



*Wigan Borough  
Clinical Commissioning Group*

**Patient & Public Engagement  
Annual Report 2013-14**



## **Foreword**

I would like to take this opportunity to personally pay tribute to the commitment, energy and enthusiasm that so many local people have shown in working with us over the past year. As the Lay Board member with responsibility for patient involvement, it has been a privilege to Chair the Patients' Forum and to be in a position to champion the patient voice at Governing Body (Board) level, and promoting an organisational culture where patient involvement becomes the norm in the way we do business.

During our first year, Wigan Borough CCG has driven forward an ambitious programme of public and patient engagement which aims to put patients and their needs at the centre of our plans and actions. Working closely with our member practices, we have seen the number of Patient Participation Groups (PPGs) increase from approximately 24 in 2012 to over 60 groups currently. The Locality PPG Networks provide an effective infrastructure to capture the views of patients and carers, and harness a breadth of experience, skills and talents to contribute to our programmes of work.

The CCG Patients' Forum met for the first time in June 2013 and has since gone from strength to strength. We have a dedicated membership which provides real challenge and critical appraisal of CCG plans. Members of the Forum are increasingly driving the agenda by raising issues of concern or identifying areas for patient input as identified through their own networks.

Patient voice and representation is now increasingly reflected in the design, commissioning and evaluation of services. We have committed resources to supporting a range of learning and sharing events between CCG staff, clinicians and patients with the aim of empowering and enabling local people to fully engage in CCG business. This approach is building greater understanding between commissioners and service users, and is starting to deliver real examples of co-produced services, strategies and campaigns.

Despite the progress made over the past 12 months, we have some real challenges ahead if we are truly to become a patient centred organisation. We need to build on some of the innovative work we have started to deliver to extend the reach of our engagement activity, for example through our partnerships with local colleges and Wigan Youth Cabinet. We will also continue to work closely with voluntary and community sector organisations and Healthwatch Wigan to ensure we hear from and involve all sections of our local population.

I look forward to continuing this work over the next 12 months and to be able to report on further changes and improvements that have taken place as a result of patient and carer input.

**Frank Costello**  
**Lay Board Member**

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## **Acknowledgement**

- 1.1. We would like to thank our patients, residents and local voluntary and community groups for their willingness to help us shape our local NHS.
- 1.2. Thanks to their support, feedback and frankness we are able to plan for and commission improvements to local health services that ensure they are more effective and efficient whilst also offering a more positive experience for those using them.
- 1.3. Special thanks go to those who go above and beyond in their commitment to shaping their local NHS bringing with them their invaluable knowledge and expertise - both professional and personal and NHS and non-NHS related.

## **2. Introduction to report**

- 2.1. NHS Wigan Borough Clinical Commissioning Group became the statutory body responsible for commissioning local health services in Wigan Borough on 1<sup>st</sup> April 2013.
- 2.2. We recognise that in order to successfully deliver against our responsibilities and improve the health of our population we must engage with our patients and residents in a meaningful and ongoing conversation.
- 2.3. This report details the steps we have taken in our first year to start that conversation and what difference it has made.

## **3. Our Approach**

### **3.1. Progressing your Priorities**

We are committed to working with and for the patients and residents in Wigan Borough. We have spent time this year developing a positive, ongoing conversation with them and we have a commitment that all communications and engagement activity will start with the question: what does this mean for me? By doing this we ensure that we are always aware of the priorities of our patients and are able to prioritise them.

### **3.2. Organisational commitment**

We have made the following commitment:

“Every single person across the Borough should be able to find a way to engage with the CCG that they are comfortable with and the CCG should be able to communicate with every person across the Borough in a way that suits them.” (Communications and Engagement Strategy 2013-15)

### **3.3. A culture of engagement**

WBCCG is committed to making engagement with patients the rule rather than the exception. To achieve this, we are developing a culture of engagement within the CCG and ensuring that all employees understand the importance of the patient voice and experience and have a suite of resources available to support them to achieve it successfully.

## 4. How we Engage

4.1. We use a variety of approaches, methods and tools to ensure that we engage with and gather feedback from as many of our patients and residents as possible. Table 1 details the methods we primarily use:

Table 1:

| ENGAGEMENT METHOD   | AIMS AND ACTIVITIES   |
|---|---|
| <p><b>Patient Participation Groups</b></p>                  | <p>The CCG has 65 GP practices. Over 90% of the practices have Patient Participation Groups (PPGs) which are the main focus of engagement at practice level.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>• Creating strong links between GP Practices and the communities they work in.</li> <li>• Providing a patient perspective on policies and practices.</li> </ul>   |
| <p><b>Locality Patient Participation Group Networks</b></p> | <p>The six Locality PPGs take their membership from the Practice PPGs and meet regularly to share thoughts, concerns and good practice. They are the conduit between the Patients' Forum and the Practice PPGs.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>• Producing patient advice leaflets, booklets and posters.</li> <li>• Engaging with particular local and Borough-wide improvements in detail, for example the development of the Primary Care Strategy and implementation of 'telehealth' in practices.</li> <li>• Involvement in service redesigns, for example dermatology services</li> <li>• Supplying information and feedback both to the Patients' Forum and the PPGs.</li> </ul> |
| <p><b>Patients' Forum</b></p>                               | <p>The WBCCG Patients' Forum reports directly in to the Governing Body on a quarterly basis. It is made up of highly engaged and knowledgeable representatives from the PPGs, Locality PPGs and Healthwatch Wigan.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>• Shaping and reviewing CCG strategies and policies, e.g. GP Out of Hours Service.</li> </ul>   |

|                                |  |
|--------------------------------|--|
|                                | <ul style="list-style-type: none"> <li>• Creating links and opportunities to engage with the wider population.</li> <li>• Monitor and evaluate engagement activities.</li> </ul>   |
| <b>Working Groups</b>          | <p>Small groups of patients and the public brought together to engage on specific service/strategy improvements.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>• Patient reference group helping to develop the joint Mental Health Strategy.</li> <li>• Focus groups looking at Community Membership schemes, diabetes services and GP Out of Hours.</li> </ul>  |
| <b>Patient Representatives</b> | <p>Individual patients are invited to become part of a CCG or multi-agency team working on specific projects.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>• Permanent patient member on the Integrated Care Core Group which meets weekly to drive forward the delivery of integrated health and social care.</li> <li>• Participating in interview panels recruiting new members of staff.</li> <li>• Involvement in procuring and overseeing the delivery of small projects.</li> </ul> |
| <b>WBCCG Community</b>         | <p>We encourage people who want to work with us in the development of new and existing services to join our 'community'. We contact people in our community whenever there's an opportunity for them to get involved. This can range from being part of a discussion group, completing a questionnaire, joining a service user group or telling us what they think about some of the documents we produce.</p>   |
| <b>Workshops</b>               | <p>Bespoke events designed to encourage patients to really engage with a topic and identify crucial points.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>• 'Shape Your Local NHS' workshops which identified the top ten patient priorities for health and social care improvements.</li> <li>• Diabetes Workshop exploring how we can improve patient education for those with a</li> </ul>   |

|  |  |
|--|--|
|  | <p>diabetes diagnosis.</p> <ul style="list-style-type: none"> <li>• How to run an effective PPG</li> </ul>   |
| <b>Education / Learning Sessions</b>   | <p>We run sessions to help the people who engage with us increase their understanding of the local NHS system.</p> <p><b>Activities have included sessions on:</b></p> <ul style="list-style-type: none"> <li>• Understanding your NHS</li> <li>• Primary care quality</li> <li>• Medicines Management</li> <li>• Choose Well</li> </ul>   |
| <b>Drop-in Events</b>                  | <p>We run large-scale drop-in events where patients can come along to seek guidance and advice from professionals, ask questions and give feedback on services.</p> <p><b>Activities include:</b></p> <ul style="list-style-type: none"> <li>• Diabetes Drop-in morning (100+ people) covering a wide range of services useful to people with diabetes. We created a market setting with interactive stalls and a café.</li> <li>• Big Changes Drop-in days (700+ people) covering local plans for Integrated Care and changes to primary, community and secondary care services.</li> </ul> |
| <b>Street Team Engagement Activity</b> | <p>To raise awareness of ongoing improvements and engage with the wider public, we take an information stall around various locations in the Borough and seek to talk to as many residents as possible.</p> <p><b>Activities include stalls in/at:</b></p> <ul style="list-style-type: none"> <li>• town centres, supermarkets and shopping malls.</li> <li>• local events, fetes and community days.</li> <li>• libraries and community centres (including Wigan Youth Zone).</li> </ul>  |
| <b>Healthwatch Wigan</b>               | <p>The CCG works closely with Healthwatch Wigan to develop joint public engagement programmes, particularly where public and patient involvement is required within programmes that impact across the local health &amp; social care system. We are working collaboratively to ensure that patient and carer</p>   |

|   |   |
|---|---|
|   | <p>experience is captured from ‘seldom heard’ populations. Healthwatch Wigan has a seat on the CCG Patients’ Forum and is a member of the Local Quality Surveillance Group</p>  |
| <p><b>Voluntary and Community Sector</b></p>    | <p>We have developed strong links with the local voluntary and community sector groups to allow us to engage with a section of the patient population that otherwise wouldn’t necessarily have a voice (hard to reach groups).</p> <p><b>Activities include, working with:</b></p> <ul style="list-style-type: none"> <li>• Local groups: Age UK, Think Ahead Stroke, The Carers Association, The Macular Society and the Dementia Carers Group, amongst others.</li> <li>• Diabetes UK on the diabetes services redesign to maximise our reach to people with diabetes.</li> </ul>   |
| <p><b>Young People</b></p>                      | <p>With members of the Patients’ Forum, we have developed strong links with organisations that work with and for young people.</p> <p>Activities include:</p> <ul style="list-style-type: none"> <li>• Developing patient groups in our local colleges giving students an opportunity to discuss and engage on issues that matter to them (16-19 year olds)</li> <li>• Creating strong ties with Wigan Youth Cabinet (11-19 year olds)</li> <li>• A joint event with Healthwatch Wigan, young people and PPGs to explore how we can encourage more young people to get involved in decisions about healthcare services</li> <li>• Visits to Wigan Youth Zone (8-25year olds)</li> </ul> |
| <p><b>Patient Stories &amp; Experiences</b></p> | <p>To ensure we have a rich source of information about the services we commission, we gather patient stories and experiences.</p> <p>Activities include:</p> <ul style="list-style-type: none"> <li>• Service specific and more generic qualitative questionnaires that ask for personal experiences and opinion</li> </ul>  |

- A bespoke tool (Ulysses) used by the CCG to allow GPs to feedback any patient experiences – positive, negative and neutral - that they are made aware of.
- Collecting and collating the patient experiences and stories we are given in the course of our engagement activities.
- A ‘Talk to us’ contact point (post, email and phone number) for members of the public to get in touch with the engagement team; this is distinct from the Complaints and Concerns contact details.

## **5. What we’ve done and what it has achieved**

Throughout the first year of the CCG, we have undertaken a number of large engagement projects; a summary of some of the key projects are below. More detailed information and feedback reports on each of the work programmes can be accessed through the CCG website at [www.wiganboroughccg.nhs.uk/](http://www.wiganboroughccg.nhs.uk/)

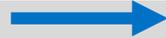
## 5.1 CONTRIBUTING TO THE CCG COMMISSIONING STRATEGY

### How did we seek your help?

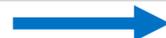
- 'Shape your NHS' workshops in Wigan and Leigh (82 people)
- 'Big Changes' roadshow at shopping centres and voluntary sector groups (1300 people)
- 'Shape your NHS' questionnaire (128 responses to date)

#### YOU TOLD US...

Access to primary care services (getting an appointment with a GP) can be problematic.



There is a lack of co-ordination between services.



It is difficult for patients to find their way through the system



Patients require greater support and opportunity to manage their own health (information, access to care records etc.)



We need to improve access to and information about voluntary & community sector services



There should be greater emphasis on improving mental health



More support is needed for carers



#### WE...

Are developing a primary care strategy with our membership and are starting to involve local patient groups in defining access standards and designing a new system for primary care.

Incorporated key priorities into the Commissioning Strategy & Integrated Care Strategy. Developing the role of a 'Key Worker' to improve care co-ordination.

Integrated Care plans include development of 'Key Workers' to support patients in accessing the right services and support

Are progressing a request for funding to increase self-management support through patient information, education and peer support.

A new role is being developed in primary care to connect people to local voluntary and community support services.

A Mental Health Strategy for the borough is being developed with further input from patients.

We are working with Wigan Council and patients/carers on a revised Carers' Strategy

## 5.2 INTEGRATED CARE

### How did we seek your help?

- Discussion Group on 'What does joined up care mean to you?'
- Presentations to Patients' Forum and Locality PPGs
- 'Big Changes' roadshow at shopping centres and voluntary sector groups (1300 people)
- The 'Core Group' (delivery group) has a patient representative as a permanent member

#### YOU TOLD US...

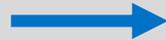
Everyone should work to a single care plan developed with the patient & carer(s).



There should be someone who looks after the whole needs of the individual.



Access to practical support e.g. managing finances



Self-care and self-management are fundamental components.



I want to tell my story once- join up information systems



#### WE...

Developed a single care plan as part of the primary care led Unplanned Admissions service.

Are developing the role of 'Key Workers' as part of the Extended Integrated Neighbourhood Team (EINT). WE are also working with primary care teams on the role of the 'named GP'.

Are improving access to voluntary and community sector support through new liaison role in primary care.

Included patient involvement in the development of self-management approaches (Supporting Independence Working Group).

Are implementing the joint development of the Medical Interoperability Gateway (MIG) which enables patient information to be shared across agencies.

## 5.3 PRIMARY CARE ACCESS & TRANSFORMATION

### How did we seek your help?

- Presentations to Patients' Forum and Locality PPGs
- 'Shape your NHS' and 'Big Changes' conversations (1300 people)
- 'In conversation' event planned for September with members of NHS England Greater Manchester Local Area Team (LAT) and Wigan Borough CCG

#### YOU TOLD US...

Experience of GP services was very mixed. A huge amount of praise for local GP services, but also issues raised regarding access to appointments in some areas.

Patients are generally in favour of utilising different technologies such as text messaging and telephone consultations to improve access.

The quality of services in primary care is variable and you want to know what we are doing to address variations in quality and outcomes for patients.



#### WE...

Are currently developing the Primary Care Strategy with clinicians and practice staff. Further patient involvement will feed into the development of plans from Autumn 2014.

Are proposing PPG involvement in defining access standards. Business cases are being developed for investment in technologies which will improve access to GP services based on responses and input from PPGs.

Have organised a 'learning session' with commissioners and patients to understand and discuss current plans and approaches.  
Will be using 'peer reviews' to address variations in quality during 2014-15

**Related Reports and Information available through the website:** WB CCG Primary Care Strategy

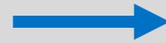
## 5.4 DIABETES

### How did we seek your help?

- Patient Focus Groups
- Drop-in Session at Leigh Sports Village (100+ people) and Education Event at Wigan Cricket Club (70 people)
- Diabetes Services Questionnaire

#### YOU TOLD US...

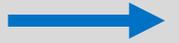
The diabetes service needs to be integrated to give coordinated health services.



Access to patient education is really difficult.



Diabetic patients sometimes receive contradicting information about their condition from professionals



Inconsistent information is provided at diagnosis



Navigation around the system was difficult and quoted as “wading through mud”.



Support for carers and family members



Need better support from GP and practice nurse – not all have same level of knowledge about diabetes.



#### WE...

Are making sure that the issues raised at the focus group and two large scale patient events are directly cited in the business case and service specification

Are developing a business case for investment in education programmes for people with diabetes

Will work with all providers to make sure that patients receive consistent information about their condition

Are working with Diabetes UK and service users to develop information packs for newly diagnosed patients

Have developed a new service specification which includes the creation of a ‘community hub’ for diabetes patients which will improve access to services.

We are developing improved information, access to patient education and looking into peer support models

We will be encouraging more joint working between specialist diabetes services and staff within practices

## 5.5 OUT OF HOURS

### How did we seek your help?

- Invited Forum members to discuss the service with the lead clinician, project manager and commissioner at a focus group
- Discussions with Patient Forum members and the lead Clinician for the service redesign

#### YOU TOLD US...

You want to see coverage across all of the Borough

You want an out of hours service which is staffed by good communicators and clinicians who know the local area

We should look at the potential for an appointments system within the out-of-hours service



#### WE...

Patient comments have been incorporated in to the business case. Preferences for a two site option have been noted.

## 5.6 MENTAL HEALTH

### How did we seek your help?

- Patients were engaged through workshops and focus groups
- The draft Mental Health strategy was distributed to all patients involved for comment.
- Patients were also included in the Mental Health strategy steering group.

#### YOU TOLD US...

Joined up care and care co-ordination is essential



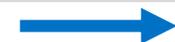
Mental health has an impact on wider issues such as debt and housing.



Care plans are important



We need to improve our response to people in crisis



We need to work to change attitudes to mental health

#### WE...

The draft strategy is being revised to take account of the feedback and comments.

Recognise this and will seek to address it within the strategy, including how advice and support can be accessed through primary care

The strategy for mental health will be seen as part of our overall delivery of integrated care, including care planning

The strategy outlines how we will address this through local implementation of the Greater Manchester Crisis Concordat

The strategy describes a local 'no stigma' campaign on mental health including the role the health service and local authority can play as major employers

## **6. Our Plans for 2014-15**

6.1. We are pleased with the work we have jointly done with our patients this year and what we have been able to achieve. However, we recognise that there is still work to be done.

6.2. The key things we will focus on in the coming year (2014-15) are:

- **Extending the reach of engagement activity**

In our first 12 months, the close working relationships we have developed with PPGs have been invaluable and have formed the basis of a strong platform for patient involvement. However, we need to continue to reach out to the wider public, geographical communities and communities of interest and to those groups whose voices are 'seldom heard'.

We will do this by working with local voluntary and community sector organisations, collaboration with Wigan Healthwatch, developing our relationships with local colleges and organisations such as Wigan Youth Cabinet, and continuing to expand our community membership scheme by encouraging on-going involvement by those we meet through community events and street team activity.

- **Improving the use of patient experience data**

We will continue to support GP practices to capture patient experience through the Ulysses system. We will also pilot this system with a number of voluntary and community organisations in order to capture the experiences of target population groups and communities. We will promote Patient Opinion more widely to increase awareness of this independent web site as a portal for sharing stories and experiences.

- **Continue to develop engagement structures & networks**

As a CCG we will continue to work with our members to support PPGs and their role within practice and the wider community. We will strengthen Locality PPG Networks and grow their membership.

- **Continue to build a strong culture of patient involvement in all aspects of CCG business**

We will roll out the 'learning session' format to other programme areas to ensure patients and carers are fully involved in the co-production of plans and service redesigns.

We will continue to encourage clinical input and senior management involvement in the CCG Patients' Forum. We will also strengthen links between the Patients' Forum and Governing Body.

- **Healthier Together**

Healthier Together is a programme of healthcare service reform across Greater Manchester. A public consultation on proposals will be held between July and September 2014. Wigan Borough CCG will work hard to ensure that as many people as possible across the borough are aware of the proposed changes, understand what these changes mean for them and their family, and have the opportunity to respond to the consultation.

- **Service Redesigns**

During 2014-15 we will prioritise public and patient involvement in the following service redesign areas and programmes:

- Community Nursing & Therapy Redesign
- Primary Care Transformation
- Dermatology
- Winter Pressures Planning
- Redesign of Outpatients
- Mental Health Strategy Implementation
- Respiratory Services
- Diabetes
- Self-management and patient education/ information

- **Investing in new resources**

To help deliver our ambitions for the coming year, we are investing in engagement activity by creating a full time Engagement Officer role. We envisage this post will be filled by September 2014.

## **7. Contact Details**

If you would like to know more about our engagement work, or get involved in any way, please get in touch:

Talk to Us  
NHS Wigan Borough CCG  
Wigan Life Centre, College Avenue  
Wigan, WN1 1NJ

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