

Churchview Surgery

Patient Engagement Strategy

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 8 members in our PPG which is led by our Practice Manager, Sharon Cooksey who chairs the meetings and our Practice Administrator, 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

- World Religion Day
- Holocaust Memorial Day

Cancer Awareness: Cervical Cancer Prevention Week / Less survivable cancers awareness day

February

- Time To Talk Day (Mental Health)
- National Apprenticeship Week
- Eating Disorder Awareness Week
- Rare disease day

Cancer Awareness: Kidney Cancer Awareness Week / Oesophageal cancer awareness Month / World Cancer Day

March

- Zero Discrimination Day
- Overseas NHS Workers Day
- International Women's Day
- Nutrition and Hydration Week
- National No Smoking Day
- World Kidney Day
- Healthcare Science Week
- World Sleep Day
- World Oral Health Day
- International Day for the Elimination of Racial Discrimination
- World Down Syndrome Day
- World Autism Acceptance Week
- International Transgender Day of Visibility

Cancer Awareness: Brain Tumour Awareness Month / Colorectal Cancer Awareness Month / International HPV Awareness Day / Kidney Cancer Awareness Month / Ovarian Cancer Awareness Month / Prostate Cancer Awareness Month

April - Stress Awareness Month

- Lesbian Visibility Day

Cancer Awareness: Bowel Cancer Awareness Month / Testicular Cancer Awareness Month

May - National Walking Month

- Deaf Awareness Week
- International Day of the Midwife
- World Hand Hygiene Day
- Equality, Diversity and Human Rights Week
- National Day for Staff Networks
- International Nurses Day
- Mental Health Awareness Week
- Global Accessibility Awareness Day
- International Day against Homophobia, Transphobia and Biphobia
- International Human Resources Day
- National Numeracy Day

Cancer Awareness: Bladder Cancer Awareness Month / Melanoma Awareness Month / Skin Cancer Awareness Month / Sun Awareness Week / World Ovarian Cancer Day

June - Pride Month

- Volunteers' Week
- Bike Week
- National Carers Week
- BNF Healthy Eating Week
- Men's Health Week
- World Blood Donor Day
- Cervical Screening Awareness Week
- National Clean Air Day
- UK Windrush Day
- Armed Forces Day

Cancer Awareness: Cervical Screening Awareness Week / Myeloma Awareness Week

July - South Asian Heritage Month commences 17th July 2024

- Alcohol Awareness Week

Cancer Awareness: Sarcoma Awareness Month / World Head and Neck Cancer Day

August – South Asian Heritage Month continued (up until 17th August 2024)

- Cycle to Work Day
- World breastfeeding Awareness week

September

- National Pensions Awareness Week (date to be confirmed)
- Know Your Numbers Week
- World Suicide Prevention Day
- World Sepsis Day
- World Patient Safety Day
- National Fitness Day
- International Day of Sign Languages
- Organ Donation Week
- UK National Inclusion Week
- World's Biggest Coffee Morning
- ICON week (date to be confirmed)

Cancer Awareness: Blood Cancer Awareness Month / Childhood Cancer Awareness Month / Gynaecological Cancer Awareness Month / Hereditary Cancer Awareness Week / Thyroid Cancer Awareness Month / Urological Cancer Awareness Month

October - Speak Up Month

- Stoptober
- Sober October
- National Cholesterol Month
- Black History Month
- Breast Cancer Awareness Month
- Infection Prevention Control Week
- Back Care Awareness Week
- National Work Life Week
- UK Malnutrition Awareness Week
- World Mental Health Day
- Coming Out Day
- Bone and Joint Week
- World Menopause Awareness Day
- International Pronouns Day
- International Stammering Awareness Day

Cancer Awareness: Breast Cancer Awareness Month / Liver Cancer Awareness Month / Myelodysplastic Syndromes (MDS) World Awareness Day

November

- National Self Care Week
- National Stress Awareness Day
- Interfaith Week
- Anti-bullying Week
- Trans Awareness Week
- Disability History Month
- International Men's Day
- Transgender Day of Remembrance
- Carers Rights Day
- 16 Days of Action Against Domestic Violence (commences 25th November 2024)

Cancer Awareness: Gastric Cancer Awareness Month / Lung Cancer Awareness Month / Mouth Cancer Action Month / Movember / Pancreatic Cancer Awareness Month

December

- 16 Days of Action Against Domestic Violence (up until the 10th December 2024)
- World's Aids Day
- International Day of People with Disabilities

The National Cancer Awareness Programmes:

- Bowel Screening Programme – all patients between 60-74 (those over 75 can request a kit if they wish to continue with the programme)
- Cervical Cytology Programme – ladies between 25 – 64
- Breast Screening Programme – ladies between 50-70

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, Newcomen, to engage patients on a wider scale.

Last Update: 25.1.24