

Personalisation Programme: Spring/Summer Update June 2023

Are you taking advantage of what's on offer?

Another six months of cross-system working, and Coventry and Warwickshire is on its way to providing a fully person-centred health and care service for our population. But are you taking advantage of what's on offer? Check out what's new, and our current projects, to see where personalisation could be making a difference in your service, team and your own professional practice.

In our update:

- [What's new?](#)
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What's new?

We have been developing a suite of new resources to help with embedding personalised care:

1. [Want to know how you are doing with embedding personalised care in your service/team? Then use our new personalisation maturity framework checklist to benchmark where you are now.](#)

As the first step in planning personalising in your practice or service, you need to know where you are now. Our new maturity framework for Coventry & Warwickshire gives you guidance on 'what good looks like', and a checklist for you to measure yourself against each of the six components through which personalised care is delivered. Then use the Action Plan template for planning your change process. It's free to use. [Check it out here.](#)

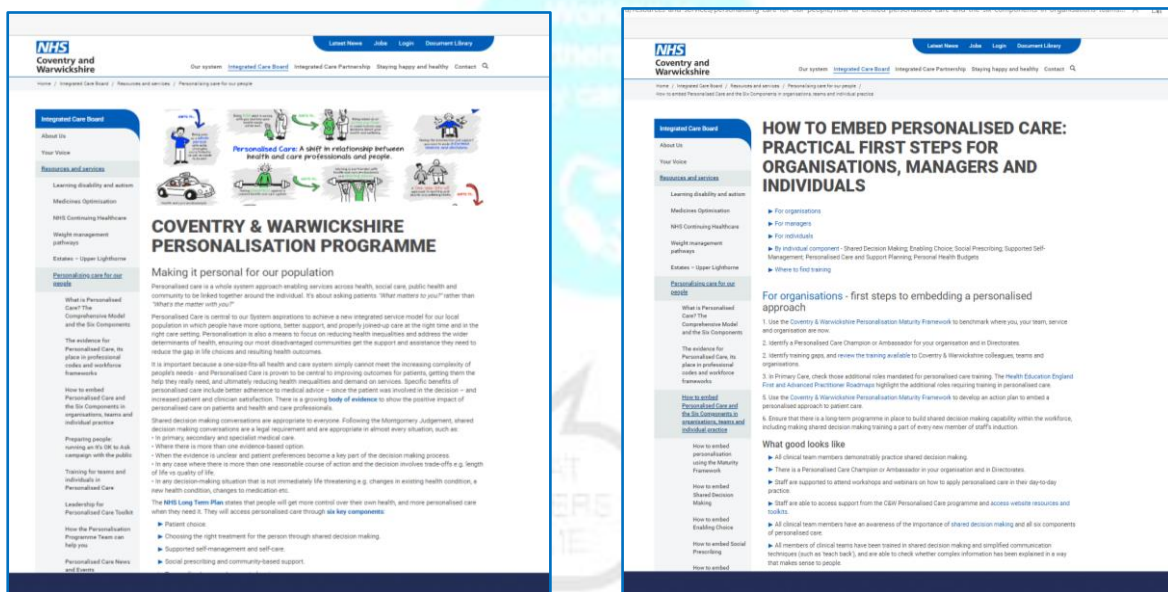
Personalised Care Component	Foundation	Where is your Service now? (See Appendix on page 6 for an Improvement Action Plan template you can adapt and use for your organisation.)
Shared Decision Making (See Fig. 1)	<p>1.1.1 Leadership at every level, including clinical</p> <ul style="list-style-type: none"> Our SDM programme is led by a clinical lead, a person with lived experience, a representative from the voluntary and community sector, a programme manager, and both an executive and non-executive sponsor All clinical team members have an awareness of the importance of SDM SDM is a routine element of all clinical work activity, including through a peer-review process for assessing and providing peer feedback to team members on their shared decision-making practice Managers are supported to embed personalised care in services and pathways – see 1.2.2 for suggestions. <p>1.2.1 Trained Teams – all staff</p> <ul style="list-style-type: none"> The workforce has access to personalised care training (via the Personalised Care Institute (https://www.personalisedcareinstitute.org.uk/)) to support and embed SDM. Staff are supported to attend workshops/webinars on how to apply personalised care in their day-to-day practice Staff are able to access support from the C&W Personalised Care programme and access webcite resources and toolkits here: Personalised Care: Strong Healthy Lives All clinical team members have an awareness of the importance of SDM All members of clinical teams have been trained in SDM and simplified communication techniques, which helps check whether complex information has been explained effectively (e.g. in a way that makes sense to people (e.g. teach back across the pathway). All clinical team members demonstrate practice shared decision making There is a long-term programme in place to build SDM capability within the Service workforce SDM forms part of every new member of staff's induction SDM is recognised as an ongoing CPD need for clinicians There is a Personalised Care Champion/Ambassador in the Directorate 	

2. [Do you lead or manage a service or a team? Then you might want to review our new Leadership for Personalisation toolkit and checklist](#)

Leadership for personalised care is a person- and community-centred complex adaptive approach to leadership. [Use our toolkit](#), adapted from the Leadership for Personalised Care Programme created by the Personalised Care Group in NHS England and the NHS Leadership Academy.

3. Our new online information, training and practical resources for all health and care professionals. Free to use and no log-in required!

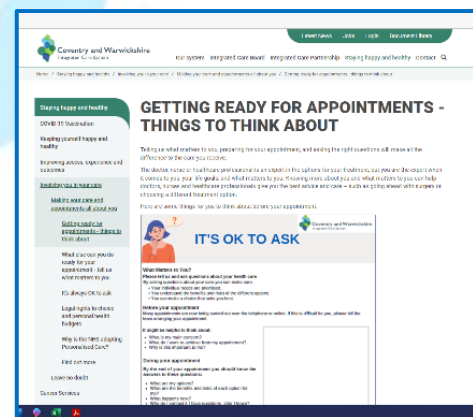
Now launched, our pages within the ICS website provide all the information you need to get started on embedding personalised care within your service and your organisation. It will be an ever-expanding source of FREE TO USE tools and information, with NO LOG IN required – and if you can't find what you need, or you know of something we're missing, please tell us. It also includes materials for use with patients – use them as they are, or take them and brand them with your own organisation's information. Click on the images and you'll get straight through to the landing page. If you would like a guided tour around the site, join us on Teams from 1-1.30pm on **Tuesdays 6th, 13th and 20th June**. No need to book, just [Click here to join the meeting](#).



4. Our new resources for working with people, patients and carers

a. Supporting people to get involved in decisions about their care and to know that 'It's OK to Ask'

Personalisation is all about being person-centred, and getting people as involved as they can (and want to) be in decisions about their care. The flip side of trained professionals is prepared people – so we have produced information and resources on the public pages of the new ICS website to help them do that. As well as giving guidance on preparing for appointments, participating in discussions, and reflecting post-appointment, we also reiterate throughout that **'It's OK to Ask'** your care professional about things you don't understand, to question decisions, and to choose what's best for you, your circumstances, and the way you want to live your life. [You can view this section here](#).

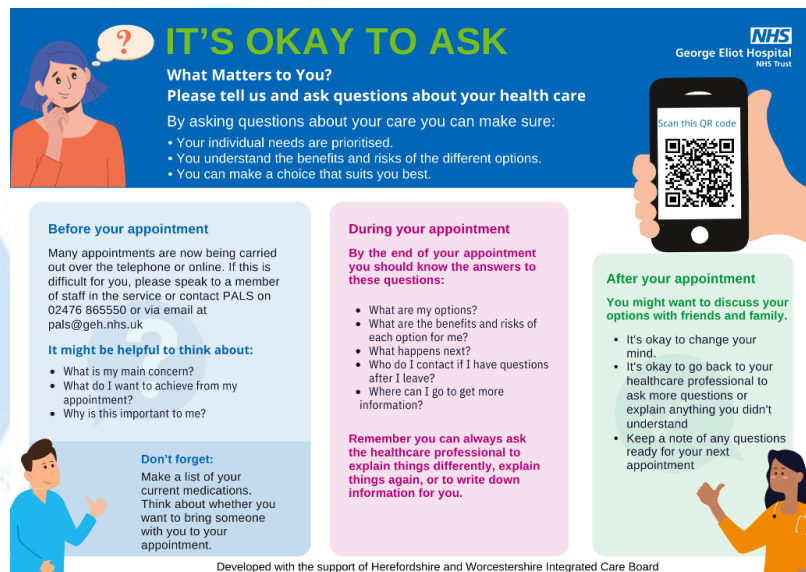


b. How to run an 'It's OK to Ask' campaign with people and patients

Within the professionals' section, you will also find guidance on **how to run a campaign** to support your own patients to be prepared for shared decision making and 'It's OK to Ask'. [Find that here.](#)

The samples are all available to download and edit for use in your own setting, with your own branding. Here are examples developed by George Eliot Hospital NHS Trust. When appropriate, the Trust's materials include a QR code taking viewers straight to relevant information pages on the GEH public website.

***Samples from our 'Prepared Patient' resource, currently in use by George Eliot Hospital NHS Trust:*



IT'S OKAY TO ASK
George Eliot Hospital NHS Trust

What Matters to You?
Please tell us and ask questions about your health care

By asking questions about your care you can make sure:

- Your individual needs are prioritised.
- You understand the benefits and risks of the different options.
- You can make a choice that suits you best.

Before your appointment
Many appointments are now being carried out over the telephone or online. If this is difficult for you, please speak to a member of staff in the service or contact PALS on 02476 865550 or via email at pals@geh.nhs.uk

It might be helpful to think about:

- What is my main concern?
- What do I want to achieve from my appointment?
- Why is this important to me?

Don't forget:
Make a list of your current medications. Think about whether you want to bring someone with you to your appointment.

During your appointment
By the end of your appointment you should know the answers to these questions:

- What are my options?
- What are the benefits and risks of each option for me?
- What happens next?
- Who do I contact if I have questions after I leave?
- Where can I go to get more information?

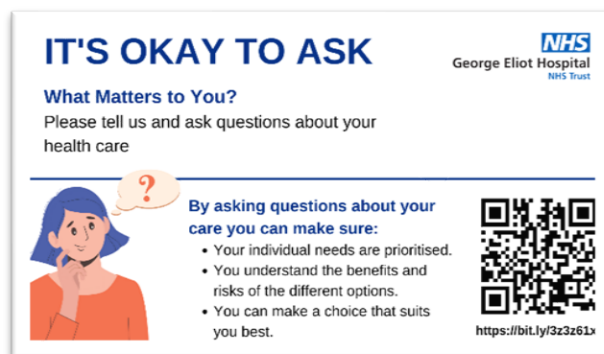
Remember you can always ask the healthcare professional to explain things differently, explain things again, or to write down information for you.

After your appointment
You might want to discuss your options with friends and family.

- It's okay to change your mind.
- It's okay to go back to your healthcare professional to ask more questions or explain anything you didn't understand
- Keep a note of any questions ready for your next appointment

Developed with the support of Herefordshire and Worcestershire Integrated Care Board

Sample digital screen message:



IT'S OKAY TO ASK
George Eliot Hospital NHS Trust

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- You can make a choice that suits you best.

<https://bit.ly/3z3z61x>



IT'S OKAY TO ASK
George Eliot Hospital NHS Trust

It's ok to ask questions if you are unsure or want to know more when you are seeing your healthcare professional

Visit our web page www.geh.nhs.uk/its-ok-to-ask or scan our QR code


Sample email signature

5. And coming soon...

- Signposting to approved providers of bespoke training for personalised care.
- Programme of personalised care workshops for all areas of health and care provision.
- Upcoming ARRS Peer Support Network programme.
- Primary care personalisation development programme offer.

6. Updates on our projects

We have a series of projects underway across the System designed to demonstrate how to embed personalised care in a variety of services and settings. We are working with Coventry university to help us with the evaluation of these projects and will be reporting on the findings of each.

6.1 In Primary Care	
<p>Primary Care and the Population Health Management programme</p> <p>Funding awarded – Sowe Valley and Coventry Central PCNs are now embedding PC in their selected Population Health Management interventions.</p> <p><i>For more information on these please contact:</i></p> <p>Coventry Central Delivery Lead: christopher.newton@uhcw.nhs.uk</p> <p>Sowe Valley Delivery Lead: timmorris@nhs.net</p>	<p>Coventry Central PCN's work:</p> <p>As part of the Population Health Management Development Programme, clinicians in Coventry worked collaboratively to find alternative methods to manage back pain and reduce opioid medication use. Personalisation is being integrated into their PHM approach. Click on the image to find out more.</p> 
	<p>Sowe Valley PCN's work:</p> <p>Working with a cohort of 117 patients identified through Population Health Management techniques as having Type 2 diabetes, who are obese (BMI >30) and aged 20-39. Pilot provides training and additional resource to deliver guided conversations with patients to inform personalised care adjustments.</p>
<p>ARRS Peer Support Network</p>	<p>To champion embedding personalised care in all ARRS roles. If you would like to join, contact our Personalised Care Ambassador Jo Taylor jo.taylor@southwarwickshiregps.nhs.uk.</p>
<p>Personalised care training</p>	<p>We have supported 15 PCNs and 145 learners so far in shared decision making and personalised care and support plans.</p>

6.2 ICS-wide work	
ICS system leaders – advice and guidance on workforce training and how to embed personalised care to support the Elective Recovery Plan and the Fuller Stocktake	Support available for: Reviewing the NHS Standard Contract & new Personalised Care requirements. Workforce training information and advice Bespoke workshops for system leaders. Service Development Planning tools. Shared Decision Making CQUIN training. (Contact geh.cwpersonalisation@nhs.net for more information.)
Social prescribing pilot at GEH	Developing a pilot to test how social prescribing can support MSK outpatients at GEH.
Local Leaders Network We have a Network of local service leaders now in the process of developing PC projects to lead changes in key services and pathways across our system. <i>If you would like to join the network, please let us know.</i>	End of Life – Kate Hoddell, Clinical Director for End of Life Care, kate.hoddell@swft.nhs.uk . Year-long project in conjunction with Primary Care to ensure that ReSPECT has the patient and those important to them at the centre.
	Primary Care - Oliver Rintoul-Hoad, GP, Director of Additional Roles SWGP, contact orhead@doctors.org.uk Working with Kate Hoddell on the ReSPECT project, above.
	Cancer – Michelle Park, michelle.park4@nhs.net
	Children & Young People – Heather Kelly, heather.kelly11@nhs.net Reviewing how to embed personalised care in Asthma services.
	Health Inequalities – Rachel Chapman, Public Health Consultant rachel.chapman@uhcw.nhs.uk Supporting migrant communities in Coventry.
	Stroke – providing workforce training to Allied Health Professionals in the Stroke Pathway.
Health Inequalities	We are working with the Delivery group to advise where there are opportunities to embed personalised care in funded projects. We are supporting a project in South Leamington – personalising the homeless person's pathway in primary care

6.3 Activity @ Place:	
Proactive Care/Frailty	Working with each of our Place Partnerships to identify opportunities to embed personalised care in priority areas, and supporting with workforce training.

6.4 Supporting our Trusts

Programme offer: support to embed a personalised care approach to health and care, including free resources for workforce training and development, and a focus on leadership skills for embedding personalisation into our Trusts.

@ SWFT	<ul style="list-style-type: none"> ➤ CQUIN for shared decision making (Frailty pathway). ➤ MSK workforce training and service/PC mapping. ➤ MSK/community link building.
@ GEH	<ul style="list-style-type: none"> ➤ MSK physiotherapy service workforce training. ➤ CQUIN for SDM (Cancer and Cardiology). ➤ Testing on-site social prescribing resource's impact on outcomes and DNAs. ➤ Prepared Patient resource to support patients to focus on "what matters to them" and 'It's ok to Ask'. ➤ PC embedded into 23/24 Service Development Plans.
@ CWPT	<ul style="list-style-type: none"> ➤ Supporting colleagues to strengthen their Personalised Care and Support Plans, which is good news for their patients.
@ UHCW	<ul style="list-style-type: none"> ➤ CQUIN for shared decision making - bespoke training for the Renal service. ➤ MSK physiotherapy service workforce training.

6.5 Working In the Community to embed personalised care

Health Inequalities - Homeless	Demonstrator project in South Leamington for how to embed personalised care into specific services/pathways.
Children & Young People (SEND pathway)	Demonstrator project across Warwickshire County Council to embed personalised care in this service – aiming to train workforce in shared decision making and for C&YP to have personalised care and support plans

7 Personalised Care News from Coventry and Warwickshire:

Contract Opportunity - Personalisation Workforce Training Lead Deadline 16.6.23

The C&W ICS Personalisation Programme wishes to commission a provider with relevant experience for 6-8 months to create and deliver a workforce development plan, setting out our approach to up-skilling our workforce in Personalised Care.

Deadline for applicants to submit an EOI and CV is **Friday 16th June 2023**. For full details please contact: Sarah Cook – Head of Sourcing and Procurement: sarah.cook4@wvt.nhs.uk

Introducing Jo Taylor, our new Personalised Care Ambassador for C&W



Jo has a background working in NHS trusts, and is fully committed to the health inequalities agenda as well as being passionate about education, health and wellbeing and the importance of fully understanding the needs of our patients.

The Personalised Care Ambassador focuses on supporting staff in ARRs* roles to embed personalised care. “My role will involve listening to staff and patients, providing support and networking opportunities, and facilitating interactive sessions to continue building our own knowledge, confidence and skills. I firmly believe that personalised care is crucial in enabling people to live a happy and healthy life whilst addressing challenges that we face as a society.” [Read the full story on our news pages.](#)

(* ARRS - additional roles: Care Coordinators, Social Prescribers, Health & Wellbeing Coaches)

National news and developments in Personalised care:

Evidencing the Impact of Personalised Care

2023 personalised care evidence base review published

The NHS England Evidence task and finish group commissioned a review of the personalised care evidence base, specifically to cover three key condition areas (diabetes, musculoskeletal (MSK) and chronic obstructive pulmonary disease (COPD)). The aim of the review is to outline the breadth and depth of evidence to support the deployment of personalised care interventions to reduce healthcare utilisation in all parts of the healthcare system. [Read the findings here.](#)

Shared Decision Making

Test your shared decision making skills with Virtual Patient Simulation

Not one of our own projects, but a really innovative resource from the Personalised Care Institute. Developed with Keele University, ‘Virtual Patient Simulation’ has been designed to allow learners to explore shared decision making skills like agenda-setting, teach-back and establishing patient preferences - all in a risk-free, simulated environment.

[Test your skills here!](#)



Social Prescribing

Supporting people with their mental health through social prescribing

Healthcare professionals are now able to access NHS England's newly updated [elearning session on supporting people with their mental health through social prescribing](#). This session will provide knowledge, understanding and insight into mental health, and the wider determinants that influence an individual's vulnerabilities to experiencing mental illness, many of which fall into the type of needs that are identified and supported within social prescribing.



Social Prescribing Link Worker Workforce Development Framework Summary

The [Social Prescribing and Community-based Prevention Team at Transformation Partners in Health and Care](#) has summarised the Workforce Development Framework (WDF) for SPLWs and provides key information on:

- Employing and recruiting the roles
- Professional ways of working and referrals
- Training before taking referrals, further development and specialisms
- Supervision, support and management requirements
- Core competencies for the role and routes of progression
- Useful documents for evidencing their work and other helpful resources

Personal Health Budgets

Personal Health Budget (PHB) Quality Framework is now published and available – we are planning to discuss this with our ICS leads and Acute settings.

The **Personal Health Budget (PHB) Quality Framework** supports Integrated Care Boards to build on best practice and realise the life changing outcomes that PHBs can deliver for people and their families. Developed with people with lived experience and partner organisations, the Framework covers the six steps of the PHB process, including quality standards and what a person with a PHB can expect. By focusing on improving operational delivery the Framework supports systems to deliver high quality care, improve the experience of PHB holders and meet the NHS Long Term Plan commitment for 200,000 people to receive a PHB by 2023/24.

175,859 people in England received a personal health budget by quarter 4, 2022-23. The latest data return can be accessed here: [Personal Health Budgets: Quarter 4 2022-23](#).





Personalisation national news bulletins from the past month

[Personalised Care Bulletin](#) (May)

[Coalition for Personalised Care](#) (April)

[Social Prescribing Bulletin](#) (May)

[Leadership for Personalised Care Bulletin](#)
(April)

[Patient Experience Library](#) (May)

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