

Improving the health of Morecambe Bay



Better Care Together has introduced and supported new models of care across Morecambe Bay to improve the way people receive health and care services over the past four years.

The programme began as a review of hospital services and grew to encompass ten partners across health and social care in south Cumbria and north Lancashire.

We published our strategy in 2015 and were awarded Vanguard status – which meant we have received around £13million of government money in order to make the changes possible. Examples of recent improvements can be found in the following pages.

Building on previous successes

Advice and Guidance

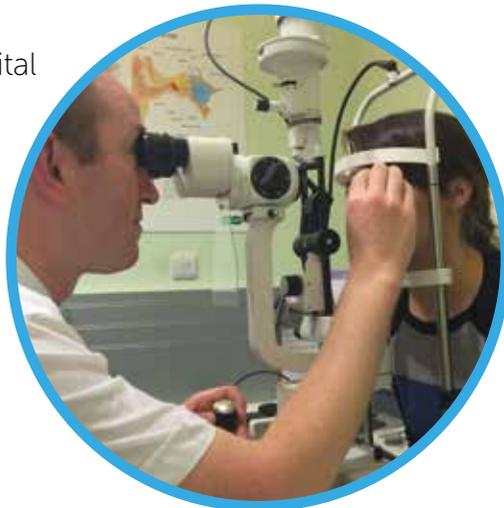


Our locally developed Advice and Guidance scheme has expanded, resulting in more people and patients being cared for closer to home. The service offers the opportunity for GPs to have a secure electronic 'conversation' with a hospital specialist to obtain real time advice about a patient's condition, reducing the need for outpatient appointments and patient travel.

This has meant that 1,675 patients in the last year avoided an outpatient appointment, in the first instance, and remain under the care of their GP.

Community Eye Care Service

5,950 patients who would have previously had to come into hospital for their eye care have had their appointments at their local opticians. This not only reduces travel and associated costs for patients but also means they are seen quicker. It also frees up hospital appointments for people with more complex conditions that can only be managed in a hospital.



Integrated Care Communities successes

Integrated Care Communities (ICCs) continue to grow from strength to strength to improve health services. For example, in Garstang the ICC worked closely with elderly and frail residents, Barrow ICC is making great progress with respiratory care, in Kendal they are reducing admissions to hospital and Millom ICC is working to reduce travel out of the area.

Patient Initiated Follow Ups

The 'Patient Initiated Follow-Up Service' (PIFU) was introduced as a pilot by the Trust in February 2017 in rheumatology and has expanded to cover more than 900 patients in four different specialities since the launch.

The aim of the service is to reduce unnecessary visits to hospital and patient waiting times, and also release the clinical teams to see new and more complex patients in a timely manner.

The four specialities are Rheumatology, Respiratory, Gynaecology and Children's services – and PIFU will expand into other services where it is suitable and safe to do so.



New health initiatives



Children's Health

Better Care Together has continued to develop a detailed set of self-care mini-films which aim to assist parents in looking after poorly children at home. So far we have produced six mini-films which give advice on treating things like sore throats, head lice, constipation and thread worm. To view these mini-films and others with more general advice please visit the Better Care Together YouTube channel.

Local communities throughout Morecambe Bay are working with Bay Health and Care Partners to deliver initiatives to improve health and wellbeing.

Frailty

Carnforth ICC has introduced Community Clinics for the elderly. During these clinics a Comprehensive Assessment and medications review are undertaken, and where required, joint visits take place by a hospital Consultant and Community Nurse.

Patients receive care closer to home; their care is managed proactively through a multidisciplinary team and waiting times for patient reviews are shortened. Because patients spend less time in hospital, it also reduces the risk from infection and distress for the patient and their families.



Better With You Careers and Engagement Hub

Throughout 2017, the Careers and Engagement Hub has engaged with over 28,000 people during 74 events and engagement activities in Cumbria and North Lancashire.

A work experience programme is going from strength to strength with 107 successful placements organised in 2017, almost triple the 2016 numbers.

100% of the work experience students evaluated stated that their placement met their expectations and 80% of the students stated that their work experience placement has influenced their future career choice. In June, the team won the 'Outstanding Contribution to Widening Participation' Award at Health Education England's 2017 National Widening Participation Awards. This is a huge step in recognising and celebrating all of the engagement and widening participation work that has been achieved this year.

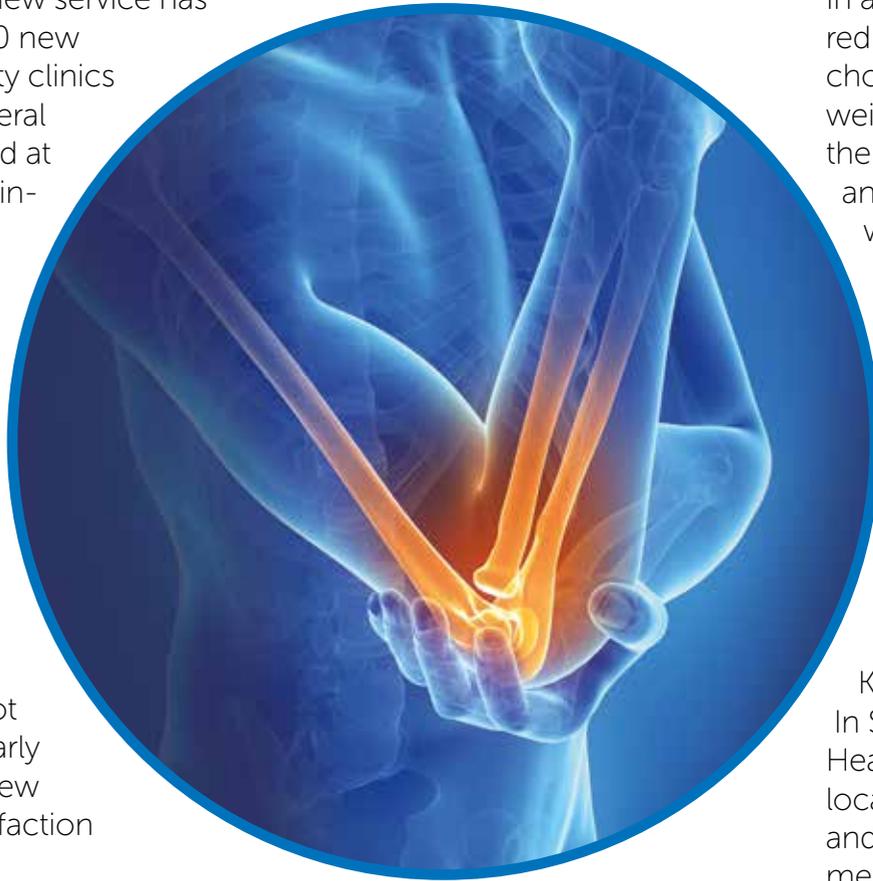


iMSK Programme

A new service for patients referred to the orthopaedic service in south Cumbria – where they see a physiotherapist in newly-designed clinics rather than a consultant surgeon – has been a huge success.

Since its launch the new service has seen more than 1,550 new patients in community clinics at Westmorland General Hospital in Kendal and at Dalton, near Barrow-in-Furness.

Patients referred into the service are receiving a high quality service delivered by specialist physiotherapists, who are able to diagnose, investigate and treat a multitude of conditions that do not require surgery. An early stage review of the new clinic revealed a satisfaction rate of 96%.



Active Lives in Carnforth

Active Lives is a free, diet, nutrition and exercise project which is run by Lancaster City Council.

In a trial all participants reduced their cholesterol, 75% lost weight, 50% reduced their blood pressure and 75% increased their wellbeing. A larger scale roll out is due to be launched in the coming year.



Local health events

Community based health events have grown in number across the Bay with events taking place across Morecambe Bay including Barrow, Dalton, Kendal, Morecambe and Lancaster.

In September 2017 the Lancaster Healthfest hosted events at a number of locations across the city to help start conversations about health and wellbeing. More than 50 people received health checks, 200 meals were prepared by the people's café at St Thomas' Church and more than 250 people listened to speakers.



Respiratory Virtual Reality

A pioneering programme that helps improve the well-being of people who have chronic or ongoing breathing problems is being trialled – using a virtual reality exercise programme. The programme has been well received amongst the patients who have used it.



As well as being able to take part in breathing exercises from the comfort of their own homes - helping to avoid visits to hospital or community facilities - the pioneering use of new technology also allows health professionals to securely monitor the exercise programme people are using, ensuring that they can be tailored as required.

Dr Armin, who developed the technology, says

“Usually this involves going to the hospital outpatient department but using the latest technology we just need a mobile phone and a virtual reality headset; and the person is transported to a ‘beach’ where they can interact in an exercise class, get educational help, receive breathing strategies and nutritional advice.”

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