



**Coventry & Warwickshire
Cardiovascular Network**

Coventry and Warwickshire Cardiovascular Network

Patient and Public Engagement Strategy

2010 - 2012

INTRODUCTION

Patient and public engagement (PPE) is central to national policy. It makes explicit that the patient is the most important person at the centre of care. Our NHS, Our Future next stage review (2008) made clear that the delivery of effective care will need the support of patients and local communities. This can only be done by giving patients more information, choice and partnership working (High Quality Care for All, 2008). In order to ensure that the right services are commissioned and that we improve quality and patient outcomes, it is essential to capture the patient experience and embed this within the commissioning cycle (World Class Commissioning, 2009).

The Health and Social Care Act (2011) made clear that the NHS has a duty to involve and consult. The subsequent Local Government and Public Involvement Act (2007) made explicit that patients and public are not only consulted but the feedback is used to shape commissioning decisions. More recently, the NHS Constitution (2009) reiterated that the public have a right to be involved in decisions concerning the planning and delivery of local services.

Locally, NHS Warwickshire's Communication Strategy (2009) sets out the direction of travel in terms of how it will communicate with the population and stakeholders. The evidence is clear. The NHS not only has a legal obligation to hear the patients' and public's view but without it, it will be unable to deliver high quality care.

Ensuring that patients and the public are engaged in how heart and stroke services are planned and delivered will be central to the work of the Coventry and Warwickshire Cardiovascular Network. This strategy draws upon national and local policy as our commitment to ensuring that the patient, carer and public voice is heard. This strategy will feed into the overall Network Work Plan, local delivery plans for the health economy, NHS Warwickshire's Best Health for All Strategy and Coventry PCTs Commissioning for Health Strategy 2007-2012. It outlines the commitment of the Coventry and Warwickshire Cardiovascular Network to involve and engage patients, carers and the public in the work of the Network to improve and provide quality heart and stroke services across Coventry and Warwickshire.

DEFINITION OF TERMS

Patient and Public Engagement is the active participation of patients, carers, community representatives and groups and the public in how services are planned, delivered and evaluated. It is an on-going process of developing and sustaining constructive relationships, active partnerships and engaging in meaningful dialogue.

Patients and the public can either be individuals who have used a particular service and those who may not have direct experience of using a service. This can also include views

from patient groups, relatives, carers, visitors, advocates, representatives from voluntary or community organisations, staff that live in the local community and partner organisations.

Patient centred is to try and enter the patient's world and see their illness and experiences of services through their eyes. Thereby enabling them to reveal their experiences, feelings, fears and expectations. This ensures that the needs and views of the patient are at the heart of decision making concerning their care, and that services first and foremost meet the needs of the patient rather than being convenient to meeting the needs of service providers.

Benefits of patient and public engagement

There is overwhelming evidence demonstrating the benefits of engagement and involvement. This is summarised below:

- Patient and public engagement can lead to a truly patient-centred service as they can tell us what works and what does not. PPE helps to identify what services are needed, where there are gaps or unmet need and whether the services are meeting needs
- Collective engagement helps to promote health and reduce inequalities. PPE is known to improve health outcomes and enhance services and care
- Patients and public are happier and more satisfied if they have played a part in designing services. If members of the public are better able to understand what services do, they will understand which services to use and when to use them
- We now live in an age where the public expect to be consulted
- The Network will be better able to inform those responsible for assessing need, planning, commissioning and delivering effective services
- PPE strengthens accountability and helps the Network develop a relationship of trust and confidence with local communities.
- The NHS is able to meet its legal requirement and demonstrate that PPE is central to planning, evaluating and developing services.

WHAT DO WE MEAN BY PATIENT AND PUBLIC ENGAGEMENT?

Listening to what people tell us

The Network will use a continuous process of:

- Providing relevant and up to date information
- Receiving feedback to identify what people want
- Involved participation and engagement to encourage open dialogue and joint decision making

Information giving

A variety of communication methods will be adopted by the Network to help address heart and stroke issues and meet the diverse needs of the population across the Network. It is

acknowledged for example, that adults with learning difficulties often do not have their needs met and heart and stroke disease is not identified early enough. Similarly, the demographics of the Networks population have identified a greater need for support in areas such as North Warwickshire and Coventry. By sharing information openly and honestly, the Network can aid peoples' understanding of issues. This includes providing feedback of any results, demonstrating how they have been taken into account, what action will be taken and the decisions taken as a result of any engagement activity.

Below is a list of some of the approaches that will be used:

- Press releases
- Creation of Cardiovascular Network website
- A PPE E-newsletter will be developed to improve communication. This newsletter will be used to encourage users to contact the Network should they have any concerns, to find out more about the work of the Network or to get involved in improving heart and stroke services across Coventry and Warwickshire. Patients, carers and the public that are members of the Network will be actively engaged in its development and contribute to the newsletter by providing regular updates.
- The Network will make available information, leaflets and literature via the web pages and in different formats where possible
- Policy documents, board papers, annual reports, Network E-Newsletters and dates of public consultation meetings will be made available via the Network Web site.

Receiving feedback

- Feedback forms, comment cards and thank you notes will be evaluated
- Audits will be carried out as appropriate

In-depth feedback

- Discovery interviews will be used where appropriate as means to explore patient and carer experiences of their care. This information will be fed back to clinical teams to enable them to better understand the patient and carer perspective and to improve service delivery.
- Patient representation on topic specific groups and/or Cardiovascular Network Board is another means of ensuring user engagement. It may involve setting up a patient and carer group for a specific topic such as stroke or seeking views from individual patients involved in the work of the Network.
- The Network will promote recognition of and support for carer needs, and make arrangements to involve carers where possible
- Another means is through the development of a formal consumer panel. The panel will consist of patients, carers and the public interested in Heart and Stroke health. Representatives from voluntary and community organisations can also be members

of the panel although they will not represent the organisation. The panel will not only be actively involved in setting the strategic direction of the Network and be engaged in Network activity such as consultations, service re-design events and dissemination of information, but can also support the wider PCT agenda and NHS Trusts. For instance, when submitting bids for research funding, this consumer panel can be engaged from the outset.

- Closer links will be established with local heart and stroke support groups as they provide an excellent forum for debate. Where necessary, the Network will support the development of new groups and provide Network support to existing groups as appropriate.

Involved participation

- For more involved participation, the experience and knowledge of Expert Patients or user groups will be sought.
- The Network aims to establish stronger and more formal links with local government to achieve better engagement with the local community and strengthen accountability. This may involve working more closely for instance with, the Local Authority Overview and Scrutiny Committee (OSCs) as the Network has a duty to consult the OSC on any proposals that would lead to substantial development or variation.
- Collaborative working with local government and other agencies will enable the Network to get involved and support broader PPE activities where possible, for instance, local government Health Panels.

Other approaches

- Opportunities will be utilised through Network events such as workshops, conferences, seminars and service redesign engagement events
- A database of key contacts, community organisations and religious organisations will be developed and maintained
- Stronger links will be established with key voluntary and community organisations such as the Warwickshire Community Action, the Stroke Association, the Arrhythmia Alliance and hard to reach groups and organisations
- Closer working relationships will be established with intermediaries such as LINKs (Local Involvement Networks) as this formal group seeks to give citizens a stronger voice in how their health and social care services are delivered.
- Closer links will be developed with academia to for instance, assess how patient and public engagement and prevention of ill health is being addressed in the curriculum in nursing and medicine and how the Network can provide support in this area (Coventry University, the University of Warwick and University of Birmingham).

Acting on what people tell us

A vital part of this strategy will be for the Network to act upon the information that is received or generated. Whatever approach is used all matters, complaints or issues raised will be logged, brought to the attention of the Network Board if appropriate and action taken to address any concerns:

- The Network aims to work more closely with local Patient Advice and Liaison Services (PALS) to identify issues and views concerning heart and stroke services. Comments received will be fed back to the Network Board. The steps taken to address any concerns will be reported and documented along with lessons learnt. The Network will also provide support to the PALS by way of signposting to external statutory and voluntary heart and stroke organisations where possible.
- The Network will act upon any heart and stroke related complaints that may be received.
- Surveys will be utilised where necessary. This will also include supporting national studies and local surveys.

Partnership working

Meaningful engagement has to go beyond tokenism and be based on reciprocal respect and desire to work together with patients, carers and the public. This Network aims to alleviate any concerns about joint working by genuinely engaging with patients, carers and the public, for instance, by seeking and consulting with them on matters big or small such as those concerning the reconfiguration of services to seeking views about leaflets.

The Network will strengthen existing partnerships and establish stronger partnership working with other local NHS organisations, the voluntary sector, private sector and statutory organisations. This will enhance joint working with organisations that also have the same agenda in terms of PPE and promote more meaningful engagement. Indeed, working with established patient and community groups, the voluntary sector and local authority can lead to wider community engagement and the opportunity to learn from each other. Working with the voluntary sector can be an invaluable means for reaching specific groups.

Measuring success

Monitoring PPE and its effectiveness is an essential component of this strategy. Baseline activity will be measured and documented. This will be followed by an ongoing process of planning PPE activity, 'doing' and reviewing effectiveness. This strategy will be used as a basis to develop a work plan that will form part of the overall Network work plan.

It is intended that we will measure what matters to patients. For instance, whether patients were satisfied with their level of participation in the decision making process.

Some features of success of this PPE strategy include:

- Development of a work plan for 2010-2012
- Recruitment of patient representative, group members or development of a consumer panel
- Development of a Website and regularly updated pages
- Development of PPE E-newsletter
- Engagement with other agencies and organisations such as the Voluntary sector, PALS, LINKs, academia)

This strategy will also feed into the wider health economy PPE agenda which will be responding to various agendas such as Quality Innovation Productivity and Prevention (QUIPP), quality assessment via Patient Reported Outcomes Measures (PROMS) which aims to look at patient experience when commissioning services and performance measurement of provider services using Commissioning for Quality and Innovation (CQUIN) payment framework.

Review

Good and effective PPE involves using a range of approaches and activities. Baseline activity will be measured and progress measured from then on. Review of activity and progress will be on a rolling basis. Updates will be provided at Network team meetings and Cardiovascular Network Board meetings. As policy, needs and demographics change, this strategy will be reviewed in 2012 to reflect this.

Organisational accountability

It is acknowledged that effective engagement requires not only commitment but resources at all stages of the process. The Network is fully committed to both. The following people have clearly defined responsibilities for leading and delivering on this strategy:

- The Coventry and Warwickshire Cardiovascular Network Director will take overall responsibility for implementation
- The Network PPE Lead will deliver on the strategy by for instance, developing a work plan, coordinating PPE activity, supporting and monitoring the implementation of the strategy
- All members of the Network team will support specific aspects of PPE work as necessary, such as supporting PPE consultation events.