

# WMAHSN TECS Exemplar of Person Centred Care

## Project Introduction

The West Midlands Academic Science Network (WMAHSN) 2015/16 business plan includes strategic focus on person centred care (PCC) in the delivery of long term conditions (LTC). To provide clarity to the PCC agenda we have developed a manifesto with eight key elements:

- 1) Promoting care professionals' skills in person centred care
- 2) Generating, collating and acting on patient feedback
- 3) Engaging the public and service users of health & social care in service development and service redesign
- 4) Sharing of a person's medical records
- 5) Empowering service users of health & social care about their own care
- 6) Patient decision aids and clinical decision support tools
- 7) Patient safety
- 8) Patient centred evaluation

WMAHSN is investing in a project to show 'how technology can be utilised in the delivery of person centred care in the context of patient convenience, patient understanding of condition(s), patient experience, clinical benefits and associated cost benefits (including avoided health/care usage) from the applications of these TECS. The project is being promoted to the whole population of West Midlands via all 22 CCGs and some acute hospital and community Trusts.

The project provides free access to; 'CCG intelligence packs', 'Staying Independent' online checklist, apps (COPD, asthma and diabetes type 2), Skype and social media online 'toolkits' (with some direct expert support) and general awareness of Flo telehealth with some direct support and resources focused in North Staffs, Stoke-on-Trent, Stafford and Surrounds and Cannock Chase CCGs related to COPD and asthma.

## Launch of TECS events across the West Midlands

The project has hosted launch events in the West Midlands regions.

The events took place in Stafford, West Bromwich, Coventry, Shrewsbury and Worcester.

The aims of the events are to raise awareness of the range of technology that can support common long term conditions, including COPD, asthma and diabetes, and redress adverse lifestyle habits, using social media, apps, Skype and telehealth. The series of events is aimed at general practice teams, including practice managers and clinicians such as practice nurses or GPs, as well as CCG, acute and community NHS staff.

The events covered: creating technology enabled care services in the NHS, social media, Apps, Skype, simple telehealth/Florence and digital delivery in workplace.

The events have been attended by over 200 delegates

from a wide range of health professionals ; GP/Practice nurses, CCG managers, Trust representatives. We were also pleased to have received the support from the Managing Director of the WMAHSN who attended the Shrewsbury event.

After the events the Manage Your Health app has been downloaded around 85 times, which is over 40% of people who attended the events.

We are currently in the process of contacting the delegates who expressed interest in the project to see how they can be involved.

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### What's on offer– staying independent, social media skype

The project is offering a range of TECS available to NHS organisations in the West Midlands. Below is a diagram that shows what is on offer:



*The app is available to download on both Android and Apple devices*

### Apps

To help manage long term conditions, Stoke-on-Trent CCG and School of Pharmacy at Keele University have developed an application to support patients to manage their condition.

Using computer generated characters, interactive quizzes and information resources, the app content is designed to help patients with asthma, COPD and diabetes type 2 with additional conditions to follow.

The app can be used on Android or Apple devices, to

answer commonly asked questions set by patients and answered by our clinical group. It uses computer-generated characters to demonstrate key points to help manage a condition, such as effective inhaler technique.

If you are interested in being part of our evolution, we are looking for patients with long-term conditions to use the new app (both children and adults) and complete a pre and post questionnaire on their experience. Please contact Luke Bracegirdle

([l.bracegirdle@keele.ac.uk](mailto:l.bracegirdle@keele.ac.uk)) for further information.

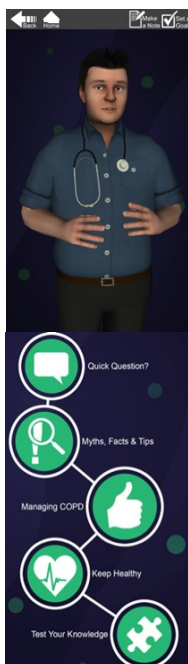
Search for 'Manage Your Health' on:

**Google Play Store available at** <https://goo.gl/n1WswP>



**Apple App Store available at:**

<https://appsto.re/gb/nNL-9.i>



## Social media/Skype

Health organisations including GP practices across the West Midlands are developing innovative ways to engage with patients as part of a Person Centred Care support programme offered by the WMAHSN.

Using experience gathered from a successful project in Stoke-on-Trent, the programme includes the training and development of staff to use social media and Skype. Social media use

includes Facebook pages and Facebook closed groups as well as YouTube videos. In some practices, patients are invited to be part of a closed Facebook PPG which contains anything up to 50 members from different age groups. There are also self care tutorial videos provided by GPs giving help and advice relating to conditions such as asthma or stroke.

The programme offers direct support from Redmoor

Communications (social enterprise) to 25 organisations across the West Midlands until the end of March 2016 with the hope that these will be able to sustain the new approach to patient engagement. In addition organisations who engage with the project can access free online toolkits for social media and Skype.



For more information on Social media/Skype visit <http://www.digitalhealthsot.nhs.uk/index.php/clinicians-learning-centre/resources/documents/toolkits>

## Staying Independent checklist

The Staying Independent checklist, is available for members of the public, service users and carers to complete independently, or, it can be collaboratively completed with a health/social care professional, or family member.

This simple, user-friendly tool is designed to guide the

individual's thinking about how well they are managing in all aspects of their day-to-day life, broadly divided into health conditions, medication, mobility and communication. A solution-based algorithm then generates suggestions from the information entered. The suggestions inform and guide decisions when choosing

equipment or services to enhance quality of life. A printable summary of all the suggestions is generated on the final page.

The checklist is web-based and so accessible from public computers, such as in a library, therefore not precluding anyone who may not have home broadband.

The checklist can be found at <http://www.digitalhealthsot.nhs.uk/tecs/index.html>

## Manage your stress with help from Flo

The WMAHSN, with funding from the Health Foundation, is offering a free, three-month text-based stress management programme for NHS staff, using the Florence Telehealth (Flo) text messaging service. It is designed to give straightforward advice, which may help you as an NHS employee cope better with stress from your work or

personal life. It's easy to sign up, and is completely anonymous, and independent of employers. The process of enrolling is to email [FlorenceStressSupport@nort.hstaffs.nhs.uk](mailto:FlorenceStressSupport@nort.hstaffs.nhs.uk) asking for the 'Stress screening document'. Complete this and return the consent form, with you mobile number to the same email. So, why not give it a go? It's free, and if you find it

isn't helping you, all you do is text 'STOP', and you'll be removed from the programme, no questions asked. Alternatively, you may find that simple, sound advice could enable you to manage stress from home or work without needing to get further help.



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## National award for Diabetes



Sandwell and West Birmingham Hospital Trust have jointly won an award for “Best initiative for prevention and early detection of diabetes and complications” from Quality in Care (QIC)

The diabetes team set up a protocol-driven, diabetic renal nurse lead review clinic to specifically target education and adopt an ‘ABC’ approach along with telemedicine support (Florence), evaluating results over 3 different time periods between 2003 and 2014 in a mixed ethnic population. There were statistically significant reductions in HbA1c, patient satisfaction scores were high and medication compliance increased. A quarter of patients were referred

to a Low Clearance Renal Clinic in a timely manner as per renal/NSF guidelines.

Dr Parijat De, Consultant Diabetologist commented, “Diabetic Nephropathy is a major cause of premature death in patients with all types of diabetes in Sandwell and the West Birmingham area. This award is a testament to the hard work in a difficult disease area utilising innovative telemedicine support (FLORENCE technology) and we are very pleased with the success”

The West Midlands Academic Health Science Network (WMAHSN) through its ‘Integrated Care Florence Simple Telehealth Exemplar 2014/15’ project has provided resources and support to this service in the use of Florence.

## Five tips for engaging with patients through social media

Dr Ruth Chambers and Marc Schmid both give advice on how to get the best out of social media in general practice in their article in Pulse.

In Stoke-on-Trent, 26 practices of the 52 practices are actively using social media, for example creating Facebook pages and groups.

The tips are:

- Train staff appropriately
- Don’t get into a row online with any patient commentator.
- Be clear about what your accounts are used for
- Be creative
- Use Facebook groups

To view this article in full please visit <http://www.pulsetoday.co.uk/your-practice/five-tips-for-engaging-with-patients-through-social-media/20030255.article>



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### Who to contact?

For more information regarding the project or for any additional information please contact:

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