

Primary Care Commissioning Committee

26 July 2017

Details	Part 1	X	Part 2		Agenda Item No.	6
Title of Paper:	Primary Care Health and Wellbeing Strategy Update					
Board Member:	Dr Jeff Schryer, Clinical Director for Primary Care					
Author:	Amy Lepiorz, Deputy Director of Primary Care					
Presenter:	Amy Lepiorz, Deputy Director of Primary Care					
Please indicate:	For Decision		For Information	X	For Discussion	

Executive Summary

Summary	The Primary Care Health and Wellbeing Strategy was ratified in December 2016. This paper is a quarterly update on the progress to date					
Risk	High		Medium		Low	X
	There are no specific risks associated with this paper					
Recommendations	The Primary Care Commissioning Committee is asked to: <ul style="list-style-type: none"> Note the content of the paper 					

Strategic themes

To deliver improved outcomes and reduce health inequalities for patients through better preventative strategies	X
To deliver service re-design in priority areas through innovation	
To develop primary care to become excellent and high performing commissioners	X
To develop the CCG leadership to work with the Local Authority to be excellent integrated commissioners	
To develop robust and effective working relationships with all stakeholders and partners to drive integrated commissioning	
To deliver long term financial sustainability through effective commissioning and innovative investment across the wider system	
To develop and influence the provider landscape through development of a Locality Care Organisation (LCO)	
Equality Analysis Assessed?	Supports NHS Bury CCG Governance arrangements

Primary Care Health and Wellbeing Strategy Update

1. Introduction

- 1.1 This paper is to update the PCCC on the progress of the implementation of the primary care health and wellbeing strategy.
- 1.2 Enclosed with this paper is the delivery plan for implementation that highlights the relevant projects that will be undertaken, the responsible officers and the key milestones.

Amy Lepiorz

Deputy Director of Primary Care

July 2017

Primary Care Health and Wellbeing Strategy 2016-2021

Delivery Plan

Primary Care's contribution to meeting the Bury vision to
'ensure our population is as healthy, happy and independent as possible, living with minimal intervention in their lives. This will be achieved through targeted strategies of self-help, prevention and early intervention, reablement and rehabilitation. When needed, formal care and support will be designed to create a coordinated and seamless health and care system. All services will be person-centred and will build on and develop local community assets.'

NHS Bury CCG

July 2017

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Background

The Primary Care Health and Wellbeing Strategy, henceforth referred to as the strategy, was ratified in December 2016. The strategy describes the vision for primary care within Bury. This delivery plan has been developed to demonstrate how the strategy will come to fruition. The strategy itself comprises of three high level outcomes and five key themes for achievement by 2021, these are:

Outcomes:

1. An empowered population who are confident in their approach to preventing diseases and self-management of healthcare conditions
2. Where care is appropriate or needed this will be person-centred co-ordinated care, leading to an increased consistency and patient satisfaction
3. High quality care will be provided by motivated, talented, happy and healthy primary care professionals attracted to work in Bury

Themes:

1. Theme One - People powered changes in health and behaviour
2. Theme Two - Population based models of care
3. Theme Three - Consistently high quality care
4. Theme Four - Inter-professional working
5. Theme Five - Innovation

Introduction

The delivery plan has been written during a period of flux which will see the development of One Commissioning Organisation and a Locality Care Organisation across Bury. This upcoming strategic change is being supported by new operational ways of working which sees the CCG's primary care team working closely with the GP Federation to strengthen the support provided to primary medical providers (GP practices).

As the new commissioning and provider landscape develops it is likely that responsibilities for a number of enabling and quality functions will change. This operational plan therefore talks about the work that 'primary care' will undertake. This generic term is in recognition of the blurring of boundaries that will occur as the projects described are designed and implemented. The 'primary care' approach also

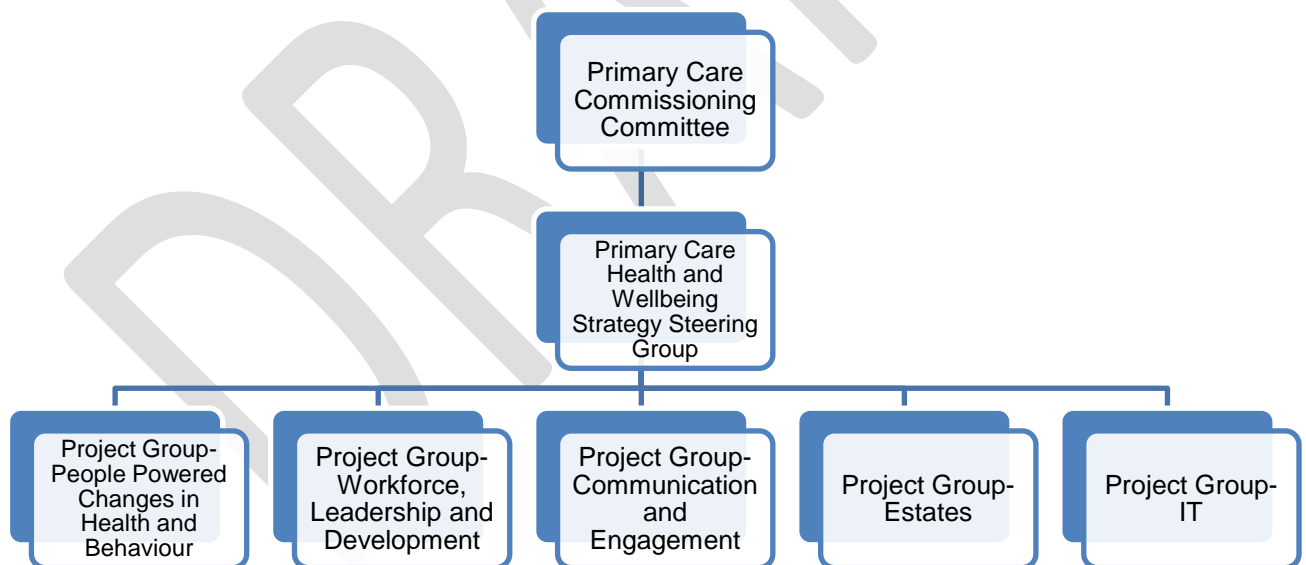
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ensures that current skill sets are best used and resources are aligned to achieve the vision rather than the arbitrary designation of tasks to different organisations.

Since the publication of the strategy the Bury Locality Plan has been finalised. Rightly so there is cross over in the ambitions articulated and specific projects and services feature in both documents. This cross over has been considered in the production of this plan. For those areas which are seen as high priority such as social prescribing, the roll out of the healthy living framework and the system wide find and treat model- the development of these plans has commenced under the governance of the implementation of the strategy. It is envisaged that responsibility will change as the locality plan implementation governance is established.

Despite the changing situation with regards to governance and organisational responsibilities it is important that the operational work required to make the strategy a reality commences. The projects plans developed provide the framework for implementation regardless of reporting structures and responsible officers.

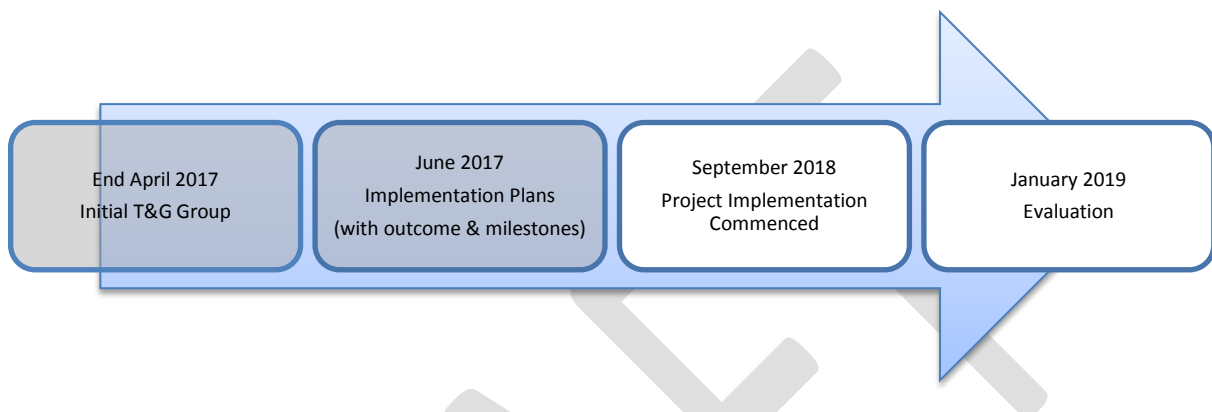
Governance



Development of the plans

This version of the delivery plan has been built upon from previous iterations following discussions with CCG managerial/clinical colleagues and representatives *High quality care at the right time, in the right place, by the right person*

of the GP Federation. Outcomes that have been articulated in the strategy and the General Practice Forward View have been reviewed and the projects required to achieve these have been identified. SMART implementation plans have been developed by the leads for the identified project groups. The original reporting structure has also changed seeing a separation between the 'people powered changes in health and behaviour' and the 'steering group'. The original proposed timescale remains in place:



Primary Care Health and Wellbeing Strategy Steering Group

Responsible Officer- Amy Lepiorz, Deputy Director of Primary Care

This group has responsibility for the overall delivery of the strategy, ensuring any cross-dependencies are captured. This group will meet on a quarter basis and will consist of the following:

- Responsible Officers for the project groups
- Representative of the GP Federation
- Clinical Lead for Primary Care
- Clinical Lead for Medicines Optimisation

The membership of the group has purposefully been kept small to maximise resources into the project groups that will deliver their specific plans.

People Powered Changes in Health and Behaviour Project Group

Responsible Officers- Zoe Alderson, Head of Primary Care and Amy Lepiorz, Deputy Director of Primary Care

This project group main aim will be to work collaboratively with Public Health colleagues to ensure that unified approach to social prescribing is developed and

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rolled out across all Primary Care providers (GP Practices, then Pharmacies, Ophthalmology and Dentists).

The group will also look at how we systematically find and treat patients with specific illness enabling early intervention including patient education to take place which will empower patients to take an active role in their health and wellbeing, ensuring their condition doesn't escalate where possible. They will take the lead in the roll out of the healthy living framework, the use of care navigators and group consultations

This group will meet on a monthly basis and will consist of the following:

- Responsible Officers for the project groups
- Representative of the GP Federation
- Representative of Public Health
- Clinical representation
- Other stakeholder representatives (as required)

Workforce, Leadership and Development Project Group

Responsible Officers- Rachele Schofield, Primary Care Manager and Marina Ricioppo, Primary Care Project Manager

The project group is a collaboration of the GP Federation and the CCG's Primary Care team and will ensure we have a full picture of our current workforce and skill mix alongside the vacancies and pressures therein, in the short, medium and long term.

The group's main goal is to produce a workforce plan that will ensure Bury can recruit and retain the best primary care professionals to meet the needs of the local health economy. A key feature of this plan is mapping what we have and identifying the skills that we need by producing a comprehensive training needs analysis. By understanding the skills and knowledge we require a programme of training specifically designed to bridge the gap and take us in to the future can be developed.

The group aspires to forge new roles and new ways of working to complement the traditional general practice team and embrace the movement of services out of a hospital setting. A key component is adopting the 'making every contact count' approach. It will also seek to strengthen the strong leadership this exists in Bury

The group will meet monthly and will consist of the following:

- Responsible Officers for the project groups
- Representative of the GP Federation

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- Clinical representation (as required)
- Practice Manager (as required)
- NHS Partner Organisations (as required)

Communication and Engagement Project Group

Responsible Officer- Alison Mitchell, Head of Communications and Engagement

This strand contains the primary care elements of the CCG's overall communications and engagement strategy that is undergoing a refresh and new approval process.

This project group will focus on areas in which the CCG can improve the way it speaks to and connects with its members, its providers, its stakeholders and its public through the range of relationships, networks and mechanisms available to it.

The plan encompasses development areas for the CCG to allow for a more efficient and effective flow of positive information about primary care in Bury to be heard and seen by staff, peers, colleagues across Greater Manchester, nationally and in the specialist media to ultimately raise the profile of the locality to help it become somewhere that practitioners want to work.

The plan aims to improve the breadth and depth of engagement with patients and the public in Bury to allow for a more effective commissioning organisation in line with the transformational work that Bury is committed to, along with its partners, in the Bury Locality Plan.

Through the use of tried and tested, as well as innovative communications mechanisms, the plan details practical ways that the CCG will provide primary care with the tools to help cascade health information and self-help advice as part of the partnership's objective of helping people to help themselves.

The group will meet on a bi-monthly basis and will consist of the following:

- Head of Communications & Engagement and team members
- Deputy Director of Primary Care
- Clinical Lead for Primary Care
- Patient Cabinet representatives

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Estates Project Group

Responsible Officers- Amy Lepiorz, Deputy Director of Primary Care and Zoe Alderson, Head of Primary Care

The strategic elements of this work are the responsibility of the strategic estates groups, significant work has also been undertaken as part of the Neighbourhood Asset Review.

The main focus of this group will be to consider/implement changes recommended in the Neighbourhood Asset Review once published.

The group will meet on an ad-hoc basis and will change in membership dependant on the agenda to be discussed, these will include:

- Responsible Officers for the project groups
- Representatives from Finance

Outside of these meetings a number of tasks will also be completed, this includes:

- The development of a set of principles in regards to CCG funded items e.g. space allocation, equipment etc.
- Establishing previous District Valuer's reports
- Developing processes/procedures for all estates functions

IT Project Group

Responsible Officer- Mike Culshaw, Information Technology Manager

This project group looks to maximise the benefits information technology can bring to primary care. Bury is already fully live with WIFI across all practices for both staff and patients. Work is also taking place to connect all of GM onto the GOVRoam platform which will enable anyone from other signed up organisations to connect and get back to their host organisation.

This group will also oversee the planning and implementation of for the platform change from Vision 3 to Vision Anywhere with the first practice being live in November 2017.

Through the roll out of digital champions the use of online services is increasing and will be a focus of work for the group. Early successes of this work include the increased up take in the north sector of Bury with Tottington registering 500 new online users between March and April.

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Approved app library and the re-launch of nhs.uk is on track for the end of September 2017 and this project group will take the lead in promoting the usage of these services within primary care.

The group is starting to meet monthly and its membership consists of:

- Clinical Lead for IT
- IT Manager
- Practice Manager
- Greater Manchester Shared Services Representative
- INPS representative

Overarching Project Plan

See Appendix A

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Responsible Person	Activity	Duration	Start	Finish	R C S	G																																																			
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Enabler: Communication and Engagement																																																									
A Mitchell	Implementation plan due to the outcome & milestones)	1	01-Jun-17	01-Jun-17																																																					
A Mitchell	1. Develop a comprehensive communications and engagement plan (memberships, providers, people patients and promoting good news initiatives)	365	01-Apr-17	31-Mar-18	G																																																				
And A Leporz, L Featherstone	1a: Plan for membership/providers	214	01-Apr-17	31-Oct-17	G																																																				
	1b: Plan for people/patients	153	01-Apr-17	31-Aug-17	G																																																				
And L Featherstone	1c: Plan for promoting good news initiatives - Internally	214	01-Apr-17	31-Oct-17	G																																																				
And L Featherstone	1d: Plan for promoting good news initiatives - Externally including in GM	153	01-Apr-17	31-Aug-17	G																																																				
And A Leporz	1e: Plan for gathering views from seldom heard groups	274	01-Jul-17	31-Mar-18	G																																																				
And A Leporz, J Schaner	1f: Plan for public campaigns are coordinated and have consistent and cohesive messages	183	01-Apr-17	30-Sep-17	G																																																				
And D McCann	1g: Plan for better use of HealthWatch and PPGs	92	01-Jul-17	30-Sep-17	G																																																				
And H Crozier, M Cuthaw	2: Promote the use of NHS Choices and local interactive offers	122	01-Apr-17	31-Jul-17	G																																																				
And H Crozier	3: Joint working with Local Authority regarding access to health and social care options	669	01-Jun-17	31-Mar-19	G																																																				
And L Featherstone, M Cuthaw	4: Develop new CCG website	122	01-Apr-17	31-Jul-17	G																																																				