NHS

CAMBRIDGESHIRE AND PETERBOROUGH CLINICAL COMMISSIONING GROUP

FOCUS ON LOCATION AND INFRASTRUCTURE

Students at the Heart of Knowledge Exchange

a.r.u. | Anglia Ruskin University

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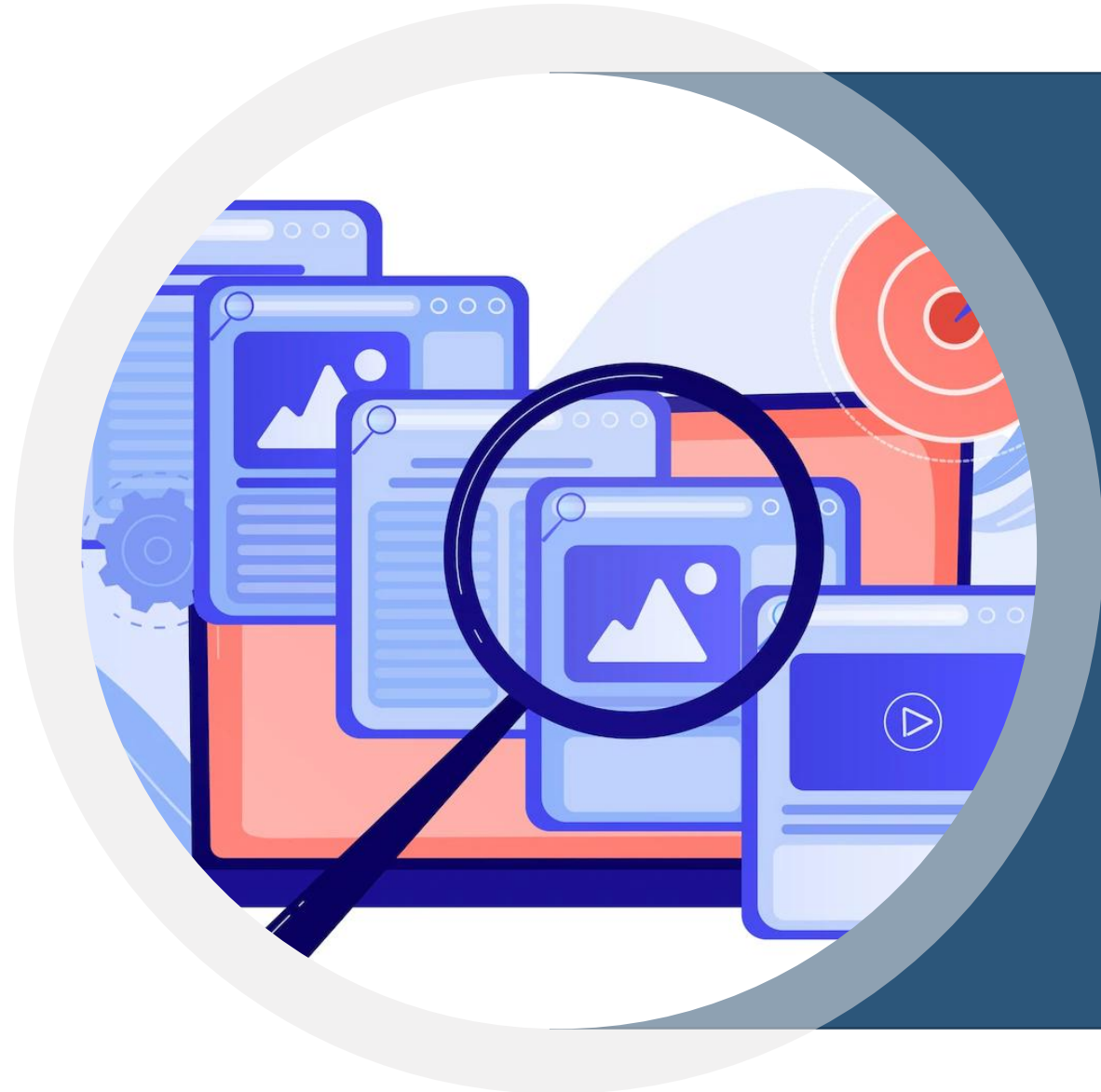
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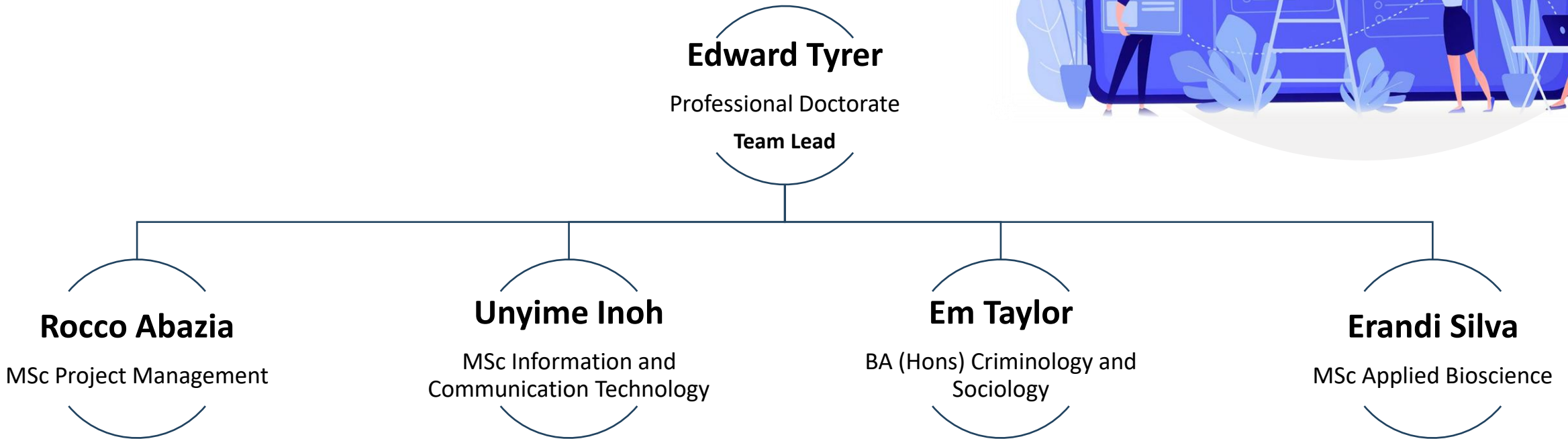
CONTENTS

Client challenge

Logic tree

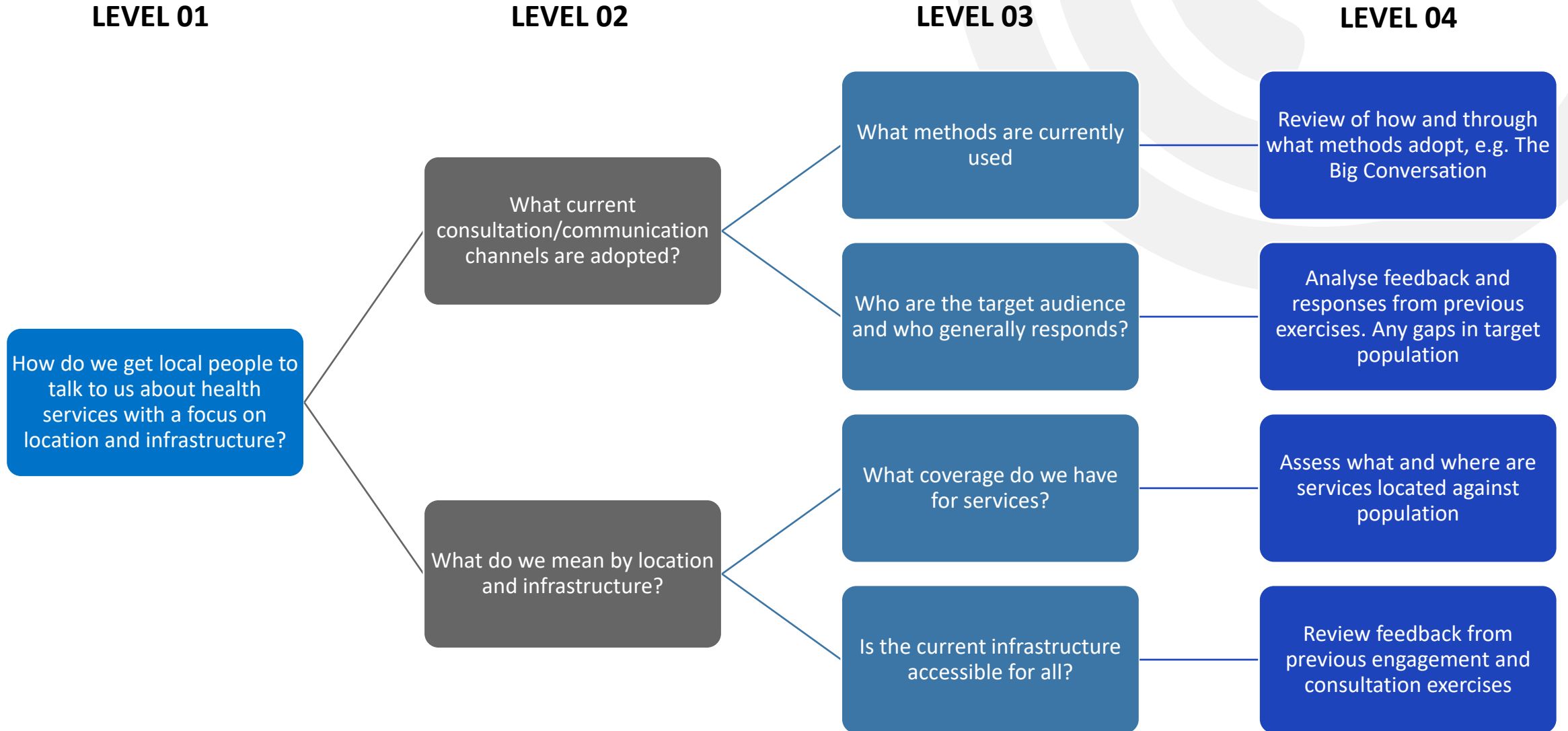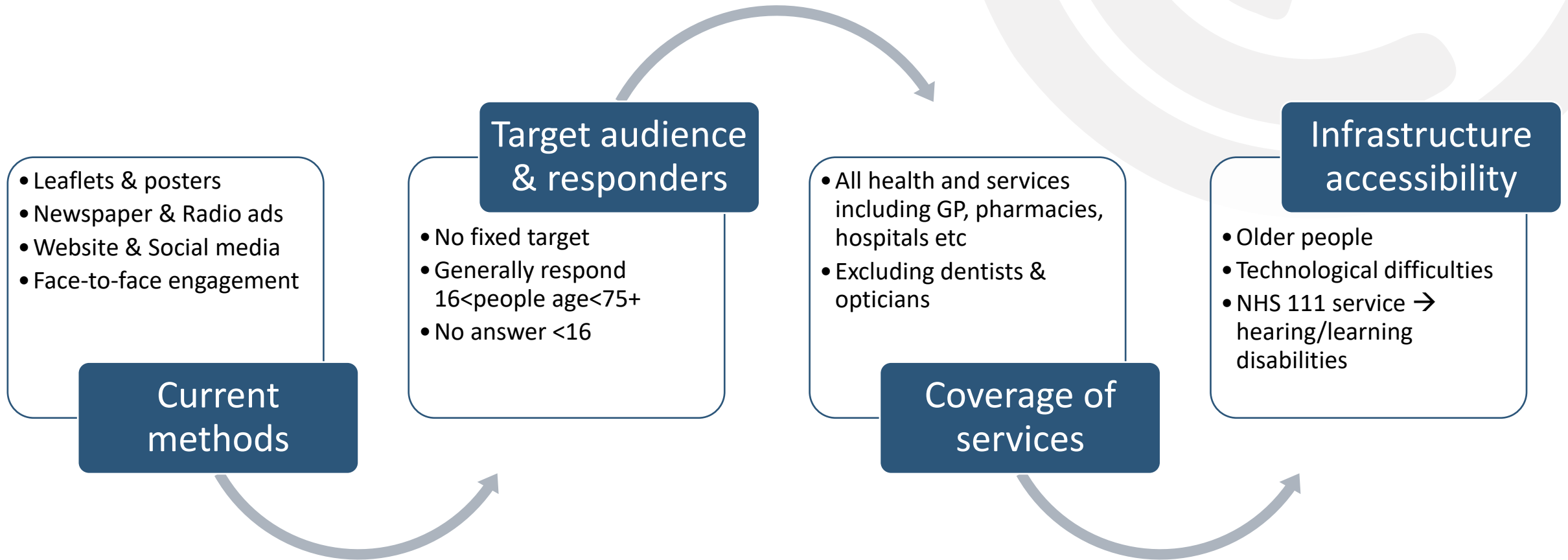Situation analysis

Recommendations

CLIENT CHALLENGE

How do we get local people to talk to us about health services with a focus on location and infrastructure?

BUILDING THE LOGIC TREE

LEVEL 01   **LEVEL 02**   **LEVEL 03**   **LEVEL 04**

What methods are currently used

Review of how and through what methods adopt, e.g. The Big Conversation

What current consultation/communication channels are adopted?

Who are the target audience and who generally responds?

Analyse feedback and responses from previous exercises. Any gaps in target population

How do we get local people to talk to us about health services with a focus on location and infrastructure?

What coverage do we have for services?

Assess what and where are services located against population

What do we mean by location and infrastructure?

Is the current infrastructure accessible for all?

Review feedback from previous engagement and consultation exercises

ANALYSING THE SITUATION

Current methods

- Leaflets & posters
- Newspaper & Radio ads
- Website & Social media
- Face-to-face engagement

Target audience & responders

- No fixed target
- Generally respond 16<people age<75+
- No answer <16

Coverage of services

- All health and services including GP, pharmacies, hospitals etc
- Excluding dentists & opticians

Infrastructure accessibility

- Older people
- Technological difficulties
- NHS 111 service → hearing/learning disabilities

RECOMMENDATION 01

- Maximising the usage of NHS mobile app

IMPLEMENTATION

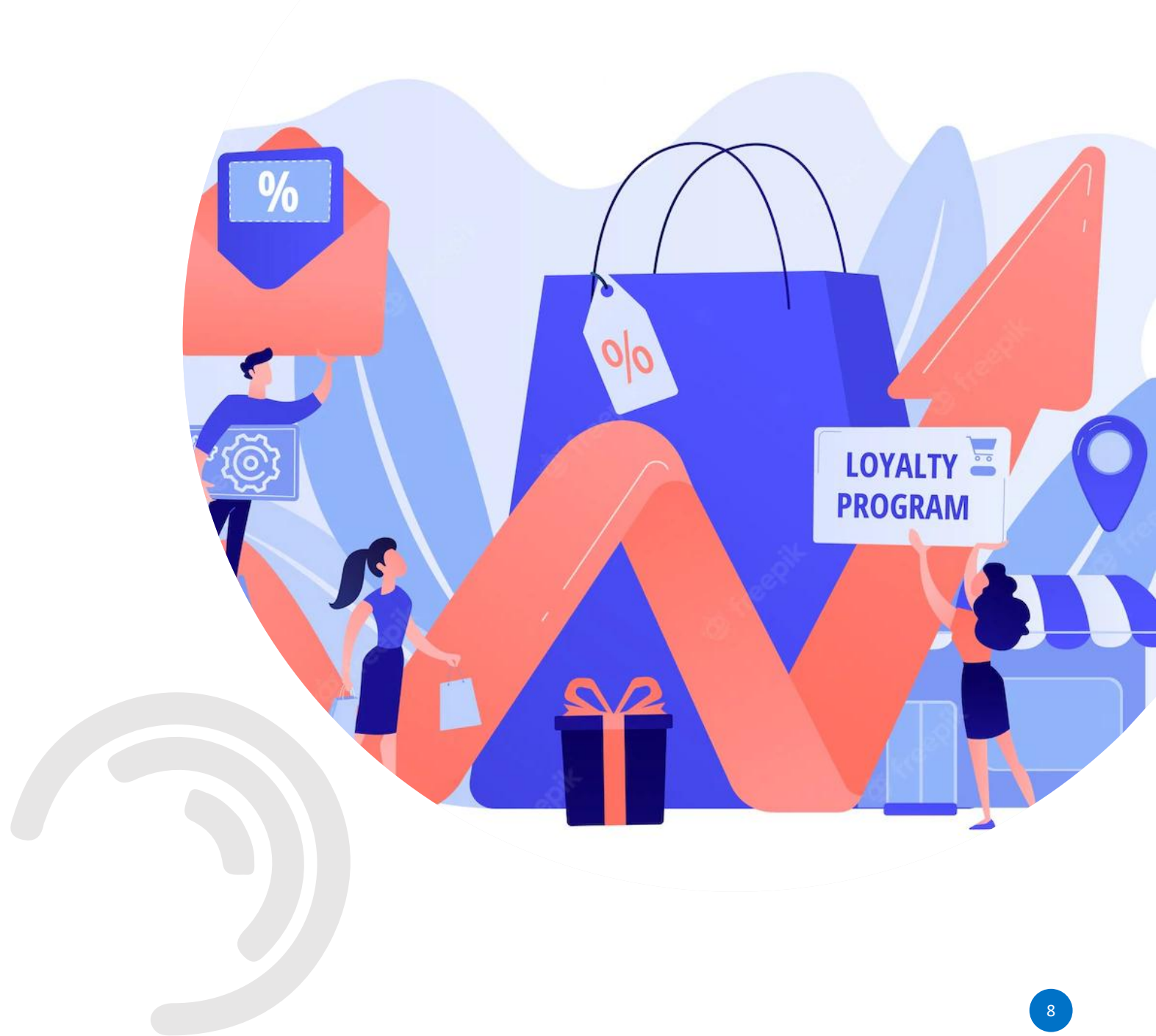- As an added feature to the existing NHS mobile app

RECOMMENDATION 02

- Introducing a method of incentivization

IMPLEMENTATION

- Receiving points after providing feedbacks
- More feedbacks → more points

RECOMMENDATION 03

- Partnerships and Key Stakeholder Engagement

IMPLEMENTATION

- Review of post-Covid working
- Existing partnership and network utilisation
- Better cross-working information

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THANK YOU!

ANY QUESTIONS?