



**CROHN'S &
COLITIS UK**

**WHAT'S UP
WITH MY
*Gut?***



The tiny website that helped launch a national diagnostic pathway in weeks.

NO BUDGET, NO CODE, NO PROBLEM.

Kieren Bennett - Crohn's & Colitis UK

KIEREN BENNETT

- **Digital Strategy & Integration Manager @ Crohn's and Colitis UK**
 - Digital Lead - IBD UK & **What's Up With My Gut?**
- Freelance Digital Consultant & Strategist
- Over a decade leading delivery of digital experiences for clients, with experience across commercial sectors, education, charity and government



**From Symptoms to
Diagnosis**

11 months to 47 years.

Why this matters

Making the invisible, visible.



**CROHN'S &
COLITIS UK**

coeliacuk
live well **gluten free**

**GUTS
UK!**

ibsnetwork
helping you better...

cicra 

 The Association of
**Coloproctology of
Great Britain & Ireland**

bsg **BRITISH SOCIETY OF
GASTROENTEROLOGY**

BSPGHAN

“

We've committed to creating something for patients to share information on the pathway, and to help them navigate it...

A simple ask.

We had

- ✓ An agreed* national pathway
- ✓ Approved medical content
- ✓ Support across sector

...as these people are pre-diagnosis, may have other conditions, and we are working with other charities, it doesn't feel appropriate for the link GP's are giving out to be www.crohnsandcolitis.org.uk

”



The hard work was already done,
we just needed people to see it.

February - Tender

We did what anyone would do.

Thu 01/02/2024 12:17

You replied on Thu 01/02/2024 12:32

Start reply with:

Sounds great, thank you!

Sounds good, thanks!

Wonderful, thank you!

Hi Kieren,

January has been great, and I'm hoping February follows the trend! I hope the same for you!

Thank you for sending along the brief. It's one of the best and most detailed briefs I have seen for a while. I will book a few sessions with my team and me to scope this out. Once the team and I have scoped this out I will get back to you with any questions or queries by mid next week, which we can then go over in a call if that suits you.

 We needed budget for approval in February

We stopped waiting  for funding and just made the thing.

We opened Figma  in February

The Thinking

Prototype for problem solving

1. Clarify Problems

Use available tools to make the fuzzy stuff clearer.

2. Keep Momentum with Low Fidelity

Sketch quick, rough ideas to expose the challenge and the opportunity.

3. Invite Conversation with High Fidelity

Develop more realistic concepts to drive constructive conversations.

4. Build Credibility, Not Perfection

A lean brand system is enough to give polish

The Toolkit

without breaking the bank



Figma - Free
Webflow - 50% (NPO discount)
Illustrator - Existing License (NPO discount)

From prototype to platform

Template 1 - Homepage

Lower GI Pathway

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I'm a healthcare professional

I'm a patient / parent

What is the primary care diagnostic pathway for lower GI conditions?

Delayed diagnosis for gastrointestinal (GI) conditions has a significant impact on both patients and the NHS.

Charities supporting people with lower GI symptoms have ongoing concerns, supported by evidence, that delayed diagnosis continues to impact on the people they represent.

Whilst there are many individual pathways and guidance materials aimed at specific diseases, these often are not helpful for a patient presenting with symptoms, rather than a diagnosed condition, and it can be unhelpful for the first contact healthcare practitioner to need to refer to many separate documents.

Making an impact together

To make a real impact going forward, a nationally agreed pathway for the diagnosis of people presenting with lower GI symptoms is needed.

Lower GI charities working in partnership with healthcare professional organisations and patients have come together to develop this pathway in the UK.

Template 2 - Pathway

[Audience Landing]

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Adult Pathway

Paediatric Pathway

Adult Pathway for [Audience Segment]

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Template 3 - Content Page

Privacy Policy

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Template 4 - About Us

What is the primary care diagnostic pathway for lower GI conditions?

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Making an impact together

To make a real impact going forward, a nationally agreed pathway for the diagnosis of people presenting with lower GI symptoms is needed.

Lower GI charities working in partnership with healthcare professional organisations and patients have come together to develop this pathway in the UK.

Who developed the diagnostic pathway?

Charities and organisations

The Association of Coloproctology of Great Britain & Ireland

British Society of Gastroenterology (BSG)

British Society of Paediatric Gastroenterology, Hepatology and Nutrition (BSPGHAN)

Template 1 - Homepage

Trust your gut, ask “what’s up?”

Delayed diagnosis for gastrointestinal (GI) conditions can be impactful.

We're here to help you navigate your health and find answers today.

I'M A HEALTHCARE PROFESSIONAL

I'M A PATIENT / PARENT

What's up with my gut?

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Template 2a - Patient Pathway

Patient Pathway

Interactive primary care diagnostic pathway for lower GI conditions in the UK for adult and paediatric care.

ADULT PATHWAY

PAEDIATRIC PATHWAY

Adult Pathway for [Audience Segment]

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Primary Care Diagnostic Pathway (Adult)

Supporting Resources

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Your Symptoms

Could it be

Could it be

Could it be irritable bowel syndrome?

Template 2b - HCP Pathway

Healthcare Professionals

Interactive primary care diagnostic pathway for lower GI conditions in the UK for adult and paediatric care.

ADULT PATHWAY

PAEDIATRIC PATHWAY

Adult Pathway for [Audience Segment]

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Primary Care Diagnostic Pathway (Adult)

Child Pathway for [Audience Segment]

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Template 3 - Content Page

Privacy Policy

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The primary care diagnostic pathway for Lower GI conditions was developed by leading UK Charities in partnership with healthcare professional organisations and patients.

Template 4 - About Us

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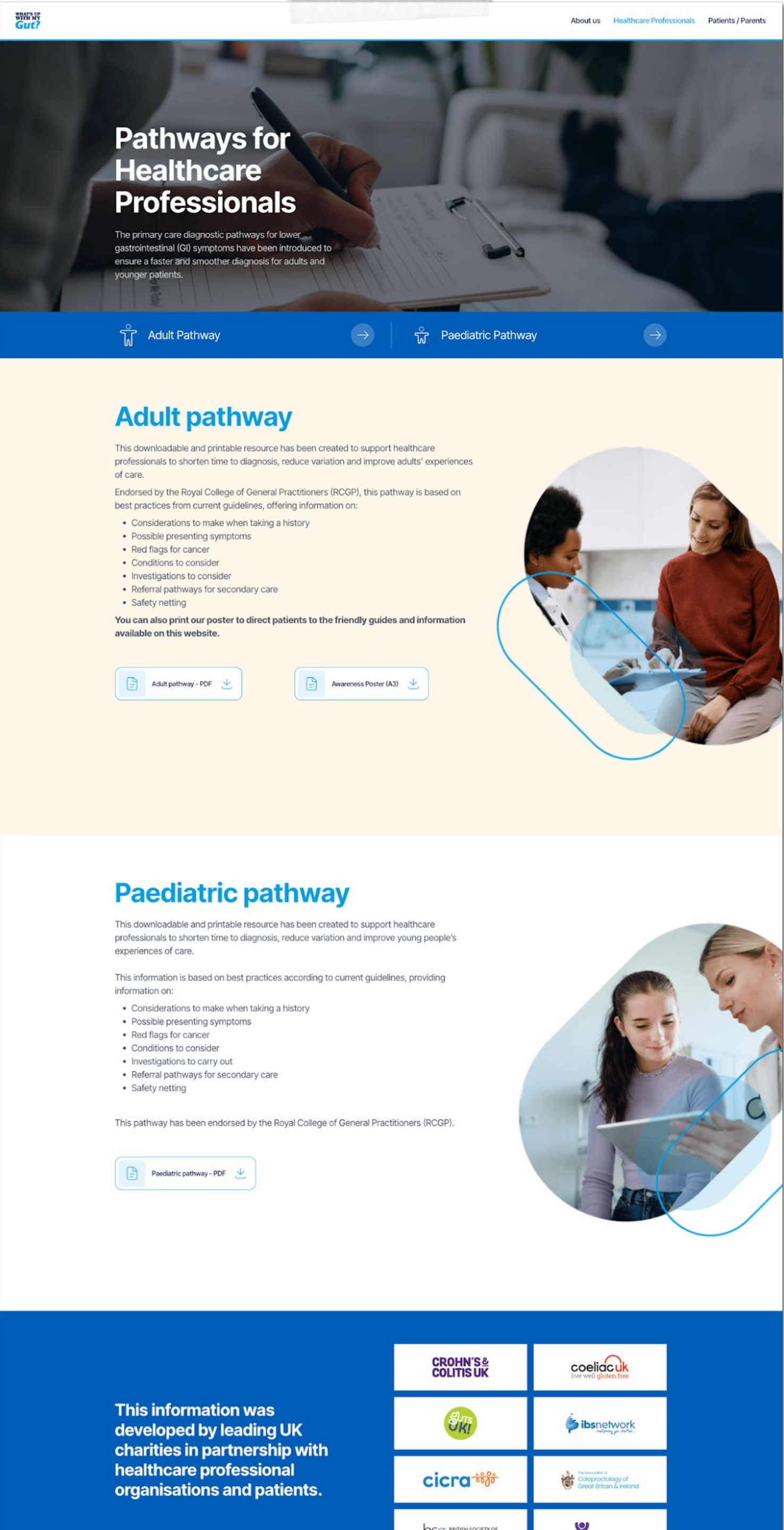
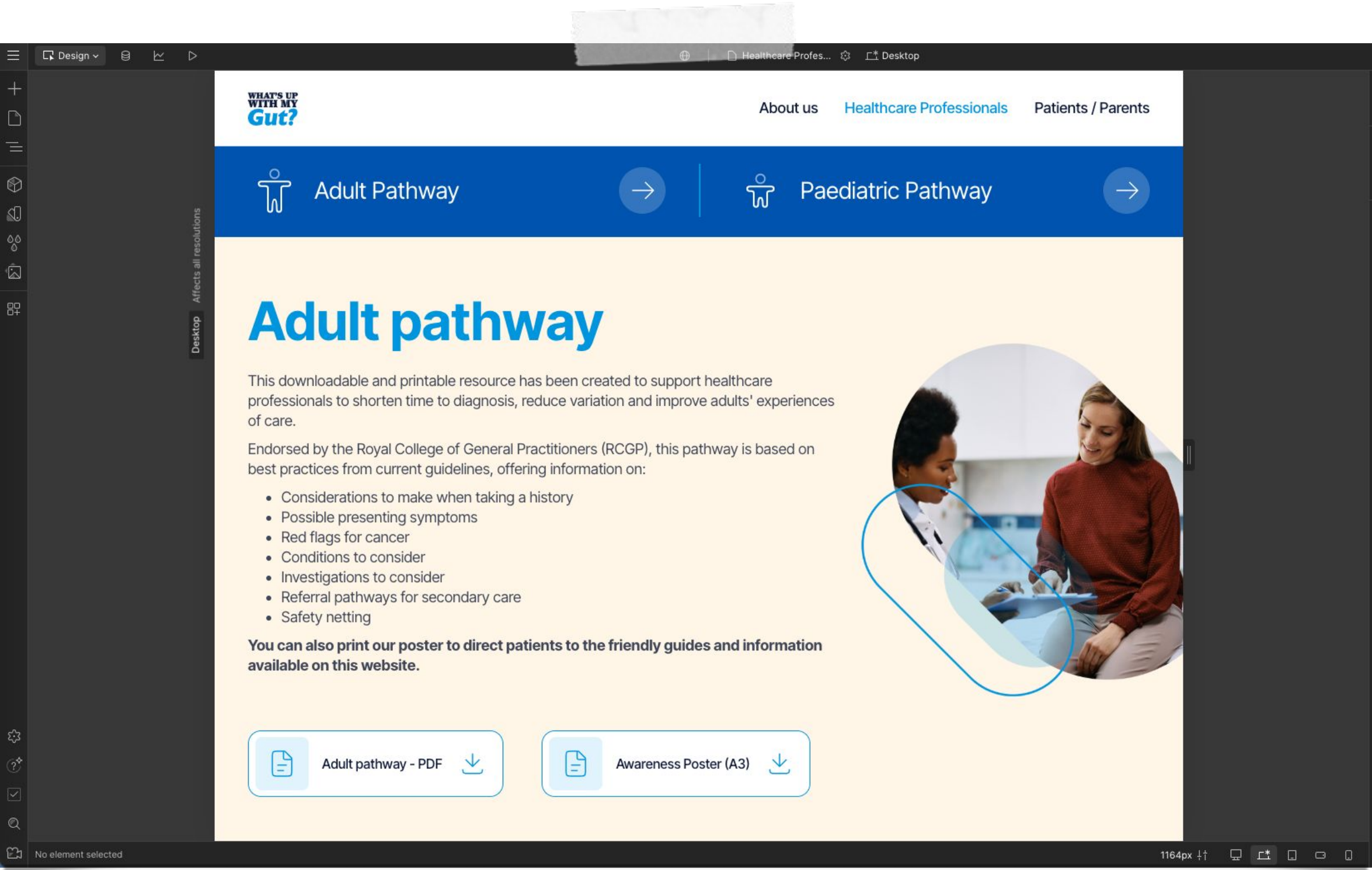
Charities and organisations

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From prototype to platform

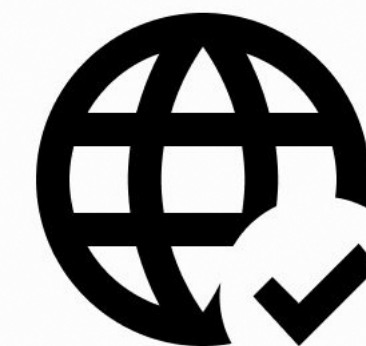


The Bigger Picture

- Website launched in June 2024
- Prototype helped secure internal buy-in and external support
- Increased internal confidence to deliver at pace
- Best practice shared with thousands of patients and healthcare professionals



**Resource
accessibility
from PDF to
platform**



**18 month
digital
campaign**



Lessons Learnt

Start before you're ready & use what you've got

Visibility creates momentum so show more, don't just tell

Don't overbuild what should be simple

Momentum > Perfection

Moving the mission forward doesn't
always have to mean big platforms and
projects.

Visit www.whatsupwithmygut.org.uk

For many, getting a diagnosis can be hard. **What's up with my gut?** is here to help.

Access clear, step-by-step guides designed to support patients and parents, fully aligned with NICE and national guidelines.

Use the website to:

- Support faster & smoother diagnosis decisions
- Share patient friendly resources & information
- Reduce variation in care
- Improve people's experiences of care

New Pathways for Lower Gastrointestinal (GI) Diagnosis

The path to a correct diagnosis
DESIGNED WITH PRIMARY CARE IN MIND

New pathways for lower gastrointestinal (GI) symptoms, clinically robust & professionally endorsed.

Scan to access your free digital resources:

- Adult & paediatric diagnostic pathways
- Patient-friendly support resources and guides

NO SIGN-UP REQUIRED

Royal College of General Practitioners

Royal College of Nursing
RCN ENDORSED

Endorsed by
ROYAL PHARMACEUTICAL SOCIETY

BRITISH SOCIETY OF GASTROENTEROLOGY

DEVELOPED BY LEADING UK CHARITIES IN PARTNERSHIP WITH HEALTHCARE PROFESSIONAL ORGANISATIONS AND PATIENTS, ENDORSED BY NATIONAL PROFESSIONAL BODIES.

Sometimes the most important thing you can build isn't a product.

It's visibility.

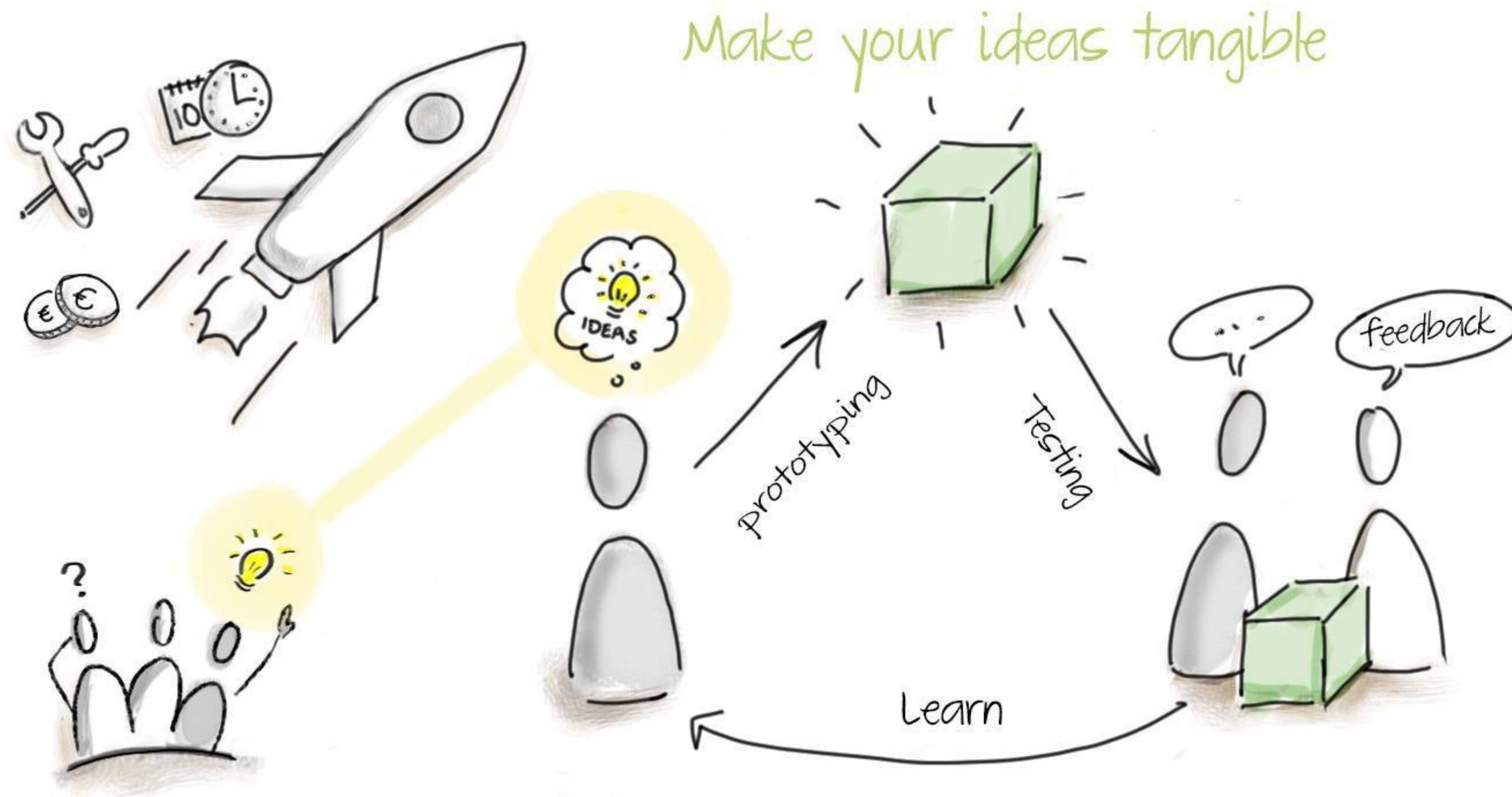
ENDORSED BY

Royal College of General Practitioners

WHAT'S UP WITH MY Gut?

The path to correct diagnosis for lower gastrointestinal (GI) conditions

CREATED IN PARTNERSHIP WITH



What could you ship in X weeks?



Thank you.