

IMPROVING TRANSPARENCY STANDARDS

WHAT IS THE HONEST BROKER SERVICE?

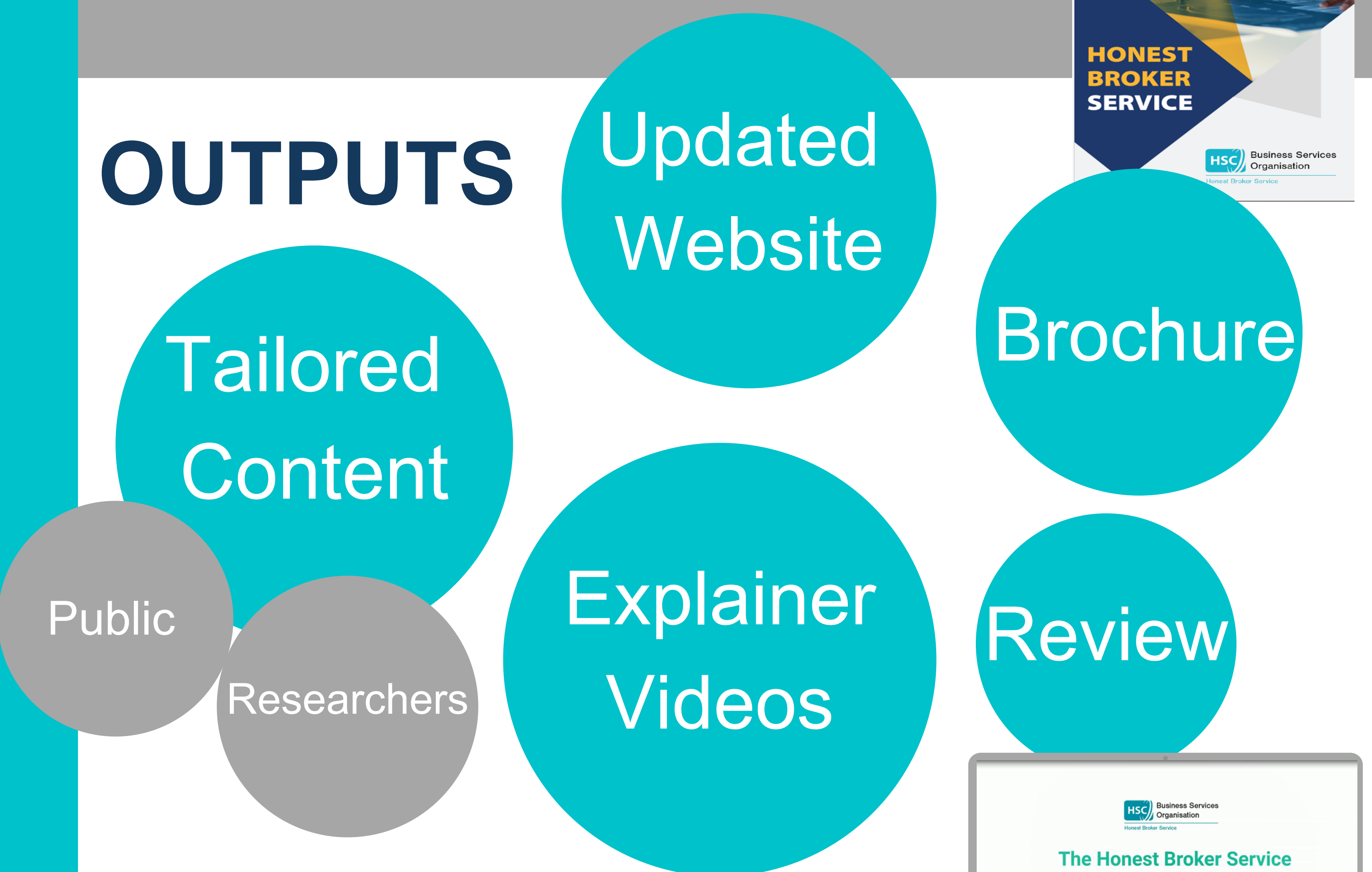
- Trusted Research Environment for Northern Ireland
- Provides access to de-personalised health records for approved researchers, within a Secure Data Environment

WHAT STANDARDS DID WE IMPROVE?

- Standard 2 - Transparent application process and criteria
- Standard 3 - Clear website navigation
- Standard 4 - Consider Target Audience
- Standard 5 - Regular review of website content



OUTPUTS



LESSONS LEARNED

- Short focused investment to help improve on a specific area like transparency was a very useful motivator
- Established a better relationship with internal communications lead
- Additional Web Analytics will be very useful to provide feedback on how users are navigating the site
- Around 40% of users on our website are accessing through mobile devices - important to consider when designing content

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