SEL ICB Engagement Assurance Committee

Primary Care Access and Recovery Plans
Supporting Communications and Engagement Work in Bexley

25 September 2024

Bexley Wellbeing Partnership

Summary

- Background and context to the Primary Care Access Recovery Plan
- Modern General Practice model
- Patient Experience improvement criteria
- Approach to supporting patient engagement work in Bexley including:

  - Friends and Family Test
  - National GP Patient Survey
  - Local patient surveys
  - Work with the voluntary sector partners to support digital literacy
  - Engaging local elected representatives
  - Profiling Patient Participation Groups
  - Better Access Bexley

The Plan Headlines

The Delivery Plan for Recovering Access to Primary Care is one of three recent NHS strategic recovery plans addressing priority areas alongside elective recovery plan and urgent and emergency care recovery plan.
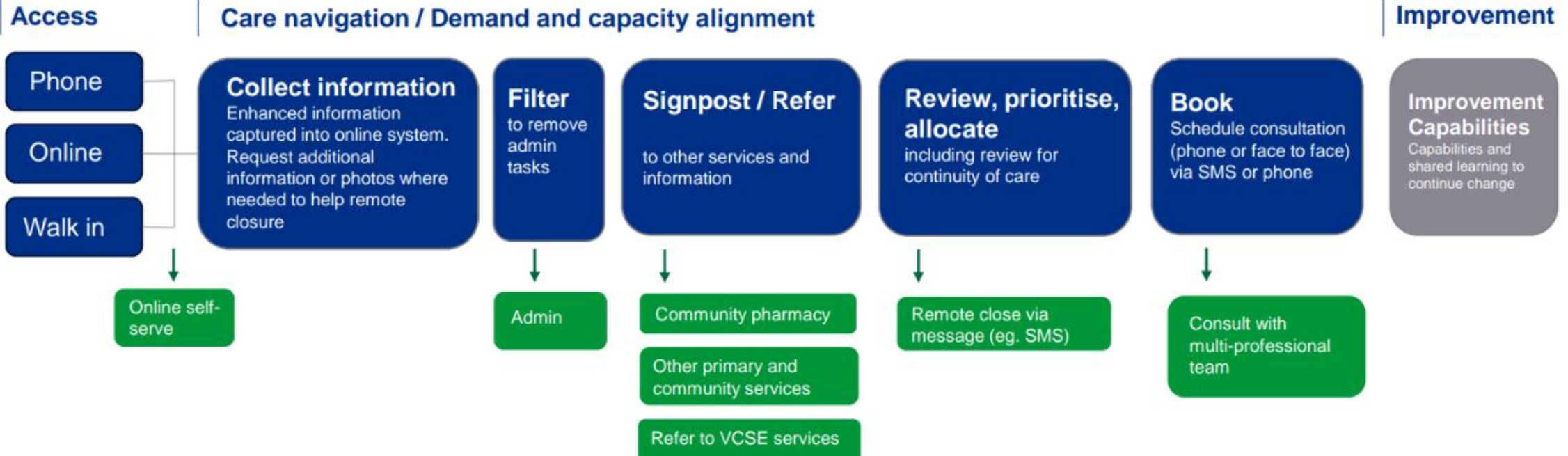
South East London
Integrated Care System

1 Empower patients	• Improving NHS App functionality	• Increasing self-referral pathways	• Expanding community pharmacy	
2 Implement new Modern General Practice Access approach	• Roll-out of digital telephony	• Easier digital access to help tackle 8am rush	• Care navigation and continuity	• Rapid assessment and response
3 Build capacity	• Growing multi-disciplinary teams	• More new doctors	• Retention and return of experienced GPs	• Priority of primary care in new housing developments
4 Cut bureaucracy	• Improving the primary-secondary care interface	• Building on the 'Bureaucracy Busting Concordat'	• Reducing IIF indicators and freeing up resources	

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Modern general practice model

NHS England

Better alignment of capacity with demand, improve working environment, improve patient experience

Building in-house capability to sustain improvement

See all expressed demand

Understand all expressed need

Reduce avoidable appointments and support safer more equitable allocation of capacity

Make full use of a multi-professional team

Modern general practice model

Access

Phone

Online

Walk in

Care navigation / Demand and capacity alignment

Improvement

Collect information
Enhanced information captured into online system. Request additional information or photos where needed to help remote closure

Filter
to remove admin tasks

Signpost / Refer
to other services and information

Review, prioritise, allocate
including review for continuity of care

Book
Schedule consultation (phone or face to face) via SMS or phone

Improvement Capabilities
Capabilities and shared learning to continue change

Online self-serve

Admin

Community pharmacy

Other primary and community services

Refer to VCSE services

Remote close via message (eg. SMS)

Consult with multi-professional team

4

23/24 Required Improvements	NHSE recommended criteria for assessing local improvement
1. Access Improvement Plan Delivery and engagement with support offers.	"Achievement against the access improvement plans as agreed with the ICB in April-June 2023, especially in relation to improving navigation, triage and workload management processes and/or patient journeys through telephony and online contact routes." "Where an agreement was made to participate in a support package as part of the Support Level Framework, progress made as part of this should be used by the ICB as part of the assessment for Capacity and Access Improvement Payment."
2. Patient experience of contact.	"Given the GP Patient Survey (GPPS) for 2024 was published after the date by which the ICB was required to make an assessment regarding the Capacity and Access Improvement Payment, the GPPS was used for preparation rather than a metric against which improvement could be tracked during financial year 2023/24. ICBs were able to agree with PCNs to use a range of evidence relating to patient experience, to include a balanced assessment across a selection of the following components: • Improvement on Friends and Family Test scores • Improvements in coverage of the Friends and Family Test • Processes within the PCN to analyse and act on feedback • The overall strength of the improvement plan to improve patient experience • Local surveys covering patient experience • Information from Patient Participation Groups
3. Ease of access and demand management.	• "Cloud based telephony (CBT) in place and call-back function activated, with use of data to drive improvement • Where practices are using analogue telephony, a scheduled migration to CBT is in the diary, using a supplier from the national cloud-based telephony framework and time arranged to implement and understand data and drive improvements. • Effective usage of online consultation system(s) by practices in a PCN, demonstrated by increased use of online consultation systems as a digital access route and triage support • Online consultation usage per 1,000 registered patients"
4. Accuracy of recording in appointment books.	"PCN self-certification confirming that all practices in the PCN are: a) accurately recording all appointments, by all relevant roles (including ARRS), at PCN and practice level (including enhanced access) in practice/PCN appointment books; and b) when recording all appointments, complying with the categorisation guidance (March 2021)and guidance (August 2020) on more accurate recording of appointments ICB assessment based on self-certification and triangulation with PCN's appointment recording seen via the ICB GPAD dashboard."

24/25 Required Improvements	All PCN practices to have following components in place and these continue to remain in place
1. **Better digital telephony**	Digital telephony solution implemented, including call back functionality. Each practice has agreed to comply with the Data Provision Notice so that data can be provided by the supplier to NHS England. Digital telephony data is routinely used to support capacity/demand service planning and quality improvement discussions.
2. **Simpler online requests**	Online consultation (OC) is available for patients to make both administrative and clinical requests at least for the duration of core hours. Practices have agreed to [the relevant data provision notice](#) (DPN) so that data can be provided by the supplier to NHS England as part of the ['submissions via online consultation](#) [systems in general practice'](#) publication.
3. **Faster care navigation, assessment, and response**	Consistent approach to care navigation and triage so there is parity between online, face to face and telephone access, including collection of structured information for walk-in and telephone requests. Approach includes asking patients their preference to wait for a preferred clinician if appropriate, for continuity.

Friends and Family Test

FFT Coverage
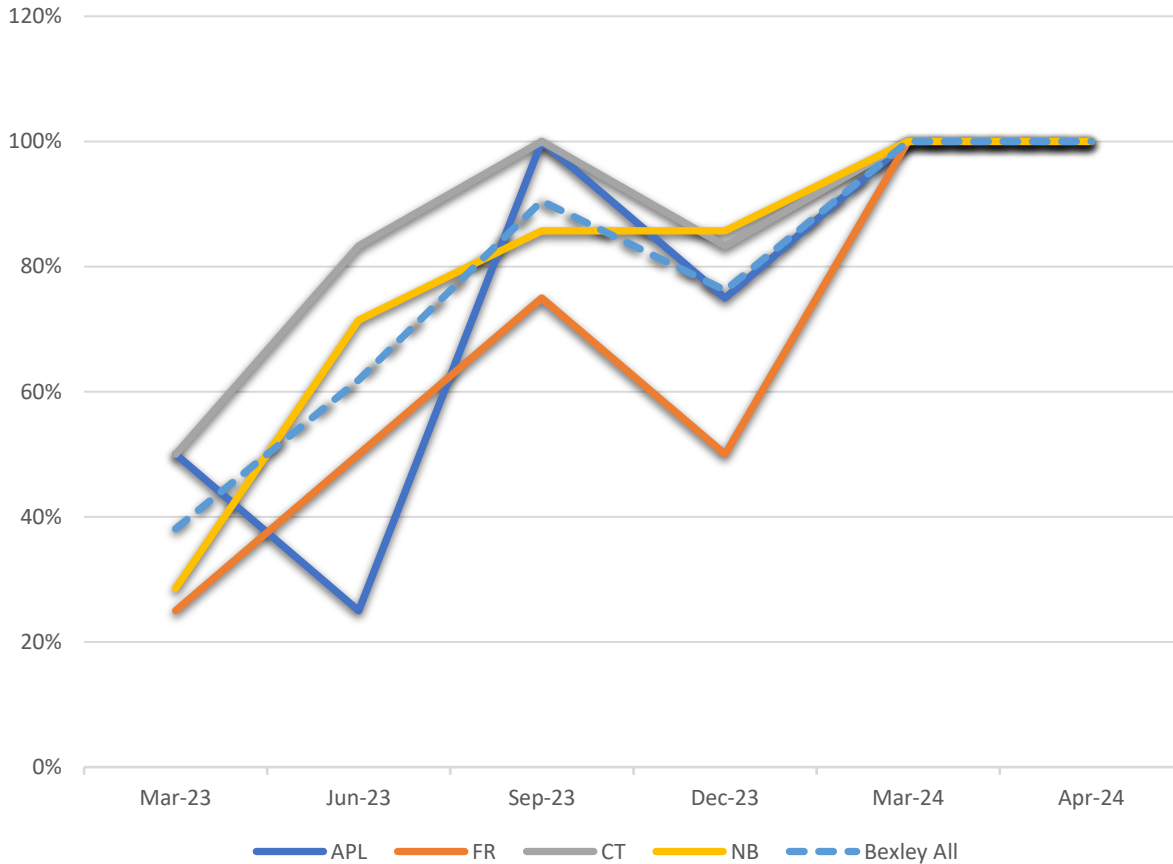
"Overall, how was your experience of our service?"
- Very good
- Good
- Neither good nor poor
- Poor
- Very poor
- Don't know.

✓ Bexley GP's received over 50,000 responses in 2023-24
✓ March 24 data showed the following:
  ✓ **Overall** positive response of 89%
  ✓ 6% expressing negative response
  ✓ Positive % ranged between 87% (Frognal) to 96% in (Clocktower)
  ✓ Negative responses ranged between 2% in Clocktower PCN and 9% in Frognal PCN
  ✓ One practice received 305 responses in March all of which reported Good or Very good experience. (Similar trend has been seen in Feb and April)

National GP Patient Survey *

## Summary page (2023)   CLOCKTOWER PCN

PCN name

CLOCKTOWER PCN

PCN DASHBOARD

NO. OF ISSUED QUESTIONNAIRES	1,800
NO. OF RETURNED QUESTIONNAIRES	554
RESPONSE RATE	31%
ICS	SOUTH EAST LONDON ICS

Q21 — Overall experience of making an appointment

	% Good
National: 23% / 32%	54%
PCN: 11% / 26%	36%

● Very good ● Fairly good

Base: National (710,610), PCN (519)

Q32 — Overall experience of GP practice

	% Good
National: 37% / 35%	71%
PCN: 26% / 34%	60%
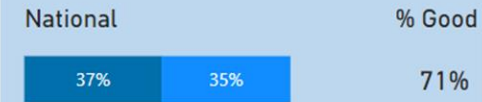
● Very good ● Fairly good

Base: National (749,020), PCN (550)

Q1 — Ease of getting through to GP practice by phone

	% Easy
National: 13% / 37%	50%
PCN: 7% / 34%	41%

● Very easy ● Fairly easy

Base: National (726,640), PCN (530)

Q16 — Satisfaction with appointment offered

	% Satisfied
National	72%
PCN	57%
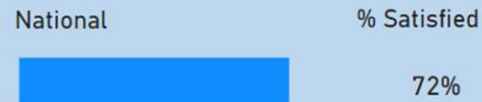
Base: National (631,214), PCN (446)

Q30 — Confidence and trust in healthcare professional saw or spoke to

	% Yes
National: 64% / 29%	93%
PCN: 53% / 39%	91%
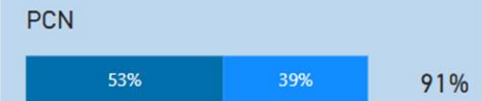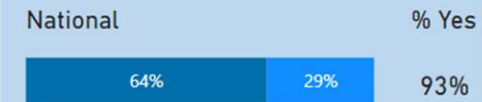
● Yes, definitely ● Yes, to some extent

Base: National (686,133), PCN (495)

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* 2024 analysis tool pending

Enhanced Access - Patient & Public Engagement 2022

- Bexley Wellbeing Partnership supported the four Primary Care networks (APL, Clocktower, Frognal and North Bexley) with an extensive patient/public engagement programme in July 2022. The programme received and unprecedented response with c.14,000 residents responding.

- Feedback from the engagement programme was used to shape the service within the limitations of the national network standard hours.

- In summary residents told us:

Overall, the residents told us that they had no preference for a particular **weekday evening for an appointment**.

Weekday **evening appointments** were the most useful, followed by **morning appointments** and Saturday. Sundays were the least useful.

Having a **face-to-face appointment** was favoured by more than half of the residents followed by telephone consultations, with a marked number of residents favouring video consultations.

Most residents **preferred to see their own GP**, but a marked number also expressed a preference for seeing a **GP anywhere** in Bexley.

Enhanced Access Service – Shaped by patient feedback

Whilst recognising that engagement was a specific NHS England requirement it was important to manage expectations, given that the national **Network Standard Hours** is explicit – although there was scope for nuances based on local population needs. Consequently, the Bexley Primary Care Networks Enhanced Access Service was able to encompass the following to reflect resident feedback:

- A minimum **of 75% Face 2 Face** appointments will be provided during the Network Standard Hours.
- Provide a proportion of the Network Standard appointments for **same day urgent care** (e.g., bookable on the day).
- To address the challenges residents face with getting through over the phone as a part of the Enhanced Access Service, to include making available sufficient online access for booking appointments.
- To provide **5% video consultations**.

Local GP Patient Surveys – Nov 23 and Mar 24

(Targeting patients with an appointment in the last four weeks)

Clocktower PCN

PRACTICE NAME	Number of responses (Nov 23)	Number of responses (Apr 24)
Bellegrove Surgery	93*	11*
Bexley Group Practice	281	64
Dr Davies & Partner	255	47
The Westwood Surgery	81	126
Welling Medical Practice	104	242
TOTAL	814	490

Overall, how would you describe your experience of your GP practice?

	National	Local (Nov 23)	Local (Apr 24)	
	Very good & Fairly good	Very good & Fairly good	Very good & Fairly good	Difference between Nov 23 & Apr 24
Bellegrove Surgery %	68	82	63	19%*
Bexley Group Practice %	56	90	98	8%
Dr Davies & Partner %	67	74	83	9%
The Westwood Surgery %	62	67	66	1%
Welling Medical Practice %	50	70	66	4%

November 2023

April 2024

Were you satisfied with the appointment you were offered?
- Yes, and I accepted
- No, but I accepted anyway

Were you satisfied with the appointment you were offered?
- Yes, and I accepted
- No, but I accepted anyway

Generally how easy or difficult is it to get through to someone at your GP practice on the phone? (% of responses)

	1 (very easy)	2	3	4	5 (very difficult)
Nov-23	27	15	25	16	17
Apr-24	21	13	25	17	24

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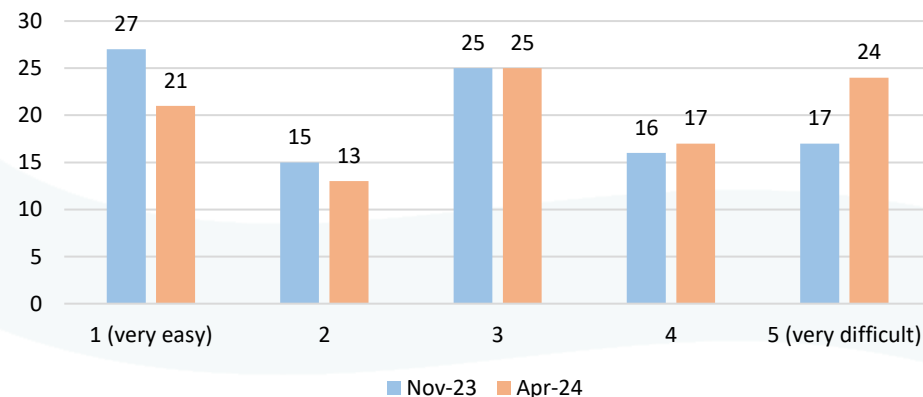
Modern General Practice - Digital Enablers

- Rollout of **Accurx** to support patients to contact their GP to request an appointment or consultation, and to enable GPs to easily communicate with patients to direct their requests to the best person in the practice to help.
- Promoting use of the NHS App as a digital front door so that people can have a single place to access the NHS to do things such as, send their electronic messages to their GP, receive messages from their GP practices, book and cancel appointments, order repeat prescriptions and view GP records
- Roll out of **Cloud Based Telephony** so practices can use call waiting and callback functionality. It also gives practices key metrics such as number of calls, average wait, abandonment time and average call length, to help practices make it easier for people to access the best person in the practice to support them.
- **Healthtech-1 automation pilot for patient registration** - this means that patients can quickly register with a GP practice, so that they can more quickly request an appointment. This has also freed up time of practice reception staff to focus on other important tasks.
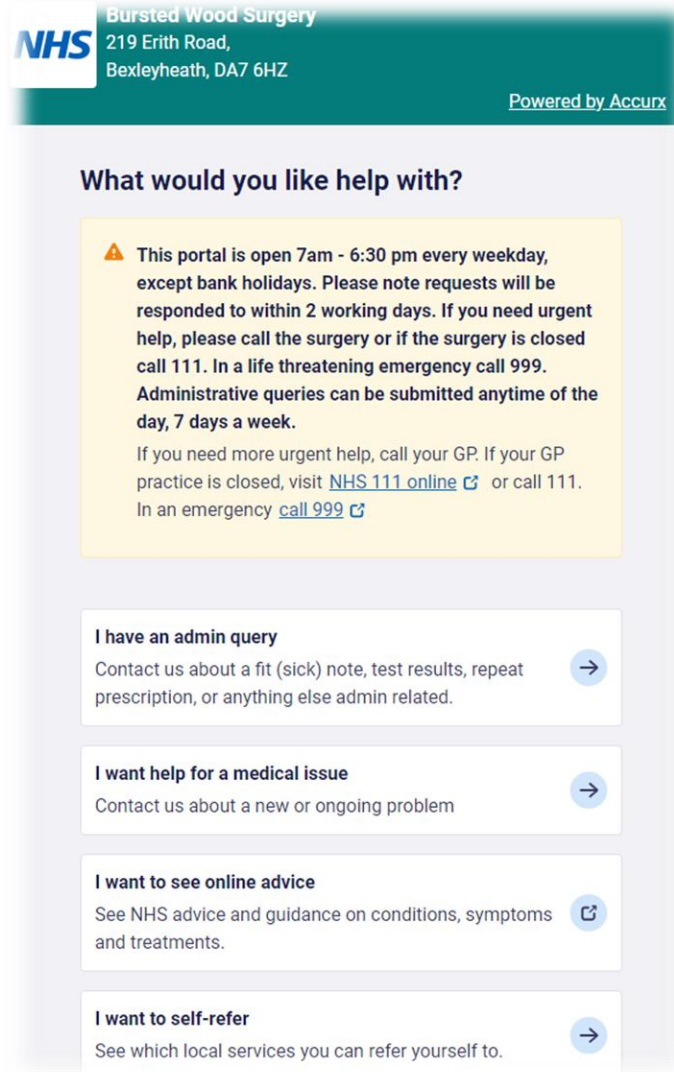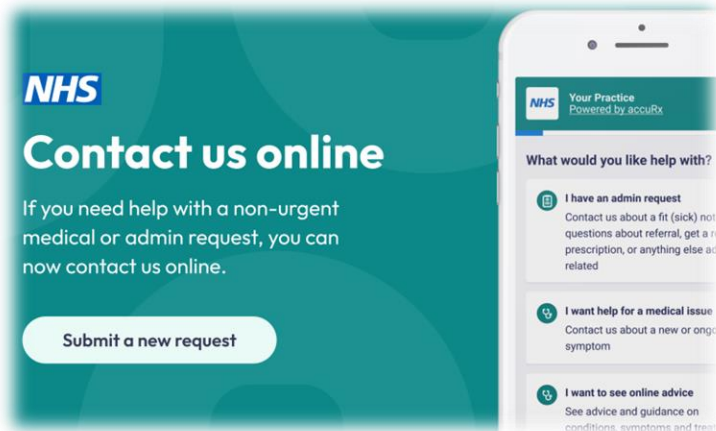
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AccuRx Triage – Patient Perspective

- The AccuRx Triage module is accessible on practice websites. Patients can click on a banner, like the one above, which appears on the homepage or appointments page.

- This takes them to the submission screen, where they can submit and clinical or admin request, or be sign posted to online advice & guidance or self-referral pathways.

- This portal is also directly accessible on the NHS App by clicking "Contact your GP about a health problem" under "Services".

Digital inclusion support and raising awareness of self-management and self-referral routes

To compliment the work of practices and PCNs on their access improvement plans, the ICB partnered with support network of volunteers and third sector organisations to raise awareness with the public of how best to access primary care and other options such as community pharmacy, self-management resources and self-referral pathways.
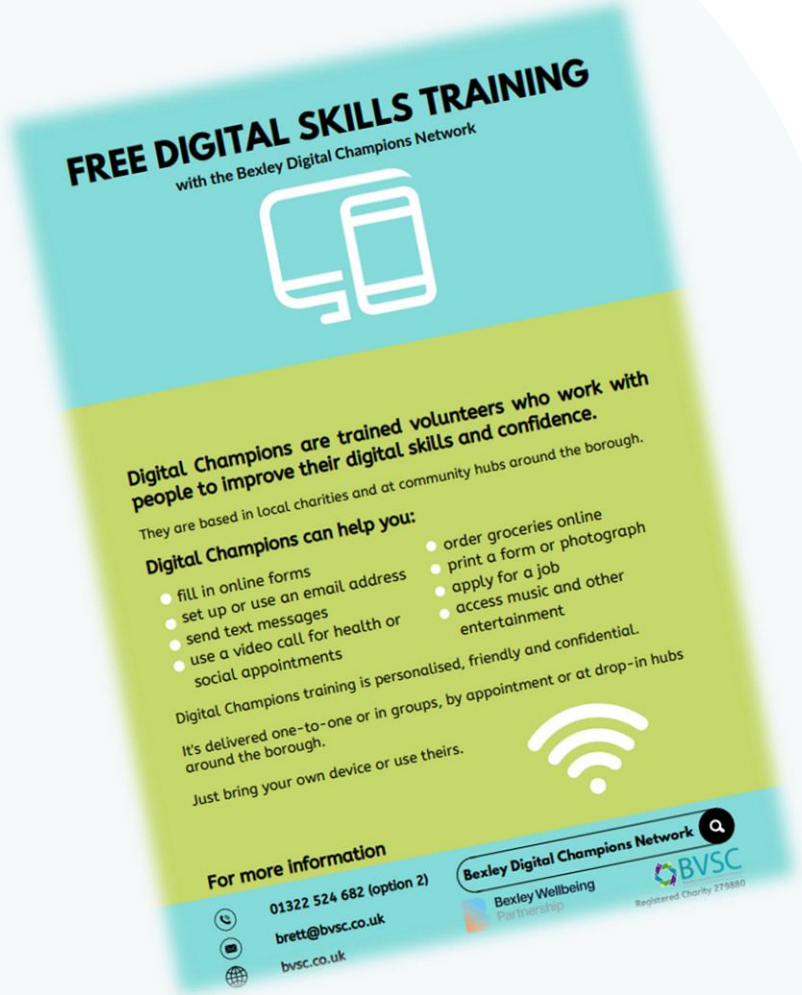
The work has made built upon existing initiatives like community and digital champions in aiding mobilisation of these activities and facilitated comms and engagement activities where a Borough wide approach is necessary.

- Promotion of the NHS app including proxy access (for carers and parents) with residents being supported to understand functionality and how to use it, minimising the need to contact general practice.

- Public education on changes to the online consultation tools

- Promotion of what community pharmacy can offer and the new services they are able to provide

- Enhancing the self-referral route promotion and wellbeing directory, i.e. through practice websites and other common routes

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Digital Skills training flyer

Map of Digital Champion Participating Organisations

Bexley Community Champions Logo

NHS App Promotional Banner

Working With Local Elected Representatives

- In 2023, as part of its forward work plan, the London Borough of Bexley's Adult Social Care and Health Overview and Scrutiny Committee considered that there was an opportunity for a Scrutiny Project Sub-Group to examine what the challenges are in Bexley with regards to primary care; to investigate what is being done to address those (through improvement plans etc); and to get a greater understanding of the wider system and patients/public's experiences of the changes in primary care.

- Between February and May 2024, Members of the Sub-Group collected a variety of evidence through structured conversations with patients, staff, and volunteers to understand: the experiences of accessing primary care; what improvements are being seen; and what challenges are still being faced; as well as understanding how the new changes and model of access are being implemented.

- 6 key recommendations – broadly aligning with the NHSE Delivery Plan.
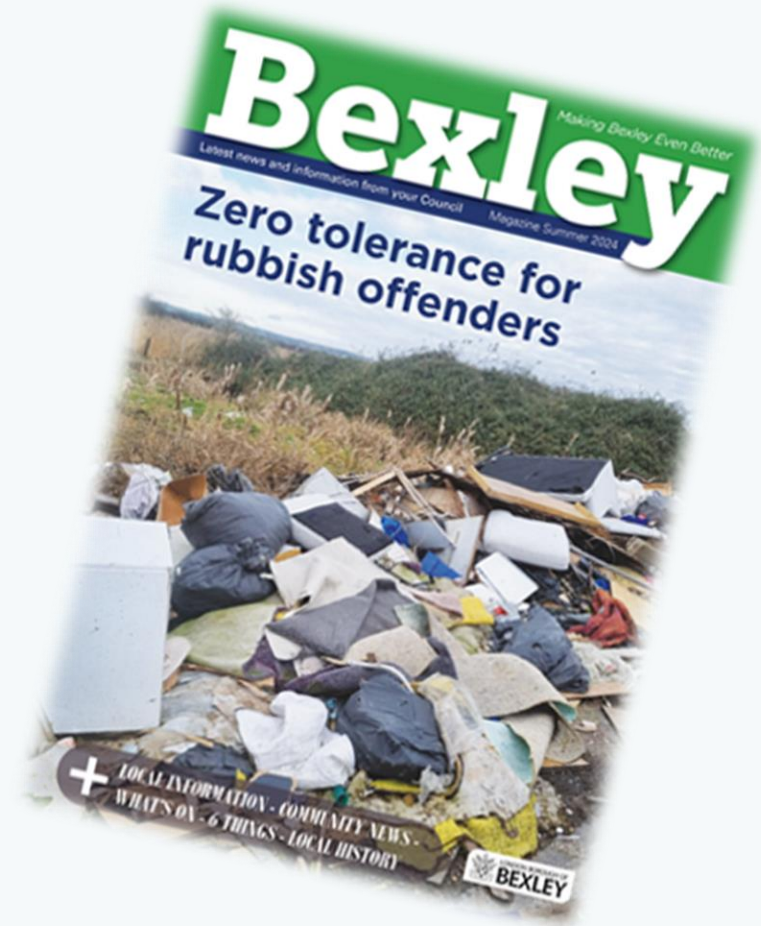
Profiling Patient Participation Groups

Patient Participation Group participation advert

Bexley Newsletter Frontpage

Better Access Bexley

Better Access Bexley is a campaign designed to communicate ways in which Bexley residents can better access primary care. The campaign will promote the following NHS services to ease pressure on A&E departments and will also aim to ensure that residents can access the right care in the right place at the right time:

- **Enhanced Access**
- **Pharmacy First**
- **Online Consultations**
- **NHS App**
- **Care Navigators**

Campaign objectives:

- Promote NHS services to Bexley residents that they may have been unaware of and to better communicate the support on offer to them.
- To inform residents that they can now **better access primary care** across the board – GP and pharmacy services.
- To build confidence amongst the public of the services on offer to them.

Campaign Approach:

- All comms will signpost people to a special webpage created for the campaign on the BWP website that will go into detail about each service.
- By featuring interviews/profiles of Bexley colleagues on the BWP website, residents will feel a sense of familiarity with the campaign.

Timeline: The campaign will initially run throughout Winter (Sept to March) and continue throughout the year. Starting with the NHS App, in six weekly intervals it will be followed by Enhanced Access, Pharmacy First, the role of care navigators and online consultations.

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Better Access Bexley Communication campaign posters and artwork.