

## Standard Reporting Template

NHS England (Wessex)  
2014/15 Patient Participation Enhanced Service – Reporting Template

Practice Name: Crown Heights Medical Centre

Practice Code: J82144

Signed on behalf of practice: Stefan Morawiec – Practice Manager

Date: 30<sup>th</sup> March 2015

Signed on behalf of PPG: Andrew Cole - Chairman

Date: 31<sup>st</sup> March 2015

1. Prerequisite of Enhanced Service – Develop/Maintain a Patient Participation Group (PPG)

Does the Practice have a PPG? YES / <del>NO</del>
Method of engagement with PPG: Face to face, Email, Other (please specify) - Face to face (PPG), email, surveys, facebook, website (PRG)
Number of members of PPG:

Detail the gender mix of practice population and PPG:

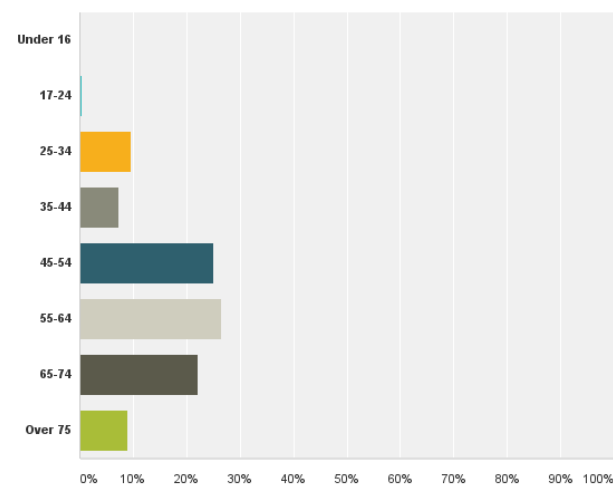
%	Male	Female
Practice	50.01%	49.99%
PRG	48.04%	51.96%

Detail of age mix of practice population and PPG:

%	<16	17-24	25-34	35-44	45-54	55-64	65-74	> 75
Practice	4230	1911	4674	3302	3597	2563	1927	1747
PRG	1	2	36	20	67	71	60	25

Q6 Which age group do you belong to?

Answered: 416 Skipped: 0



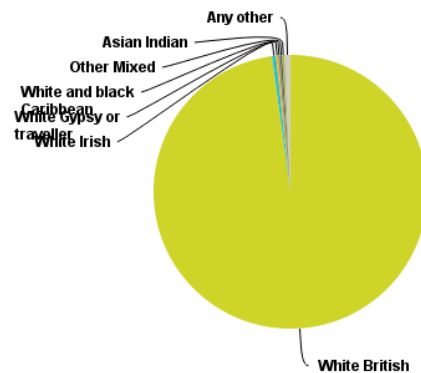
Detail the ethnic background of your practice population and PRG:

	White				Mixed/ multiple ethnic groups			
	British	Irish	Gypsy or Irish traveller	Other white	White &black Caribbean	White &black African	White &Asian	Other mixed
Practice	Not known	Not known	Not known	Not known	Not known	Not known	Not known	Not known
PRG	265	2	1		1	0	0	1

	Asian/Asian British					Black/African/Caribbean/Black British			Other	
	Indian	Pakistani	Bangladeshi	Chinese	Other Asian	African	Caribbean	Other Black	Arab	Any other
Practice	Not known	Not known	Not known	Not known	Not known	Not known	Not known	Not known	Not known	Not known
PRG	1	0	0	0	0	0	0	0	0	3

**Q7 To enable us to ensure that we can determine how to address some of the issues from a cultural perspective, may we ask you to provide us with details of which ethnic background that you belong to? We are sorry if this causes you any offence; we are using national data sets to collect this data.**

Answered: 416 Skipped: 0



Describe steps taken to ensure that the PPG is representative of the practice population in terms of gender, age and ethnic background and other members of the practice population:

The Patient Participation Group have decided that they wish to actively target ethnic and socially excluded groups. One of the members, who has worked in a diversity unit previously for the local authority is investigating how the practice might better engage the diverse local groups. In order to pursue this, the group intend to engage with the local authority on the basis of their Equality and Diversity plan and to follow their priorities.

The council's equalities priorities are:

- EP1: Seek to make the borough a welcoming place for everyone
- EP2: Seek to make sure relevant services are accessible to all
- EP3: Seek to provide fair treatment that meets individual needs
- EP4: Commit to having an increasingly diverse workforce

Details of the plan can be found at:

<http://www.basingstoke.gov.uk/content/doclib/130.pdf>

Are there any specific characteristics of your practice population which means that other groups should be included in the PPG? e.g. a large student population, significant number of jobseekers, large numbers of nursing homes, or a LGBT community? ~~YES~~/NO

If you have answered yes, please outline measures taken to include those specific groups and whether those measures were successful:

Basingstoke and the surrounding environs has a diverse population with employment being higher than the national average. Increasingly the ethnic mix which has been mainly White British is becoming more diverse. Crown heights Medical Centre, is located at the heart of the town centre where there is a large quantity of housing which is targeted specifically for short to medium term let. This accommodation is mainly occupied by individuals who are working on contract in the local “high tech/financial industries” and have been recruited from overseas. This is reflected in the quantity of non-British nationals that the practice registers and who

A breakdown of the data reveals that using the data from the Office for National Statistics (ONS) that our ethnic mix is:

White British	88.36%
White Irish	1.04%
White Other	1.89%
Mixed White	0.48% (Caribbean)
Mixed White	0.18% (African)
Mixed White	0.49% (Asian)
Mixed	0.43% (other)
Asian Indian	1.28% (includes Asian British)
Asian Pakistani	0.61% (includes Asian British)
Asian Bangladeshi	0.37% (includes Asian British)
Asian Other	0.31%
Black/Black British	0.49% (Caribbean)
Black/Black British	0.80% (African)
Black Other	0.12%
Chinese	0.98%
Chinese	0.62% Of Chinese origin

## 2. Review of patient feedback

Outline the sources of feedback that were reviewed during the year:

This year the practice has undertaken two surveys. Results attached and posted to our website.

The first survey addressed the issue of digital communication (July 2014 (451 responses)) and followed the format of:

- Gathering information (email addresses and mobile telephone numbers for digital communication)
- Seeking individual's consent to mark their medical records for digital communication
- Adding their names to the PRG

PRG Investment Survey (February 2015) (416 responses)) and followed the format of:

- Confirming membership of the PRG (272 members)
- Identifying age and ethnicity
- Satisfaction survey regarding clinical services
- Determining how respondents felt regarding our Rapid Access (appointment on the day service)
- Asking the PRG to feedback on our 2014/15 initiatives including:
  - Care of the elderly
  - Care of those with living disabilities
  - Developing services for young children and supporting mothers
  - Investing in engaging ethnic minority groups
- Determining how well our delivery of service was received in regards to:
  - Telephones
  - Reception staff
  - IT access
  - Improving patient communication
  - Re-design of the practice website
- General Practice environment\* and in particular patient facilities to include:
  - Purchasing a patient pod system for both Crown Heights and Lychpit Surgery
  - Providing new furniture for the waiting rooms at Crown heights, in particular high back chairs for the elderly
  - Children's activity centres
  - Re-decorating the practice

\*The practice has received a bequest and wishes to gain input from our patients before purchasing equipment or services

Facebook

The practice has a Facebook page where it provides visitors with up to date information regarding events in the practice, surveys etc. The practice invites comments from patients but reserves the right to remove those which might be deemed offensive and reserves the right to reply.

Friends and Family

Friends and family survey is continuing, but with limited feedback.

How frequently were these reviewed with the PRG?

As they are completed.

### Action plan priority areas and implementation

#### Priority area 1

Description of priority area:

Improving Communication with patients, in particular diverse and isolated groups.



What actions were taken to address the priority?

Approaching the local authority to determine how we might further communication with them

Result of actions and impact on patients and carers (including how publicised):

Making approaches towards ethnic groups, to include determining how best to communicate with them e.g. multi-lingual newsletters, patient displays.

## Priority area 2

Description of priority area:

Identifying which priorities of those selected by the Patient Participation Group are supported by the Patient Reference Group.

What actions were taken to address the priority?

Surveying PRG to determine what their priorities are.

**Patient Care - We try to provide the highest levels of care for all patients, however, we are seeking to target our funding this year to certain key areas where we have identified that there is a need for more resource**

Answer Options	High priority for investment	Priority for investment	Not a priority for investment	Response Count
Care of the elderly (particularly those with dementia)	221	134	2	357
Caring for those with learning disabilities	82	209	58	349
Developing services for mothers and young children	51	224	68	343
Identifying and introducing services for those patients from other countries and cultures	8	72	255	335
			<i>answered question</i>	<b>359</b>
			<i>skipped question</i>	<b>57</b>

Result of actions and impact on patients and carers (including how publicised):

Funding will be allocated from internal practice resources to launch a service for the elderly over and above that already funded from public funds.

### Priority area 3

Description of priority area:

Allocation of non-Public funds

What actions were taken to address the priority?

Surveying PRG to determine their priorities.

General Practice and Waiting Room Environment	General Practice and Waiting Room Environment	General Practice and Waiting Room Environment	General Practice and Waiting Room Environment	General Practice and Waiting Room Environment	General Practice and Waiting Room Environment
Answer Options	Answer Options	High priority for investment	Priority for investment	Not a priority for investment	Response Count
Patient "pod" a system whereby patients can take their own blood pressure, weight, height	Patient "pod" a system whereby patients can take their own blood pressure, weight, height	49	154	151	354
New Chairs	New Chairs	13	36	293	342
Chairs with high backs and arms for the elderly	Chairs with high backs and arms for the elderly	51	181	120	352

Children's activity centre	Children's activity centre	22	90	228	340
Re-decorating the practice	Re-decorating the practice	7	53	287	347
<i>answered question</i>	<i>answered question</i>	<i>answered question</i>	<i>answered question</i>	<b>360</b>	<b>360</b>
<i>skipped question</i>	<i>skipped question</i>	<i>skipped question</i>	<i>skipped question</i>	<b>56</b>	<b>56</b>

Result of actions and impact on patients and carers (including how publicised):

The practice will be seeking to purchase new furniture and information pods within the FY2015/16. Funds set aside from the practice development funds.

### Progress on previous years

If you have participated in this scheme for more than one year, outline progress made on issues raised in the previous year(s):

We decided to withdraw from the scheme as we felt that whilst we wished to be involved in principle and ran our own patient participation group that we failed to meet the criteria for funding and therefore chose our own direction to follow. The patient participation group has therefore been in existence for several years, however we have chosen to fund this service and not have to follow a specific centrally controlled model.

### 3. PPG Sign Off

Report signed off by PPG: YES/NO

Date of sign off: 30<sup>th</sup> March 2015

How has the practice engaged with the PPG:

- Meeting at the practice

How has the practice made efforts to engage with seldom heard groups in the practice population?

- Yes, but as our survey has demonstrated, despite emailing over 4500 patients, the responses received were overwhelmingly from white, middle aged respondents. We wish to engage more diverse groups, both ethnically and socially, however these groups are difficult to engage and therefore this will be our main priority for 2015/16.

Has the practice received patient and carer feedback from a variety of sources?

- Yes. We have contacted over 19% of our population this year, however, only a small minority have responded as evidenced via our February 2015 survey.

Was the PPG involved in the agreement of priority areas and the resulting action plan?

- Yes. The PPG have determined the main priorities for 2015/16 which include improving communication, particularly to diverse groups.

How has the service offered to patients and carers improved as a result of the implementation of the action plan?

- There was no action plan arising from 2014/15. Services however continue to improve and this is evident from the positive feedback which we receive.

Do you have any other comments about the PPG or practice in relation to this area of work?

- Our practice is involved in both determining its own priorities and also has active representation on the CCG wide PPG. The practice endeavours to implement the wishes of patients and in that regard has responded to patient feedback through:
  - Increasing our established administrative staff
  - Auditing the ability of the practice to respond to telephone calls and responding accordingly
  - Trying to improve communication with patients.