A comprehensive model for Personalised Care

July 2018
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Happy birthday!

#NHS70
Personalised Care a growing priority

“… Deploy rigorous and validated population health management capabilities that improve **prevention**, **enhance patient activation** and **supported self-management**.”

“The expansion of Personal Health Budgets (PHBs) to **over 40,000 people in 2018/19** and the provision of **10,000 Personal Maternity Care Budgets** (PMCBs) by the end of 2017/18 through the seven Maternity Pioneers.”

- **Next Steps on the Five Year Forward View**

“… **full integration** of health and social care centred around the **person**.

“… **turbo-charge progress** on **integrated health and care budgets**… transferring the highest possible **control** to those receiving support.”

- **Secretary of State for Health and Care, Jeremy Hunt, 20 March 2018**

“The founding of the NHS was remarkable because it changed the nature of healthcare as we knew it. We now have the opportunity for a similarly profound transformation. At its heart it is about building an NHS around the needs of the patient.”

- **Prime Minister, Theresa May, 18 June 2018**
Comprehensive Model for Personalised Care

All age, whole population approach to Personalised Care

**INTERVENTIONS**

**Specialist**
Integrated Personal Commissioning, including provider release finding, and personalised care and support planning through multidisciplinary teams, personal health budgets and integrated personal budgets.
- Plus Universal and Targeted Interventions

**Targeted**
Proactive case finding and personalised care and support planning through General Practice. Support to self manage by increasing patient activation through access to health coaching, peer support and self-management education.
- Plus Universal Interventions

**Universal**
Shared Decision Making
- Enabling choice (e.g. in maternity, elective and end of life care).
- Social prescribing and link worker roles.
- Community-based support.

**TARGET POPULATION**

**People with complex needs**
5%

**People with long term physical and mental health conditions**
30%

**Whole population**
100%

**OUTCOMES**

**Empowering people, integrating care and reducing unplanned service use.**

**Supporting people to build knowledge, skills and confidence and to live well with their health conditions.**

**Supporting people to stay well and build community resilience, enabling people to make informed decisions and choices when their health changes.**
Personalised Care Operating Model

WHOLE POPULATION
when someone’s health status changes

30% OF POPULATION
People with long term physical and mental health conditions

Cohorts proactively identified on basis of local priorities and needs

Shared Decision Making
People are supported to:
1) understand the care, treatment and support options available and the risks, benefits and consequences of these options, and
2) make a decision about a preferred course of action, based on their personal preferences and, where relevant, utilising legal rights to choice (All tiers)

LEADERSHIP, CO-PRODUCTION AND CHANGE ENabler

Personalised Care and Support Planning
People have a proactive, personalised conversation which focuses on what matters to them, delivered through a six-stage process and paying attention to their clinical needs as well as their wider health and wellbeing.

Review
A key aspect of the personalised care and support planning cycle. Check what is working and not working and adjust the plan (And budget where applicable)

FINANCE ENabler

Social Prescribing and Community-Based Support
Enables professionals to refer people to a “link worker” to connect them into community-based support, building on what matters to the person and making the most of community and informal support (All tiers)

WORKFORCE ENabler

Optimal Medical Pathway

Supported Self Management
Support people to develop the knowledge skills and confidence (patient activation) to manage their health and wellbeing through interventions such as health coaching, peer support and self-management education (Targeted and Specialist)

COMMISSIONING AND PAYMENT ENabler

Personal Budget
An amount of money to support a person’s identified health and wellbeing needs, planned and agreed between them and their local CCG. May lead to integrated personal budgets for those with both health and social care needs (Initially Specialist)
Delivery so far

**PHBs**
- 28,040 as of March 2018
- 77% increase on previous year

**Integrated Personal Commissioning**
- 173,143 people covered
- 70k+ have personal care and support plan

**Patient Activation**
- 70,000 assessments in 2017/18
- 16,000 attended formal self-management programmes

**Social Prescribing & Health Coaching**
- 60%+ CCGs are invested in Social Prescribing
- 16,000 people have been able to access Health Coaching
Emerging evidence (I)

PERSONALISED CARE & SUPPORT PLANNING

People’s well-being, satisfaction and experience improves through good PCSP & improves GP and other professionals' job satisfaction. Initial studies suggest improved clinical outcomes that are at least cost neutral.

PATIENT ACTIVATION

Highest knowledge skills and confidence: 19% fewer GP appts and 38% fewer A&E attendances. In Fylde Coast, 85% improved or maintained level of patient activation (average shift of 9.7 points), with attendant decrease in likelihood of hospital admission.

SOCIAL PRESCRIBING

30% fewer GP consultations; 20% fewer A&E admissions and 10% fewer bed days (University of Westminster study).

SHARED DECISION MAKING

Reduces uptake of high, risk, high cost interventions by up to 20%.
Emerging Evidence (II)

PHB EXPERIENCE SURVEY
97% of people experienced a positive change through having a personal health budget
77% of people would recommend PHBs to others
86% have achieved what they wanted to with their PHB

CONTINUING HEALTH CARE (CHC)
Across Continuing Health Care, PHBs resulted indirect savings of up to 17%;
indirect savings of £4k per person

WARRINGTON
Personal health budgets in end of life care - 83% were able to die in a place of their choosing, against an average of 26%
One week’s worth of traditional services funds six weeks of services commissioned through a personal health budget

STOCKTON-ON-Tees
12% reduction in emergency admissions for older people with frailty
15% reduction in delayed transfers of care due to IPC
10% reduction in A&E attendances due to IPC

NOTTINGHAMSHIRE
£25,000 saving in transport costs for siblings with very complex health conditions w PHB
Lease their own adapted vehicle through a personal health budget for journeys to day centre and respite, instead of a commissioned transport package
Examples of how VCSE organisations can support embedding, expanding and scaling personalised care

<table>
<thead>
<tr>
<th>Connect people into their local community</th>
<th>Carry out personalised care and support planning</th>
<th>Support a PHB holder from initial contact to living their life and spending their budget</th>
<th>Provide the services purchased by a PHB</th>
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<tbody>
<tr>
<td>Advocacy services</td>
<td>To support the coordination of volunteers</td>
<td>Work with care coordinators/link workers in GP services</td>
<td>Operate as part of a multi-disciplinary team</td>
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Thank you

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