



Patient and Public Newsletter

April & May 2012

Redditch & Bromsgrove Clinical Commissioning Group (RBCCG) Communications and Engagement Strategy

The first draft of the RBCCG Communications and Engagement Strategy has been developed with stakeholder engagement. Local PR company *betterpr* who are producing the strategy in partnership with us, have carried out interviews with a number of people for input into the strategy. *better pr* have also attended a recent Patient and Public Involvement (PPI) Forum to gain feedback on the strategy. Thank you to all those who took part.

The patient and public involvement element will be the biggest part of the Communication Strategy. It will need to identify how RBCCG will engage with a wide range of people and the best way to communicate with those people. An exercise has been undertaken with members of the PPI Forum to identify the best way of engaging with people.

The strategy will seek to help people understand what a Clinical Commissioning Group is and what commissioning means in the NHS. The strategy aims to engage with people on improving our local health services. The Social Marketing Manager will be working on finalising the strategy and delivering on the action plan. Once ready, it will be available on the RBCCG website www.redditchandbromsgroveccg.nhs.uk

Patient & Public Involvement Forum

The Patient and Public Involvement (PPI) Forum is an advisory forum to the Redditch and Bromsgrove CCG. It has a remit to cover patient and public involvement and consultation activities from a commissioning perspective for services relevant to the Redditch and Bromsgrove population.

The main aims of the PPI Forum are to ensure that:

- RBCCG involves patients and the public in a planned and proactive way;
- Involvement and consultation activity is integrated with other local partners wherever possible;
- RBCCG Board meets its legal 'duty to involve' as outlined in Section 242 of the NHS Act 2006.



We would like to thank all of our participating members for their valuable input.

Joint Services Review (JSR)

Joint Services Review (JSR) which is underway due to significant clinical and financial challenges facing Worcestershire Acute Hospitals Trust (WAHT). The JSR is clinically led with the outcome needing to ensure there are high quality services in place which are sustainable.

An external company, McKinsey, has been brought in to run the process and has set up four Clinical Working Groups (CWG) to look at four different areas of care; Emergency Care, Planned Care, Women's and Children's Services and Elderly Care.

Two GPs from Redditch and Bromsgrove have been attending each CWG looking at facts and figures to come up with a series of options.

For more updates on the JSR please click on the link below:

www.worcestershirehealth.nhs.uk/joint-services-review

Joint Health & Wellbeing Strategy 2012-15



The Joint Health & Wellbeing Strategy is now out for consultation until the end of July.

It can be accessed via the [Worcestershire County Website](http://www.worcestershireccg.nhs.uk).

The Health & Wellbeing Board is being established by the Worcestershire County Council and the local Clinical Commissioning Groups under the Health and Social Care Act 2012. The board will be a forum where key leaders from the health and care system work together to improve the health and wellbeing of the Worcestershire population and reduce health inequalities.

The Board will operate in 'shadow' form in 2012/13 and will formally assume its new statutory responsibilities in April 2013.



New Board GP

We are delighted to announce that Dr Catherine McGregor has been appointed onto RBCCG Board. Catherine is a GP at Church Hill Medical Centre.

Redditch & Bromsgrove CCG General update

In terms of the management structure, Redditch & Bromsgrove (R&B) CCG locality team is based at Hillview Medical Centre in Redditch. Wyre Forest (WF) CCG locality team is based at Kidderminster Health Centre. The shared R&B/WF management team will be based at Barnsley Court in Bromsgrove. The Social Marketing Manager for R&B CCG has been appointed (Selina Lavictoire) and will start in July. Selina will work closely with the PPI group, and will be working on the membership scheme and communications strategy as well as producing various newsletters for R&B CCG.

Quality and Patient Safety across Redditch and Bromsgrove

Quality is measured by patient experience, safety and effectiveness. In Worcestershire there are currently 60 contracts for health care services delivered by hospitals. Work is currently underway on quality assurance, with a view of developing a strategy. Representatives from the three Worcestershire CCGs have worked on the priorities and have come up with the top five.

1. Create a culture of continuous improvement. A team is putting together a workshop for education, training and sharing of best practice.
2. Develop a quality framework to get assurance that services are of the quality we want them to be.
3. Commission services that are safe.
4. Involve patients and clinicians in quality assurance. There is an opportunity for everyone within CCGs to have a role.
5. Encourage feedback from patients – i.e. patient satisfaction and feedback on all services.

A membership scheme is being developed which forms a crucial part of the R&B CCG Communications and Engagement strategy. Relationships with the local health authorities and the Care Quality Commission (CQC) are very strong, which gives confidence in close working relationships.



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