

# Stakeholder Brief

November 2009

## Unwell? Choose well campaign



**M**aking sure people make the best and most appropriate use of NHS resources this winter will be more relevant than ever, with seasonal flu and pressures from the Swine Flu pandemic increasing demand on services. NHS Worcestershire is helping residents to make better decisions over choosing healthcare services this winter with the launch of its 'Unwell? Choose well' campaign.

The campaign, which launched at the end of October, aims to help people decide what medical attention they need if they become unwell by explaining what each NHS service does, and when it should be used. Each year Accident and Emergency departments in the County see about 130,000 people, many of whom could have been treated more appropriately elsewhere. National research suggests that community pharmacists alone could have treated about 10,000 of these patients which would ensure that A&E services are more accessible for people who have the greatest need.

The 'Unwell? Choose well' campaign is being delivered across several communication channels and includes an advert in GP surgeries, leaflets and local media advertising. More information is available at [www.worcestershire.nhs.uk/choosewell.aspx](http://www.worcestershire.nhs.uk/choosewell.aspx)

[www.worcestershire.nhs.uk](http://www.worcestershire.nhs.uk)



## Swine Flu update and vaccinations

**T**he Swine Flu vaccination programme started at the end of October with the first batch of vaccines being used for those people in the Department of Health's national priority groups. Frontline health and social care staff have been one of the first groups offered vaccinations as part of a national programme to maximise the resilience of the NHS and social care services in the event of a further pandemic. GPs are undertaking the vaccinations to members of the public in the priority groups and have made arrangements for

a series of clinics in surgeries. Plans are still being finalised at a national level to identify future arrangements for the rest of the population although last week it was confirmed that children under 5 would next be vaccinated.

Analysis of the numbers of people affected by Swine Flu continues, with additional data being made available on a regular basis that is being used for planning purposes. The latest national data is suggesting that we may not see a concentrated second peak of cases and that the 'worst-case clinical attack rate' has been moderated downwards from 30% to 12% between now and the end of the normal flu season. This means that in the peak week of the pandemic up to 1.5 million people may become ill and 5% of people could be absent from work compared to the 12% previously though possible (this is in addition to the normal winter absence rates). Worldwide the virus has remained stable so far and is still relatively mild for most people. It does however cause more severe illness and even death in a small proportion of people and there is still the possibility that the virus may change and become more serious throughout the winter months.



More information on the local NHS response to Swine Flu is available by contacting [richard.harling@worcestershire.nhs.uk](mailto:richard.harling@worcestershire.nhs.uk)

## Financial challenge



Joint work with the other main Worcestershire NHS Trusts continues to plan a partnership response to the future financial challenges faced by the NHS. NHS Worcestershire has led the creation of a Leadership Group involving the Chairs and Chief Executives of the three main Trusts to encourage joint working.

Initial work has focused on identifying the size of the financial challenge and it has been estimated that NHS Worcestershire will need to find savings of about £20 million per year for the three year period to 2014, a total of £60 million. On top of this providers of NHS services are likely to be asked to find 4% efficiency savings each year so the total amount becomes very significant. These figures are calculated using projections for population and demographic changes, how much new drugs and technologies are likely to cost and how national funding for the NHS is projected to change.

The next stage of the Leadership Group's work is to start to look into ways of meeting this challenge, and options for how services might need to be changed to manage within these figures. A key part of the work will also have to be engaging stakeholders, other partners and members of the public in an open and transparent way to increase understanding of the situation.

One of the key messages associated with this work is that we will still have over £800 million to spend on healthcare in Worcestershire every year - more than £2 million every day - and our challenge will be to make the best use of this and get the best outcomes for the money we do spend. This

engagement and communications work will be an ongoing process over the coming weeks and months.

For more information please contact  
[simon.trickett@worcestershire.nhs.uk](mailto:simon.trickett@worcestershire.nhs.uk)

## **NHS Worcestershire welcomes new Medical Director**



In October NHS Worcestershire announced the appointment of Dr Andrew Jonathan Leach as Medical Director and Director of Primary Care, commencing on December 1, 2009.

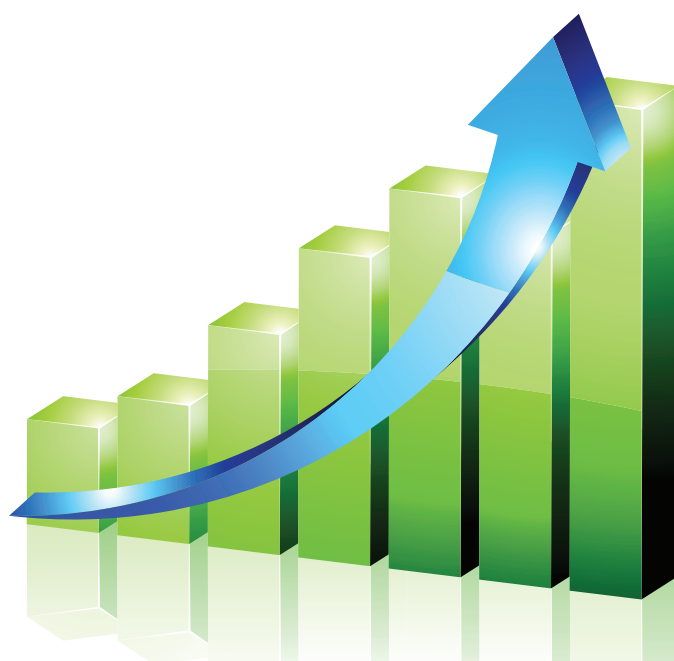
This is a new Board level position, created to ensure that NHS Worcestershire can further develop primary care in Worcestershire and ensure that quality of care and standards of performance are improved.

Dr Leach (pictured) initially qualified in Sheffield in 1983 and then had a successful career in the Defence Medical Services where he was eventually Professor of General Practice and Director of General Practice Education. He has extensive clinical expertise both of working in the NHS as well as health systems around the world as well as the commissioning and contracting of health and other services.

More recently Dr Leach has been working for West Midlands Ambulance Service, for the Medical Protection Society, National Clinical Assessment Service and as a GP in Worcester. He is an examiner for the Royal College of General Practitioners and for the General Medical Council.

After 1st December Jonathan can be contacted at  
[jonathan.leach@worcestershire.nhs.uk](mailto:jonathan.leach@worcestershire.nhs.uk)

## **Annual performance rating welcomed**



NHS Worcestershire welcomed an improved performance rating by the Care Quality Commission (CQC) for the 3rd consecutive year. The CQC annual performance ratings for 2008/09 show NHS Worcestershire to be 'good' for its quality of financial management, and 'fair' for the quality of its commissioning arrangements (planning, arranging and paying for health services).

The ratings, categories of which range from excellent to weak, give a detailed picture of how the NHS is making progress on issues such as infection control, waiting times and access to services. More details are available by emailing  
[sarah.collins@worcestershire.nhs.uk](mailto:sarah.collins@worcestershire.nhs.uk)

## Kidderminster project

The NHS Worcestershire Board has signed off a Project Initiation Document for work to start reviewing health needs and services for people living in Kidderminster and the surrounding area. This project will be undertaken in partnership with stakeholders and a similar model will be used that has to date proven to be successful looking at health needs for Evesham.

The first stage of the project is a detailed health needs assessment that will aim to identify future population and demographic trends and to produce information that can be used to inform commissioning options for health services. A Project Steering Group is now also in the process of being setup who will have a remit of helping to develop links with partner organisations, creating opportunities for consultation and input from stakeholders and working with the Project Team to develop recommendations for future commissioning of services to the NHS Worcestershire Board.

More information is available by contacting [simon.trickett@worcestershire.nhs.uk](mailto:simon.trickett@worcestershire.nhs.uk)

## CQC Interim report on TCN

The Care Quality Commission (CQC), which is reviewing the out of hours services provided around the country by Take Care Now (TCN), published its interim report in October.

NHS Worcestershire welcomed this report and fully supports the CQC in its investigation. We had already started our own internal review of the out of hours arrangements in Worcestershire prior to the CQC investigation being announced, and have made significant progress in a number of areas. We've also helped to inform the CQC work by describing the extra levels of monitoring that we currently have in place as a result of our review.

The CQC have our full cooperation with regards to the next stage of their investigation, and

if any further actions are recommended then we shall implement them. In the meantime we will continue to monitor TCN very closely in the manner suggested by CQC and track the range of local improvements that we had originally agreed with TCN.

The final CQC report is expected in early 2010.

## Transforming Community Services

NHS Worcestershire has submitted the first draft of its commissioning strategy for community services to West Midlands Strategic Health Authority. The strategy ensures that the community service provision we commission throughout the county can meet the health needs of our population both now and in the future, and highlights our five year plan to drive transformation in this area. Our key aims are to support the local population to stay healthy and remain independent and to ensure service providers work together to provide seamless care.

## Evesham project

The work that has been undertaken to review future options for health services in Evesham is coming towards the end of its first phase. The NHS Worcestershire Board will receive a full report in January that considers a recommended way forward. Prior to that point the Project Steering Group will be considering the results of financial and non-financial appraisals that have been carried out on the shortlist of future options that were developed.

## World Class Commissioning

Preparations are well underway for the second year of the World Class Commissioning assurance process with a range of documents due to be submitted to the Department of Health before January

20, 2010. This submission has to include a wide range of information, including a revised 5 year Strategic Plan, a new Organisation Development Plan and our self assessment against each of the 11 competencies that make up the assessment.

The development of the new Strategic Plan has been ongoing for a number of months and will take into account the feedback from the public consultation exercise that finished in July and the new financial projections about future funding expectations.

## National Obesity Week



A series of events were held to raise awareness of healthy lifestyles as part of National Obesity Week at the start of November. These included displays and events at local supermarkets encouraging shoppers to swap fruit for sweet items in their shopping and a road-show at the Crowngate shopping centre in Worcester raising awareness and offering healthchecks.

## Switch It Off

Following NHS Worcestershire's decision to sign up to the Climate Change Pledge a number of events were held to mark 'Switch It Off' week in the middle of November.

## Care Quality Commission (CQC) Registrations

The Health and Social Care Act 2009 introduced a new, single registration system that applies to both health and social care. From April next year all health and adult social care providers will be required by law to register with CQC if they provide regulated activities.

In order to register providers will have to show that they are meeting new essential standards of quality and safety and people's views and experiences of using the services will be part of the assessment process. Over the next few years the scope of the registration requirements will extend to primary care, dentistry and independent ambulance services.

More information is available by contacting [sandra.rote@worcestershire.nhs.uk](mailto:sandra.rote@worcestershire.nhs.uk)

## New Malvern Hospital progress

The construction of the new Malvern Community Hospital continues on schedule. The steelwork was completed in September, with contractors Interserve now focusing on the brickwork and flooring. It is planned that the external construction will be completed by the end of January and the hospital remains on course to open in Autumn 2010.

Stakeholders can check on the latest progress by visiting the live webcam pictures at [www.malverncommunityhospital.org.uk](http://www.malverncommunityhospital.org.uk). This website also has a new virtual tour facility where progress can be studied in more detail.

An event was held at the end of October to launch a project seeking items to include within a time capsule that will be included within the new facility. This is being targeted at schools and young people's groups in Malvern with an aim of

recording what life is like in Malvern in 2010, More details on this project are available by emailing [sonia.spurr@worcestershire.nhs.uk](mailto:sonia.spurr@worcestershire.nhs.uk)

## Health inequalities national support team visit

The Health Inequalities National Support Team spent the week in Worcestershire recently to find out about the progress NHS Worcestershire and our key partners have made with the challenge of reducing health inequalities across the county. The visit was extremely worthwhile and supportive in helping us to review progress and priorities, and we will now take on board the key learning from the visit and feed this directly into our future health inequalities strategy.

## GP premises developments

The Primary Care Estates Group is currently assessing a number of potential GP premises developments across the county. The schemes will be prioritised by the group in the near future, with a decision expected mid-December.

## Finance and performance report

- NHS Worcestershire remains on target to deliver the planned surplus of £4.692m for the 2009/2010 financial year
- Performance against the 4 hour accident and emergency target in Worcestershire continues to improve following a strong start to 2009/10, with performance above the 98% target so far this year
- 18 weeks Referral to Treatment - All trusts have maintained their overall expected levels of achievement. During 2009/10 the principles of patient right to treatment within 18 weeks will be applied to all specialties for all providers we are closely monitoring this with all of our trusts.
- GP Extended hours - a total of 43 practices are now signed up to the extended hours service.

This is already ahead of our agreed total for 2009/10.

- Worcestershire PCT Provider Services have secured funding from the SHA towards two additional schemes - £841,000 for a new health centre in Farrier House, Worcester, and £900,000 towards the Tenbury Community Hospital development. The Tenbury Hospital development will be supplemented by the hospital's League of Friends who have embarked on a £600,000 fundraising campaign.

## CPP Newsletter



Click on the image to access the latest Care Planning Partnership newsletter

## Clinical Senate

The first meeting of the new clinical senate was held during November. This new group has been set up to provide high level clinical leadership and engagement within NHS Worcestershire and will work very closely with the Care Planning Partnership. The senate replaces the former Professional Executive Committed (PEC) and is chaired by local GP Dr Anthony Kelly.

More information is available in the [Clinical Engagement Stakeholder Brief](#).