Connect Well
The Social Prescribing Project in Mid Essex

The Kings Fund
Social prescribing: from rhetoric to reality
Thursday 18 May 2017
Connect Well

• 380,000+ population
• 46 GP practices
• 52 square miles
• Partnership of over 23 organisations across Mid Essex
• £426 million NHS budget (2015/16)
• 2 tier local Authority – Essex County Council, Braintree, Chelmsford & Maldon districts
What was agreed

The aims of Social Prescribing in Mid Essex are to:

- Achieve more appropriate use of health and social services
- Improve health and well being outcomes for residents in mid Essex
- Enable residents to be proactive in managing their own health conditions and well being
- Maximise the use of community assets and build on the use of volunteers and existing voluntary services so that people can access the right support
- Be accessible to as many people as possible within the community
Why Social Prescribing now?

Ten high impact actions to release capacity in general practice

1. Active signposting
   - Online portal
   - Prevention navigation

2. New consultation types
   - Phone
   - E-consultations
   - Text message
   - Group consultations

3. Reduce DNAs
   - Easy cancellation
   - Reminders
   - Patient recording
   - Read back
   - Report attendances
   - Reduce 'Lost in care'

4. Develop the team
   - Minor illness nurses
   - Pharmacists
   - Therapists
   - Physician associates
   - Medical assistants
   - Paramedics

5. Productive work flows
   - Match capacity & demand
   - Efficient processes
   - Productive environment

6. Personal productivity
   - Personal resilience
   - Computer confidence
   - Speed reading
   - Touch typing

7. Partnership working
   - Productive federation specialists
   - Community pharmacy
   - Community services

8. Social prescribing
   - Practice based navigators
   - External service

9. Support self care
   - Prevention
   - Acute episodes
   - Long term conditions

10. Develop QI expertise
    - Change leadership
    - Process improvement
    - Rapid cycle change
    - Measurement
Why in Connect Well different?

• 16 key principles by which the operating model works
• Culture change model
• Whole system/society/population model – will reap BV & financial benefits
• Co-produced from outset – VCS equal partner & lead for IT platform & delivery
• PDSA model of continual improvement
• Utilise key existing communities assets including people, systems, processes and intellectual capital as well as adopt an ABCD approach
• Reporting to multi-agency board – not market commissioned
Why is Connect Well different?

• Two levels of social prescribing – empowered signposting & bespoke 1:1
• Training of all Connect Well Champions – 450 trained and use Making Every Contact Count – lead empowered signposting
• Health coaching used at higher level SP
• Self-referral using online referral platform - VC Connects, Sheffield
• Evaluated & measure outcomes
Why is Connect Well different?

Level 1
Social prescribing
Champion

Level 2
Social Prescriber

Resident
Customer
Client
Patient

Empowered signposting

Work One to one on personal solutions
Web based signposting

• Codesigned with VC Connects, Sheffield – wider use in Calderdale, Kent
• Utilised existing platform Essex Connects – developed in Essex in 2011
• Essex Connects = Customer Relationship Management database
• Upgraded Essex Connects for social prescribing
• Worked in partnership with Colchester CVS to develop Connect Well Essex
• Live referral management system – every signpost referral is checked
Connect Well Platform

• Over 120+ provider organisations
• Over 300 activities – growing weekly
• Providers sign pledge to quality assure their activity response to Connect Well and referrals they receive
  • Governance
  • Response timescale
• Champions can signpost directly to providers using Connect Well
• Champions accredited – identifiable & pin badges
Connect Well Champions

- 450+ trained Champions across 25 organisations – including social care, libraries, district councils etc as well a GP practices
- Lead empowered signposting
- All trained – & accredited when 1st live signpost completed
- Making Every Contact Count / 5 Ways to Well Being – Essex County Council Public Health driven – supports personal behaviour change
- Log in issued – tracking
- Codesign workshops & update briefings
Higher level social prescribers

- Essex Lifestyle Service - PROVIDE Community provider
- Embedded in existing public health contract – Essex wide
- Equivalent to traditional model of social prescribing
- Health coach trained
- Work 1 to 1 basis and case manage – up to 6 sessions
- Outcomes measured – patient journey. Use NHS SystmOne
Challenges we face

• Manageability of whole population approach – number of champions, volume of work
• Use of the signposting tool – encouragement and embedding
• Maintaining commitment and enthusiasm of key partners
• Engagement of primary care
• Governance – including data sharing & working across systems
• Funding – it’s a very cost effective model but ongoing sustainability still an issue
• Activity losses due to closures & decommissioning
Benefits of Connect Well

• NOT commissioned – collaborative model owned by all
• Culture change model – health is everyone’s business, supports all partners
• Whole population - needed for cost benefit pay back
• Consistent, simple & flexible – can roll out model without compromising quality
• One system – SPOA, good value £, can coordinate, assists commissioners
• ABCD - Builds on strengths of local communities
• Captures data and outcomes for future commissioning
Connect Well video

https://www.youtube.com/watch?v=fH2ul1xKmac&list=PL0KTRrg_6-Xua0Ghl3r8asL7lTRd0wYv-&index=2
Next Steps for Connect Well

• Stage 2 development - launch of self-referral
• Stage 3 development – outcomes measurement embedded
• STP in Mid & South Essex
• Education & promotion – culture change
• Primary & secondary care – more GP practices & community/hospital staff
• Strategic support for local and community voluntary sector and then...
Before doing more of the same......
Thank you!

Siân Brand
Programme Manager
Connect Well, social prescribing Mid Essex
sianbrand@livingsafeandwell.co.uk
Mob: 07724396670
Landline: 01245 351888

CONNECT WELL VIDEOS
https://www.youtube.com/playlist?list=PL0KTRrg_6-Xua0Ghl3r8asL7ITRd0wYv-