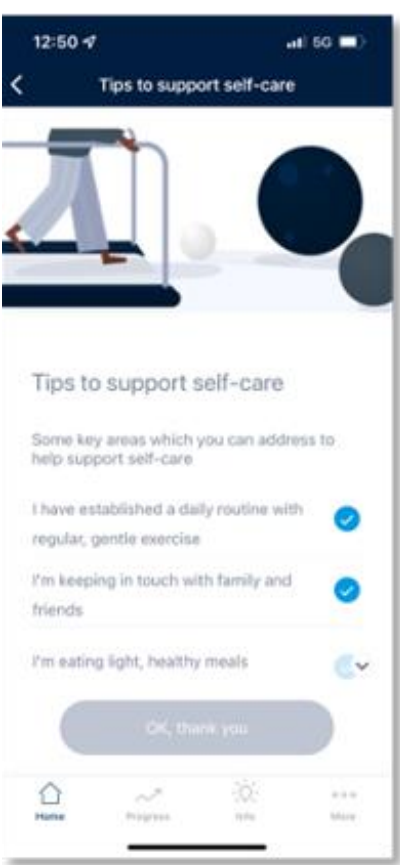
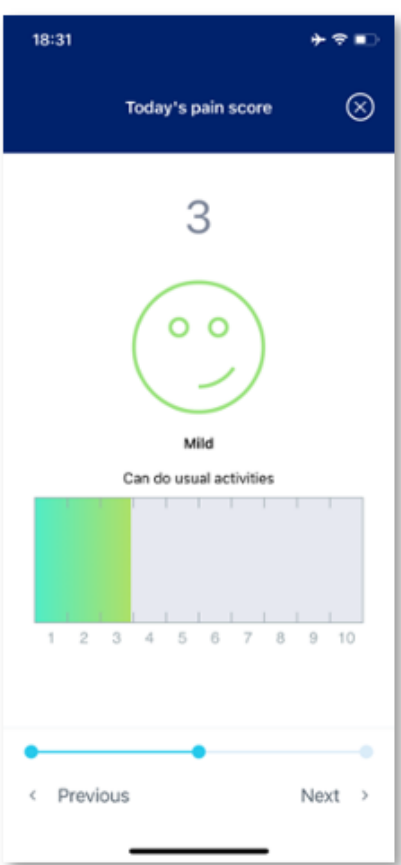
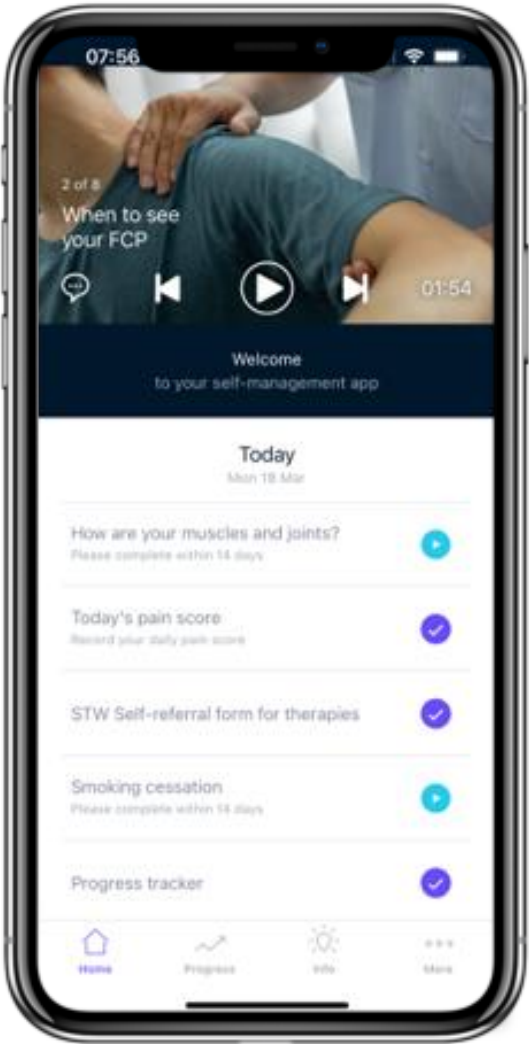
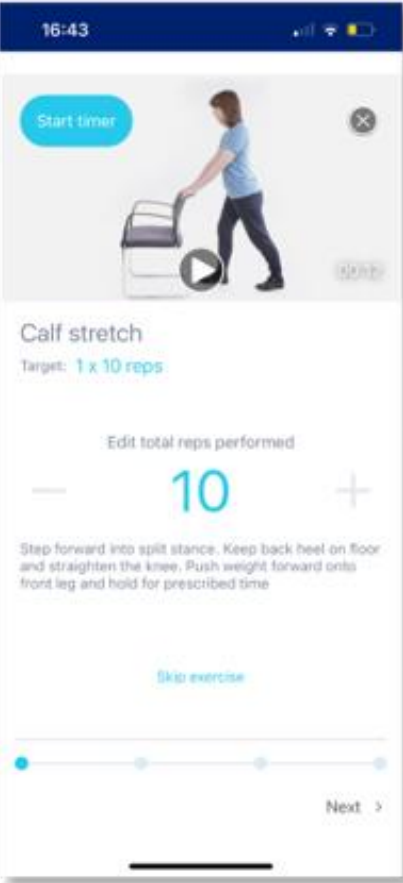


App overview

- The myrecovery app has been designed to help patients effectively self-manage their joint or muscle pain
- The app includes a range of videos, information articles and exercises, and also supports community MSK and elective pathways, so patients will receive updated information should they be referred onto other services
- The aim is to provide improved support to patients, reduce pressures on GP services and collect important data to measure the impact of interventions across MSK services
- Patients will be able to access self-management information and guidance on 8 different areas of pain:
 - Hip pain ➤ Knee pain ➤ Foot & ankle pain ➤ Shoulder pain
 - Elbow pain ➤ Hand & wrist pain ➤ Lower back pain ➤ Neck pain
- The app is **FREE** for patients registered with a Shropshire, Telford or Wrekin GP Practice

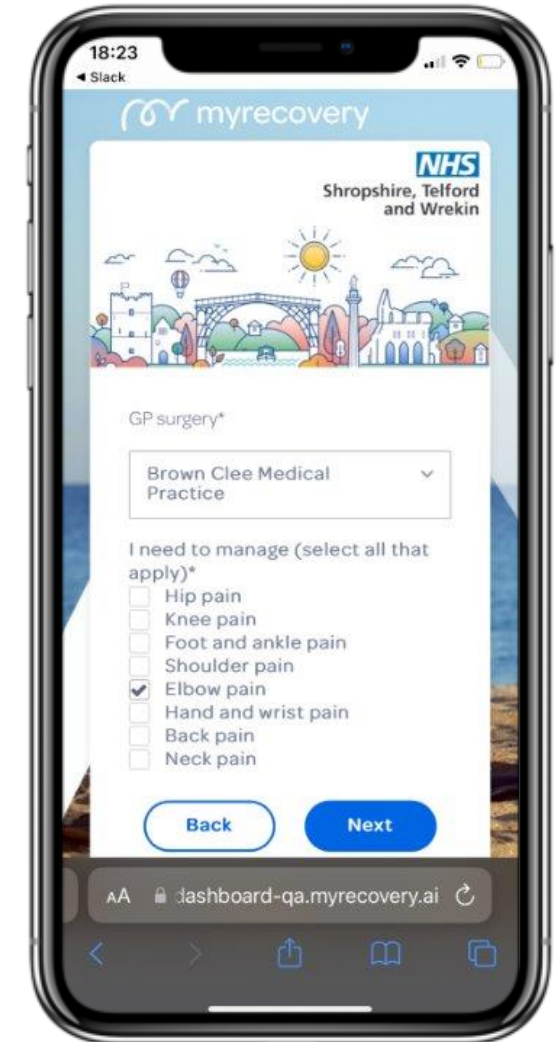


App overview



Patient Registration process

- Patients can register for the myrecovery app by visiting <https://stw.self-register.myrecovery.ai>
- The link can be accessed by typing it into their browser, via QR code or teams can email/ SMS the link to patients
- Patients will need to provide the following information:
 - NHS number and DOB
 - Registered GP Practice
 - Pain areas
- Once registered, patients can download the app from the relevant app store and login using the username/ password they created during registration
- Once logged in, patients will be asked to complete a screening survey to ensure they are on the appropriate pathway to meet their needs and to signpost them to other services should their condition be critical
- Click [here](#) to watch a demonstration of the registration process



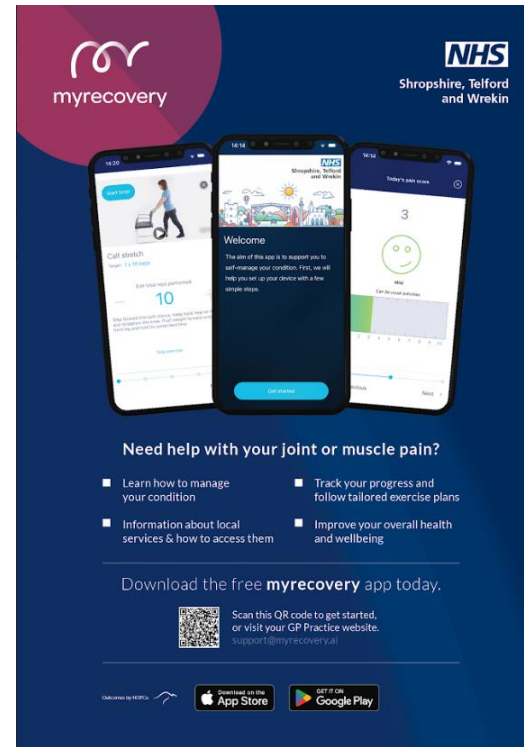
Leaflets, Posters and Promo Cards

Leaflets, posters and promo cards

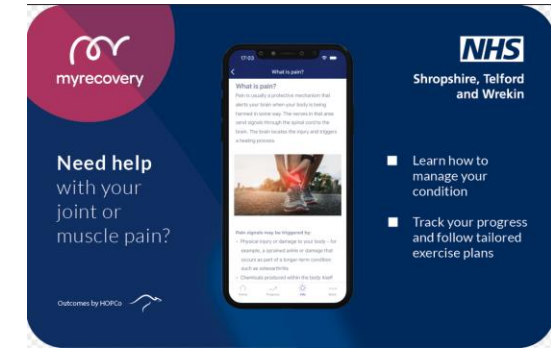
- You will be supplied with a digital file containing digital posters, leaflets and promo cards
- Please print the leaflets/ posters and place them in high footfall areas to encourage uptake



A5 Leaflet



A4 Poster



Promo cards

Digital Poster

The digital poster is set against a dark blue background with a large purple circle on the left. It features three smartphones displaying the myrecovery app interface. The first screen shows a 'Calf stretch' exercise with a target of 1 x 10 reps and a progress bar at 10. The second screen is a 'Welcome' page with a NHS logo and a 'Get started' button. The third screen shows 'Today's pain score' with a green smiley face and a progress bar. The NHS logo and 'Shropshire, Telford and Wrekin' text are in the top right. A QR code is in the bottom right, with text 'Scan this QR code to get started, or visit your GP Practice website. support@myrecovery.ai'. At the bottom, there are 'Download on the App Store' and 'GET IT ON Google Play' buttons. The text 'Outcomes by HOPCo' is in the bottom left.

myrecovery

NHS
Shropshire, Telford
and Wrekin

Need help with your joint or muscle pain?

- Learn how to manage your condition
- Track your progress and follow tailored exercise plans
- Information about local services & how to access them
- Improve your overall health and wellbeing

Download the free **myrecovery** app today.

Scan this QR code to get started,
or visit your GP Practice website.
support@myrecovery.ai

Download on the
App Store

GET IT ON
Google Play

Outcomes by HOPCo

- The digital poster can be displayed on TV screens in waiting areas/ community settings
- The digital poster is available in PNG or JPG formats
- If you require an alternative format please contact support@myrecovery.ai

Digital Poster

Videos

Patient-facing videos

Two videos have been created to promote the myrecovery app and help patients to use the app. The videos are linked below along with codes to embed these on your website:

- **Promotional video:** [Video Link](#)

Embed code:

```
<div style="padding:75% 0 0 0;position:relative;"><iframe  
src="https://player.vimeo.com/video/983210788?h=a52d3fce6e&title=0&byline=0&portrait=0&  
;badge=0&autoplay=0&player_id=0&app_id=58479" frameborder="0" allow="autoplay; fullscreen;  
picture-in-picture; clipboard-write" style="position:absolute;top:0;left:0;width:100%;height:100%;"  
title="Promotional patient video_v4d"></iframe></div><script  
src="https://player.vimeo.com/api/player.js"></script>
```

- **How to make the most of your app:** [Video Link](#)

Embed code:

```
<div style="padding:75% 0 0 0;position:relative;"><iframe  
src="https://player.vimeo.com/video/983213176?h=dee0ee298a&title=0&byline=0&portrait=0&  
;badge=0&autoplay=0&player_id=0&app_id=58479" frameborder="0" allow="autoplay; fullscreen;  
picture-in-picture; clipboard-write" style="position:absolute;top:0;left:0;width:100%;height:100%;" title="How to  
get the most from your app"></iframe></div><script src="https://player.vimeo.com/api/player.js"></script>
```



Staff videos

Two videos have been produced for healthcare workers across Shropshire, Telford & Wrekin, to introduce the myrecovery app and demonstrate the registration process. These videos **are not** designed to be shared with patients.

- Richard Fallow, MSK Transformation Clinical Lead at Shropshire, Telford & Wrekin ICS, has produced an introductory video for staff: [Video Link](#)
- Registration Demo: [Video Link](#)



Website Copy

Website Copy

GP Practice Webpages – myrecovery

Need help with your joint or muscle pain? Download the free myrecovery app today!

If you are registered with a GP Practice within Shropshire, Telford and Wrekin, you can access the free myrecovery app to help you manage your joint or muscle pain.

The myrecovery app has been created for you in partnership with healthcare professionals from across Shropshire, Telford & Wrekin, and provides information, support, and encouragement to help you take control of your health.

You can download the app on a smartphone or tablet to help you with new or recurrent musculoskeletal conditions including:

- Hip Pain
- Knee Pain
- Shoulder Pain
- Elbow Pain
- Foot & Ankle Pain
- Lower Back Pain
- Neck Pain

The app will enable you to:

- Learn how to manage your condition
- Track your progress and follow tailored exercise plans
- Find details and access local services to support you
- Improve your overall health and wellbeing

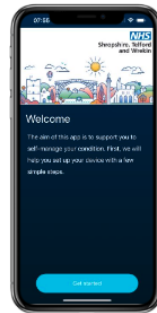


How to sign up

Click this link to register - '[Register here](#)'

You will need to provide your NHS number and date of birth to set up your account. If you don't know your NHS number, follow this link – <https://www.nhs.uk/nhs-services/online-services/find-nhs-number/>

If you develop a new condition, you can re-register for the app to access additional support.



- Website copy has been provided with information on the myrecovery app for you to add to your website
- Where possible, please promote the myrecovery app on the homepage and 'news' sections of your website along with any other areas frequently viewed by members of the public

Social Media Posts

Social Media Post - Launch

Use the following template to promote the myrecovery app on social media:

🌟 Need help with your joint or muscle pain? The myrecovery app is here to help! 🌟



Introducing the myrecovery app, your digital companion to help you manage your condition, take control of your health and feel empowered in your care.

The app has been developed in partnership with local healthcare professionals and is **FREE** to access **for anyone registered with a Shropshire, Telford or Wrekin GP Practice.**

Key features include:

- ✓ Videos and articles to help you understand, manage and improve your condition
- ✓ Tailored exercise plans
- ✓ Information about local services to support you
- ✓ Pain tracking and progress monitoring
- ✓ Guidance to improve your overall health and wellbeing

➡️ Download the myrecovery app today!

🔗 Click here to get started - <https://stw.self-register.myrecovery.ai>

#PainRelief #PainManagement #JointPain #MusclePain #Wellness

Tag @myrecovery.ai on Instagram

Tag @myrecovery on facebook

Social Media Post - Ongoing

Use the following template to promote the myrecovery app on social media:

🌟 Have you downloaded the myrecovery app yet? 🌟

If you are struggling with joint or muscle pain, the myrecovery app is here to help! The app has been designed in partnership with local healthcare professionals to help you manage your condition and take control of your health.

The app is **FREE** to access **for anyone registered with a Shropshire, Telford or Wrekin GP Practice.**

Key features include:

- ✓ Videos and articles to help you understand, manage and improve your condition
- ✓ Tailored exercise plans
- ✓ Information about local services to support you
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#PainRelief #PainManagement #JointPain #MusclePain #Wellness

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Social Media Post - Ongoing

Use the following template to promote the myrecovery app on social media:

🌟 Are you still struggling with joint or muscle pain? Download the myrecovery app today! 🌟



The myrecovery app is your digital companion to help you manage your condition, take control of your health and feel empowered in your care.

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Onboarding Checklist

Onboarding Checklist

Use this checklist to ensure that your organisation is prepared for the launch of the myrecovery app.

Use your printed checklist to tick when each task has been completed.

Has your organisation:

- ✓ Printed the leaflets and posters and placed them in reception/ waiting areas
- ✓ Uploaded the digital poster to the reception/ waiting area TV screen
- ✓ Uploaded the promotional video to the reception/ waiting area TV screen
- ✓ Promoted the myrecovery app on social media
- ✓ Updated your website with information about the myrecovery app
- ✓ Posted a news article on your website
- ✓ Promoted in your local newsletters

FAQs

Patient FAQs

- **Q: I don't know my NHS number, how can I register for the myrecovery app?**

A: Use the NHS website to find your NHS number online. Visit this link to get started – <https://www.nhs.uk/nhs-services/online-services/find-nhs-number/>

- **Q: I have multiple areas of pain. Can the app still help me?**

A: Yes, you can access information about multiple areas of pain through the myrecovery app. Simply tick which areas of pain you need support with when registering.

- **Q: I have registered for the app but now have a new area of pain, how can I access additional content?**

A: Follow the steps below:

- Visit the registration page here - <https://stw.self-register.myrecovery.ai/>
- Enter your NHS number and DOB
- Select your pain area from the tick boxes available

The app will now be updated to support your new pain area.

- **Q: What happens if my pain deteriorates, or my symptoms get worse?**

A: If your pain deteriorates or your symptoms worsen, please contact your GP or FCP. If you think you need urgent care, contact NHS 111.

- **Q: I have a technical query regarding the app. Who can I contact for support?**

A: Contact support@myrecovery.ai for any technical queries regarding the app