

BURTON & BRANSGORE MEDICAL CENTRES

www.burtonandbransgoremedicalcentres.co.uk

PATIENT PARTICIPATION SCHEME 2011-12

Objective

To establish a 'virtual' patient representative group to complement the existing and well established group, giving a larger number of patients with more diverse demographics to feedback and therefore give direction to the running of the Practice.

Establishing Virtual Group

Achieving a more representative group meant advertising the invitation to join a new complementary 'virtual' group both as widely as possible, but also targeting particular patients. The project to attract patients commenced on 1st August 2011. A letter of invitation was composed and this was directed to the following patients:

- Those attending specific clinics;
 - Respiratory
 - Diabetic
 - Hypertension
 - Antenatal
 - Physiotherapy
 - Wellman/women clinics

Reception staff handed out letters to patients as they checked in.

Letters were also included in the recall letters inviting patients to attend for clinic.

- Out of hours surgery attendees were targeted, especially male, (assuming a younger working population were booked into these appointments)
- Posters were made and put up in all three buildings; Burton Medical Centre, Bransgore Medical Centre and the Stable Block at Burton.
- An invitation was included on the Practice's old website
- An invitation was made via the Practice's newsletter

Despite issuing approximately 1450 letters, the take up was very disappointing, around 20 patients in all, but of a younger age range and about 50% male.

Recognising the need to engage patients in a more dynamic way than the above, the Practice worked hard to establish a new website.

Website

The old website was phased out over the Autumn of 2011 and the new one (www.burtonandbransgoremedicalcentres.co.uk) was established from the middle of October 2011.

The improved functionality of the new website enabled us to include a direct link to registering on the Patient Representative Group and to the survey that, working with the conventional PRG, had been written and approved, based on 'communication'. The timing of establishing the website enabled us to include enquiring of the patients what it was they wished to include in a new Practice website.

The new website flourished very quickly and within 3 months over 1,000 patients had registered to organise their repeat prescriptions through the repeat ordering system on line. Despite this interest, the numbers signing up to join the virtual PRG seemed comparatively low at 51. Nevertheless the group that has developed is of a far more diverse population, covering a wide age range (under 16 through to 84), both genders, and reflects wider ethnicity.

Demographics

Ethnicity data has been achieved on 60% of the registered population.

This data indicates that less than 1% of the practice population is from an ethnically diverse minority, and yet we have succeeded in engaging 2 patients from ethnic minority groups to join the patient representative group, one White & Black African and one Pakistani.

We are delighted to have achieved such a broad range of ages, with every age represented from under 16's to 84 years old. Gender is well represented, although twice as many women as men have signed up to be members of the Group.

For our Practice, we are keen to get opinions from users of both surgeries, and were pleased to see that we have engaged users of both surgeries in good proportion ; 32 regularly using Burton Medical Centre and 19 using Bransgore Medical Centre.

Survey

With the support of the conventional PRG, the initial survey was developed on the topic of **communication**. The survey was launched on 1/11/2011.

There were 11 questions, with sub sections within the questions. The survey was sent to everyone who had signed up to the Patient Representative Group, both electronically where an email address had been given, and by conventional post if it hadn't. In addition, the survey was made available at both reception desks for those happy to participate but not willing to sign up as a PRG member.

The survey results are available on the website.

Results

The survey closed on 1/3/2012. The report of the results was posted on the website, and sent in paper format to the members of the conventional PRG during the first week of March. 92 patients had completed the questionnaire, including members of the conventional PRG and the newly formed virtual PRG.

Action Plan

- Routine appointments.
This single issue has caused the biggest debate, with a lengthy Practice Meeting on 10th February. As a result the Practice are introducing a two

week rolling rota, leaving only doctor initiated follow up appointments available for booking beyond two weeks.

- To retain the focus on purely healthcare matters in respect of posters and leaflets in the surgeries
- Patient Newsletter – a disappointing number of respondees were not aware of the newsletter. In addition to posting this on the website (as we have for many years), we have established a circulation list of those who would like to be e-mailed a copy – to date 341 patients have signed up to receive this. We do still print off approximately 1000 copies per edition, and copies are available over the counters and are left in the waiting rooms.
- Patient Self Check in – this was requested by one of the respondees. *There are plans to action this following the upgrade of the computer system (17/5/12) – funds permitting.*
- Recognition that not all patients have access to a computer and the need to maintain alternatives to communicate with patients.

New Website

- Repeat prescribing – acknowledging that there had been both positive and negative feedback about ordering repeat medication via the website. *Changing the on line ordering process did cause some users difficulties but these have been ironed out and we are now receiving very positive feedback and have 1000+ registered to utilise this service.*
- Travel Vaccination Forms – request to have this available on the website. *This has been actioned.*

Publication of Results

The results of the survey were published on the website, they were also made available in paper format to the conventional PRG. Posters in the surgeries advertised the availability of the results on paper in a folder in the waiting rooms. The availability of the results was also advertised in the newsletter.

VIRTUAL PRG

As at 31st March 2012 the Practice has:

- An established, experienced conventional PRG, who continue to work with the Practice giving valuable feedback both for specific projects, such as the Practice survey, but also on an as and when basis.
- A newly formed virtual PRG comprising 51 members of more representative demographics to that of the Practice population.

Lorraine Trim
Practice Manager
31/3/2012