



Powering a successful health & exercise referral programme

LINCS INSPIRE CASE STUDY



Delivering engaging, effective health referrals to local communities has long been of key importance to Lincs Inspire. More so now than ever with the impact of Covid-19, Lincs Inspire has relied on Legend's health and exercise referral management tool to support the delivery of its successful Active Forever programme.

About Lincs Inspire

Lincs Inspire is a registered charity, a not-for-profit organisation providing leisure, sport and cultural services to local communities within Lincolnshire. Lincs Inspire is focused on inspiring people to lead active, healthy, fulfilling lives through accessible and affordable services that support both physical and mental wellbeing.



Managing health and exercise referrals on paper

In 2016, Lincs Inspire launched its Active Forever wellbeing programme to support local communities in leading more active and healthier lifestyles. GPs and healthcare professionals can refer patients onto the programme.

Using a paper-based system, and with 600+ referrals in the first year alone, the charitable trust was challenged with effectively managing and using data.

Lincs Inspire sought a secure, online solution to house often confidential data, as well as to handle appointment bookings. The solution would need to track progress and provide much needed performance reporting on referral sources, locations, gender, health conditions and more.

The trust's Health & Wellbeing Instructor team needed to easily access relevant information ahead of appointments to support positive customer experiences. Building vital personal relationships with those participating in the programme.



Digitalising health & exercise referral management

Already using Legend's leisure management software to run its facilities, in 2019, Lincs Inspire further partnered with Legend to support the Active Forever programme.

Lincs Inspire chose Legend's Active Outcomes referral management tool, which met its needs, including:

- Store and handle data securely and digitally (no new platforms or duplicated data)
- Book and manage appointments
- Monitor individual health improvement journeys and outcomes in real-time
- Collate evidence-based reports and monitor KPIs
- Convert referrals into members to support long-term health support

"A starting point and key element of our Active Forever Programme is the vital 1:1 contact with our customers. As our programme has grown and our relationships with health professionals developed, operating offline was no longer a viable option for us."

- Ben Frary
Senior Sports and Health Improvement Officer, Lincs Inspire

Delivering health improvement journeys in a pandemic

Up until Covid-19 hit, Lincs Inspire delivered regular outreach activities within local communities, alongside centre open days. Healthcare partners could explore the equipment and services available from the trust to refer patients to.

In late-March 2020 this work came to a halt. Lincs Inspire recognised new approaches were needed to ensure the programme continued to support its healthcare partners, patients and customers.

With grant funding from The National Lottery, a range of online services for the Active Forever programme were developed. Active Outcomes ensured vital information was readily available and could be kept accurate remotely. It helped facilitate the trust's ability to continue to provide ongoing health support. Especially important when helping communities manage long-term conditions, including long Covid.

Building on success

Always looking to create healthier, happier communities, Lincs Inspire will continue to build on its Active Forever wellbeing programme.

Data available within Active Outcomes will be used to identify emerging requirements and inform future service developments. Letting the trust build compelling cases to influence and win the support of council and healthcare partners with the aim to improve the health and wellbeing of local communities.



Receiving referrals from over 40 health professionals, our work continued throughout the pandemic, at times online and over the phone. Using Active Outcomes has streamlined our processes and ensured we can respond to health professionals in a timely manner, even during closures. It has been essential.

For many of our customers, social interaction is just as valuable as the adapted exercise programmes and toning therapy services we offer. This supports mental health improvement alongside regaining mobility and strength. During lockdowns being able to contact customers and share simple online workouts has been key to maintaining contact.

- Ben Frary
Senior Sports and Health Improvement Officer, Lincs Inspire

If we can take something positive from Covid, it must be a realisation to us all – that our health is precious and should be taken more seriously throughout our day-to-day lives. Individuals are now more health conscious and looking for a more active lifestyle.

As we move forward, our partnership with Legend allows us to explore trends and better understand the needs of our customers. With an intelligent database analysis at our fingertips, we will ensure customer health remains our main priority.

- Ben Frary
Senior Sports and Health Improvement Officer, Lincs Inspire



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the health of your
community?**

Get in touch with
our team today.

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