

**Step One - Identifying a Population**

Where to start – segmenting a population

*ELFT* serves a population of over 1.4m which will rise to just under 1.7 m by 2021. When we think about improving population health, this leads us to ask where should we start?

One way in which we can answer this is by targeting specific groups with similar characteristics within your total population – known as segmentation.

**Total Population**

Ways to segment a population

There are many ways in which to segment a population, but some ways to think about this include:

**Geography** – one borough, one CMHT, one GP practice

**Disease burden/diagnosis** –people with grade two pressure ulcers, people with personality disorder

**Demography** – Age, Gender, Ethnicity

**Lifecourse** – Children and Young People, Working age adults, complex care

It’s likely that your choice of segment might include a combination of the above

**Population Segment**

Things to consider when choosing a population

You might have a number of potential population segments in consideration. Below are some key things to consider when picking where to start:

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| **Characteristic** | **Reason it’s important**  |
| **Is there a segment of the population that is failing to thrive, where there might be some inequity apparent?** | **Working where there’s greatest need and health inequality.** |
| **Will the work be able to impact on all three parts of the triple aim?** | **It’s not really triple aim work if the work as a whole is only improving one area** |
| **Can you get your arms around the population? (Can you count who is in the population?)** | **Is the population segment too big to target effective testing?** |
| **Is existing work taking place and is this work a priority to those in the system?** | **Often is easiest to start where there is energy to build confidence in the approach** |
| **Are there other partners who share responsibility for this population that are willing to partner with us in this work?**  | **Triple Aim work will most likely require work with external partners. If at least some aren’t signed up then it’s likely going to be tough going** |
| **Is there readily available data that people are willing to share?** | **A readily data system over time will accelerate the ability to test. People also need to be willing to share what they have as stakeholders might have different types of data to support improvement.**  |



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| *Insert population below* | **Is there a segment of the population that is failing to thrive, where there might be some inequity apparent?** | **Will the work be able to impact on all three parts of the triple aim?** | **Can you get your arms around the population? (Can you count who is in the population?)** | **Is existing work taking place and is this work a priority to those in the system?** | **Are there other partners who share responsibility for this population that are willing to partner with us in this work?**  | **Is there readily available data that people are willing to share?** |
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