



SHIPSTON MEDICAL CENTRE

Patient and Community Involvement Report 2013/14

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Introduction

Shipston Medical Centre services a population of approximately 11,350 patients and covers an 8 mile radius of Shipston-on-Stour.

It is the practice's ethos to provide high quality, evidence based and patient centred care for the population we serve. Feedback from patients is valued and we are committed to working with patients to develop and improve the services we provide.

The purpose of this report is to provide an overview of the measures the practice has taken between 1st April 2013 and 31st March 2014 to involve patients and the community in the improvement and development of the health services we provide.

Annual Patient Meeting

For many years, on an annual basis, the practice has hosted a patient meeting. In 2013 this took place on 12th June between 7pm - 9pm. The meeting was advertised by posters being displayed throughout the locality and in the practice with information also being published in the local town and parish newsletters. The format of these meetings has traditionally been presentations by members of the Medical Centre team, followed by small group discussions which then feedback comments and questions on the presentation topics or any other matters relating to local health services.

The meeting on 12th June 2013 covered the following topics:

- Developments at Shipston Medical Centre, including introduction of Dr Tim Marshall, new partner
- Access to services at Shipston Medical Centre
- Changes at the Ellen Badger Hospital
- Update on the health and Wellbeing Park project



- Patient Involvement

Minutes from this meeting are available on the practice website at <http://shipstonmc.warwickshire.nhs.uk/About-Us/Patient-Involvement> or alternatively copies of the minutes from this meetings and previous annual patient meetings are available on request from the Medical Centre.

Patient Reference Group

Role of the Patient Reference Group

The patient reference group exists to support the practice in ensuring the perspectives of patients are fed into the development of services. The patient reference group has a committee of 10 and the rest of the members are 'virtual' and contacted via email. As well as assisting in the design and collation of the patient questionnaire the group have also supported the practice in providing feedback on a variety of issues, including commenting on draft patient leaflets, developing patient information displays and supporting the development of a screening process for the over 75s.

Additionally, the patient group has developed links with other, similar, organisations, with members of the group also providing representation on the South Warwickshire Clinical Commissioning Group Patient Group and the board of the South Warwickshire Hospitals Foundation NHS Trust.

Profile of the Patient Reference Group

At the commencement of the year the profile of the patient reference group was considered. It was felt that whilst the group contained a wealth of experience, as many members regularly accessed services at the Medical Centre, the group was not as representative of the wider population as it might be. Of particular concern was the age profile as only 17% of the group were under the age of 55, compared with 59% of the population. Those with long term conditions were also over-represented compared to the general population. The group was not fully representative of the ethnic makeup of the community, although less than half a percent of the population were



thought to be from non-white backgrounds. Additionally it was felt important that the group try to reflect other aspects of the practice population, for example teenagers and young people, parents of young children, those employed in paid work, those unemployed and carers. It was agreed that the practice should aim to improve the representativeness of the group, particularly by targeting younger people, as this strategy would likely improve the representativeness of other aspects of the group.

In order to improve the representativeness of the patient group a number of strategies were employed:

- Pro-actively inviting patients to join the patient reference group
- Displaying information about the group in the surgery and via patient leaflets advertising the group
- The chairman of the patient reference group committee has spoken publicly about the group and published information in local newsletters
- The doctor leading the minor ailments education session at the children’s centre has promoted the group as part of the session
- The Health Visitors were asked to promote the group to those on their caseload.

As of March 2014, there were 70 patients recorded as being part of the patient reference group. The tables below give a breakdown of the practice list and the patient group by age groups and gender:

Breakdown of practice list by Age & Sex, rounded to whole figures (%).

March 2014

Sex	0-16	17-24	25-34	35-44	45-54	55-64	56-74	75-84	85+	Total
Female	8	3	4	6	8	7	7	5	2	51
Male	9	4	4	6	8	7	7	4	1	49
Total	17	7	9	12	16	14	14	9	3	100



Breakdown of Patient Reference Group by Age & Sex, rounded to whole figures (%). March 2014

Sex	0-16	17-24	25-34	35-44	45-54	55-64	65-74	75-84	85+	Total
Female	0	1	0	7	7	14	19	13	3	64
Male	3	1	0	1	1	7	11	9	1	36
Total	3	3	0	9	9	21	30	21	4	100

The patient group continues to be under-represented in the younger age brackets, although there is more representation from the younger groups than previously, and thus our strategy has been semi-successful. However, the group remains over-represented in the groups from age 55 and older. Interestingly this corresponds with the practice population when compared to the national population. The practice has less people under the age of 55 registered with it and more people above the age of 55 than the national average.

The National General Practice Profiles available from the Network of Public Health Observatories notes that the practice's population is only 0.6% non-white ethnic groups (Dec 13). Where reported, those members of the patient group identify themselves as White British (89%) and Other European (11%).

Whilst the practice has welcomed new people currently in paid employment onto the group, previous members of the group also met this aspect of the profile have moved out of the area and therefore representativeness of this aspect of the patient population has only improved marginally (currently 35.7% compared to practice population of 63.40%). However, a 6% increase in the number of teenagers & young people on the group has been achieved with 3% currently in full-time education.

The group has slightly less over-representation of those with long term conditions than previously (60% compared to practice population of 52.7%), and the group now consists of 11.5% of people who are or have been carers (compared to 26% of the population).



Annual Patient Questionnaire

Before developing our local questionnaire the practice gave careful consideration to what areas of practice activity we might wish to cover in the questionnaire. As part of this process the practice reviewed the most recent findings of the national patient survey and CQC requirements.

The practice felt that in previous years the most useful feedback had been that provided in the general questions covering the best areas of the practice and the areas patients considered could be improved. Additionally, the practice was keen to elicit feedback about patient's ability to get through to the practice on the telephone as there was concern that the increase in demand experienced over the past few years may have negatively affected this.

The patient reference group was asked what it felt ought to be included, and the need to understand how people found out information about the practice was highlighted. Additionally the group wondered if patients were aware of the online services that were available and suggested that asking about this might raise people's awareness of this aspect of the service.

There was some significant feedback that questions should be asked about the services provided by the Out of Hours Service and secondary care should be asked. At the meeting on 22nd October 2013 these were discussed with the Patient Reference Group committee. After consideration it was decided that these were not appropriate questions to include in the questionnaire as the practice had only a marginal ability to ensure change occurred as a result of any feedback. It was suggested instead that any feedback provided in the open comments section of the patient questionnaire about the wider services provided be passed along to the relevant persons within those organisations.



The final version of the questionnaire, which was fine-tuned as a result of discussion with the patient group, was agreed by the patient group before being distributed.

The patient group felt strongly that the method of administration would affect the level of feedback received. There was a clear wish to improve the response rates from the previous years and it was suggested that the manner of provision of the questionnaire be tracked to identify which methods were most successful in eliciting replies.

Administration of Questionnaire

The patient survey was undertaken between Monday 7th October 2013 and Friday 27th December 2013, via paper copies handed out to patients by GPs at the end of the consultation, paper copies left in the waiting rooms, copies sent out with routine letters and copies enclosed with dispensed prescriptions.

Results

A total of 386 responses to the patient questionnaire were received. This represents feedback from 3.4 % of the total practice population, which was an improvement on the 2.7% surveyed the previous year. By far, the most effective method of distribution was via dispensed medications.

The full report of the survey findings can be found on the practice website at <http://shipstonmc.warwickshire.nhs.uk/About-Us/Patient-Involvement>.

The results of the patient questionnaire were discussed at the Patient Reference Group meeting on 28th January 2014. The Patient Reference Group were complimentary about the very high level of positive feedback contained in the questionnaire, and particularly commented on the improvement in the level of positive feedback relating to the practice's dispensary, which recognised the work undertaken to develop the service in this area.



The practice had suggested a series of actions to be taken after consideration of the feedback contained in free-text comments in the questionnaire. These were adjusted and improved by the patient group. The agreed actions are detailed overleaf.

Summary of findings from patient questionnaire

- 96% of respondents felt it was easy or fairly easy to contact the surgery by telephone
- The practice leaflet and waiting rooms displays were the most popular methods of learning about the practice and the services we provide (both 18%) with the telephone (16%), local press (14%) and the practice website (13%) also being popular methods.
- 54% of respondents were aware of the online services available
- The most requested additional service was a chiropodist (66%)
- The top three areas of concern raised by patients were the building, the lack of parking and the local cat that enters the Medical Centre through the automatic doors.

A 'word cloud' highlighting the most frequently used words in the free-text comments section of the surgery is shown below:





ACTION PLAN

Survey Finding	Agreed Action	Responsible person/s	Date for completion	Date completed
More than 65 people suggested that they would like to see chiropody services at no8, significantly more than any other suggestion made	Investigate possible options for the development of a chiropody service at no 8.	Rachel Vial	30 th September 2014	
46% of respondents were not aware that they could book appointments and order repeat medications online.	Advertise the online services more widely	Kirsty Andrews	31 st March 2014	Completed 17/03/2014
A significant amount of the free-text feedback highlighted the patient's view that the building was no longer sufficient to serve the increasing population of Shipston and the surrounding areas, and that new premises was required.	Continue to work with NHS England and other bodies to develop the case for new premises	Dr Jane Gilder	Ongoing	Ongoing
A significant amount of the free-text feedback highlighted the patient's view that the maintenance was required to improve the appearance of the current building	Commence work to improve the maintenance of the building	Rachel Vial & Dr Tim Marshall	Ongoing	Ongoing
A significant amount of the free-text feedback highlighted the patient's experience of finding it difficult to park.	To investigate options to improve availability of parking	Dr Jane Gilder and Rachel Vial	30 th May 2014	
A significant amount of the free-text feedback highlighted both concern and joy at Bobby the cat accessing the Medical centre through the automatic doors.	To continue campaign to encourage patients to remove Bobby, and for staff to continue to remove Bobby as time allows.	Rachel Vial	Ongoing	Ongoing



Patient Survey 2012-2013

The actions agreed with the patient group as a result of the previous year's survey had all been completed in accordance with the timescales identified.

Please see the 2012-2013 report, available at

<http://shipstonmc.warwickshire.nhs.uk/About-Us/Patient-Involvement> for

further details of these actions.

Other activities to promote patient and community involvement

In serving the community of Shipston-on-Stour and the surrounding area the practice also maintains links with a number of community organisations and undertakes other activities that help us engage with the community we serve.

A list of some of the activities undertaken over the past 12 months is appended below:

- The practice has gained accreditation under Warwickshire County Council's 'Safer Places' scheme.
- Dr Williams is a member of the board of Shipston Home Nursing, our local hospice at home charity
- Drs Williams, Daniel and Marshall undertook the 3 peaks challenge to raise over £2,500 for Shipston Home Nursing
- Rachel Vial, Practice Manager is now Chairman of Drug Action Shipston (DASH), a local charity providing education and awareness about drug and alcohol misuse and providing support to young people. Dr Pritchard is also a committee member
- Dr Gilder has been guest speaker for a number of organisations
 - University of the Third Age on 26th November 2013
 - Rotary Club
- Dr Pritchard has instigated a working group within the community with a view to Shipston becoming a dementia friendly town.
- Dr Levison has led a number of education sessions for new mothers about minor illness at the Children's Centre.



- The practice worked with the Stour Valley Lions to provide a diabetes awareness event, and also with the Rotary Club to heighten awareness of stroke and high blood pressure.

Shipston Medical Centre Opening Times

Shipston Medical Centre is open between the hours of 8am and 6:30pm Mondays to Friday.

Additionally on a Thursday we are open until 8pm with pre-bookable GP appointments and nurse appointments being available between 6:30pm and 8pm. A full dispensary service is also available within the Medical Centre at that time.

A limited number of pre-bookable appointments with a GP are also available on a Saturday morning.

Reception is available on 01608 661845 throughout our core hours of 8am to 6:30pm Monday to Friday. Repeat medication requests can be made by leaving a message on our dedicated telephone line 01608 662733 24 hours a day.