

How to Implement a Self Care Aware Approach to Demand Management


A GUIDE FROM THE
SELF CARE FORUM




How this guide will help you

- ▶ By actively supporting, promoting and empowering patients and the public with information about safe self care you can address:
 - Access
 - Capacity
 - Demand
 - Referrals
 - Quality
 - Satisfaction
- ▶ In turn, you will have patients who will be able to exercise choice and be in control of their health and wellbeing, providing for a rewarding environment for your practice





**“We need to create an environment that enables general practice to play a much stronger role, as part of a more integrated system of out-of-hospital care, in...Involving patients and carers more fully in managing their own health and care”
- NHS England¹**



**“(Health care commissioners) must shift the current emphasis on acute and episodic care towards prevention, self care and integrated and well co-ordinated care to cope with an ageing population and increased prevalence of chronic diseases”
- The King’s Fund²**

1. NHS England. Improving general practice – a call to action. August 2013.
2. The King’s Fund. Transforming our healthcare system. Ten priorities for commissioners. March 2013

Supporting self care

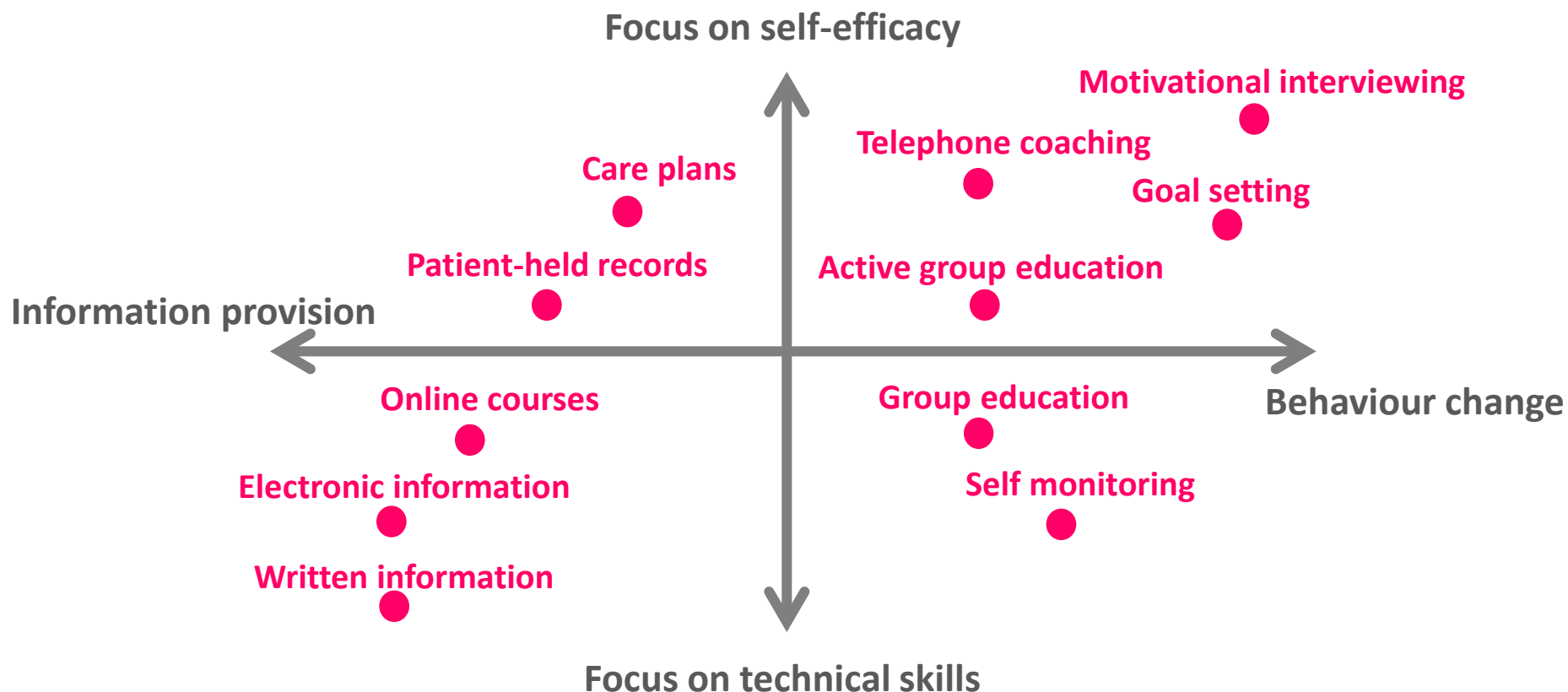
- ▶ Self care can be supported in multiple ways¹
- ▶ These form a continuum of interventions:¹
 - **Passive** – information provision
 - **Active** – behaviour change
- ▶ That can vary by health issue¹
 - **Minor ailments** – passive information provision to encouraging self care via over-the-counter medicines
 - **Long-term conditions** – e.g. people with diabetes may require structured education on eating, exercise, etc., while those with depression may need cognitive therapy and behaviour change
 - **Prevention** – a greater emphasis on behaviour change required, underpinned by information

1. The Health Foundation. Helping people help themselves. A review of the evidence considering whether it is worthwhile to support self-management. May 2011.

Principles of self care support

- ▶ Several general principles are key when supporting self management:¹
 - Involving patients in decision making
 - Developing care plans as a partnership between patients and professionals
 - Setting goals, with pro-active follow up on achievements
 - Helping patients monitor their symptoms and know when to take appropriate action and in managing the social, emotional and physical impacts of their conditions
 - Motivating patients using targeted approaches and structured support
 - Helping patients to monitor symptoms and know when to take appropriate action
 - Promoting healthy lifestyles
 - Educating patients on their conditions and how to self manage

Ways to support self care¹



1. The Health Foundation. Helping people help themselves. A review of the evidence considering whether it is worthwhile to support self-management. May 2011.

Useful tools

- ▶ [Top tips for practices](#)
- ▶ [RCGP e-learning module](#)
- ▶ [Patient factsheets for minor ailments](#)
- ▶ [Outcomes Star™ for long-term conditions](#)
- ▶ [Health Needs Assessment tool](#)
- ▶ [Sample CQUIN self care plan](#)
- ▶ [National Association for Patient Participation \(N.A.P.P.\) guide and self care patient questionnaires](#)
- ▶ [Self care posters](#)
- ▶ [Become a Self Care Aware practice](#)
- ▶ [NHS England House of Care Model](#)
- ▶ [Self Care Week and resources](#)
- ▶ [Further information](#)





Top tips for self care in practices

- ▶ Promoting self care is a long-term project for a practice
- ▶ There are 12 tips that can help, but focus on implementing just one or two initially



1. Recognise that self care is one of the few effective strategies for demand management in general practice

- ▶ Only when all team members see their team leaders – both clinical and non-clinical – valuing self care and putting it into action, will they recognise the need to take it up too
- ▶ Self care initiatives could be part of regular meetings, incorporated into staff training and discussed at practice away-days
- ▶ It is, though, important for the practice leaders to ‘walk the talk’, showing it in their everyday professional lives



2. Agree the advice all clinicians, health care assistants and receptionists will give when asked about common self-limiting illnesses (chickenpox, flu, verrucae, head lice, vaginal itch, etc.) including support for self care

- ▶ Getting consistency is not always easy
- ▶ A practice may start with the induction of a new practice nurse or registrar, using that as a lever to get all doctors and nurses discussing the advice they will agree to give in future
- ▶ Such agreements need to be written down in brief note form and be available electronically to all staff
- ▶ Referral protocols on when to refer to community pharmacy can also be implemented

3. Involve your local pharmacists and community nurses in giving the same advice and support for self care; work with local pharmacists to ensure that their triage of common problems is similar to that in the practice

- ▶ Safe, high-quality care depends on good relationships and communication with these other professionals so building good links should be a medium-term priority
- ▶ When good relationships exist, team members can be consulted and involved in agreeing the advice to give in the management of common self-limiting illnesses

Click image below for the Bromley by Bow Health Centre Case Study



4. **Involve all doctors and nurses in a review of the practice's policy on prescribing antibiotics, to ensure consistency, best practice and fairness – consider NICE guidance on reducing antibiotic prescribing for upper respiratory tract infections**

- ▶ Many practices have already done this
- ▶ If patients perceive inconsistencies in prescribing of antibiotics they will play prescribers off against each other
- ▶ A consistent and fair policy is understood by patients and raises their confidence in the competency of the practice



5. Review your practice's policy on psychologically active drugs and 'talking therapies' to ensure consistency, best practice and fairness

- ▶ Just as consistency and fairness, based on evidence, is important for antibiotics, it applies equally to other medication, such as psychotropics, and to other interventions, such as 'talking therapies'



6. Use reviews of long-term conditions to inform and educate your patients, their carers and their families on the aims of management, choices to make in managing their condition and responses to changes in their condition (including relapses, etc.)

- ▶ The average person with diabetes spends 6 hours a year face-to-face with a health professional. It is the decisions that they make in the other 8,754 hours that will determine the quality and length of their lives, only by helping them to make good choices, and by supporting them in making those decisions, can we really improve their outcomes
- ▶ This may require advising the patient on the aims of the consultation and how to prepare, allowing time to establish the patients' own preferences and goals, and involving other key health care workers such as nurse specialist or a social care contact, or community pharmacists for support on medicines adherence and lifestyle interventions/support

7. Involve your practice's Patient Participation Group (PPG) and other service users to design, plan, and get feedback on your initiatives in self care

- ▶ All CCG member practices should ideally have a PPG (support available from N.A.P.P. www.napp.org.uk). PPGs are an essential resource for patient feedback, promoting self care, health and wellbeing, providing support & information to patients in taking responsibility for their health. When discussing self care initiatives with your PPG, be sure to address the needs of diverse groups in your practice

Click image below for the St Lawrence Way Case Study



8. Use your practice website, phone messaging, emails, displays in waiting room/entrance area/consulting rooms, etc. to offer high quality self care information

- ▶ All practices offer their patients information but few use their information channels to support their patients to self care
- ▶ If there was one self care message for every sign giving imperative instructions ('All patients must register at the desk on arrival', etc.) then patients may begin to perceive their doctors' practices as facilitators of health
- ▶ You can also guide your patients to online resources such as NHS Choices, Patient UK, or Healthtalk Online, as well as books, leaflets and other materials



9. Consider using shared decision-making consultations and self-management courses such as the Expert Patient Programme (EPP) to empower some or all of your patients with long-term conditions; use a local scheme with similar intentions; or link with national patient groups, such as the Breathe Easy Club, Allergy UK, Asthma UK, the Eczema Society, etc.

- ▶ Your practice is not alone
- ▶ There are organisations out there willing and able to help you
- ▶ Often schemes that are specific to the condition of the patient, if they exist, are more helpful than the generic ones, such as the Expert Patient Programme
- ▶ Take a look at the [House of Care](#) model to structure your approaches in empowering yourselves and your patients.



10. Encourage all clinicians to learn how to assess a patient's self care status and to identify when they are most receptive to self care information and advice, e.g. on becoming a first-time mother/father, first diagnosis of long-term condition, etc.

- ▶ We all know from our personal experience that there are times when we are deaf to messages and times when we are receptive. If we introduce advice on self care at the appropriate time in ways that are seen as supportive, then behaviour change is much more likely to occur. We need to point out that better self care can save time and worry, enhance the feeling of being in control, is safe and may improve outcomes



Click image below for Culm Integrated Centre for Health Case Study



11. Integrate information and advice on self care for self-limited or long-term conditions into health promotion consultations

- ▶ We see patients all the time for health checks, screening and long-term condition management. These are all opportunities to include self care messages
- ▶ Other health professionals, such as community pharmacists see people as well as patients to can also provide prevention opportunities for those who are not seen in general practice





12. Make all doctors, nurses and pharmacists aware of the principles of the [RCGP's e-learning module](#) on the self care aware consultation, which incorporates the previous tips

- ▶ The Holy Grail is the self care aware consultation in which patients are asked if they have used self care before consulting and are praised for doing so; are encouraged, when appropriate, to consider self care options next time; are offered information and support on self-management of their condition and when to seek advice, and this is taken
- ▶ The self care aware doctor or nurse is a patient-centred, positive communicator and educator who is highly valued by patients





RCGP e-learning module

- ▶ The Royal College of General Practitioners (RCGP) has developed an [e-learning course: 'Self Care for Minor Ailments'](#)
- ▶ This online course is FREE to all primary care HCPs and takes 2 hours to complete
 - It equips HCPs with the knowledge and skills to conduct a 'self care aware' consultation for patients with self-limiting minor ailments
 - It includes strategies for the whole primary care team to improve patient access to evidence-based information about minor ailments and to enhance patient confidence
 - The course has been developed in partnership with the Proprietary Association of Great Britain (PAGB) and RCGP experts in self care
 - The College of Postgraduate Pharmacy Education (CPPE) has created a guide for pharmacists on how to use the course: click here for more information: <http://tinyurl.com/knfmssx>



Patient factsheets

- ▶ A recent survey of almost 1000 doctors and NHS managers found 78% agreed that doctors need to give clear and explicit advice to their patients about when to self care and when to come to the surgery¹
- ▶ To help doctors do this, the Self Care Forum has produced a range of simple factsheets to provide to patients
- ▶ These cover:
 - Useful facts
 - What patients can expect to happen (the natural history)
 - What people can do to help themselves – now and in the future
 - When to seek medical help (the ‘red flags’)
 - Where to find out more

1. Survey of 1,000 NHS managers and doctors conducted via NHSmanagers.net, completed May 24, 2013.



Outcomes Star™

- ▶ The Outcomes Star™ both measures and supports progress for patients towards self-reliance or other goals
- ▶ The Stars are designed to be completed collaboratively as an integral part of keywork
- ▶ The Outcomes Star™ consists of a number of scales based on an explicit model of change and a Star Chart to allow patients and healthcare professionals to plot where the service user is on their journey





Health Needs Assessment tool

- ▶ Kirklees PCT has created a Health Needs Assessment tool to:
 - Assist patients to identify the things they require the most support with and that impact the most on their lives and wellbeing
 - Help HPs to identify the needs of the patient and target resources more effectively, offering a more personalised support to patients with chronic health conditions and can be used as part of a patient review

[Click image below to access: view in slide show mode](#)





Sample CQUIN for self care of long-term conditions

- SCF Board member and Southwark CCG's Dr Simon Fradd is working with this Commissioning and Quality for Innovation (CQUIN) in Southwark and sees it as a way forward in incentivising practices to support patients in self care

Click image below for sample CQUIN: view in slide show mode



XXXX-XXXX - Commissioning for Quality and Innovation (CQUIN)

Target	Measure	Measurement in detail	Target	Measure	Measurement in detail
1	Self-management	1.1. Self-management support for patients with long-term conditions	1.1.1	Self-management support for patients with long-term conditions	1.1.1.1. Self-management support for patients with long-term conditions
2	Self-management	2.1. Self-management support for patients with long-term conditions	2.1.1	Self-management support for patients with long-term conditions	2.1.1.1. Self-management support for patients with long-term conditions

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Self Care guide for PPGs

- ▶ The National Association for Patient Participation (NAPP) is the national patient's champion for the Self Care Forum
- ▶ Supporting self care provides a further opportunity for PPG members to have an active role in their GP practice; ensure that local people understand and get the best out of their NHS services; and that local GPs, nurses and practice staff are able to focus on providing treatment and support for those with long-term and complicated health problems
- ▶ This guide provides a valuable resource for PPGs to become actively involved in self care

**Click image below
for the Self Care
Guide for PPGs**

 Self Care Forum



Self Care Guide for
Patient Participation Groups

February 2010





Self Care posters

- ▶ The Self Care Forum has created a range of posters that can be displayed within the GP practice or pharmacy to direct patients towards self care options

Click image below to download the poster:
view in normal mode





Be a Self Care Aware practice

- ▶ Let patients know your practice supports self care by becoming a Self Care Aware surgery:
 - Implement some of the top tips suggested
 - Download the Self Care Aware web button from <http://www.selfcareforum.org/resources/sca-web-button/> and upload to an appropriate page on your practice website, linking to this url: <http://www.selfcareforum.org/resources/patient-portal/> (Note: this is technically easy to do, but you may need to liaise with your IT/website provider)
 - This can link to information for patients that covers guidance for healthy living, common conditions and long-term conditions with links to other useful sources of information
 - Please see next slide for more details on how to use this patient copy





Be a Self Care Aware practice

- ▶ The patient information can be linked to your practice website in one of two ways

Include within your website

Just copy and paste the word document provided with the button on the Self Care Forum website and upload directly to your site to appear when patients click on the Self Care Aware button

Please note this copy has been written for you to adapt to reflect the services you provide to patients

Link from your website

Link to the patient information included on the Self Care Forum website (this is broadly the same text as for direct inclusion on your website) so when the patient clicks on the Self Care Aware button they are taken to this external site. just link the button to the following url:
<http://www.selfcareforum.org/resources/patient-portal/>

NHS England House of Care Model

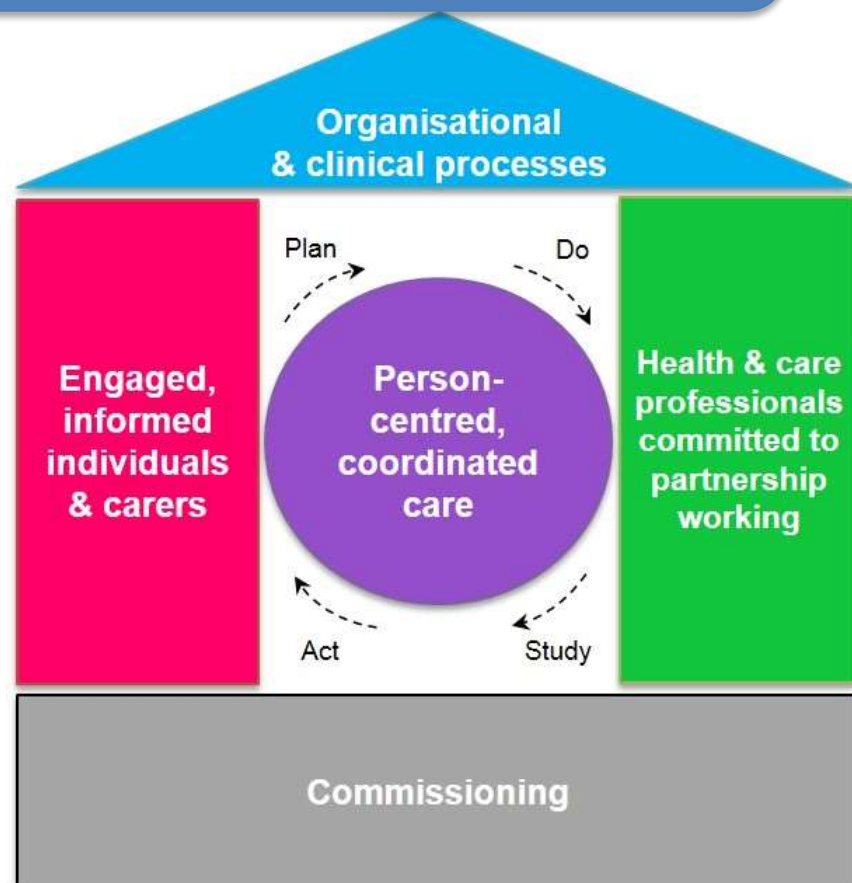
NHS England and partners are using the 'House of Care' model as metaphor for these building blocks of high quality person-centred coordinated care. The House relies on four key interdependent components, all of which must be present for the goal, person-centred coordinated care, to be realised:

Commissioning – which is not simply procurement but a system improvement process, the outcomes of each cycle informing the next one.

Engaged, informed individuals and carers – enabling individuals to self-manage and know how to access the services they need when and where they need them.

Organisational and clinical processes – structured around the needs of patients and carers using the best evidence available, co-designed with service users where possible.

Health and care professionals working in partnership – listening, supporting, and collaborating for continuity of care.





Self Care Week – November

- ▶ Self Care Week runs every November and always coincides with European Antibiotic Awareness Day on the 18th November
- ▶ The Week is designed to have an overarching theme that you can use to promote your own self care message
- ▶ Other awareness weeks run throughout the year that can also be the focus of self care initiatives, such as the Ask Your Pharmacist week in early November and the spring and autumn Choose Well campaigns





Self Care Week – November

- ▶ A range of materials is available to help you promote Self Care Week in practice:
 - Posters
 - Banners
 - Buttons
- ▶ The characters used in the Self Care Week materials have been kindly donated by the Department of Health for Self Care Forum use
- ▶ These can also be used by you to target specific patient groups, with some restrictions:
 - They can only be used to promote self care initiatives
 - They cannot be used for commercial purposes
 - They cannot be used to promote a specific brand or product

How do we promote these changes?¹



How do we promote these changes?

1. Empower patients: information, choice and control.
2. Stimulate and support clinical leadership and innovation.
3. Free up time and resources: root out bureaucracy and promote more productive practice.
4. Build consensus around key responsibilities and accountabilities of general practice.
5. Consider using the GP contract to create stronger focus on whole-system outcomes.
6. Support safe, controlled investment in primary care and community services.
7. Market management: tackle poor performance and bring in new providers to stimulate innovation and improve capacity, for instance in deprived areas.
8. Workforce development: build capacity and create rewarding primary care careers,

This will require concerted cross-sector working by partners, both nationally and locally. NHS England and CCGs cannot do this alone.

**Supporting your
population to
self care can help
you make a
change and
deliver a
sustained NHS
free at the point
of need**



**For more information on self care visit
the Self Care Forum website at:**

www.selfcareforum.org

