



Blackpool

Clinical Commissioning Group

Access to GP services – Communications and engagement report

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Engagement Manager



Background

- The CCG commissions the local extended access service on behalf of all 18 member practices to provide additional, pre-bookable appointments from 6.30pm – 8pm on weekdays and 8am – 8pm on weekends.
- This service is provided from the Whitegate Health Centre in Blackpool and has been available to 100 per cent of Blackpool registered patients since launch in October 2017.
- However, utilisation of the additional appointments available to patients has continually remained low.
 - Blackpool Service - 39% of available appointments were booked
 - Fylde & Wyre Service – 66% of available appointments were booked



- Initially promoted using national materials
- Extensive social media activity
- Posters provided to all practices
- Waiting room screen animations shared for use



Engagement activity

- Survey for patients to complete either online or in paper format.
 - Promoted online via social media
 - paid-for-advertising,
 - posting in local Facebook groups
 - distributing electronically to the CCG's patient and public contacts list.
- paper copies of the survey were made available in GP practice waiting rooms and handed out by receptionists.
- Six practices visited in person at varying times to carry out face-to-face conversations with patients.



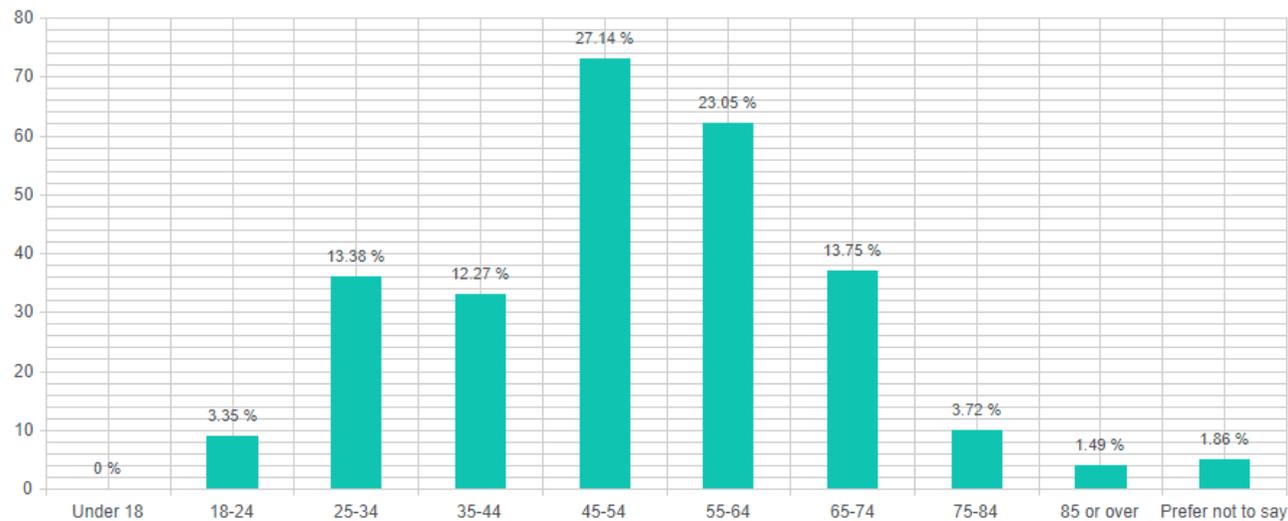
Results



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- There were a total of 269 responses to the survey
 - 72 were completed in physical paper format
 - 197 were completed electronically



Quality and experience

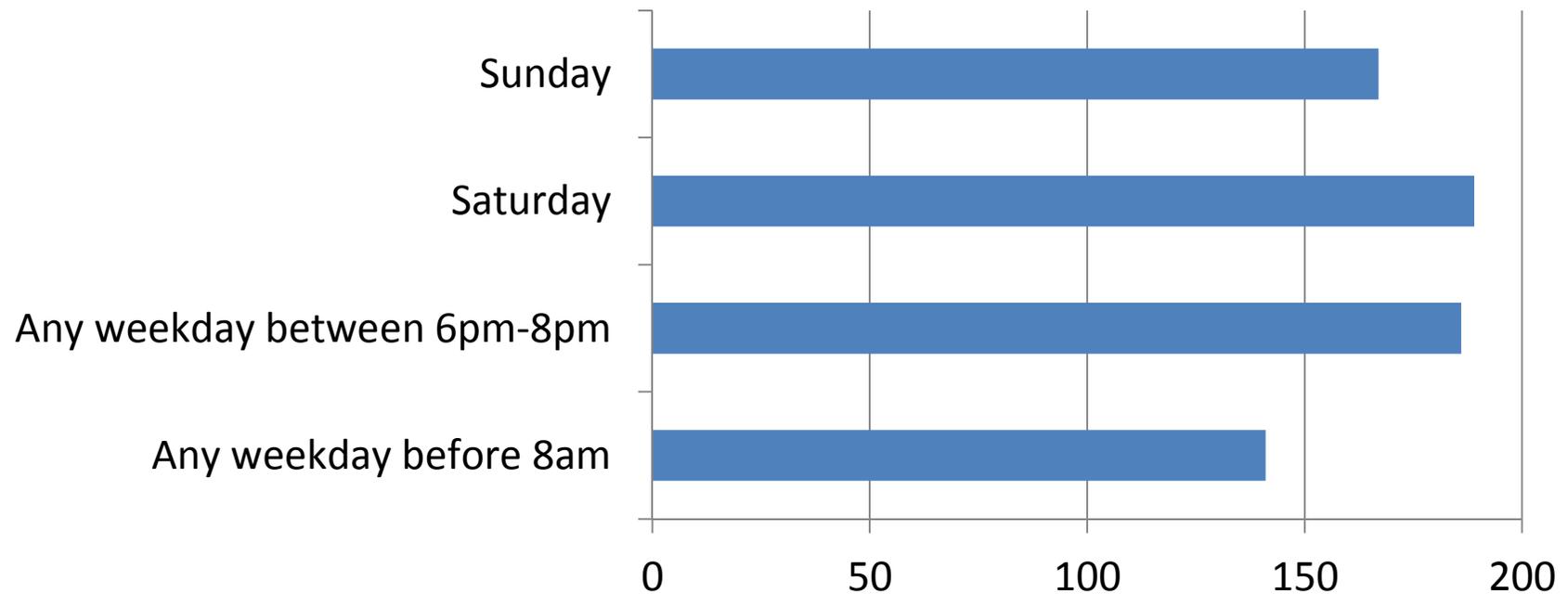
- 27 per cent had previously accessed the service
 - 94 per cent would use it again
 - 97 per cent would recommend the service

“This was really convenient and something I would certainly consider again if I couldn't get an appointment at my own GP practice.”

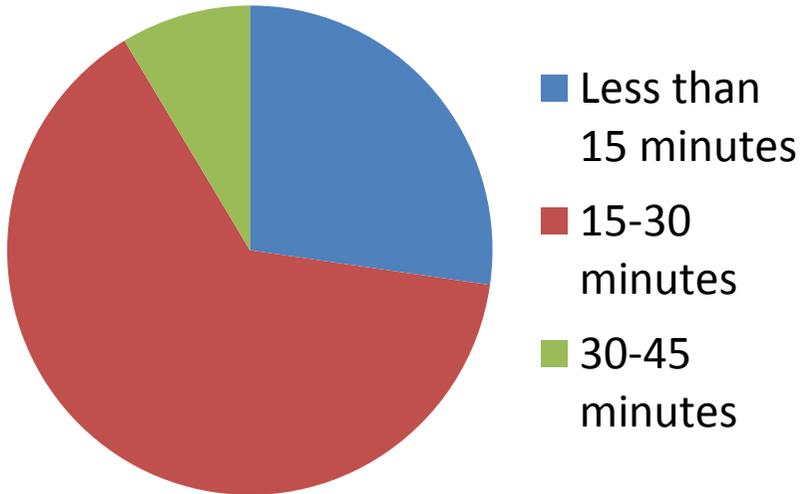


Timings

Which days are better for you?



Location



- The longest likely journey to Whitegate Health Centre is approximately 47 minutes by bus from Cleveleys
- 16 minutes if travelling by car.



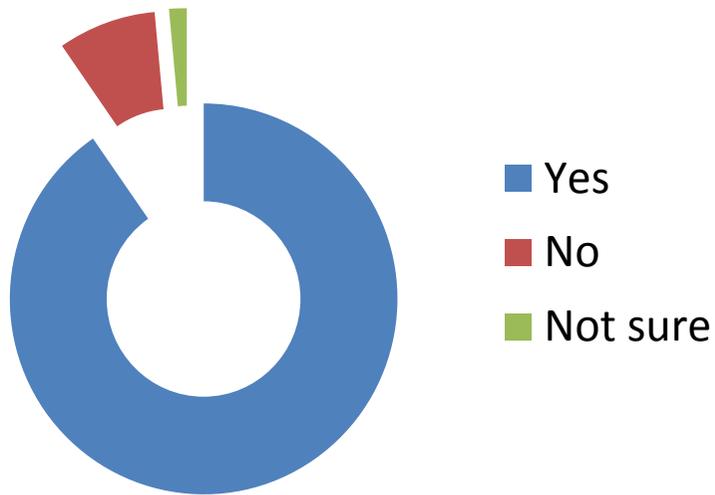
Likelihood to use the service

- When asked how likely they were to use various services if they felt unwell but it was not urgent,
 - 56 per cent said that they were either ‘not very likely’ (26.5%) or ‘not at all’ likely (37.61%) to access the extended access service
 - Healthwatch Blackpool activities found:
 - 55% said that seeing the same GP at each of their appointments was ‘very important’.



BUT...

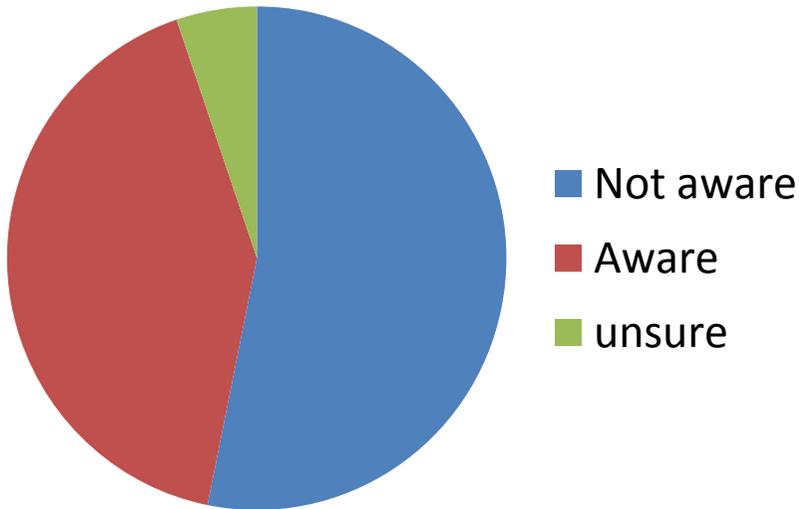
- Would you be willing to see another clinician if it meant being seen in an evening or weekend?



- Analysis of individual responses from those patients stating that they would only wish to see a clinician from their registered practice shows that this is due to ongoing or complex conditions and a wish for continuity of care with regards to this.



Awareness



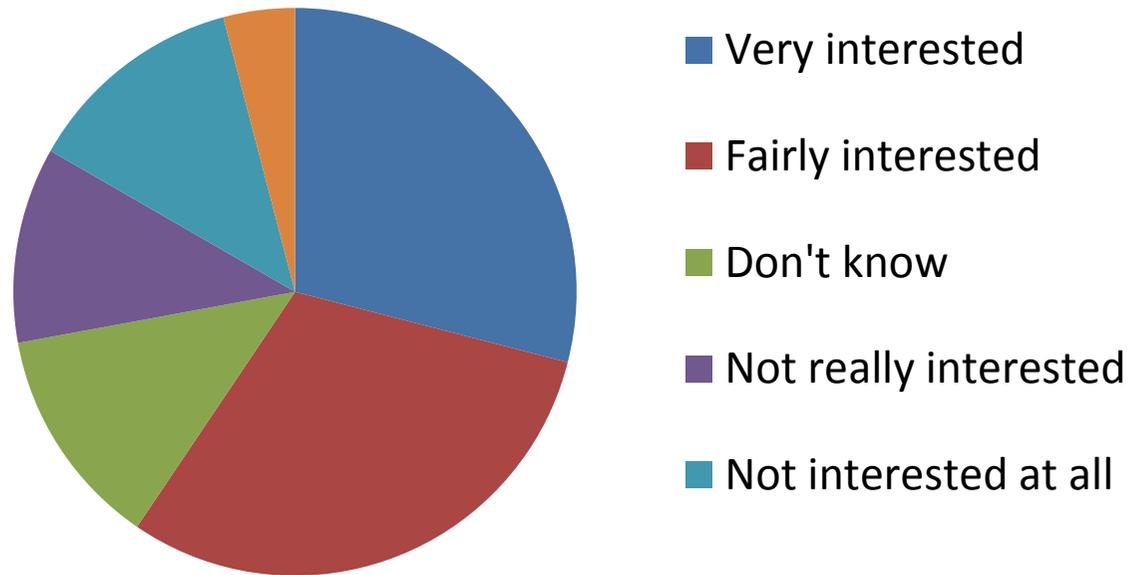
- 41 per cent of patients said they were aware of the service,
 - 34 per cent had been informed by their GP or practice staff
 - 24 per cent said Posters/adverts in practice or other NHS buildings had made them aware

Also evident from other sources such as residents enquiries



Other options

If given the option, how interested would you be in an online consultation with a GP / clinician?



Recommendations



1. Triangulate the findings of this engagement with utilisation reports, particularly in respect of the appointment times/days to build a clearer picture of patient preferences.
2. Consider allocating a dedicated marketing budget to further promote the extended access service amongst local patients to increase awareness and fully evaluate the effects of this activity to assess impact upon utilisation.
3. Continue to engage with the Lancashire and South Cumbria ICS on the roll-out of online consultations given clear patient appetite for this and national drive to implement.
4. Review online booking services amongst practices and the availability of appointments provided via this mechanism.





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Thank you
Any questions?

