At the heart of it all: Realising the potential of person-centred approaches to health and care

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Person- and community-centred approaches
What do we mean by ‘evidence’?
Evidence of what?

- Improved Health & wellbeing
- Wider social outcomes
- £
So what do we know?

• Improve health outcomes, increase confidence to self-manage, reduce social isolation

• Reduce demand on services, particularly A&E and emergency admissions

• Wide range of wider social benefits such as increased employment, education & increased volunteering
Comparison of life expectancy and healthy life expectancy at birth, with Slope Index of Inequality (SII), Wales, 2005-09 and 2010-14

Produced by Public Health Wales Observatory, using PHM & MYE (ONS), WHS & WIMD 2014 (WG)

Males

- Life expectancy
  - 2005-09: 77.0
  - 2010-14: 78.3
  - 95% confidence interval: 8.8

- Healthy life expectancy
  - 2005-09: 63.5
  - 2010-14: 65.3
  - 95% confidence interval: 18.7

Females

- Life expectancy
  - 2005-09: 81.4
  - 2010-14: 82.3
  - 95% confidence interval: 7.2

- Healthy life expectancy
  - 2005-09: 65.3
  - 2010-14: 66.7
  - 95% confidence interval: 18.2

Inequality gap (SII in years)
Through the lens of inequalities...

Incidence

Survival

Mortality

Figure 5: Cancer incidence rate (EASR) for areas with increasing deprivation (fifths) in Wales. All persons, all ages. 2008-2012

Figure 14: The gradient of cancer mortality rate (EASR) for areas with increasing deprivation (fifths). Wales, persons, all ages. 2007-2011

Figure 19: Five year cancer survival gradient for areas with increasing deprivation (fifths). Wales, persons, all ages. 2003-2007
Emergency hospital admissions* by deprivation fifth, persons aged 0-24, Wales, EASR per 1,000, 2011

Admissions for pedestrian injuries by fifth of deprivation, children aged 5-14, Wales, rate per 100,000, 2006-2010

Infant mortality by fifth of deprivation, Wales, rate per 1,000 births, 2006-2010
Healthcare which is conceived, managed and delivered in a cautious and wise way characterised by forethought, vigilance and careful budgeting which achieves tangible benefits and quality outcomes for patients:

Better outcomes
Better quality
Better value
The 4 principles of prudent healthcare

- Public and professionals are EQUAL PARTNERS through CO-PRODUCTION
- CARE FOR those with the greatest health need FIRST
- Do only WHAT IS NEEDED and do NO HARM
- Reduce INAPPROPRIATE VARIATION through EVIDENCE-BASED approaches

For further information visit www.prudenthealthcare.org.uk
Prudent healthcare

Securing Health and Well-being for Future Generations

Prudent healthcare principles:
- achieve health and well-being with the public, patients and professionals as equal partners through co-production
- care for those with the greatest health need first, making the most effective use of all skills and resources
- do only what is needed, no more, no less; and do no harm
- reduce inappropriate variation using evidence based practices consistently and transparently

www.prudenthealthcare.wales #prudenthealthcare

Focusing collective national action around 3 main areas

APPROPRIATE tests, treatments and medications

Reducing unnecessary and inappropriate, tests, treatments and prescriptions, and ensuring people are able to make informed decisions about the care they receive.

OUTPATIENTS

Changing the Model of OUTPATIENTS

Radically changing the outpatient model, making it easier to get specialist advice in primary care settings.

Public services WORKING TOGETHER to improve healthcare

Developing strong public service partnerships and integration to provide the right care, in the right place, at the right time.

Empowering & enabling 3 main groups of people

PUBLIC

The public doing their bit to look after their health and well-being, with services concentrating on what matters to them.

PROFESSIONALS

Empowering health & care professionals to support patients and the public to make shared decisions about their health.

PUBLIC SERVICE LEADERS

Creating the necessary conditions to encourage a system-wide focus on value and outcomes.
Shifting from:

“*What’s the matter with you?*”

“*What matters to you?*”
Systems Approach to Improving Health
Optimising our Assets

National, regional, town or county

Network initiation

Communities

Health of the Valleys project

Distinctive schemes

Workplaces

Healthy Working Wales

Children’s settings

Healthy schools

Healthy pre-schools

Housing

Police

NHS

LA’s
Well London

Communities working together for a healthier city
Well London

Framework

Outcomes

Better health, well-being & resilience

Intermediate outcomes

Participation; health behaviours; use of services; networks; empowerment; financial resilience; employment; cohesion

Linking programme of action & new ways of working with Primary and Secondary care; eg. with people with LTCs & multiple morbidities

Community led action on priority issues – refocusing of investment, services and public health initiatives & new ways of working.

Community development and capacity building: local co-host, coordination & communications; stimulating & supporting local volunteering (WLDTs), young apprentices and ‘training communities’; outreach to priority and vulnerable groups.

Community, patient & stakeholder Engagement in needs and assets Assessment, mapping and priority setting; co-production in Design of the local programme – ‘CEAD’

‘Community focussed’ care

‘Themed’ projects

‘Heart of community’ projects
Common themes identified by Well London communities

- Bringing the community together
- Community and safety
  “I want to live in a community which I feel part of and safe in”
- Young People
  “Everyone scared of the youth and youth scared of each other”
- Neighbourhood cleanliness and green space
- Fast food and healthy eating
- Local communications
- Coordination and sustainability

Action on these issues built into all project activity.
The doctor of the future will give no medicines, but will interest his patients in the care of the human frame, in diet and in the causes and prevention of disease.

Thomas Edison
At the heart of it all:

….realising the potential of person centred approaches to health and care

Roz Davies, MBA.
MD Recovery Enterprises/We Love Life
NED Patient Opinion
HSJ Patient Leader
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Person and Community Centred Care

Looking down the system lens?
Care Centred People and Communities
What does this really mean?

Aboriginal Definition of Health

... not just the physical well-being of an individual but also the social, emotional and cultural well-being of the whole Community in which each individual is able to achieve their full potential as a human being, thereby bringing about the total well-being of their Community....


HT @TimSenior (Australian GP)_ _
Why we need to change the lens....
or better still throw away the camera and pitch in?

★ Resources – Scarcity v Abundance
★ Solution to Root Causes of ill health - mainly in the gift of people, community, society not the NHS
Critical roles for NHS and rest of Care system?

- Clinical care - prescribing, surgery etc
- Economic multiplier effect in communities - employment, procurement
- Facilitating/Creating (but not controlling) the conditions - people and communities can feel more confident, knowledgable, connected - agency to act
#PatientsasPartners1

What we learnt together...

- Courageous Leadership
- Local Partnerships
- Power and Culture
- Inclusion
- Strength Based
- Co-production & Human Relationships
- Active Listening

http://www.recoveryenterprises.co.uk/patients-as-partners/
I felt moved and inspired by the patient stories, confirming my belief that a different way of working between professionals and users of the health service is required to improve outcomes for patients. The stories also confirmed that this will involve major cultural change for both staff and patients. This will require continued use of narrative and open dialogue with mutual learning by active listening and putting ourselves in the shoes of the other. The agenda requires senior level support within organisations and actively planning engagement of staff and service users at all levels. It was useful to talk to others about their experience.

‘Solidarity not clinical distance’

‘Be brave and take a step forward’

What we learnt together...
Care Centred People & Communities

When ‘I’ is replaced with ‘we’ even illness becomes wellness!

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Sue Braysher   Commercial Director NHS Partnerships
Nuffield Health: Who we are & what we do:

We are a Charity seeking to improve the health of the nation

- Our aim is to advance, maintain and support health and healthcare and to prevent, relieve and cure sickness of any kind.

- We reinvest any surplus back into our services - supporting staff training and development and improving facilities and equipment for the benefit of our customers and patients and improve the health and wellbeing of the communities we serve.

- We work with 60% of the FTSE 100 and 40% of the FTSE 200

- If people need clinical support we provide both primary care led and secondary elective care services

Our Brand: For the love of life

- We believe in prevention and self management. Through our network of consumer and corporate gyms we offer regular health checks and support personal goal setting and regular review to improve health. We provide information and advice on nutrition, diet, weight management, exercise & fitness.

- We believe in the parity of esteem and provide support mindfulness, counselling and CBT – mostly delivered in the workplace.

- At the heart of everything we do, we have to get to know and really understand the individuals we work with.

- The average age of our most regular gym users is 67.
Nuffield Health at a glance.

- 77 Fitness & Wellbeing Gyms
- 31 Hospitals
- 4 Medical Centres
- 209 Corporate Fitness & Wellbeing Centres
- 336,000 gym members
- 11,400 employees

This map is for illustrative purposes. Locations are an approximation only.
Why is personalised care so important?

- We deliver Health MOTs as part of our Gym induction or as part of the Pre operative assessment process in our hospitals.

- We use Physiologists working alongside GPs to deliver our Health MOT personal assessment programme in gyms.

- The critical success factor is that they get to know their customer really well. They bring a unique skill base and understand the science and biology of the body mechanics alongside NLP and motivational interviewing techniques. They help each individual set themselves stretch personal targets which they are motivated to achieve and have support from a range of staff along their journey.
Kevin’s story: How Gemma helped Kevin, a terminally ill prostate cancer patient achieve his one long term bucket list item

Kevin Webber fundraiser for Prostate Cancer UK

Gemma Wallace, Physio at our Edinburgh gym
Terrie’s story

- Terrie, a former dancer, hadn’t left home on her own for four years. Movement had been a massive part of her life until she developed fibromyalgia.

- From being a healthy, active woman, she was left crippled, in need of a wheelchair and walking frame. The loss of mobility had a profound effect on her confidence and self-esteem.

- “I joined the Nuffield Health gym in Manchester six months ago and I couldn’t even walk; now I only need to use a stick. I can’t thank the team enough. Without them I’d still be stuck at home, they’ve changed my life.”

- Kenny Fletcher, Business Development Manager, Manchester gym responded: “I use the term ‘this is why we do what we do’ as I can’t tell you how nice it is to hear that we have actually and genuinely changed a person’s life….Terrie constantly thanks me for giving her life back. That’s how she feels which is amazing. I can’t tell you how nice it is to see the change in her. I know it sounds cheesy but it’s true.”
Physical activity levels are low in the UK. In England, 66% of men and 56% of women claim to meet the CMOs’ recommendations.
Key messages:

- Lets not forget there’s a lot that we should be very proud of

- Good quality personalised care must always be our ambition

- There is added value of going that extra step in getting to know the individual person well enough and establishing a great relationship to develop a tailored care plan to enable their personal goals, ambitions and dreams to be fulfilled.

- Personally tailored care will enable better health and wellbeing for the individual, their carers and families

- ….which should cost less overall…increasing personal goals, ambitions and ability to self manage does reduce dependence on other services
THANK YOU
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