Don't forget to join in the conversations on twitter Tweet us at **#quality2019**

F3 #qff3

Institute for Healthcare Improvement

BMJ

Whose improvement is it anyway?

Catherine Wilton
@CatherineWilton

Anna Severwright
@AnnaSeverwright

#Quality2019
#PersonalisedCare

Welcome, everyone.

**Hello from Rosie, Helen, Kate and Leigh from Horizons too!**
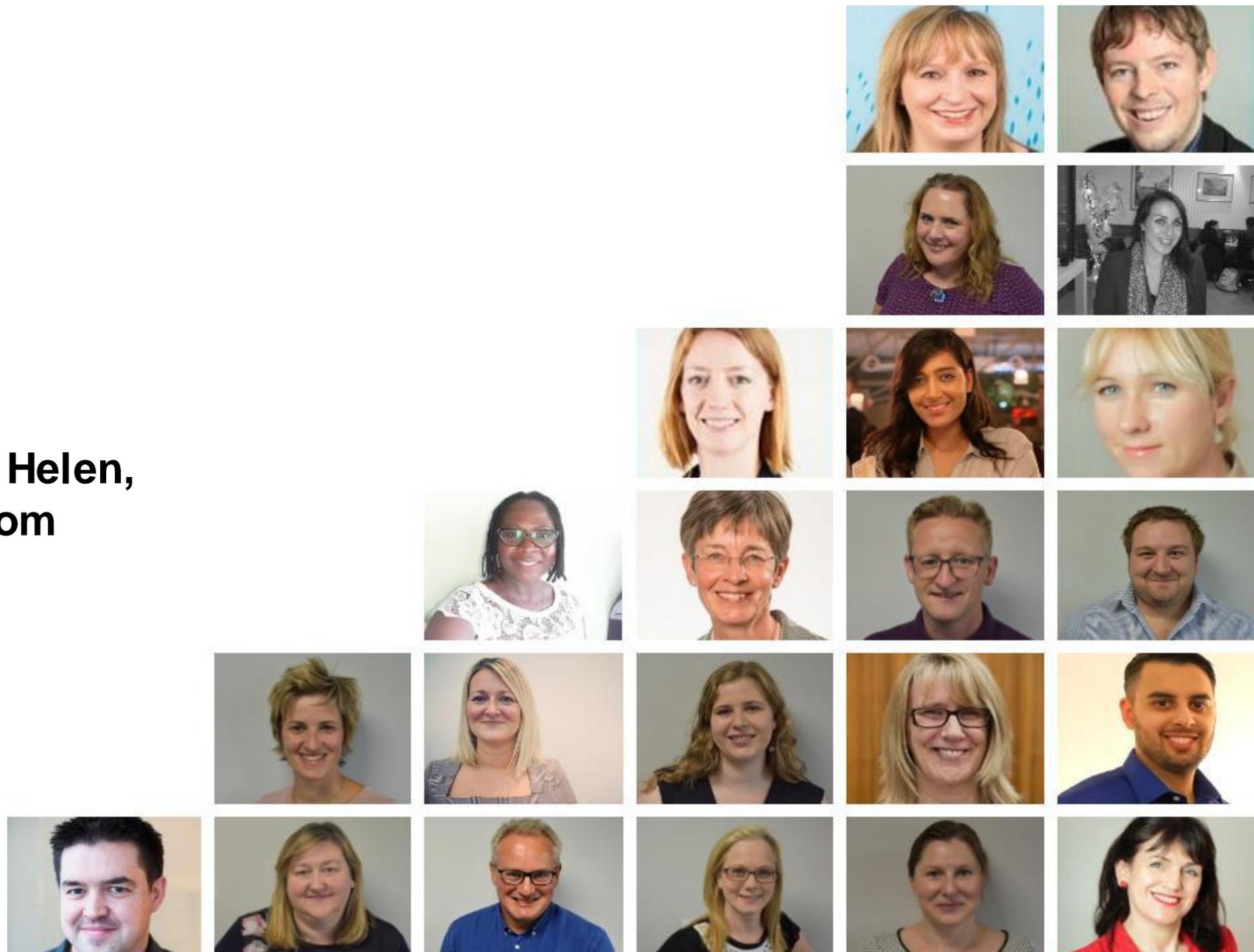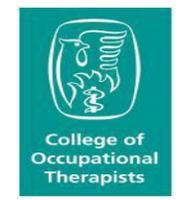
Our vision for the future

Biggest health challenges, and areas of spend, are around managing long-term conditions - around 15m people and 70% of NHS budget

So… an opportunity for new ideas and ways of working…

- A different paradigm and a mindset shift – from improving services to improving lives
- Doing with and not to - 'co-creation'
- Co-production – valuing people, 'asset-based' thinking
- Building community capacity, support for self-management, people taking control.
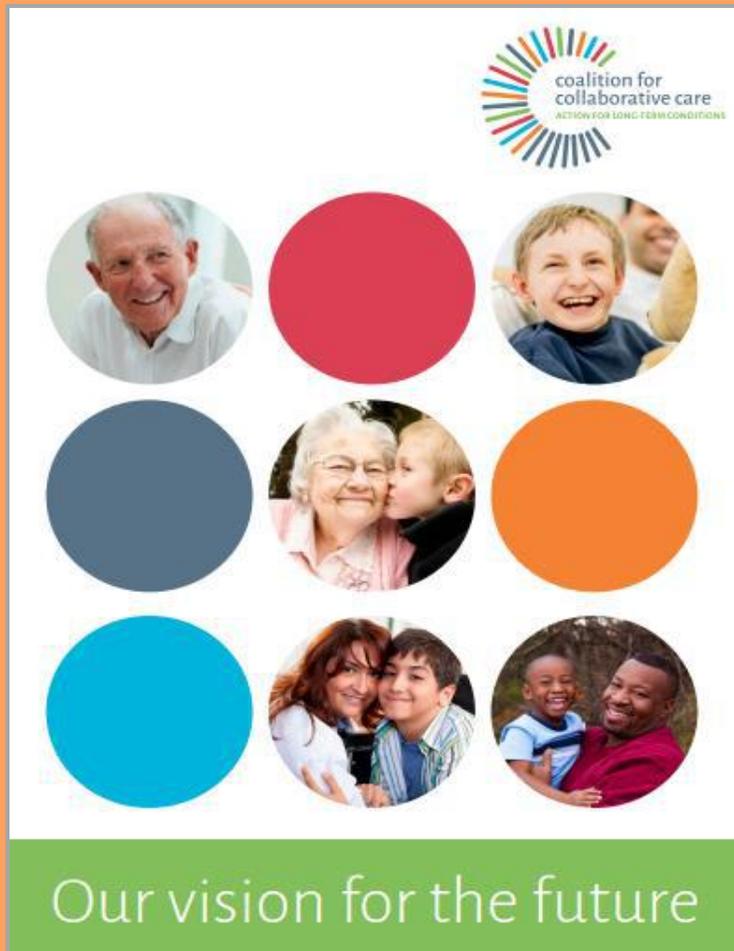
Sli.do

- Connect your device to the SEC WIFI network
- Open web browser
- Goto slido.com
- Enter the hashtag #Quality2019
- Select room Hall 3

What we will cover

- What is 'personalised care' and why does it matter?

- The history of the personalisation movement – from the margins to the mainstream

- Evidence for this approach and where it's working

- What it means to us, and to you!

- Our 'Appreciative Inquiry' that will tell us where to focus

- Our commitments to each other
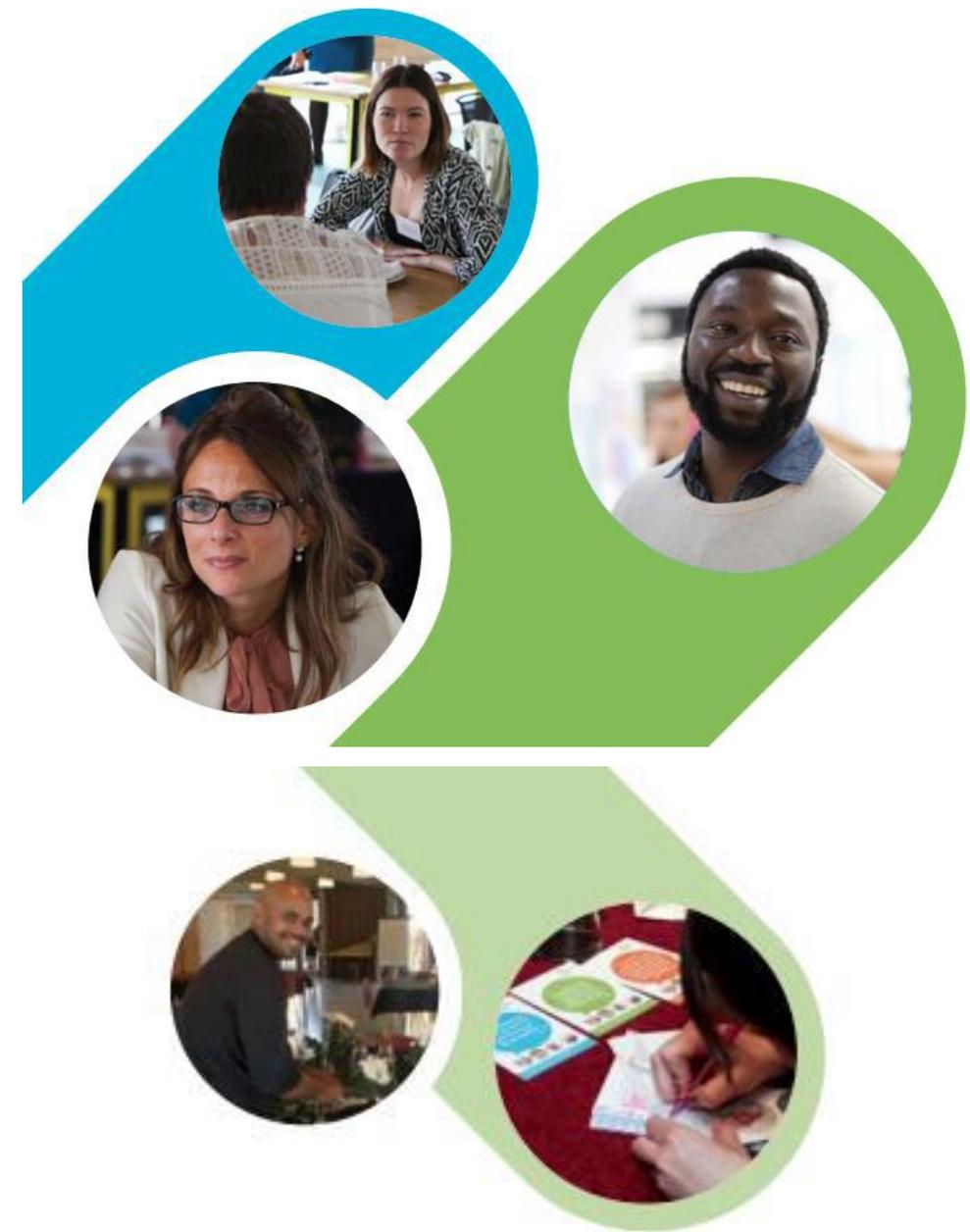
How we will work together

1. We're all equal (no hierarchy)

2. We learn from each other, so we invite you to share experiences

3. We'll make connections and have conversations that matter

4. We have your permission to manage the process and the time we have together

5. There is strength in numbers – so please use the hashtags below

6. We'll give you tools, evidence and information, but making change happen is up to you

"NEVER DOUBT THAT A SMALL GROUP OF THOUGHTFUL, COMMITTED CITIZENS CAN CHANGE THE WORLD. INDEED, IT'S THE ONLY THING THAT EVER HAS."

– MARGARET MEAD

What is personalised care?

Starts with the principle of 'What matters to you?' as opposed to 'What's the matter with you?'

It's about shared power and collaboration between people, families and health professionals

It enables people to have choice and control over their lives - from passive recipient of services to active citizen.

'Getting a life, not a service'

The six components of personalised care

- **Personal health budgets** – giving people with the most complex needs direct control over their care

- **Care and support planning** – so everyone with a long-term condition has the chance to have a conversation about what matters to them, in the context of their whole life

- **Shared decision-making** – equal partnerships between people and those supporting them

- **Social prescribing** – connecting people to their communities

- **Support for self management** – health coaching, education, peer support

- **Choice**

The policy context in England

Personalised care will become 'business as usual' for the NHS, as set out in the recently published NHS Long Term Plan.

Personalised care is one of the five major changes to the NHS that will take place over the next five years.

Key targets include:

- 200,000 people to have a personal health budget

- 900,000 people to benefit from social prescribing – linkworkers in every GP practice

https://www.england.nhs.uk/personalisedcare/upc/comprehensive-model/
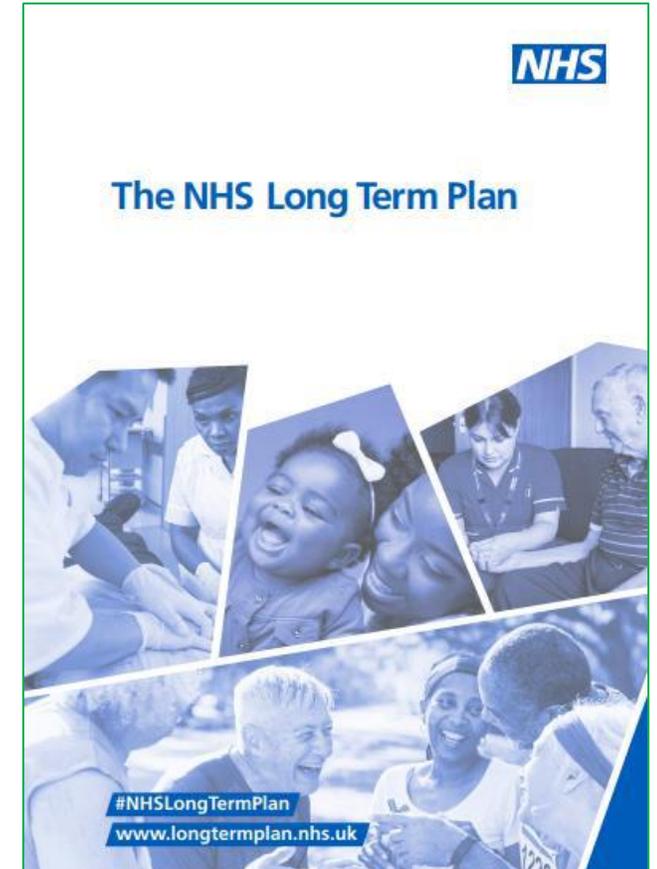
Where it all came from – a social movement
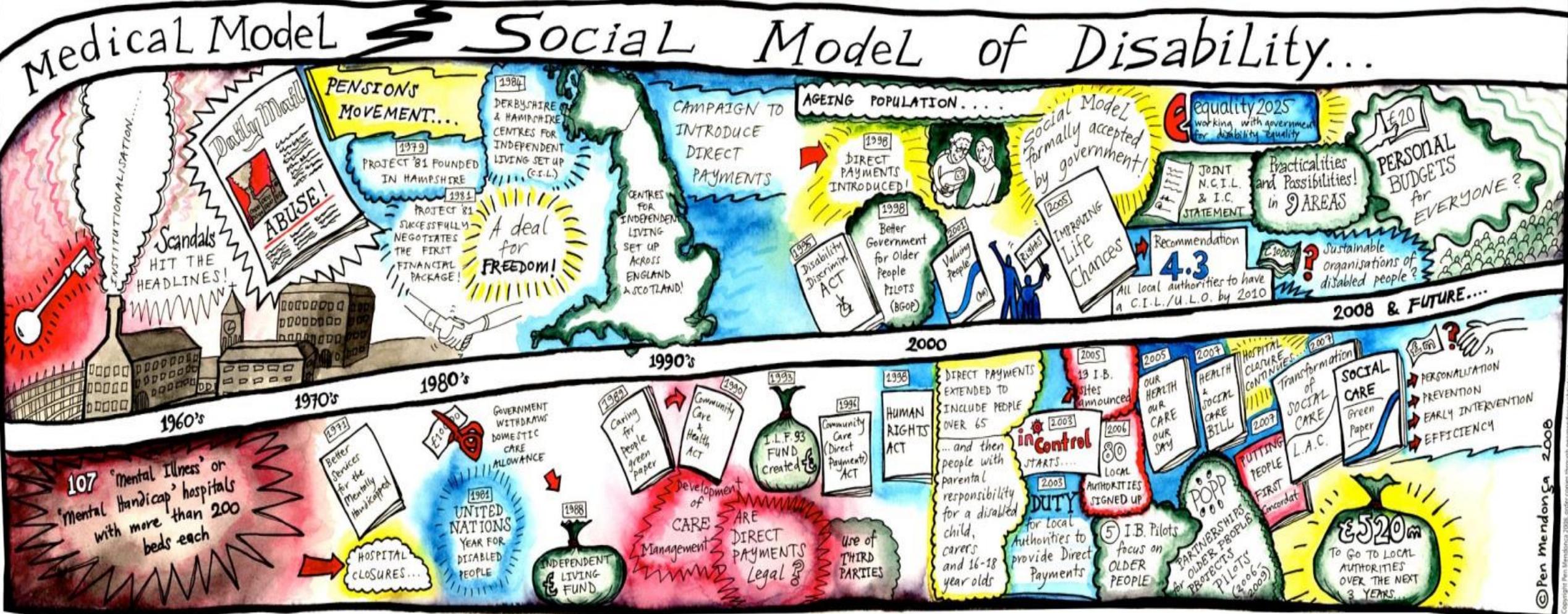
Movements for personalised healthcare

1960s/70s – early patient groups forming to campaign on issues

1970s – feminism and women's health
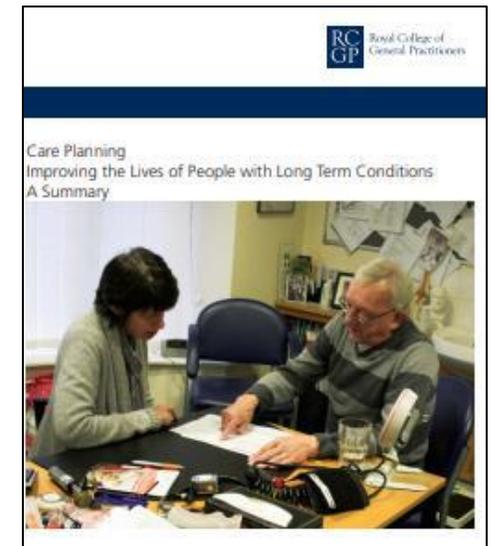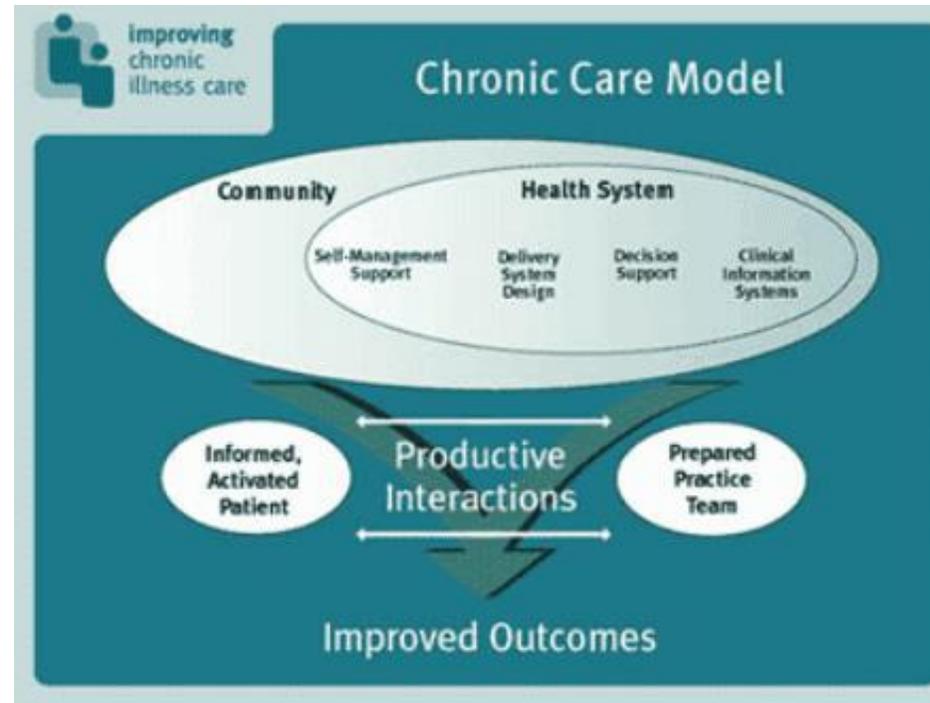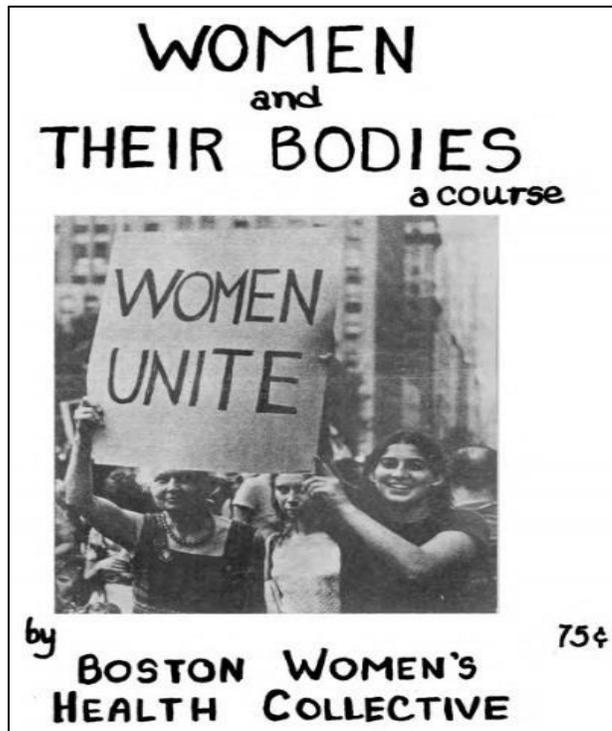
Source: McColl Institute; Wagner EH. Chronic disease management: What will it take to improve care for chronic illness? *Effect Clin Pract 1998;1(1):2-4.*

How it's working across England

BRADFORD
Social prescribing

Health improvements included average 10 point increase in EQ-VAS scores

74% of people increased their mental well-being after being referred to the scheme

FYLDE COAST
Self-management

Patient Activation Measure scores increased by an average of 8.9% following care and support tailored to people's needs

STOCKTON
Care planning

12% reduction in unplanned admissions in 2017 within two GP practices

24% reduction in A&E attendances in 2017 within two GP practices

NOTTINGHAMSHIRE
Personal health budgets

£25,000 saving in transport costs for siblings with very complex health conditions

Lease their own adapted vehicle through a personal health budget for journeys to day centre and respite, instead of a commissioned transport package

@catherinewilton @annaseverwright #PersonalisedCare #Quality2019

The case for care and support planning

"The typical practice (6,300 people) that is in the best quartile for care planning will typically have 35 fewer emergency admissions, 360 fewer outpatient attendances, and 30 additional elective admissions/day cases compared to those in the lowest quartile. This will be a saving to the practice…of around £43,000/year."

Shirley, T. and Melville, S. (2010),
A New Dialogue with Citizens, London, the Cabinet Office

"The evidence here suggests savings of up to six times the investment made in new approaches – and of course better outcomes for the public."

Nef: Public services inside out

The case for community connecting

- Social networks reduce mortality risk
- **50 per cent** increased likelihood of **survival for people** with stronger social relationships
- Comparable with risks such as smoking, alcohol, BMI and physical activity
- Consistent across age, sex, cause of death.

2010 meta-analysis of data [1] across 308,849 individuals, followed for an average of 7.5 years
[1] *Social relationships and mortality risk: a meta-analytic review*. Holt-Lunstadt, Smith, Bradley Layton.Plos Medicine July 2010, Vol 7, Issue 7. www.plosmedicine.org doi:10.1371/journal.pmed.1000316. Slide courtesy of Dr Brian Fisher, NHS Alliance

The case for community connecting

**6-Month Survival after Heart Attack,
by Level of Emotional Support**
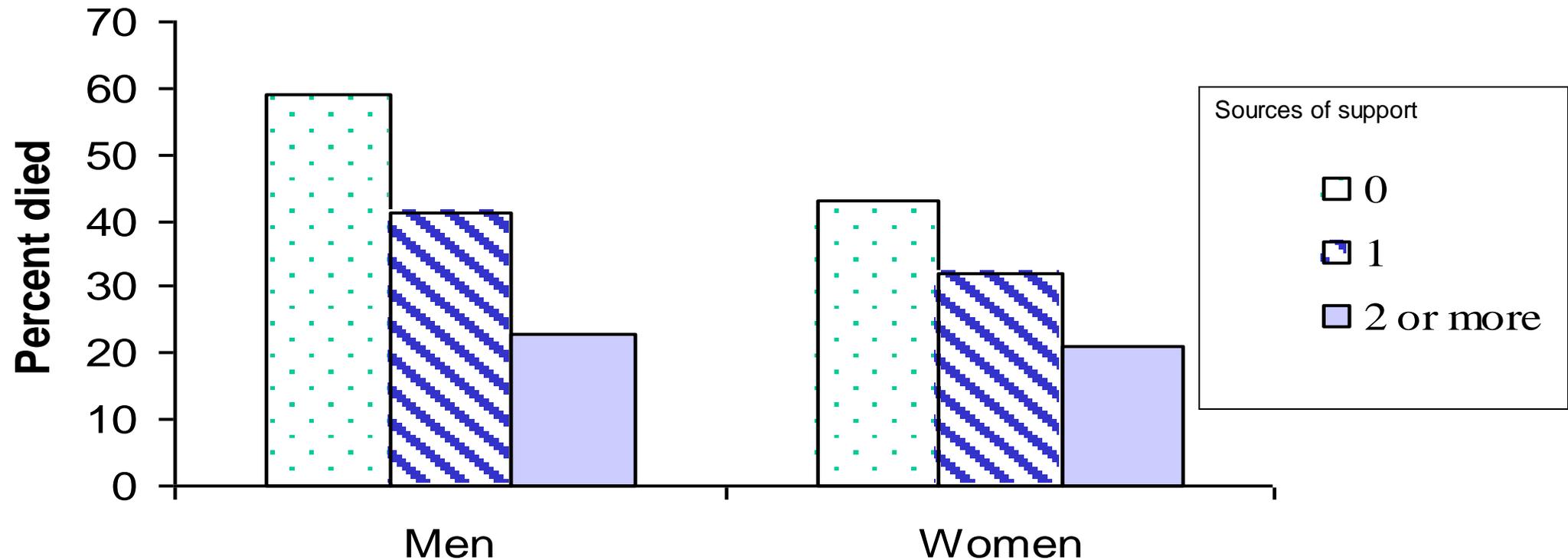
Berkman et al, Emotional Support and Survival Following Myocardial Infarction. Ann Intern Med, 1992. Slide courtesy of Dr Brian Fisher, New NHS Alliance

The case for co-production

What people do in reality

Designed by 'experts'

Make the most of assets

What matters to me?

Anna Severwright

@AnnaSeverwright

Whose life is it anyway?
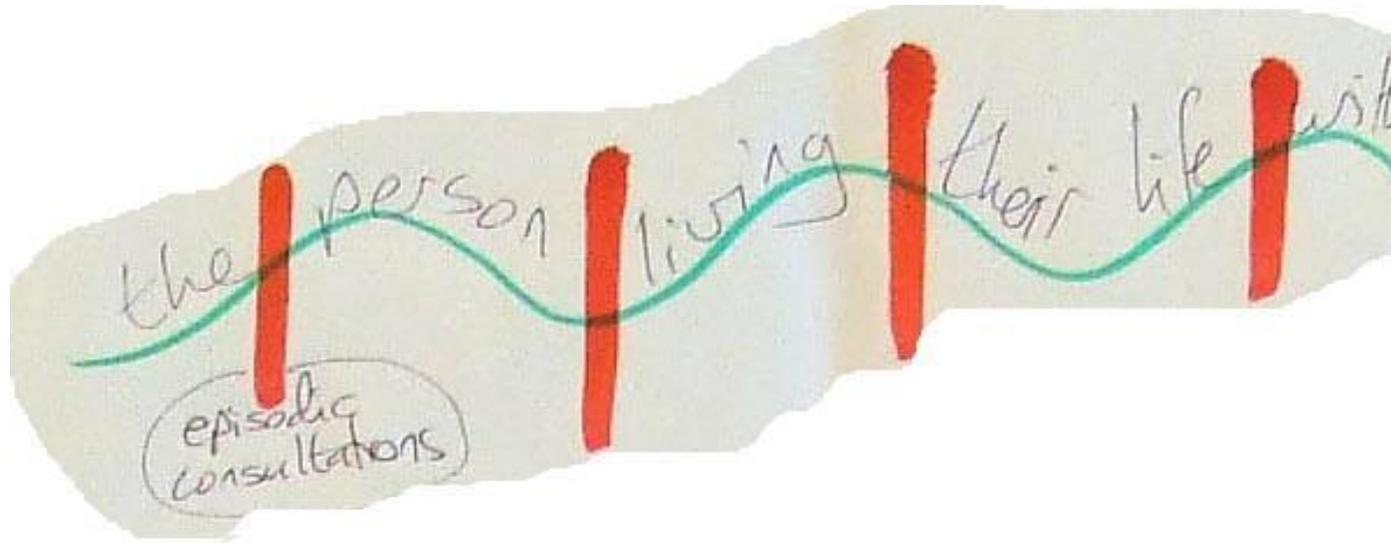
10 hours with a health professional?

'Being able to live the life I want.'
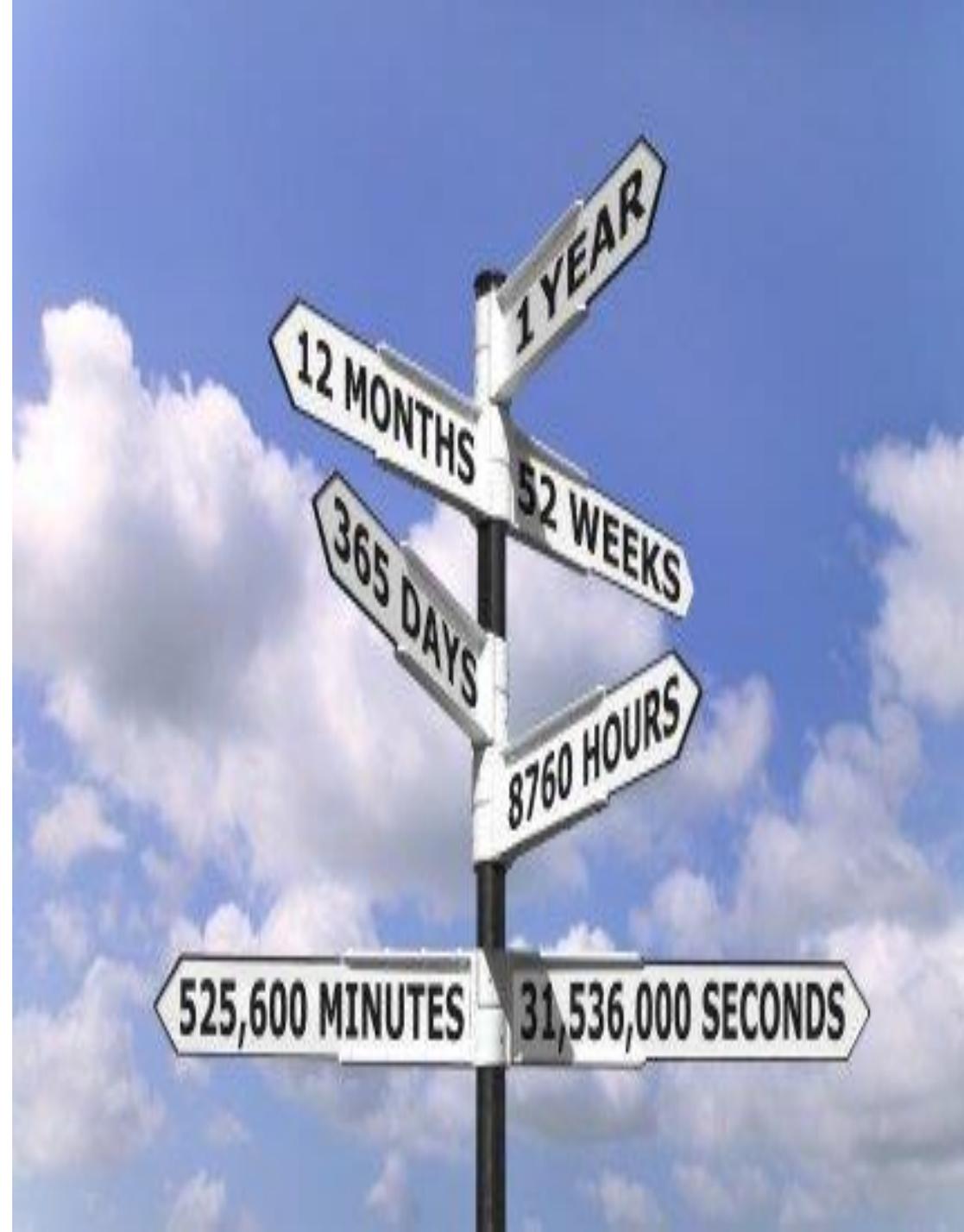
Personalised care makes a difference to:

- People's lives
- The system
- People who provide care and support
- The quality of care

"It helps me to cope and forget the pain"

"I am 76 and I have dystonia, which is a neurological movement disorder that causes muscle spasms like involuntary twisting and repetitive movements in my neck and arms. Due to the shaking I don't go out a lot, and meeting others at the timebank has given me opportunities to meet people on a regular basis and do things together. The timebank makes me feel better. I feel I am part of something; it helps me to cope and also forget the pain. I have made friends and if I need help I can call on them." Rushey Green Timebank

Connecting people to their community through social prescribing

🐦 **@catherinewilton @annaseverwright #PersonalisedCare #Quality2019**

"My visits to A&E went down from three- to five-day stays to three- to four-hour visits, just down to having a conversation. It made me feel empowered and gave me my life back."

Katie

"My personal wheelchair budget has literally changed my life. For the first time I'm able to live independently without any carers all because my new wheelchair allows for some simple but vital adjustments." – Dylan, 19.

Our Appreciative Inquiry

1. "Tell me a story about your best experience of personalised care."
Have a conversation with the person next to you for 5 minutes. Listen with attention. Ask them questions – who was there, what happened, how did you feel? (I'll tell you when to change over)

2. "Thinking about your stories, what would you say are the key ingredients to achieving personalised care?" Vote using Sli.do

Our Appreciative Inquiry

3. "What are your three wishes for a more joined-up, personalised and coordinated health and care system where you live and work?"
Help each other work out the three most important things for you. Let us know by voting on Sli.do

Six Degrees of Separation

Stanley Milgram experiment showing that people are all connected by an average of six steps

- A citizen in Nebraska was instructed to mail a letter to someone who they thought would know a particular business man in Boston

- The goal was to measure the number of steps for the letter to reach the businessman

- On average, required six steps

- Replicated on global scale with same results!

CONNECTED

HOW YOUR FRIENDS' FRIENDS' FRIENDS AFFECT EVERYTHING YOU FEEL, THINK, AND DO
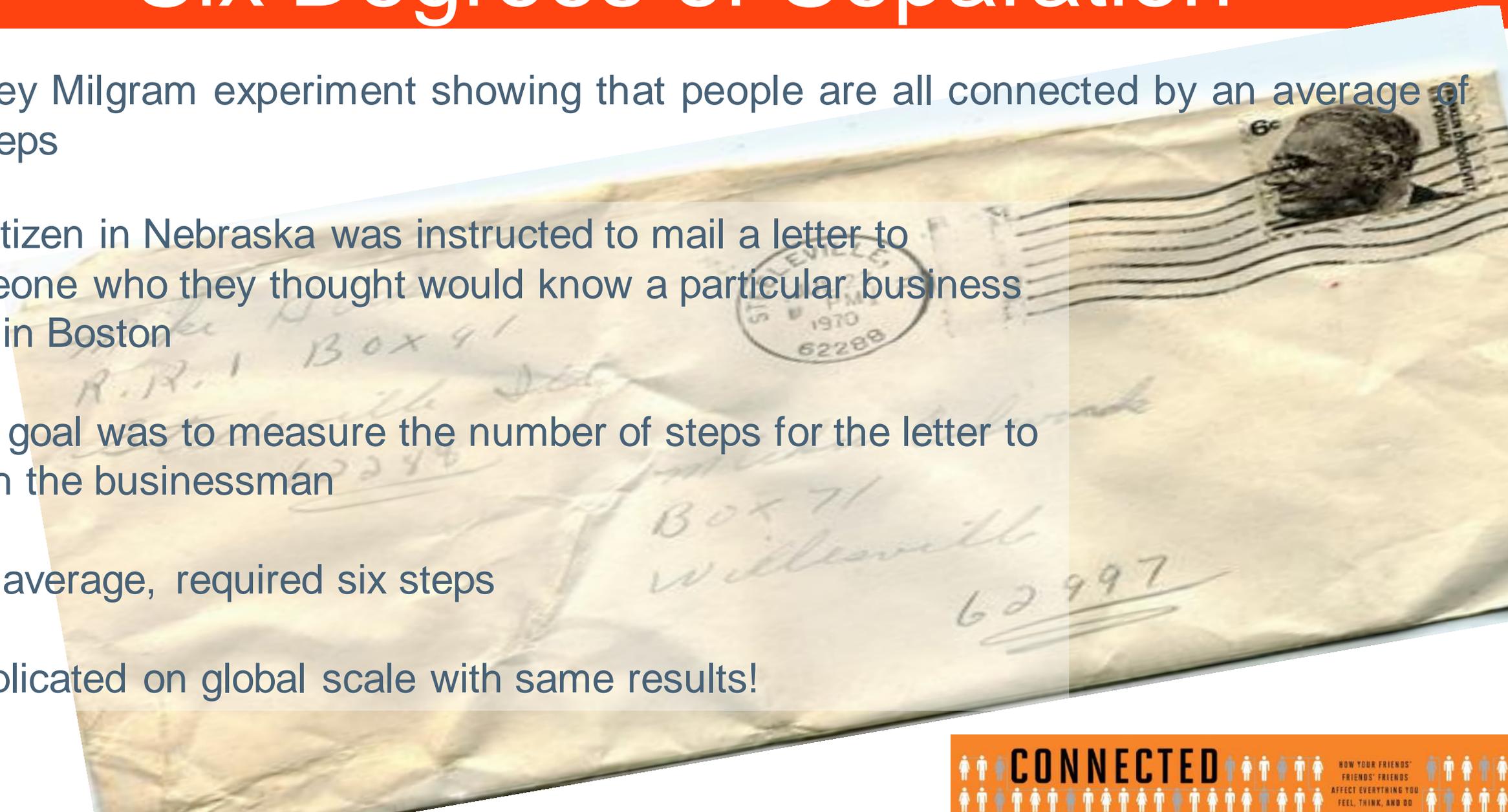
Three Degrees of Influence

The influence of actions ripples through networks 3 degrees
(to and from your friends' friends' friends)

You are affected by people you don't even know!

Photo by Taro Taylor

Influence dissipates after 3 degrees because:

-**Intrinsic decay**: corruption of information
(like the game telephone)

-**Network Instability**: social ties become unstable at 4+ degrees of separation

-**Evolutionary Purpose**: we evolved in small groups where everyone was connected by 3 degrees or less

Three Degrees of Influence
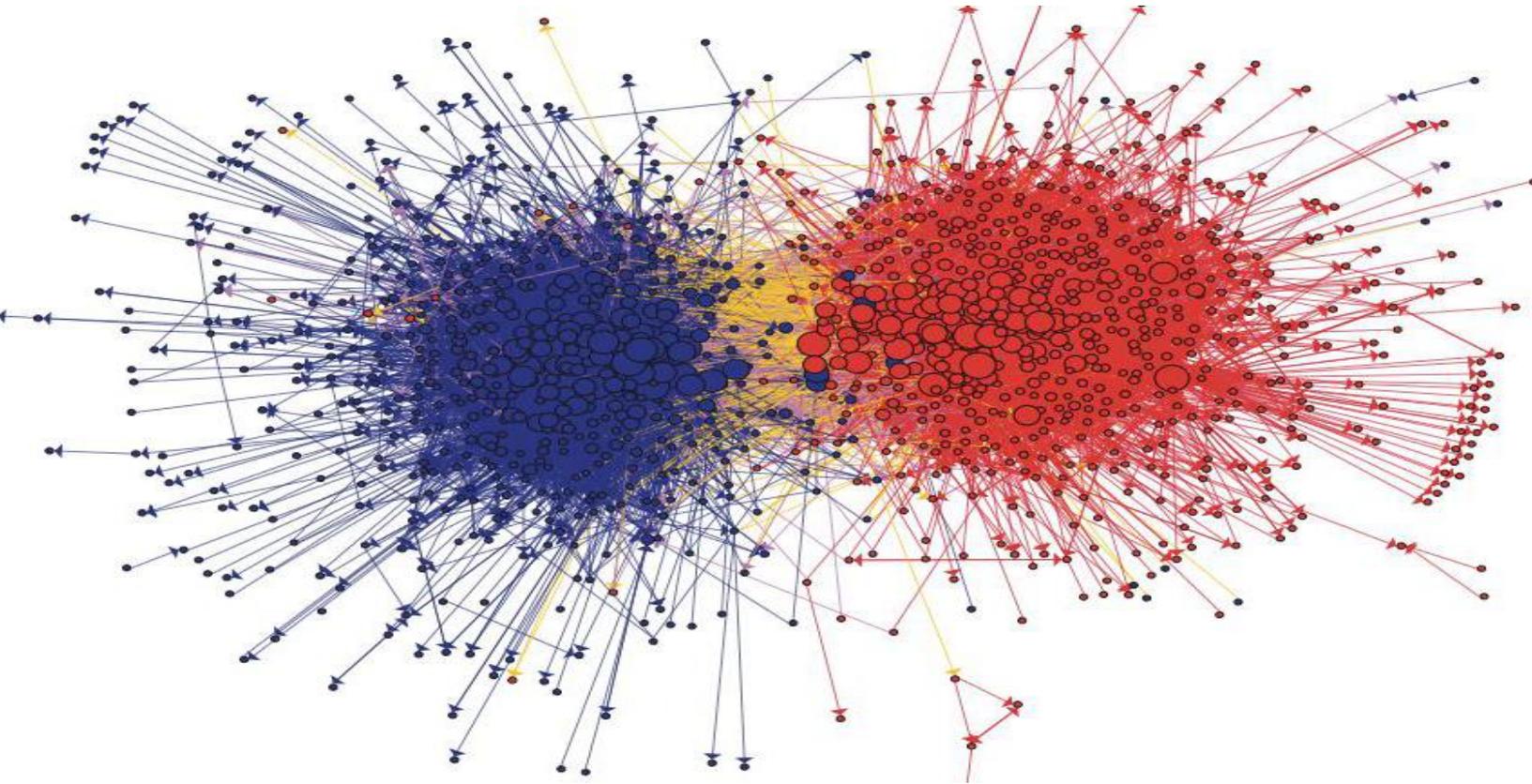
Photo by Wonderworks, Flikr

If we are connected to everyone by 6 degrees and influence those up to 3 degrees, then we can reach halfway to the whole world!

CONNECTED
HOW YOUR FRIENDS' FRIENDS' FRIENDS AFFECT EVERYTHING YOU FEEL, THINK, AND DO

Our experiment

Thinking about what we have discussed, what will you do personally to implement and spread personalised care where you live and work?

- Take the pledge card that was on your chair

- Write your pledge on the card

- Take a photo of your pledge and tweet it to us and any influencers you are connected with, using the hashtags below

- Let's see how many tweets we can achieve and how far we can reach between us

@catherinewilton @annaseverwright #PersonalisedCare #Quality2019

CONNECTED

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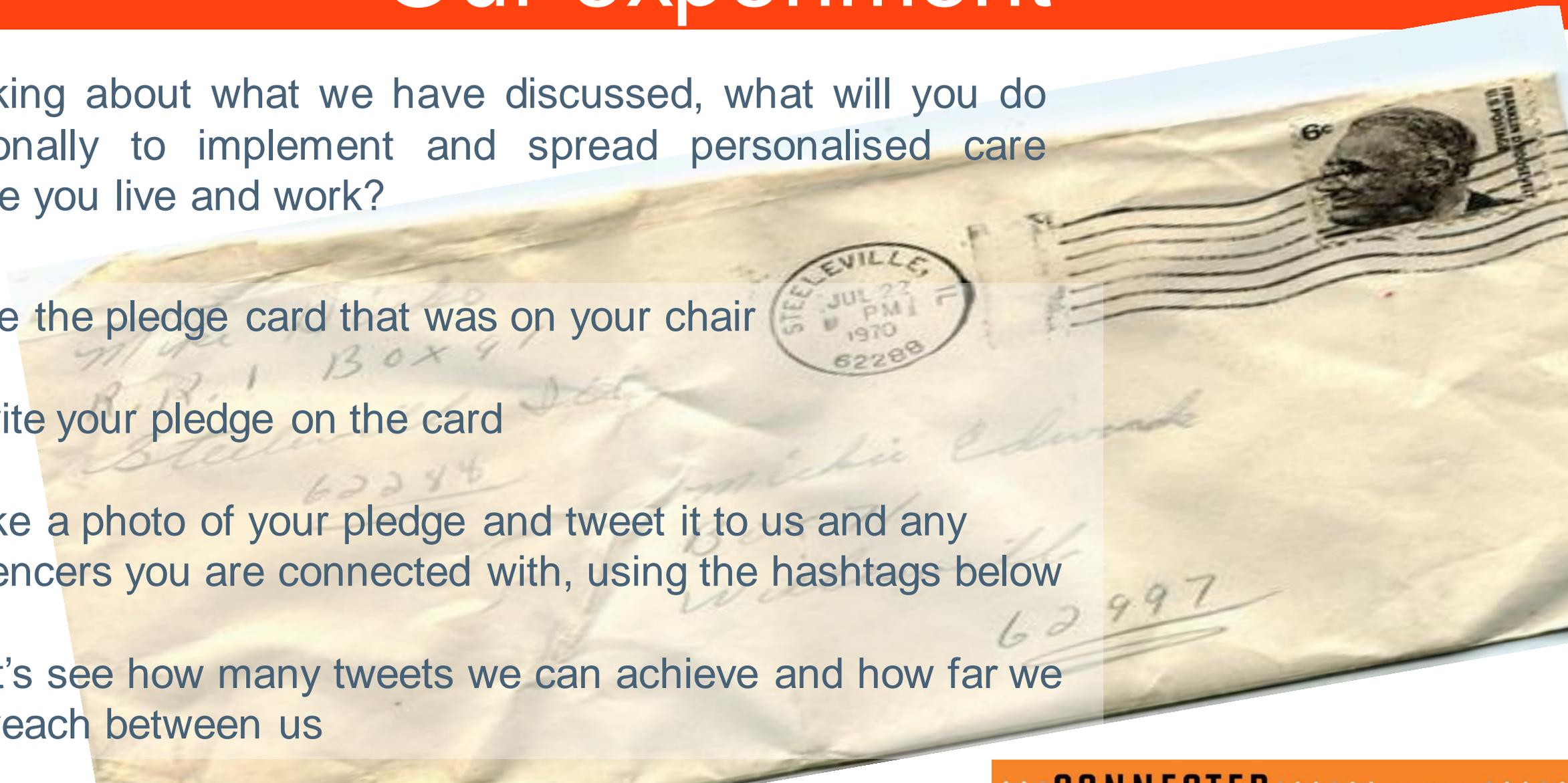
Our experiment

So here's one Kate did earlier

How many shares have you had already Rosie?

We'll give you five minutes to do that, then we have three last things to tell you

Rosie Redstone
@RosieRedstone   Follow

Kate's pledge is to ask her people what matters to them #personalisedcare #Quality2019 @CatherineWilton @KateSlater2 @AnnaSeverwright

7:31 AM - 29 Mar 2019

CONNECTED HOW YOUR FRIENDS' FRIENDS' FRIENDS AFFECT EVERYTHING YOU FEEL, THINK, AND DO

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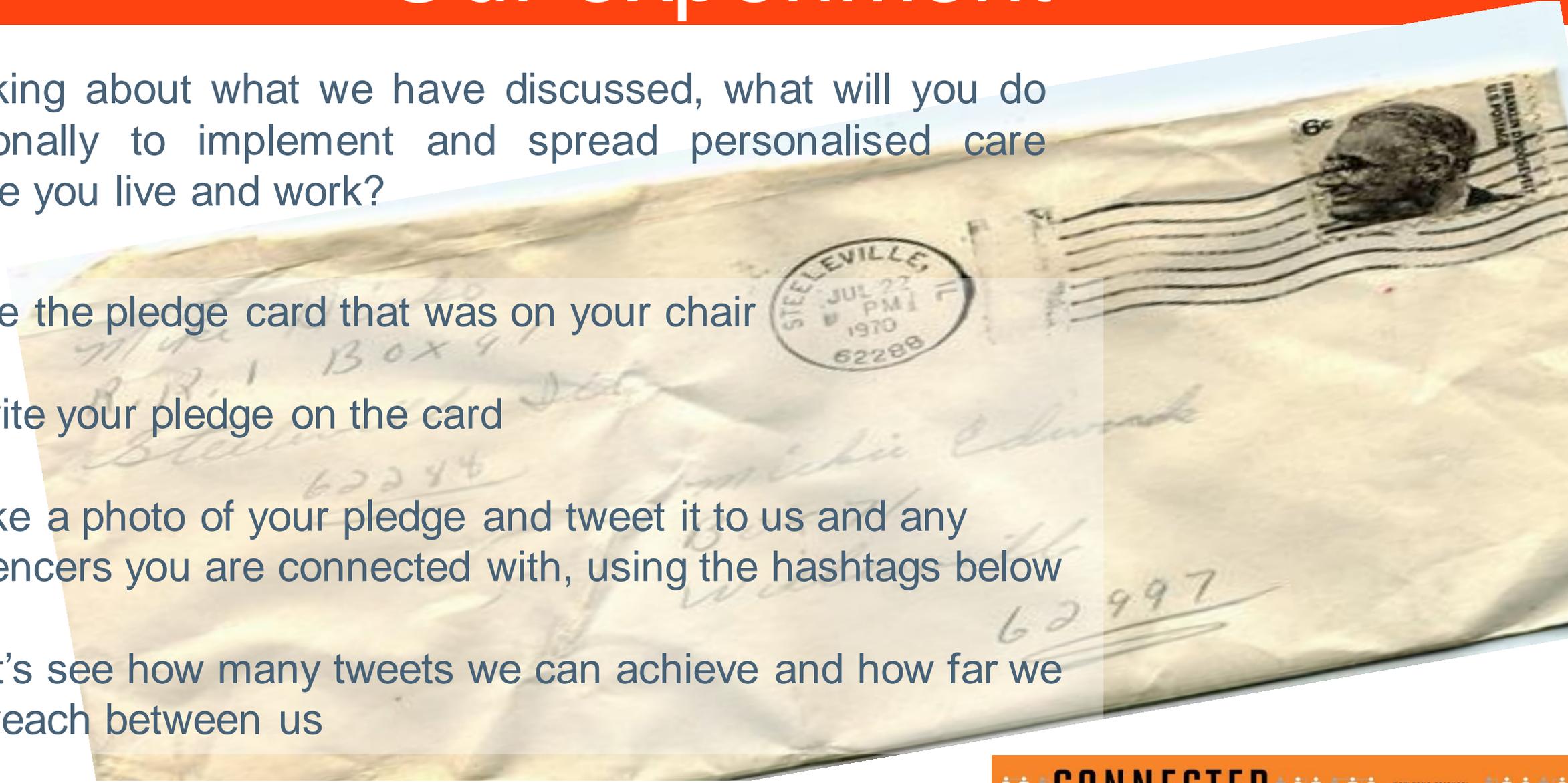
Leadership for Empowered and Healthy Communities programme

To register your interest in cohort 8 email:
lehc.tvwla@hee.nhs.uk

"Innovative ideas such as the Leadership for Empowered and Healthy Communities Programme is an example of the great work already taking place. Doctors, health experts and social care leaders are working with people who use these services to improve links with the community."

Jeremy Hunt

horizonsnhs.com/school

More reading

The Universal Model for Personalised Care (UPC)
https://www.england.nhs.uk/personalisedcare/upc/comprehensive-model/

The Coalition for Collaborative Care (C4CC)'s Coproduction Model-
http://coalitionforcollaborativecare.org.uk/wp-content/uploads/2016/07/C4CC-Co-production-Model.pdf

The Health Foundation's 'Person-Centred Care' Resource Centre
http://personcentredcare.health.org.uk/

Person-centred care core skills training https://www.skillsplatform.org/courses/5192-person-centred-approaches

The Coalition's Commissioning for Community Development
http://www.healthempowerment.co.uk/wp-content/uploads/2018/01/COMMISSIONING-CD-FOR-HEALTH-C4CC-2018-1.pdf

Think Local Act Personal (TLAP)'s care and support planning resource
https://www.thinklocalactpersonal.org.uk/personalised-care-and-support-planning-tool

TLAP & C4CC's Making it Real https://www.thinklocalactpersonal.org.uk/makingitreal

Thank you for participating!

Catherine Wilton
@CatherineWilton

Anna Severwright
@AnnaSeverwright

#Quality2019
#PersonalisedCare