Wickham Market Medical Centre Privacy Statement – Brave AI

At Wickham Market Medical Centre, we are committed to protecting your privacy and ensuring the confidentiality of your information.

We want to provide you with insight into how BRAVE AI is utilised across Primary Care Networks in the Suffolk and North East Essex (SNEE) area and its potential impact on your healthcare. BRAVE AI serves as a clinical decision support tool, empowering clinicians to make well-informed decisions about individualised care plans. It's essential to understand that the tool itself does not autonomously make decisions regarding interventions; instead, it assists healthcare professionals in their decision-making process.

BRAVE AI employs sophisticated computer algorithms to evaluate the complexity of each patient's health needs within our practice. By assigning a score, it helps identify individuals at risk of deteriorating health, potentially necessitating hospitalisation. This innovative tool enhances our ability to recognise patients who may otherwise be overlooked, including those with borderline health indicators or infrequent medical interactions.

It's crucial to emphasize that BRAVE AI does not utilise identifiable patient data. However, the provision of NHS numbers enables our practice to pinpoint individual patients who may benefit from interventions. Furthermore, all data processed by BRAVE AI is stored securely within NHS network servers, inaccessible from external sources. Confidential patient information is exclusively disclosed to clinical teams directly involved in patient care.

The primary objective of BRAVE AI is to promote preventive healthcare practices over reactive treatments. It facilitates proactive discussions with patients regarding their overall wellbeing, extending beyond mere medical concerns. These conversations may involve various healthcare professionals, including Health Coaches and nurses, in addition to GPs.

Should you have any questions or concerns regarding the processing of your data alongside BRAVE AI, we encourage you to contact us at DPO Service dpo@snee.nhs.uk