



**Alliance for
Better Care**

Communications Support

Managed service designed for
primary care

www.allianceforbettercare.org

A holistic approach with clear outcomes

Effective communication is essential for providing high-quality patient care, enhancing patient satisfaction, improving operational efficiency, and promoting positive health outcomes.

With our flexible support package, we can reduce the burden on practices by assisting them with their growing communications needs. Ultimately, this enables practices to meet their contractual obligations, improve access, and exceed patient expectations.

Results include:

- Active and supportive Patient Participation Groups (PPGs) and Health Champions
- Effective signposting that supports patients to take better control of their health
- Enhanced patient engagement and satisfaction - including improved Google and Friends and Family test reviews
- Greater patient awareness of practice services, self-referral options, ARRS roles and wider Primary Care Network team and services
- Improved reputation with patients and local community
- Increased adoption of online services including practice website and NHS App resulting in a reduced 8am rush

A flexible service with dedicated support



Dedicated support

We work with you to understand your communication challenges, pain-points and main areas for development. Together, we agree our priority areas and a plan of action.

We stay in regular contact with your team and are also available for urgent advice as and when you need our support.



Hands-on

In addition to flexible remote support, we place great importance on spending time with you in practice.

From updating your patient information boards and public health information displays through to improving practice signage and photographing your team in action, there are lots of ways that we can support you on site.



Regular reporting

We help you to understand the effectiveness of your communications activity and identify areas for improvement.

From website analytics to social media reach, Google Business pages and QR code tracking, we use real-time data to evaluate our impact and inform how we develop your plans.

Our reports are used by our practices to demonstrate improved access.



Training and development

We provide a wide range of training and support - this includes online masterclasses and bespoke virtual or on site training for your team.

From understanding how to get the best out of Microsoft Teams through to unlocking crucial website data, we partner with industry specialists and service providers to offer training and support to suit your needs.



We knew that we wanted to start communicating more effectively with each other and our patients, but we simply didn't know where to start. We were worried that we would be opening the floodgates in a way that we weren't able to handle - but this wasn't the case. The ability to communicate with patients en-masse, share public health information in different formats and showcase best practice within our PCN, has been invaluable and we're starting to see great traction and levels of engagement.

It's crucial that we counteract the negative narrative in the news - so it's great to reinforce the message that we are open for our patients and we continue to be so.

COCO Primary Care Network

How we can help you

We prioritise activity that reduces the burden on your team, improves patient access and results in increased patient satisfaction and reputation within your community. Our most popular services include:



Digital experience

- Creating and managing practice websites that meet CQC, NHSE and Healthwatch guidance
- Effective online signposting to local services and self-referral options
- Developing patient campaigns that increase usage and adoption of online services, health guidance and self-help information



Community engagement

- Social media management - developing channels that are responsive and provide important information to an increased number of followers
- Review management - moderating community channels and platforms with a focus on improving reviews on all channels including your NHS profile, Friends and Family Test and Google reviews
- Support to develop your Patient Participation Groups - virtual and in person



Patient information

- Refreshing patient information boards, reception screens and display units throughout the practice
- Creating practice booklets and patient guides to explain key services and local information - especially for patients who aren't online
- Producing myth-busting campaigns to address real-time concerns and provide reassurance



CENTRAL & WEST
WARRINGTON PCN

**"WORKING TOGETHER
TO IMPROVE
PRIMARY CARE SERVICES
FOR OUR PATIENTS"**

OUR PRACTICES:

CAUSEWAY MEDICAL CENTRE
DALLAM LANE MEDICAL CENTRE
ERIC MOORE PARTNERSHIP
FOLLY LANE MEDICAL CENTRE
HELSBY STREET MEDICAL CENTRE
PENKETH HEALTH CENTRE

Yo health & wellbeing to us
www.centralandwestwarrington.nhs.uk



Working with ABC has really helped to transform how we think about approaching communication with patients and other stakeholders. The work helped us plan and develop how we present ourselves, how we wished to be perceived and what we wanted people to know.

The guidance on how to safely and effectively use social media has helped us to become visible within our community and present ourselves professionally among our peers.

We've found that having a visible professional profile means that people take you seriously and want to work with you.

Central and West Warrington PCN Clinical Director

CASE STUDIES...

- Burgess Hill and Villages PCN
- Central and West Warrington PCN
- COCO PCN, Surrey
- Crawley Care Collaborative PCN
- Haywards Heath and Villages PCN
- Healthy Horley PCN
- Leacroft Medical Practice, Crawley
- North Tandridge PCN
- Saxonbrook Medical, Crawley



**BURGESS HILL
& VILLAGES PCN**

Burgess Hill and Villages aimed to enhance the visibility of the PCN among colleagues, establish a standard approach to communications, and foster collaboration across the network. The team was particularly interested in guiding patients towards self-referral options.

We worked with the Clinical Lead to develop what eventually became the ABC PCN website template, which now hosts a central library of local health information. This has made it easier for staff to effectively and consistently guide patients. Additionally, we upgraded their practice websites, consolidating them onto one central platform. This has created a more cohesive patient experience with improved functionality and reporting capabilities available for Practice Managers

Improved signposting to self-referral services

The team wanted to raise awareness of the increasing number of self-referral options available for patients who are comfortable accessing services online.

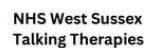
We developed a series of posters, leaflets and social media messages to highlight these options and continue to use practice channels to encourage usage. Dedicated QR codes allow us to track the effectiveness of some of the printed materials along with digital tracking.



You can self-refer to these NHS services and access specialist care without needing to talk to your GP.



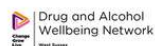
Children and young people support
Specialist emotional wellbeing and mental health support.



Depression and anxiety
Formally known as Time to Talk, talking therapies can help with coping strategies.



Sleep improvement
Clinically validated programme that can help you sleep better after just four sessions.



Alcohol and drug addiction
Friendly and non-judgemental team offering support with substance addiction.



More info on local services on [burgesshillvillagespcn.org](https://www.burgesshillvillagespcn.org)

Promoting Friends and Family Test (FFT) results

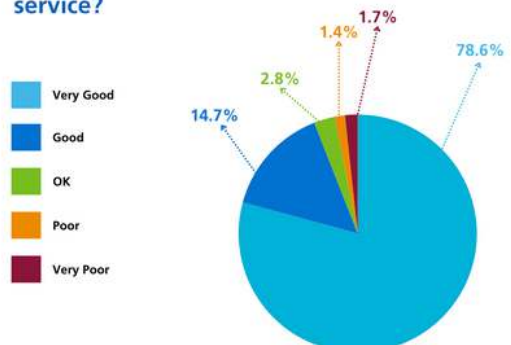
As part of the requirement to make the FFT test and results accessible to patients, we created a template for practices to make it easier to share on practice noticeboards, websites and via social media channels.

With overwhelmingly positive results, this continues to be a good news story to share with staff and patients.



Mid Sussex Health Care

Overall, how was your experience of our service?





CENTRAL & WEST
WARRINGTON PCN



Central and West Warrington PCN wanted to improve awareness of services and explore effective channels for patient communication. We developed a PCN brand identity to establish a confident tone of voice and address the way its six practices are represented publicly.

We worked with the team to create a PCN identity, a staff and patient newsletter, develop their website content and improved their social media presence. Following a mention at the Prime Minister's COVID briefing, we were able to provide media advice, resulting in a national piece in the Guardian.

Improved community engagement

The PCN team planned a series of local events to share health and careers information in key community spaces, including local libraries, community centres and schools.

We created PCN communication channels to allow them to raise awareness online - reaching specific community groups via Facebook and Twitter. Staff also shared via their own channels to improve staff morale and raise awareness of their work with colleagues and partners.



Central And West Warrington Primar... @CWWarri... · 17 Sep 2022

There is a [@macmillancancer](#) leaflet library at Orford Jubilee Hub, next to the main library. You can pick up lots of different guides to support you or someone close to you through cancer. Another example of how this building is used so well. [@YourLiveWire](#)



Visible peer recognition

As a response to their increased visibility, the team were cited as an example of best practice during a Prime Minister's COVID briefing.

They continued to receive positive responses to their publicised work from system partners and have seen an increase in positive online reviews from patients.



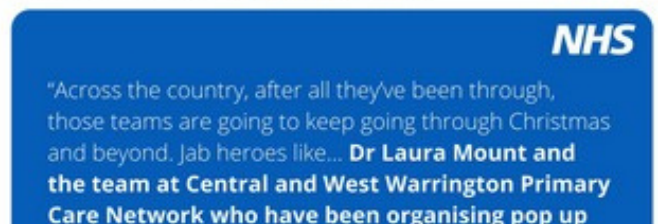
NHS Warrington Clinical Commissioning Group @ · Dec 16, 2021

#ProudPost

Congratulations to [@LauraMount16](#) and the whole team at [@CWWarringtonPCN](#) on your [#PMAnnouncement](#) last night

We are so proud of the way Warrington's local teams continue to go over & above to support our town

Book your vaccine now: nhs.uk/covidvaccine



Sarah Kidman
8 reviews

★★★★★ a year ago

This practice has been incredible- I have been here since birth and am devastated to have left since moving. They are compassionate, caring and listen. The receptionists are lovely and go above and beyond to make sure that you are sorted out. The doctors are quick to send for further consultation if needed and I've always known that if I go with an issue (even though I know I have real health anxiety) they will always put my care above anything else.



COCO PCN wanted to tackle the negative media narrative by having a way of highlighting their work, sharing good news stories and, in turn, improving morale across the PCN. This was achieved by taking a proactive approach to communicate consistently with colleagues, patients and their wider community. We worked with the PCN Leadership Team to create a brand identity, internal communications plan and a website refresh. We also supported the team at events, creating information pieces that showcased their team and the support and opportunities available.

The team have allocated a lead for PCN-wide communications activity who is working through the recommendations. They have had a positive introduction to social media, opting for Facebook as their first patient-facing communications channel.

Increased awareness of local services

We developed a suite of templates designed to highlight new and under-utilised services.

This included a focus on the Social Prescribing team, making sure that patients were given a simple overview of the service and were encouraged to ask their GP about referral options.

The team are customising these templates and sharing this information on their new social media channels.



Dawn and Gemma - Social prescribing link workers

Here to help you

Social Prescribing Link Workers are part of your general practice team

- supporting you to manage your health and wellbeing
- giving you time to focus on what matters to you
- helping you access support services and activities

Talk to your GP to find out more



Improved internal communications and digital literacy

The PCN board wanted a more efficient way of working together and were keen to explore the full functionality of Microsoft Teams and Sharepoint.

We ran a series of sessions for the board to improve their confidence, before opening out wider to staff. The team are now working collaboratively on centrally managed shared documents and have adopted Teams as their internal channel to reduce use of email.

Microsoft Teams training schedule



JULY	26	12.30 - 13.30	Setting up teams - making notifications work for you
AUGUST	02	12.30 - 13.30	Channels and Chats - what's the difference?
AUGUST	09	12.30 - 13.30	Search functionality - how to find what you're looking for
AUGUST	16	12.30 - 13.30	Shared documents - working collaboratively on live versions
AUGUST	23	12.30 - 13.30	Drop in - questions and issues with practical solutions

Email aimilia.kemides@nhs.net if you haven't had an invite





Crawley Care Collab PCN wanted their practices to have support to address their growing communication needs. From improving the online experience and increasing adoption of digital services through to support with tackling online reviews - each practice chooses how to use this time and share best practice with each other.

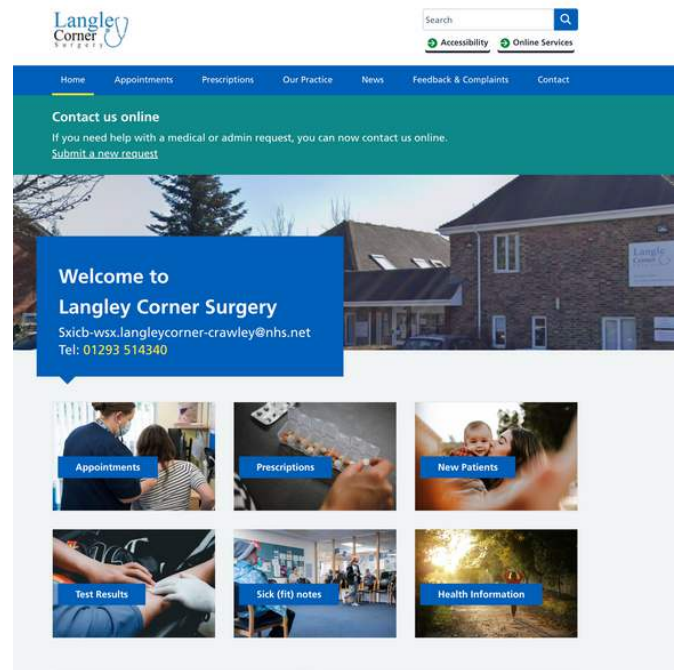
We have relaunched practice websites to a new platform with an improved triage system and are now managing the social media channels for those who choose to have them. We have also developed staff newsletters, launched new practice services and are co-managing Google Business pages and helping each practice to improve their overall ratings.

Improved digital experience

The practice were really unhappy with their website and the service they were receiving from their providers. The site was expensive, outdated and didn't meet basic accessibility criteria.

We worked with the practice manager to upgrade their website to a new provider and managed the migration with zero downtime, providing a seamless transition with no issues.

We're now working to improve the adoption of online services.



Social media management

Not all practices want to explore social media but for those who do, it can often feel overwhelming. Some of the practices in the PCN had old pages that they couldn't access or delete and others had previously experienced issues with managing comments.

Following the success of our social media management service with one practice, we are now helping others to start at a pace that suits them.



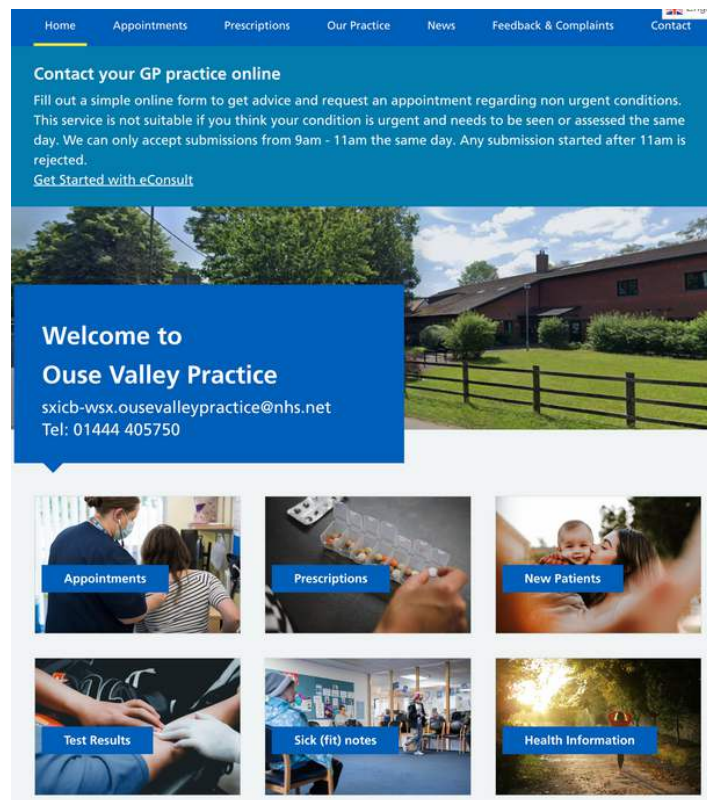


Haywards Heath Villages PCN wanted to explore how it could better support the communications needs of its practices, while also helping patients to understand who they are and how the practices are working together to deliver shared services. We supported the Clinical Leads to develop a communications strategy that included a focus on internal communications, Microsoft Teams training, PCN-wide newsletters, social media, review management and creating patient information. We've since launched a PCN website and are working with Practice Managers to upgrade all practice websites - moving on to a shared platform to improve patient experience and access of online services across the PCN.

Winner: NHS Digital Sussex 'What good looks like'

Having previously scored very low for web accessibility, we worked with the practice to upgrade its website. Using the NHSE GP website benchmarking and improvement tool as our guide, we provided end-to-end project management, working closely with the Practice Manager to identify a new provider, design a new template, refresh all content, retire old information, migrate to a new environment and meet accessibility and contractual obligations.

We had no downtime during the migration and the website was cited as an example of best practice in a recent NHS Digital Sussex report.



National recognition for best practice

The Social Prescribing team were chosen to take part in a popular BBC programme, bringing national attention to the importance of the role and the service. We were delighted to support the team with this opportunity and share as an example of best practice among system partners, national colleagues, patients and on local community channels.





Healthy Horley PCN wanted to raise awareness of services and support available in the local community, including the efforts of their active health champions and all of the groups who now use their fantastic community asset - the Horley Health Hub.

We created a dedicated website, packed with information about local services, community groups and public advice for those who come to the Hub hoping for urgent support.

In addition, we've supported the practices to develop their social media approach and patient consultation events in addition to launching a Patient Participation Group (PPG) and new services.

Community engagement

The Horley Health Hub has become a bustling community asset, home to a number of services and local groups. During colder months it also acted as a winter hub for local residents.

We created a dedicated website and printed information to make it easier for the public to access information about local services and community initiatives and continue to promote these online via social media and in partnership with local community centres and churches who often signpost people in need of support.

The Hub was recently awarded the Tesco Community Fund.



Patient Participation Group (PPG) set up

We worked with one of the practices to develop and set up their PPG. We worked with the PCN Coordinator to deliver a recruitment campaign, which saw an overwhelming number of patients express an interest. The practice successfully delivered their first session and we look forward to supporting their ongoing projects.



Do you want to help us improve our services?

Find out more about our Patient Participation Group (PPG) and register your interest.



www.waysidesurgery.nhs.uk/service/join-our-patient-group/



LEACROFT
Medical Practice



As the team behind one of the first vaccination buses in the country, Leacroft Medical Practice were extremely innovative during lockdown. They wanted to ensure that patients had access to information in as many formats as possible and used a difficult period to modernise and re-energise the team, instilling a renewed sense of pride in their collective achievements.

We supported their Practice Manager through a website upgrade, helped their transition to Microsoft Teams for internal communications, introduced monthly newsletters for staff and patients as well as monthly infographics showcasing key practice stats. A new logo helped to refresh the surgery and featured on new signage and patient information displays. The team have had a great response to their new patient-facing communication channels including social media and a regular newsletter.

A positive approach to myth-busting

The Leacroft team wanted to counter the negative media narrative about access but without being defensive.

We introduced a simple monthly infographic to show patients the volume of appointments, calls, prescriptions, referrals, COVID vaccinations and online consultations.

We shared these on the new practice Facebook page which led to positive patient comments as well as praise from senior system partners.



Amy Galea
@amy_galea

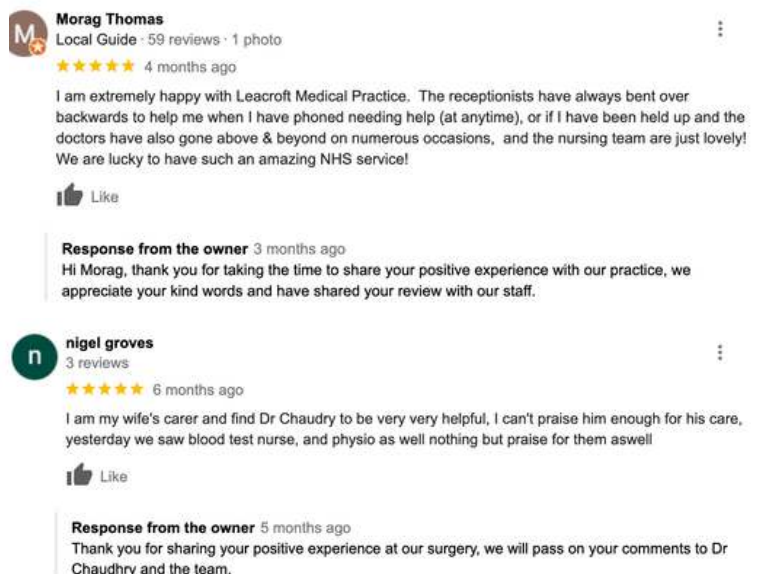
A brilliant example of [#generalpractice](#) communications to keep people informed. Loving the new logo too [@LeacroftCrawley](#) - [@Sussex_HCP](#) [@tomgurney1](#) [@LauraFRobertson](#) one to share with others [#SharingIsCaring](#) [#PrimaryCare](#)

Leacroft Medical Practice Crawley @LeacroftCrawley · Sep 17, 2021
Along with our new logo, a big part of developing our communication and engagement plan is improving our communications with our patients. We will be

Improved Google reviews

Many practices struggle to take ownership of their Google Business accounts and find it difficult to prioritise responding to the growing number of online reviews.

We worked in partnership to co-administrate the account, allowing us to respond (to positive feedback and complaints) and ensure that issues raised are followed up and dealt with in a timely manner. We're now focussed on helping them to increase their overall score.





Following feedback from the neighbourhood development workshops we hosted across East Surrey, the North Tandridge PCN team were keen to pick up on the issues raised by local residents - including the need for improved communications with patients and the wider community.

Since working together, we have created a PCN website which houses a directory of local services, launched various services and groups and have spent time developing patient information for those who struggle to access information online.

Launching new services

We've supported the team to launch a number of new initiatives including the Children and Young Persons (CYP) wellbeing service.

We developed an online patient campaign in addition to staff guidance with referral information.

The North Tandridge PCN website now houses this information alongside information about body image, wellbeing and a guide to social prescribing - developed in partnership with the CYP team.



NHS

Children and young persons' (CYP) Wellbeing Service
Age 3+

Your parent or carer can also ask for information.

- Feeling worried?
- Have friendship issues?
- Feeling down or lonely?
- Concerned about school or exams?
- Feeling frustrated?
- Having trouble sleeping?
- Want to maintain a healthy lifestyle?

Scan the QR code for more information or visit www.northtandridgepcn.org/children-and-young-persons-wellbeing-service/

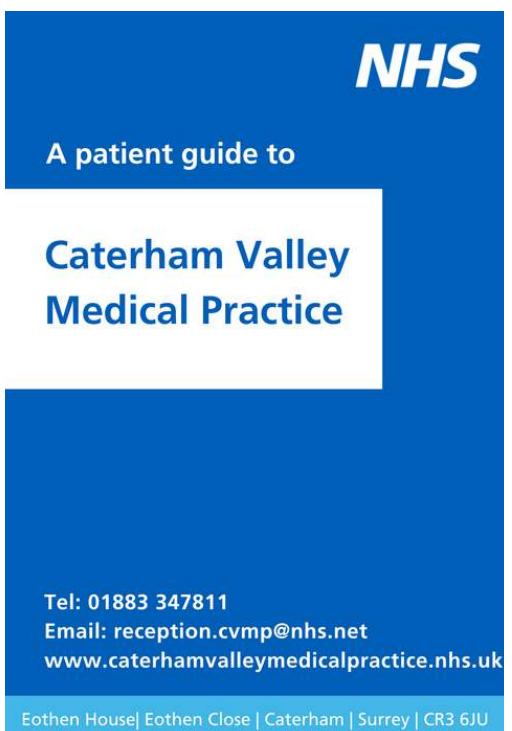
SCAN ME

North Tandridge PCN Alliance for Better Care

Accessible information for all

Not all patients have internet access or are comfortable navigating online resources. Printed guides ensure that important information is available to everyone, especially those who feel overwhelmed and underserved.

The guide is bespoke to each site and includes key practice information and a step by step guide for those who would like to try setting themselves up on the NHS App.



NHS

A patient guide to

Caterham Valley Medical Practice

Tel: 01883 347811
Email: reception.cvmp@nhs.net
www.caterhamvalleymedicalpractice.nhs.uk

Eothen House | Eothen Close | Caterham | Surrey | CR3 6JU



**Saxonbrook
Medical**

FIRE EXIT ↓



The Saxonbrook Medical team were catapulted into the limelight following their work on the vaccination programme - being the first ABC site to go live. The team built on its reputation by then building its own dedicated vaccination site and running the first 24-hour booster clinic in the South East.

We worked with the GP Partner to refresh and modernise the building as part of a broader culture change project that has addressed internal communications and community engagement. We worked with the patient services team to upgrade the practice website and introduced an improved triage system along with access to much needed live dashboard reporting and analytics.

Patient Participation Group (PPG) development

Following a period of reduced engagement and activity, the GP partner wanted to re-invigorate the PPG by recruiting new members.

We ran a patient recruitment campaign and hosted a series of workshops to identify leaflets and social media messages to highlight these options and continue to use practice channels to encourage usage. Dedicated QR codes allow us to track the effectiveness of some of the printed materials along with digital tracking.



How do you see the PPG's role in tackling some of these reputational issues??
9 responses

A regular discussion	Give constructive feedback	Work together to find solutions
Letting people know that we are patients just like them. This should give them a sense of security rather than a them and is situation. I think this would gain people's trust to give and receive feedback.	Difficult. Not valued by surgery. We want to help but ...	Addressing complaints/criticisms in thoughtful way (where genuine criticism needs addressing, where it is just a need to be more engaged putting out information etc)
Listen to	Listening from both sides, working as a team	How raise profile ppg to help be a better conduit between patients and practice

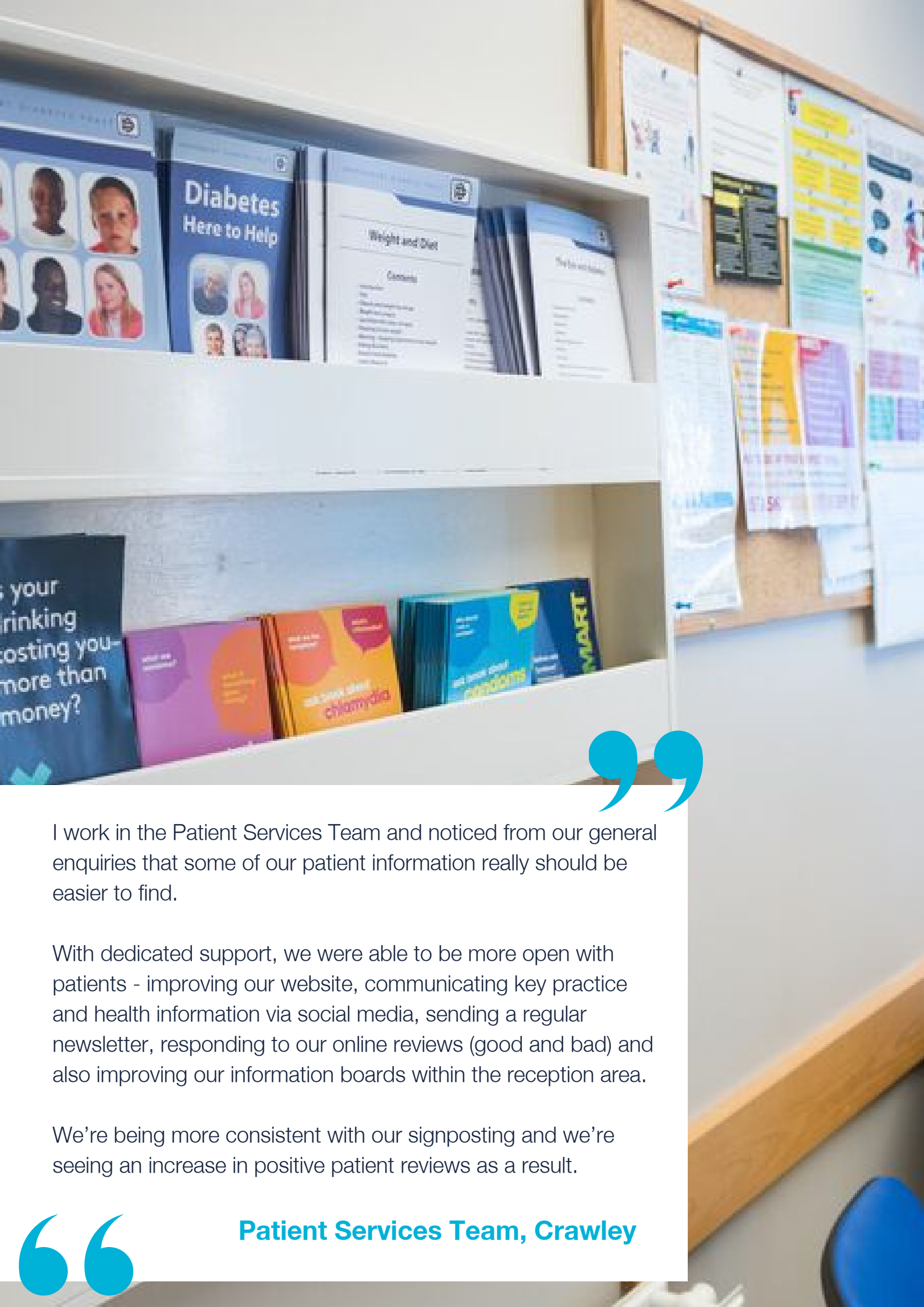
Refreshed practice reception and patient information areas

In response to PPG feedback, we improved signage and patient flow throughout the building, maximising the layout of the patient waiting and information areas.

The team also invested in new external signs and new displays to house popular patient information pieces including translated and easy-read versions.

Staff expressed a renewed sense of pride and confidence and we received positive patient and PPG feedback.





I work in the Patient Services Team and noticed from our general enquiries that some of our patient information really should be easier to find.

With dedicated support, we were able to be more open with patients - improving our website, communicating key practice and health information via social media, sending a regular newsletter, responding to our online reviews (good and bad) and also improving our information boards within the reception area.

We're being more consistent with our signposting and we're seeing an increase in positive patient reviews as a result.

Patient Services Team, Crawley



BOOKING INFORMATION

To discuss our Communications Support Package, contact our Head of Communications Jasmine Plowright for a free consultation.

jasmine.plowright@nhs.net
allianceforbettercare.org/communicationssupport