



SHIPSTON MEDICAL CENTRE

Patient and Community Involvement Report 2011/12

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Introduction

Shipston Medical Centre services a population of approximately 11,260 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 2011 and 31st March 2012 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 2011 this took place on Wednesday 25th May 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.

At the meeting on 25th May 2011 forty-two people attended. This is a low number compared to previous years, where usual attendance figures have been between fifty and eighty people. No differences were made from previous years in the methods used to advertise the meeting, and experience has shown that where there are no significant changes to services less people have traditionally attended this meeting. For these reasons the practice does not feel it should be concerned about the reduced number of attendees.



The meeting on 25th May 2011 covered the following topics:

- Service Developments at Shipston Medical Centre
- The NHS White Paper and opportunities for Shipston
- Wasted Medication
- Working Together to Improve Self Care

Minutes from this meeting are available on the Practice website at

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

alternatively copies of the minutes from this meetings and previous annual patient meetings are available on request from the Medical Centre.

Patient Reference Group

Over the past year the Medical Centre has looked to develop patient involvement further and has therefore established a Patient Reference Group. This group consists of a committee who meet on a regular basis and a 'virtual' group of patients who are consulted with via email or mail.

The practice has undertaken a series of measures to encourage membership of the patient reference group from all sections of the population we serve.

These measures include:

- Monitoring the membership of the Patient Reference Group, to enable representativeness to be judged
- Advertising in the practice and on the website for new members
- Advertising in local newsletters in Shipston and the surrounding villages
- Asking other organisations and services in the community to assist us in recruiting new members
- Targeting advertising towards certain age ranges / groups of people (e.g. approaching schools to engage with younger people and parents of young children).
- Directly inviting patients whom we know may be interested to join the group



- Offering different levels of involvement with the group through the committee and the virtual group

Profile of the Patient Reference Group March 2012

As of March 2012, there were 76 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 (%). March 2012

Sex	0-16	17-24	25-34	35-44	45-54	55-64	56-74	75-84	85+	Total
Female	8	3	4	7	8	7	7	5	2	51
Male	9	4	4	6	8	7	6	4	1	49
Total	17	7	8	13	15	14	13	9	3	100

Breakdown of Patient Reference Group by Age & Sex (%). March 2012

Sex	0-16	17-24	25-34	35-44	45-54	55-64	56-74	75-84	85+	Total
Female	0	0	3	4	8	14	18	12	0	59
Male	0	0	3	0	1	8	18	8	3	41
Total	0	0	5	4	9	22	37	20	3	100

The breakdown shows that the Patient Reference Group is over-represented for the age groups 55-84, whereas the age groups 0-54 are under-represented in the Patient Reference Group. The ages 0-24 are not represented at all.

In October 2011 this under-representation of the younger age groups started to become apparent and therefore measures were taken to increase representation in these groups. Actions undertaken included writing to all the local primary and secondary schools asking whether they could assist the practice in attracting people from these age groups to join the Patient Reference Group. This elicited a number of advertisements in school newsletters.



Additionally the local health visiting team and Children's Centre were approached. They were happy to display posters and suggest the group to new mothers. Similarly the GPs support the Health Visitors by running a session with new mums on minor ailments and use this forum to make the mums aware of the Patient Reference Group.

Whilst the older age groups are over-represented in the patient group this is more representative of the patients who use the services provided by the practice on a regular basis. Self-reporting from the members of the patient reference group indicates that 55.8% feel they attend the surgery on a regular basis, 34.9% attended occasionally, with only 9.3% attending rarely.

Further evidence supporting this assertion shows higher incidences of specific conditions within the Patient Reference Group than within the practice list

Disease / condition	Prevalence rate with the Patient Reference Group	Prevalence rate within the general Patient population
Diabetes	5.3%	4%
Asthma	13%	5.9%
Hypertension	25%	16.5%
Chronic Heart Disease	6.5%	6.5%
Depression	6.6%	6.5%

It is also interesting to note that men are slightly under-represented in the Patient Reference Group.

Shipston Medical Centre does not have recorded information regarding ethnicity status for all of the registered patients. However, the 2011 census indicated that for the ward of Shipston-on-Stour 96.3% of residents identified their ethnicity as 'white British'. For the wards surrounding Shipston-on-Stour, the percentage of those identifying themselves as 'white British' was higher, often above 99%. It is therefore reasonable to assume that the ethnicity status of registered patients at Shipston Medical Centre is likely to be significantly 'white British'. Self reporting from the Patient Reference Group indicates that 98% of those who completed their ethnicity status (total 49)



considered themselves to be 'white British'. This is very much in line with the population served by the Medical Centre.

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. We looked at a variety of sources, detailed below, and from this identified a shortlist of topics we might wish to ask questions about.

Area considered	Topics identified
Issues highlighted from the previous years national patient survey	<ul style="list-style-type: none">• How well we help you manage your own health
Issues highlighted from a review of complaints	<ul style="list-style-type: none">• How well we support you in understanding the practice systems and processes
Areas that require evidence for forthcoming registration with the Care Quality Commission (CQC)	<ul style="list-style-type: none">• How well the service is tailored to your needs• Clinical care
Areas considered important by the practice	<ul style="list-style-type: none">• Getting an appointment• Medical Centre Premises• Clinical care

In October this list of possible topic areas was then circulated via the meeting on 18th October 2011, email and post, to the Patient Reference Group to ask which areas they felt were most important for us to include in the questionnaire. The Patient Reference Group were also asked if there were other areas not included on the circulated list that they would like to see the practice ask patients about.

The feedback that was received indicated that the topics considered most important to include in the patient questionnaire were clinical care, getting an appointment and helping patients manage their own health. This information was used to draft a patient questionnaire, which was taken to a Patient Reference Group meeting on 7th November 2011 where the draft



questionnaire was discussed. Following this meeting the questionnaire was updated in line with the comments received from the Patient Reference Group. At the meeting it was also agreed that:

- Questionnaires would be administered via the internet and via hard copies in the practice.
- The practice would aim to receive between 200 and 400 completed questionnaires back.

Administration of Questionnaire

The patient questionnaire was administered between Monday 21st November 2011 and Friday 20th January 2012. The questionnaire was administered online and also in paper form as it was felt that offering alternative formats for completion may support more people in completing it.

In order to publicise the questionnaire and encourage patients to complete it the following measures were employed:

- The questionnaire was added as a news item to the practice website
- Copies of the questionnaire and information about the online version were made available in the waiting room and at the reception and dispensary desks, with posters encouraging patients to complete the questionnaire also being displayed.
- Practice staff actively asked patients to complete the questionnaire
- Members of the Patient Reference Group were asked to encourage family and friends to complete the questionnaire
- The link to the online questionnaire was advertised via the practice's twitter feed.
- A local chemist and the practice dispensary advertised the questionnaire by including a slip asking patients to complete it in each pack of dispensed medication
- Information about the questionnaire asking patients to complete it was sent out with routine letters to patients



- Information about the patient questionnaire appeared in the local newsletter, the Shipston Forum, which is delivered to the majority of homes in Shipston.

Results

A total of 211 responses to the patient questionnaire were received. Whilst this was within the range the patient group had felt appropriate to aim for, it was only just within this range and equalled 1.9% of the total practice population. Whilst a more representative sample would have been appreciated, the practice has undertaken a number of surveys in recent years, and often finds that the return rate is low. This is borne out by the experiences of the national patient survey undertaken by Ipsos Mori in 2010/11, which had 135 responses from Shipston Medical Centre patients.

A summary of the main findings of the survey is available in appendix 1. 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 21st February 2012. The Patient Reference Group were complimentary about the high level of positive feedback contained in the questionnaire and felt that the free-text comments regarding what respondents felt could be improved were particularly of interest and highlighted some themes. The discussion led to the development of an action plan, which was formally agreed at the meeting on 27th March 2012 (see overleaf).



ACTION PLAN

Survey Finding	Agreed Action	Responsible person/s	Date for completion	Date completed
Discussion of free-text comments	To ensure all staff wear name badges as a matter of routine	Rachel Vial	31 st March 2012	28 th March 2012
Discussion of free-text comments	To change the cleaning schedule for the waiting room to increase frequency of carpet cleaning	Kirsty Andrews	31 st March 2012	
Discussion of free-text comments	To increase awareness of the practice website – poster in waiting room and add to headed paper	Rachel Vial	June 2012	
Discussion of free-text comments	To improve patient information regarding policies and processes relating to the dispensary – increase understanding regarding how this works	Rachel Vial / Louise Tweney	September 2012	
17% would prefer to be able to book appointments online	Implementation of online bookings utilising Vision module	Rachel Vial Shirley Semke	March 2013	
41% of respondents felt they would like to be reminded about their appointments by text message	Implement text reminders for appointments	Rachel Vial Shirley Semke	March 2013	
23% identifying that a booklet in which information about their care could be written would be helpful	Consider the use of hand-held notes for specific conditions	Working Group leads	November 2012	



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:

- Dr Williams is a member of the board of Shipston Home Nursing, our local hospice at home charity
- Dr Pritchard and Rachel Vial, Practice Manager, are both members of the committee for Drug Action Shipston (DASH)
- Rachel Vial was guest speaker at the Senior Citizen's Action Network (SCAN) meeting on 10th May 2011
- In Partnership with the Sports and Social Club, the practice organised Active 11 - A health and fitness fun day that provided information about local services, support groups, charities and leisure and sporting organisations. This took place on Sunday 24th July 2011
- Dr Freeman undertook to speak with a number of newly diagnosed diabetics during the summer of 2011 to better understand the patient experience. The experiences of these patients fed into the development of the practice's diabetic pathway
- Dr Pritchard was guest speaker at the Dementia Resource Café on 5th August 2011
- Dr Whiteley spoke at a number of public meetings regarding the proposed development for a Health and Wellbeing Park (21st September 2011 local meeting organised by the South Warwickshire Foundations Hospital NHS Trust; 27th September Stour Valley Community Forum; 12th September 2012 Town Council meeting).



- Sister Yvonne Stevenson spoke to the year 1 children at Shipston Primary School on 19th January 2012
- Rachel Vial was guest speaker at the Rotary Club meeting on 20th March 2012
- Sister Karen Olorenshaw was guest speaker at St Edmunds Family Circle on 21st March 2012

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 ours 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.



Appendix 1 – Summary of the main findings from the Patient

Appointments

- 52% of respondents seen wait no longer than 2 days to get an appointment with a GP of their choice
- 39% of respondents wait between 3 and 7 days to get an appointment with a GP of their choice
- 77% of respondents rate this as 'Very Good' or 'Good'
- 95% of respondents felt that it was 'Very Easy' or 'Fairly Easy' to get an appointment for the time they wanted
- 61% preferred to book an appointment via the telephone, 20% in person and 17% would prefer to be able to do this online.
- 20% of respondents had missed a booked appointment at some point, with the most frequent reason being that they forgot about it
- 41% of respondents felt they would like to be reminded about their appointments by text message, with a further 28% and 21% preferring a reminder by email and phone call, respectively
- 83% of respondents felt they were always able to contact the practice to cancel an appointment, with a further 14% feeling they could contact the practice most of the time.

Helping you stay healthy

- 68% of respondents felt that the doctor or nurse always gave them enough information about their condition or treatment
- A further 28% felt that the doctor or nurse gave them enough information most of the time
- 47% of patients felt that written information about their condition would help them in managing their long-term health, with a further 23% identifying that a booklet in which information about their care could be written would be helpful
- 32% of respondents used the telephone to find out information about the practice, with 22% using the notice board, 21% using local press and 20% using the website.

Your experience

- 97% of respondents felt that they were always treated with dignity and respect. The remaining 3% felt that they were treated with dignity and respect some of the time.
- 84% of respondents felt that a 10 minute consultation with the GP was about right. 16% felt that 10 minutes was too little time.

Health and Well-being Park Proposals

- 72% of respondents had heard about the proposals, with the majority hearing about it via the Medical Centre's leaflet or through the Shipston Forum or the local press
- 43% strongly agreed with the proposals, 40% agreed and 15% partly agreed