



Better Care Together

Introduction

“To ensure the patient and public voice is at the heart of reforms to health and social care across south Cumbria and north Lancashire in the endeavour to provide integrated care across the local health economy.”

Presentation contents



- Purpose – rationale for the review
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What is Better care, together



- Better care, together is a review of local health services which is being carried out by local NHS organisations including:
 - Lancashire North Clinical Commissioning Group
 - Cumbria Clinical Commissioning Group
 - University Hospitals of Morecambe Bay NHS Foundation Trust, which runs the hospitals in Lancaster, Barrow and Kendal.
 - The review is an opportunity to make sure the best possible health services are provided across North Lancashire and South Cumbria, which meet the needs of residents, now and well into the future.

Health professionals in the area, including GPs and hospital doctors, are considering how the different parts of the health service can work together more effectively to ensure individual patients get the most appropriate care.

Rationale for Better care, together review



There are a number of reasons why local health services are being reviewed.

- There have been problems at the hospitals in Lancaster, Kendal and Barrow. Although big improvements have been made and are continuing, there is a need to look at what other changes can be made to ensure high quality, safe and sustainable services in the longer term.
- There is also a need to make significant financial savings while ensuring safe, high quality healthcare is maintained.
- In addition, this review is an opportunity to ensure that services are flexible enough to meet future challenges, including an ageing population, an increase in people with long term conditions and new, more expensive treatments.
- Many of the developments, including advances in medical technology and medicines, make it easier for people to be treated closer to home, in places other than their local hospital and sometimes in their own homes. Therefore there is a need to consider what changes should be made to services to reflect the changes in the way that people are able to receive care.

Specialist care



- In some cases, advances in medicine mean certain treatments need to be provided in specialist centres where clinicians and frontline staff have access to the best equipment and experience.
- The evidence shows that the more often a procedure, e.g. surgery, is undertaken or a condition treated, the greater the expertise becomes.
- People would always prefer to have shorter travelling times. However, when patients need specialist care they are more likely to receive the best treatment in a specialist centre and that may mean travelling further to access and benefit from that expertise.
- Travelling further to access and benefit from expertise is something we do already

Communications and engagement objectives



1. Inform the public, patients and stakeholders of the way health services in south Cumbria and North Lancashire currently work
2. Explain to audiences why health services i.e. hospital, primary and community in South Cumbria and Lancashire need to change
3. Explain to all audiences some of the key drivers for change
4. Engage all audiences in a conversation about how health services might be re organised
5. Listen to how re organising services will affect different stakeholders
6. Involve all audiences in development of options around how health services could be redesigned ready for a full consultation in Summer/early autumn this year

Engagement activities – an intro



It is vital that the health professionals carrying out this review to know what local people think of healthcare and what their priorities are.

- We have therefore procured the services of an independent company, TNS BMRB, to provide quantitative and qualitative social research as part of initial engagement
- All their work is being undertaken to be in accordance with Market Research Society codes of practice
- They are experts in their field, good practical experience of working with the NHS, retail and Government in large scale research activities
- Their prime focus is to undertake research into experiences of patients and stakeholders and hear their views and wishes for future healthcare in the Morecambe Bay area
- Work has commenced and will continue up to mid May 2013

TNS activities – the schedule



- 1:1 depth interviews with staff from the three NHS organisations holding the Better Care, Together review
- 90 minute group discussions with patients with patients / relative.
- 60 minute discussions with patients with negative experiences.
- Online community for young people.
- Vox pops (video sound bites from members of the public) – various locations. Used to bring comments to life for reporting and consultation process.
- 3 x half day deliberative events in different locations
- Postal survey to 10,000 random residential addresses.
- Survey placed in 10,000 public places (GP surgeries, libraries, Town Halls, Hospitals etc). **Survey can also be requested via the Better Care, Together website**
- Open access web survey.
- Invited stakeholder survey.

Other communication and engagement support activities



- Attendance at public meetings (e.g. 1000 voices campaign in Barrow-in-Furness)
- All stakeholders written to re: the launch of this programme
- Press releases sent to local media
- Advertorials for the public
- Discussions with Health Overview and Scrutiny Committee steering groups
- MP communications and briefings
- Presentations to UHMBT Council of Governors
- Third sector engagement e.g. Age UK, South Lakeland
- Newsletters
- Advertorial
- An information bus

The four key areas



When we engage with our stakeholders re: their views, experiences and aspirations, we are looking at four key areas:

- Unplanned care e.g. A&E
- Planned care e.g. elective surgery , long term conditions
- Maternity
- Children`s and Young Peoples

Key issues



- There are some difficult decisions to be made about how we provide health services both inside and outside hospitals in future: the budget is not endless
- Investing additional monies in one service means there is less to invest in another service
- We need to provide safe, high quality and affordable health services not just now but well into the future.
- We need to focus on what is best and safest for patients based on the current evidence

Next steps



- The feedback from the public and stakeholders will be given to health professionals who are working on the review as they look at different options for providing services in future.
- Later in the year there will be a full public consultation on the options, when there will be more opportunities for people to have their say
- Further engagement with Lancashire and Lancaster OSC

How we will involve you further in the engagement and formal consultation



We would like to:

- Keep you updated with findings and developments by regular face-to-face meetings with our communications and engagement lead
- Keep you informed by presentations such as this
- Hope that you will complete surveys sent to you
- Work in partnership with you develop awareness of the Better, care together website which list all the engagement opportunities
- Share newsletters and articles with you for distribution
- Invite you to engagement events with partners
- Work with you to identify all stakeholders have been mapped
- Work with you on the approach to and during full consultation



Thank you for your time today

Your questions?