

Patient Participation Enhanced Service 2014/15 Annex D: Standard Reporting Template

London Region North West Area Team

Complete and return to: england.lon-nw-claims@nhs.net by no later than 31 March 2015

Practice Name: Simpson House Medical Centre

Practice Code: E84008

Signed on behalf of practice: Ashley Porter (Practice Manager)

Date: 23rd March 2015

Signed on behalf of PPG: Bernice Phillips (PPG Chair)

Date: 23rd March 2015

1. Prerequisite of Enhanced Service – Develop/Maintain a Patient Participation Group (PPG)

Does the Practice have a PPG? YES											
Method(s) of engagement with PPG: Face to face, Email, Other (please specify)											
- Face to face meetings, Email and Telephone contact											
Number of members of PPG: 39											
Detail the gender mix of practice population and PPG:				Detail of age mix of practice population and PPG:							
%	Male	Female									
Practice	38%	62%	%	<16	17-24	25-34	35-44	45-54	55-64	65-74	> 75
PRG	49%	51%	Practice	19%	10%	16%	13%	14%	12%	9%	7%
			PRG	0	2%	2%	15%	14%	26%	26%	15%

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Detail the ethnic background of your practice population and PRG:

	White				Mixed/ multiple ethnic groups			
	British	Irish	Gypsy or Irish traveller	Other white	White &black Caribbean	White &black African	White &Asian	Other mixed
Practice	22.07%	0.9%	0.01%	8.3%	1.12%	0.28%	0.76%	0.31%
PRG	54%	3%	0%	3%	3%	0	0	0

	Asian/Asian British					Black/African/Caribbean/Black British			Other	
	Indian	Pakistani	Bangladeshi	Chinese	Other Asian	African	Caribbean	Other Black	Arab	Any other
Practice	27.6%	3.19%	0.20%	0.48%	11.65%	4.93%	3.57%	2.8%	0.35%	11.2%
PRG	21%	10%	5%	0	0	0	3%	0	0	0

Describe steps taken to ensure that the PPG is representative of the practice population in terms of gender, age and ethnic background and other members of the practice population:

The group has taken the following steps to try and engage under-represented categories of the wider practice population over the past year;

- Notices within Reception and on the LED display
- A dedicated Patient Participation section on the website, which allows patients to submit their interest electronically
- Notices advertising the group within local pharmacies
- Notices advertising the group in local organisations which work with particularly underrepresented groups
- Including information about the group at the end of all emails sent from the practice
- Members of the PPG have spent time at a PPG Information Desk in Reception trying to engage patients and encourage membership.
- All practice staff are aware of the Patient Participation Group and do their best to publicise it and encourage engagement.
- The doctors have given out leaflets publishing the meetings of the PPG

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Are there any specific characteristics of your practice population which means that other groups should be included in the PPG? e.g. a large student population, significant number of jobseekers, large numbers of nursing homes, or a LGBT community?

We have an extremely diverse population which includes many different groups. Therefore, the PPG focus has been on encouraging members from all groups. However, they have particularly focused on encouraging younger patients from all groups to get involved as they feel that younger patients in particular are unrepresented.

If you have answered yes, please outline measures taken to include those specific groups and whether those measures were successful:

We have set up pages on both Twitter and Facebook to try and engage our younger patients. All GPs have looked to identify younger patients that may be interested in becoming part of the PPG and have made them aware of it.

2. Review of patient feedback

Outline the sources of feedback that were reviewed during the year:

The following sources of feedback have been reviewed throughout the year:

- Complaints, comments and suggestions received by the Practice Manager and Team
- The National GP Patient Survey
- Friends and Family Test responses
- NHS Choices and other online forums
- Feedback gained from Patient Involvement Events ie. Carers Day.

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How frequently were these reviewed with the PRG?

This is a permanent agenda item at the Patient Participation Group Meeting. The Group meets quarterly.

Action plan priority areas and implementation

Priority area 1

Description of priority area:

Telephone Access

This is an ongoing problem, which has been identified as a priority area by the PPG. Over the past year approximately 40% of the complaints received by the practice have been in relation to getting through to the Practice on the telephone.

What actions were taken to address the priority?

- The Practice has carried out an audit of incoming calls received to the practice and identified the when the highest rates of calls are received.
- The Practice is working to educate patients on when to call depending on what their query is. It was identified that many patients call with a non-urgent query or general request between 8.30am and 9.30am (the busiest time). There is now a message on the telephone line advising patients that if they are calling for a non-urgent query or a routine appt, which is not required on the day, they should call back after 11.00am. This has also been publicised on the website and in the PPG Newsletter.
- The Practice is working on the distribution of staff during busy telephone periods and how this can be more effectively managed. At times of increased contact, ie. First thing in the morning, staff in other parts of the building will support the reception team in answering telephone calls. The long term aim is that the Reception area would be separated to have a separate front desk and telephonist office.
- The Practice has run a campaign to encourage the use of the online systems available to patients, which allows them to book, and cancel appointments, order repeat medications and from March 2015 view certain parts of their medical records.
- The IT Lead for the Practice has met with telephone suppliers to discuss changes to the current telephone system, with the aim to increase lines coming in to the practice and install a telephone queuing system. Careful consideration needs to be given to the costs and disruption of any new system and all options will be discussed with the PPG before a final decision is made.

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Result of actions and impact on patients and carers (including how publicised):

- The influx of calls between 8.30am and 9.30am has reduced slightly, but a number of patients are still calling with non-urgent problems between 8.30am and 9.30am. It has been agreed between the Practice and the PPG that this will be addressed again within the PPG Spring Newsletter.
- The number of patients signed up to the online service has risen by 70% since November 2014. This has been feedback on the website, our social media pages and in the newsletter. It is hoped that this number will continue to increase, giving more patients better and more convenient access to services.

Priority area 2

Description of priority area:

Reception Area

It was felt by the PPG that the Reception area was in need of some improvements to enhance the experience of patients waiting for their appointments. There were a number of comments made by patients in the Practice Survey which identified this as a priority area.

What actions were taken to address the priority?

- The Reception Waiting Room has been decorated to improve appearance.
- The Practice has worked with the local primary school, who have produced artwork for the Reception walls. It is hoped that this will be an ongoing arrangement. Many of the children who have designed pieces are patients of the practice and they have loved seeing their work on display.
- A new 'children's play area' has been installed to help keep children entertained whilst they are waiting to be seen by the doctor.
- Hand sanitisers have been installed for patient use.
- A new sign has been put in place to request that patients queuing 'stand back' to give the patient in front of them more privacy.
- New magazine racks have been purchased and a process for ensuring infection control regulation are not breached has been implemented.
- The television screen in the Waiting Room has been fixed and is now on daily displaying important public information.
- The notice boards in Reception have been revamped by the Practice Team and PPG to ensure information is up to date, accurate and appropriate. This will be done periodically

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Result of actions and impact on patients and carers (including how publicised):

- Improvements to Reception are obvious to all patients as soon as they enter the practice. We have also publicised the improvements on the website.
- A number of patients have already commented that the changes have improved their experience when visiting the practice, creating a more relaxed environment.

Priority area 3

Description of priority area:

Patient Information – The PPG felt that more needed to be done to effectively communicate useful information and Practice news to the wider Practice population. This was therefore identified as a priority area.

What actions were taken to address the priority?

- The Practice had already launched a new website as a result of the previous year's Patient Survey, further work was done to enhance the content of the website and ensure it is kept up to date and informative.
- The PPG set up a sub group to write and edit a Practice Newsletter. They work in conjunction with the Practice Manager, GPs and Practice staff to agree the content to ensure that it includes as much information as possible. The newsletter is produced on a quarterly basis and is available in Reception and online. Members of the PPG also deliver copies to the local pharmacies. In the future, the PPG will look at ways to get it to as many patients as possible, but obviously, this would increase the cost of it. The articles in the newsletter cover a range of topics including 'Appropriate use of antibiotics', 'Do you really need A&E', 'Do you suffer with depression?' to more practical information such as updates on a GP who is off sick and Christmas opening hours. There is also a standing message from the Chair of the PPG and a 'Meet the Doctor' section, which allows patients to get to know all GPs in the practice rather than just their usual GP.
- The content of the Information Screen in Reception is now regularly reviewed by a designated person to ensure the information on it is up to date and informative.
- The information displayed in Reception should be more up to date and relevant. This is now periodically updated by practice staff and the PPG.
- It was identified that one of the best methods of providing information to patients was via the telephone line as a high number of patients call the practice on a daily basis. The Practice now regularly updates the message on the telephone line to pass information to patients as soon as they call and before they select the option they require. The message goes in line with any campaign the PPG and Practice would like to highlight. For example, the current message encourages patients to call back after 11am if their call is not urgent or to book an appointment. It had previously asked patients to ensure they update their contact details as part of the 'Have we got the right details' campaign and provided information on flu clinics as part of the practice flu campaign.

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Result of actions and impact on patients and carers (including how publicised):

- There have been a number of benefits to working on this priority area all dependent on the content of the information we have worked to communicate. A few campaigns which have been particularly successful are;

Carers Campaign

The PPG & Practice used the methods above to identify carers. A Carers Event was then held on Saturday 11th October. The event was hosted by the PPG and Harrow Carers and was able to offer advice for Carers as well as a friendly coffee morning environment and an holistic therapist providing relaxation treatments such as Indian Head Massage. There was a higher than expected turn out and the people that attended were extremely positive about the event. Leading on from this a 6 weekly carers coffee morning has been set up by the PPG.

Update Your Details Campaign

The PPG identified the importance of having up to date contact details for all patients and initiated a campaign to address this. Using the methods above they asked patients to ensure the Practice held an up to date contact number for them. A form was also placed on the website, which allowed patients to update this information online and return back to the practice electronically. There were a high number of responses in direct response to this campaign. This has helped equip the practice for the next stage of improving communications by better utilising text alert services.

Do you really need A&E Campaign

The PPG identified that many patients were not aware of the health services available to them, meaning that some were attending A&E, Urgent Care Centre, or GP inappropriately when they could have attended a pharmacy or looked after themselves at home. Using the methods above the PPG has been trying to provide better education to patients so that they are fully aware of the options available to them. The Practice has not yet received data for the most recent A&E and UCC attendances but it is hoped that this campaign will have positively affected the figures.

The feedback from all the above has been very positive and dependent on the campaign the results have been publicised on the website. Feedback to the Newsletter and the Website have been particularly positive.

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Progress on previous years

Is this the first year your practice has participated in this scheme?

No

If you have participated in this scheme for more than one year, outline progress made on issues raised in the previous year(s):

	ACTION	OUTCOME
Patient Access	Consider staffing between 8.30am and 10.00am. Is there a capacity for current staff to provide additional cover during this time or employ a part time staff member during these periods?	It was not practical to employ a new member of staff for such a short amount of hours each day. One staff member increased their hours to provide additional cover for 4 days a week during this period. This formed part of the telephone priority area.
	Find out whether the current telephone software has a queuing facility add on available. If it does consider feasibility of purchasing this product.	The current system did allow for this feature, but the expensive could not have been justified unless funding could have been obtained from outside the practice. This formed part of the telephone priority area.
	Consider a call back facility on the website. This would allow patients to request a call back from Reception at times when the phone line is busy.	The website has this facility but after much analysis and discussion it was agreed that we would not utilise it. The function would increase the workload of Reception staff and mean that they were less available to answer the telephones. This is something that the Practice and PPG may revisit in future.
	Practice to consider employing a salaried GP.	The Practice has employed a new Salaried GP, Dr Pri Lakhani. She started in October 2014 and is working 3 sessions a week.
	Focus on promoting the online appointments facility and increase the number of appointments available online as appropriate.	The Practice migrated to a new clinical system in 2014 and it was necessary to completely remove access to the online system to the patients that previously had it. Once up and running a

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		campaign was launched inviting all patients to sign up to the new system. This formed part of the telephone priority area.
	No changes will be made to the current extended hours (late night Monday and Saturday morning). However, this will be reviewed as the Practice develops services in line with the NHS England agenda	This is an ongoing item.
Communication and Patient Information	The notice boards in Reception will be updated to provide clear information about the Practice, local updates and specific conditions.	The Practice Manager and a member of the PPG worked collaboratively to address the information on the notice boards to ensure it is relevant, up to date and appropriate. They will continue to do this periodically.
	The PPG will set up a sub group to develop a Practice Newsletter. This will then be distributed electronically to patients that subscribe via the website and hard copies will be available in Reception	The first issue of the PPG newsletter was published in May 2014 and it comes out quarterly. There are hard copies available in Reception and it is available electronically on the Practice website. It is also automatically distributed to all patients who sign up to the mailing list. The PPG will continue to consider how this can reach as many patients as possible.
	PPG and Practice to put together a schedule of events in Reception for the forthcoming year, based on the feedback from the survey	The PPG and Practice Manager agreed to initially focus on Carers and Mental Health, after examining feedback from the patient survey. A Carers Day was held in Saturday 11 th October 2014, which has led to the development of a monthly Carers Coffee Morning. The aim is to hold a Mental Health Awareness Event in Spring/Summer 2015. Following this the PPG and Practice Manager will identify further focus areas.
	The Practice will set up a Twitter account to try and encourage patient involvement from patients in different age groups. This will link directly to the website and will alert patients to any useful information or events that are happening e.g. Flu clinics.	The Practice now has a Twitter and a Facebook page.
	Practice to work more closely with local pharmacies to help	Ongoing

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	promote practice events and useful information.	
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3. PPG Sign Off

Report signed off by PPG:

Yes

Date of sign off: 23/03/2015

How has the practice engaged with the PPG:

The Practice Manager is in regular contact with the Chairperson and other members of the PPG to discuss any relevant issues. The PPG meets on a quarterly basis and the Practice Manager and one of the GP Partners is always in attendance. The Practice Manager and staff work with the PPG and its members to organise events and develop the quarterly PPG newsletter.

How has the practice made efforts to engage with seldom heard groups in the practice population?

The Practice has attempted to engage all patients through improved communication, newsletter, patient information and website. The website now has the facility to be translated if required. The Practice has also set up social media accounts to attempt to engage younger patients whos views, opinions and ideas they have struggled to obtain.

Has the practice received patient and carer feedback from a variety of sources?

The Practice receives feedback via face to face communications, practice surveys, events and Friends and Family responses.

Was the PPG involved in the agreement of priority areas and the resulting action plan?

Yes

How has the service offered to patients and carers improved as a result of the implementation of the action plan?

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- Patient access has improvement.
- The quality and methods for disseminating patient information has improved
- The Practice environment has been enhanced to improve patient experience

Do you have any other comments about the PPG or practice in relation to this area of work?

The Practice is completely committed to the growth and development of its PPG. Over the past 2 years the PPG has formalised itself and developed. It has appointed a Chairperson and Executive Committee. The Chairperson has been a driving force in moving the PPG forward and has played an active role within the growing Harrow Patient Participation Network. The Practice Manager, Partners and staff at the Practice are extremely grateful to the PPG for the time and effort all members put in to work towards the joint goal of providing an excellent service to patients.

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