

# Churchview Surgery

## **Patient Engagement Strategy 2019-2020**

**Last updated: 21.10.19**

### **Introduction**

Churchview Surgery was established in 1989. We are located in Cradley Heath and currently have a patient list size of 6175.

See attached patient demographics and chronic disease areas.

Our main aim is to be a successful modern family practice working as a team with well trained and motivated staff to achieve a high standard of care for all our patients.

The practice wishes to provide primary care service that is sensitive to patients and carers. Every part of the work is led by clinicians, Managers and staff who have listened to the views of our patients and know what is needed.

We want to have a real understanding of what matters to our patients and our local communities. We believe good communications and engagement is a priority and plays a key role in making sure that our patients and communities are central to our decision making.

### **Our Aim for Patient engagement**

We aim to continually and consistently gather feedback from patients via a number of methods not just when a major change is proposed, but in on-going service planning. Equally we also aim to involve patients in decisions about general service delivery, not just major changes that are required.

We also aim to effectively feedback to patients what has happened as a result of what they said, what is still to happen and when? And in some instances when a request cannot happen and why?

We believe every voice counts and work hard to put patients at the heart of everything we do. We are committed to being inclusive, fair and equitable to all our patients, carers, communities and staff.

Equality and diversity is about how and what services we provide, how we engage, communicate with and respond to our patients, carers and communities; and how we communicate, listen to, treat and engage with our staff.

As a result of on-going patient communication and engagement we aim to:

- Work together for the good of all patients
- Demonstrate compassion, respect and dignity
- Improve lives and the patient experience
- Show a commitment to the quality of care
- Everyone's voice counts

### **Methods of Patients Engagement and Communication**

At Churchview Surgery we have a range of systems and channels that we currently use to communicate and engage with our patients.

#### **Website**

Our website is regularly updated and includes information on:

Opening hours, Practice clinical and non-clinical staff, appointments, on-line access, extended access, our local PCN, GDPR, Services offered, lifestyle advice and information on how to 'have your say' and the Patient Participation group (PPG)

#### **NHS Choices**

We have developed a separate Practice website but always monitor and update the NHS choices website. Where comments are left we aim to contact patients to discuss in further detail if required and leave constructive replies where appropriate.

#### **Friends and Family**

We actively encourage patients to complete our Friends and Family test. Patients are able to complete the simple questions in the surgery using a Friends and Family slip or by completing the electronic version sent to them following their appointment (so long as they have given explicit consent to contact them via SMS messaging).

We gather the information from the replies on a monthly basis and display the results in the waiting area using a 'you said' 'we did' approach.

#### **Patient and Participation Groups (PPG's)**

PPG's are seen as a significant way of involving our patients in their health, social and well-being.

We currently have 7 members in our PPG which is led by our Practice Manager, Sharon Cooksey who chairs the meetings and our Assistant Practice Manager,

Tracy Edwards who takes minutes. We aim to try and ensure a GP is present at every meeting. We actively encourage new members to join. We do this by advertising posters in the waiting room and outside notice board, front line staff, patient leaflet, quarterly newsletter and actively encourage new patients and carers to join during new patient medicals and annual carers review. There is also a dedicated section on our website informing patients about our PPG, the benefits and how to become a member.

Our PPG gives practice staff and patients the chance to discuss topics of mutual interest for the practice and also provides the means for patients to make positive suggestions about the practice and discuss specific medical conditions using the “expert” or “experienced” patient.

The PPG aims to help patients to take more responsibility for their health and develop self-help projects to meet the needs of other patients, such as befriending, help with transport and bereavement support.

This arena is also used to provide feedback from patients e.g. appointment systems, consultation times, repeat prescription systems to name a few.

The PPG can also be instrumental in carrying out surveys in a whole variety of subjects e.g. measure patient satisfaction, health needs, awareness and expectations, practical help e.g. flu clinics and generally working with the Practice team to ensure patients are happy!

### **National Patient Survey**

Surveys and questionnaires are among the most effective communications systems that we use to gather patient comments. We use these to gather feedback from the National Patient survey and we also carry out additional ‘in house’ Practice Surveys on an annual basis.

The results from surveys are analysed, shared and discussed with members of the PPG and all Practice staff.

Actions required from those results are developed again as a Practice and Patient team and translated into a National Patient survey action plan.

There may be times when due to specific need we undertake additional surveys or at the request of the PPG around a particular subject.

### **Comments and Suggestions**

The practice has feedback forms to complete which are accessible in the waiting room. These can be anonymised and placed in the practice suggestion box located in the porch area.

## **Printed/Display materials**

We provide and display a range of information, leaflets and posters. Which are available in various languages and formats to ensure accessibility for all patients.

Printed materials can be made available in other formats, including Braille, Easy Read and audio as well as translated into other languages where required and relevant.

**Practice Newsletter** – run quarterly with any updates on the practice and national awareness campaigns.

## **Campaigns and programmes**

We advertise campaigns and communications programmes to promote key messages or major initiatives, such as:

**January** - **Dry January**

- **Cervical Cancer Prevention Week**

**February** - **World Cancer Day**

- **Mental Health (Time to Talk)**

**March** - **Ovarian Cancer Awareness month**

- **National No Smoking**
- **Eating Disorder Awareness week**
- **World Sleep day**
- **Nutrition and Hydration week**
- **World Oral Health day**

**April** - **Stress Awareness month**

- **Walk to Work day**
- **World Health day**
- **On Your Feet Britain**

**May** - **National Walking month**

- **Global Hand Hygiene**
- **Sun Awareness week**
- **Deaf Awareness week**
- **Mental Health Awareness week**
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**June** - **National Carers week.** The carers champions at the practice are: Catherine Waddison and Marie Rushton (Health Care Assistants). These events are advertised via our dedicated Carers Corner situated in the waiting room.

- **BNF Healthy Eating week**
- **Mens Health week**
- **Cervical Screening Awareness week**
- **World Blood Donor day**
- **National Clean Air day**

**August** - **Cycle to Work day**

**September** - **Organ Donation week**

- **Know Your Numbers Week (Blood Pressure Awareness)**
- **World Suicide Prevention day**
- **World Sepsis Day**
- **National Eye Health week**
- **National Fitness day**
- **MacMillan Nurse – Worlds Biggest Coffee Morning**

**October** - **Stoptober**

- **National Cholesterol Month**
- **Breast Awareness Week**
- **National Work Life week**
- **Back Care Awareness week**
- **World Mental Health week**
- **Intervention Infection Prevention Control week**
- **World Menopause day**

**November** - **Movember (to highlight mens health, particularly prostate cancer)**

- **Internation Stress Awareness**
- **Anti-bullying week**
- **Alcohol awareness week**
- **16 days of Action Against Domestic Violence**

**December** - **Worlds Aids Day**

**National Cancer Awareness:**

- **Bowel Screening Programme**
- **Cervical Cytology Programme**
- **Breast Screening Programme**

**Finally**

We are always open to new and improved ways to engage with our patients and are in the process of liaising with the other GP Members in a Primary Care Network, Newcommen, to engage patients on a wider scale.