

Apply for PIP Digital Self-Serve: Process and Impact Evaluation Findings

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A report presenting findings from the impact and process evaluations of the Personal Independence Payment (PIP) Digital Self-Serve (DSS) application route.

This report presents findings from the impact and process evaluations of the Personal Independence Payment (PIP) Digital Self-Serve (DSS) application route. It covers a series of evidence points across the PIP customer journey, from initial registration through to the appeal stage. The report is published alongside a technical report detailing the impact evaluation methodology and findings (see [Apply for PIP Digital Self-Serve: Impact Evaluation Findings](#)).

Research background

The research was conducted as part of the evaluation of the Health Transformation Programme (HTP). HTP is developing a new Health Assessment Service and transforming the PIP service, including introducing a new online application channel for customers.

Contribution to the evidence base

This report provides findings from the evaluation of the DSS application route following its initial launch on GOV.UK. It outlines evaluation activities at key stages of the PIP customer journey, using both administrative data analysis and qualitative research with customers and Department for Work and Pensions (DWP) colleagues (including Healthcare Professionals and Case Managers). Where possible, comparisons are drawn between treatment and control groups. The report adds further detail to the process and impact evaluation findings, published in December 2024.

Research value

The department will use these findings to inform the future development of digital channels and guide decisions on policy initiatives and the delivery of the Health Transformation Programme.

<https://www.gov.uk/government/publications/apply-for-pip-digital-self-serve-process-and-impact-evaluation-findings>