

## **Ensuring alternatives to ED are available for the West Hampshire CCG population**

Michaela Dyer

Director of Commissioning Acute Services

## Covered today

- Background – population of west Hampshire and services offered
- Describe current context - whats happening with ED attendances, and what demand patterns do we see
- What do we want to be able to offer to patients
- What do we want to achieve in next 12 months?
- What do we want to achieve in next 2+ years?
- What communication are we using now

# At a glance

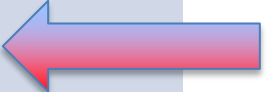
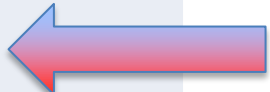


## West Hampshire Commissioning Group



*Quality services, better health*

## Background information – the people of West Hampshire

Population	Nearly 546,000 (set to increase to approx 559,961 by 2019)
Children (under 20)	122,154 
Working age	318,000 
Over 65s	106,000
Over 85s	16,000
People with long-term conditions	144,000

# Shape of local services

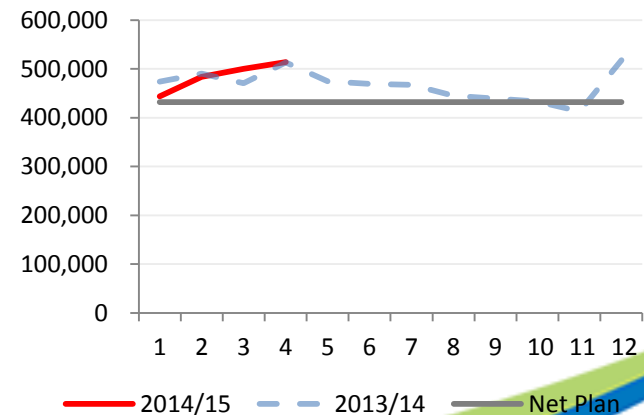


### Alternative access points:

- Pharmacies
- GP Practice
- GP Practice with MIU (27)
- Minor Injuries Units (Royal South Hants, Andover, and Lymington)
- 111 – and then if required, OOH GP service or alternative service

## Background – Current Situation - Patient visits to ED

- We had a “quieter” winter, but we have had a busy summer
- Total ED attendances increased by around 2% - 4% dependent on provider
- The main pressure is with “very minor” attendances at ED and MIUs – up 8% overall for patients where no intervention is delivered



# Our offer to patients



I know what to do and expect when I'm unwell

I am able to live the full life I want

I have access to information to help me make informed choices about my care

I know which health service to use when I am unwell

My carers are supported

I know what is wrong with me quickly

I am supported to look after myself

My environment is suitable for my needs

## What are we aiming to do? Operating Plan – next 12 months

- Educate and support patients and carers to access the most appropriate urgent and emergency care service for their need – targeted communications campaign, focused on different groups
- Ensure the system guides good choices by patients, carers and clinicians and encourages self- treatment
- Increased use of NHS111 and Urgent Care Centres / Minor Injury Units as an alternative to Emergency Departments
- Improved pathways within NHS111 and Out of Hours, including for mental health conditions and children
- Improved quality and patient satisfaction of Urgent and Emergency Care services

## What are we aiming to do? Strategic Plan – next 2 years

- Implement the principles of the Keogh review of urgent care – ensuring patients can access an appropriate service when they need it
- Use the GP / BCF transformation programme to manage different types of primary care demand in different ways - ensure that working age patients with minor ailments can access care, whilst those needing more input (those with complex needs, or high levels of frailty) can also see a health professional for more time
- Establish NHS111 as a 24 hour service that people have confidence in and is a 'smart call to make', supporting people to access the right advice or service when they need it
- Ensure high standards of care:
  - Achievement of all NHS Constitution targets relating to urgent and emergency care services
  - Consistently achieve the 10 national clinical standards 7 days a week from 2016/17



# Managing your child's health



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## Communication –

## What we are doing to promote alternatives *Clinical Commissioning Group*

- Targeting education at different sectors – school book bags are a big success!
- Lymington MIU promotion in West New Forest
- Health Visiting Leaflets distributed across WHCCG August/ September 2014
- RSH MIU leaflet out to residents in Eastleigh September 2014
- Fresher's week at Winchester University campaign to increase public (student and staff) awareness of smart choice to make and access to information via 111.
- Work with local groups and associations to promote: self-care, Pharmacist, GP, 111 etc. as part of their Health and Well-being agenda
- Using teenagers to teach their parents! SCAS training youth groups
- Seasonal radio messaging for management of minor illnesses