

ask what matters – **listen** to what matters – **do** what matters

Personalised care

*It's all about working with you **to live your best life**. It is based on '**what matters to you**', your strengths and needs*



**what
matters
to you?**

A quick introductory guide on what, why and how to do it!

Debbie Draper, Head of Personalised Care

What is Personalised Care?

[Watch Lucy's Film](#)

- Personalised care represents a major practical change to the NHS and is a key driver of the [NHS Long Term Plan](#).
- Understanding 'what matters to you' is central to personalised care.
- It is a whole system approach that will allow a number of services across health, social care, public health and community to be linked together around you.
- It is important to make these changes because a one-size-fits-all health and care system simply cannot meet the increasing complexity of people's needs.
- The aim is to deliver better outcomes and experiences.



Being seen only
as a **patient**
with **symptoms**
or separate conditions
that need treating.

SHIFTS TO...



Being seen
as a **whole**
person
with skills,
strengths and
attributes
as well as needs
to be met.



Being asked
'What's **the**
matter
with you?'

SHIFTS TO...



Being asked
'What **matters**
to you?'



Not having the information
and support you need to make
informed health and wellbeing
choices and decisions.

SHIFTS TO...



Having the information and support
you need to make **informed**
choices and decisions.



Being **told** what is wrong
with you and how your
health needs
will be met.

SHIFTS TO...



Being valued as an
active partner
in conversations and
decisions about your
health and wellbeing.

Personalised Care: A shift in relationship between health and care professionals and people.



Health and care professionals
believing **they have all**
the knowledge, expertise
and responsibility for your
health and wellbeing.

SHIFTS TO...



You and your health and care
professional **sharing knowledge**,
expertise and responsibility for
your health and wellbeing.



Feeling **powerless** against a
complex health and care system.

SHIFTS TO...



Working in partnership with
health and care professionals
and **sharing power**.



A '**One-size-fits-all**'
approach to meeting your
health and wellbeing needs.

SHIFTS TO...



Having more **choice and**
control so your health and
wellbeing needs are met effectively
in a way that makes sense to you.



Having to tell your story
again and again.

SHIFTS TO...



Only needing to tell
your story **once.**



Personalised Care Operating Model



Prevention

Population
Health
Management

P
R
I
M
A
R
Y

C
A
R
E

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 and Patient Choice

People are supported to a) understand the care, treatment and support options available and the risks, benefits and consequences of those options, and b) make a decision about a preferred course of action, based on their personal preferences and, where relevant, utilising legal rights to choice.

(All tiers)

Personalised Care and Support Planning

People have proactive, personalised conversations which focus 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).



Optimal Medical Pathway



NHS @ home

Support people to better self-manage their health and care at home through the use of technology, including care homes and virtual wards. Encompasses personalised interventions with the aid of technological tools.



Social Prescribing and Community-based Support

Enables all local agencies 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)



Supported Self Management

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



Personal Health Budgets and Integrated Personal Budgets

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)



LEADERSHIP,
CO-PRODUCTION
AND CHANGE ENABLER



WORKFORCE
ENABLER



FINANCE
ENABLER



COMMISSIONING
AND PAYMENT
ENABLER

U
E
C

Fuller – Integrated Neighbourhood Teams

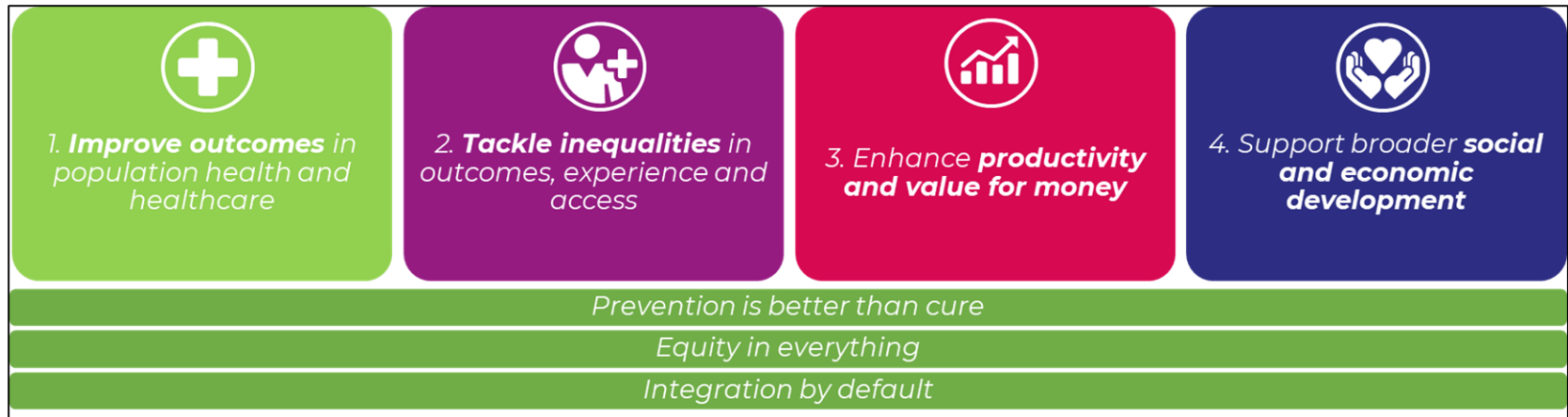
The 6 Pillars of Personalised Care

1. Shared decision making and Patient Choice
2. Personalised care and support planning
3. NHS @home
4. Social prescribing and community-based support
5. Supported self-management
6. Personal health budgets

Why?

Personalised Care is a key enabler that will transform the NHS and deliver our ICS Strategy

‘Every person will enjoy their best possible health and wellbeing’



Our Personalised Care Vision

‘To maximise independence, choice, control, good health, and wellbeing throughout peoples lives, focussing on ‘what matters to you’.

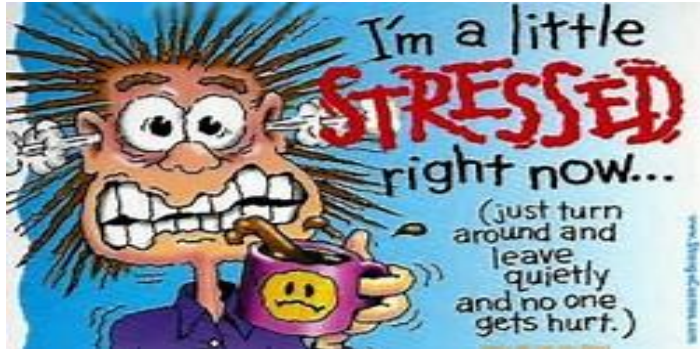
Why we need a Personalised Care vision?

Jacks story

- Jack is 21 years old, he has a twin sister
- He lives with his family
- He likes to be active and enjoys sports
- His care package was limited, lack of flexibility with lots of different agency staff and changes
- Jack's health and social care needs not being fully met
- Regular deterioration in health resulting in hospital admissions



The result for Jack's mum was...



Unfortunately, Lesley's is a familiar story for many people who use health and care services, as we provide a one size fits all approach and want them to 'fit in' to what is provided.

Helen describes the impact of this approach for her son Karl:

"Why does Karl have to fit in the system? Why can't the system fit him?" *Helen*



Social Care

Physical
Disability

Agencies



Health

Learning
Disability

Doing it differently

Having a different conversation based on what's matters to Jack, completing a personalised care and support plan and allocating a personal health budget, means Jack can now live his life.....

"Mind-blowing for me and my family, it has given us our lives back." Lesley, Jack's mum



ask what matters - **listen** to what matters - **do** what matters

what
matters
to you?

About Me

*A way of telling us once, what matters and
what is important to you*



Integrated
Care System
Nottingham & Nottinghamshire

About me - NHS Nottingham and Nottinghamshire ICB

The power of a different conversation for Karl – About Me

One page profile

Me
Me

What people like and
admire about me...

What people like and admire about me

History

History

Hopes and dreams for the
next few months

Hopes and dreams for the next few months

What's important to me...

What's important to me

How best to support me...

How best to support me



IMPORTANT



What is...

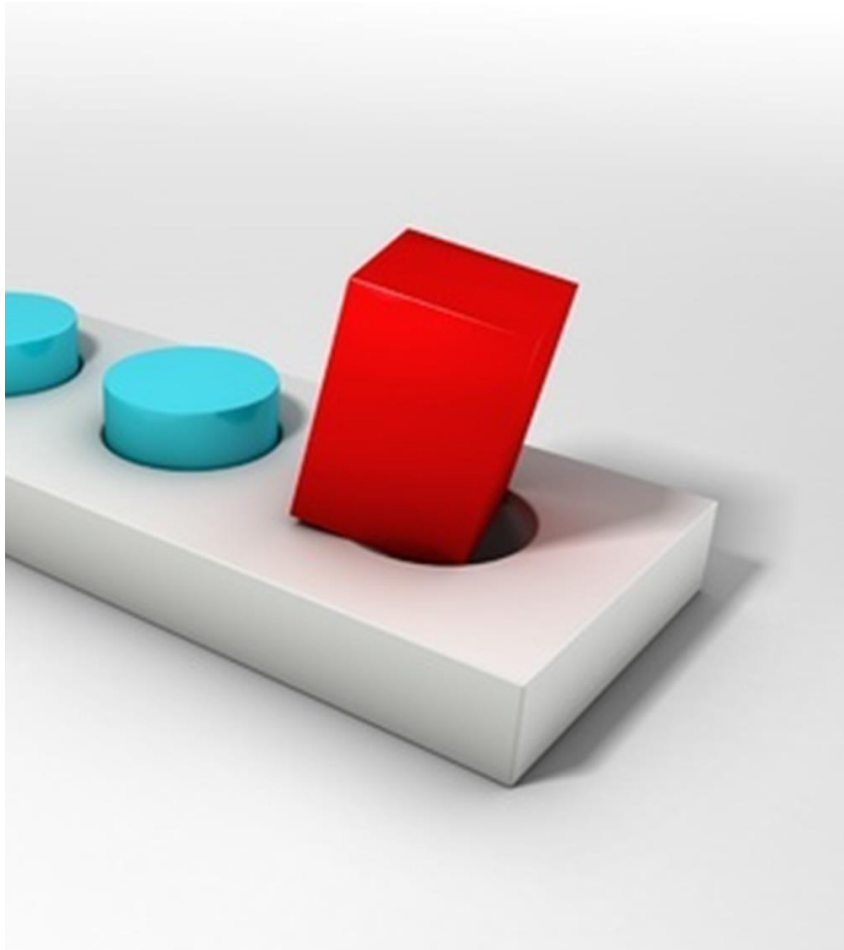
Working

and

Not Working



Addressing the health inequality gap through personalised care



As a result of personalised care, healthcare is tailored to what matters to the individual, in the context of their whole life, such that personalised care can support programmes and systems to address inequalities in access, experience and outcomes.

Data tells us we need it ...

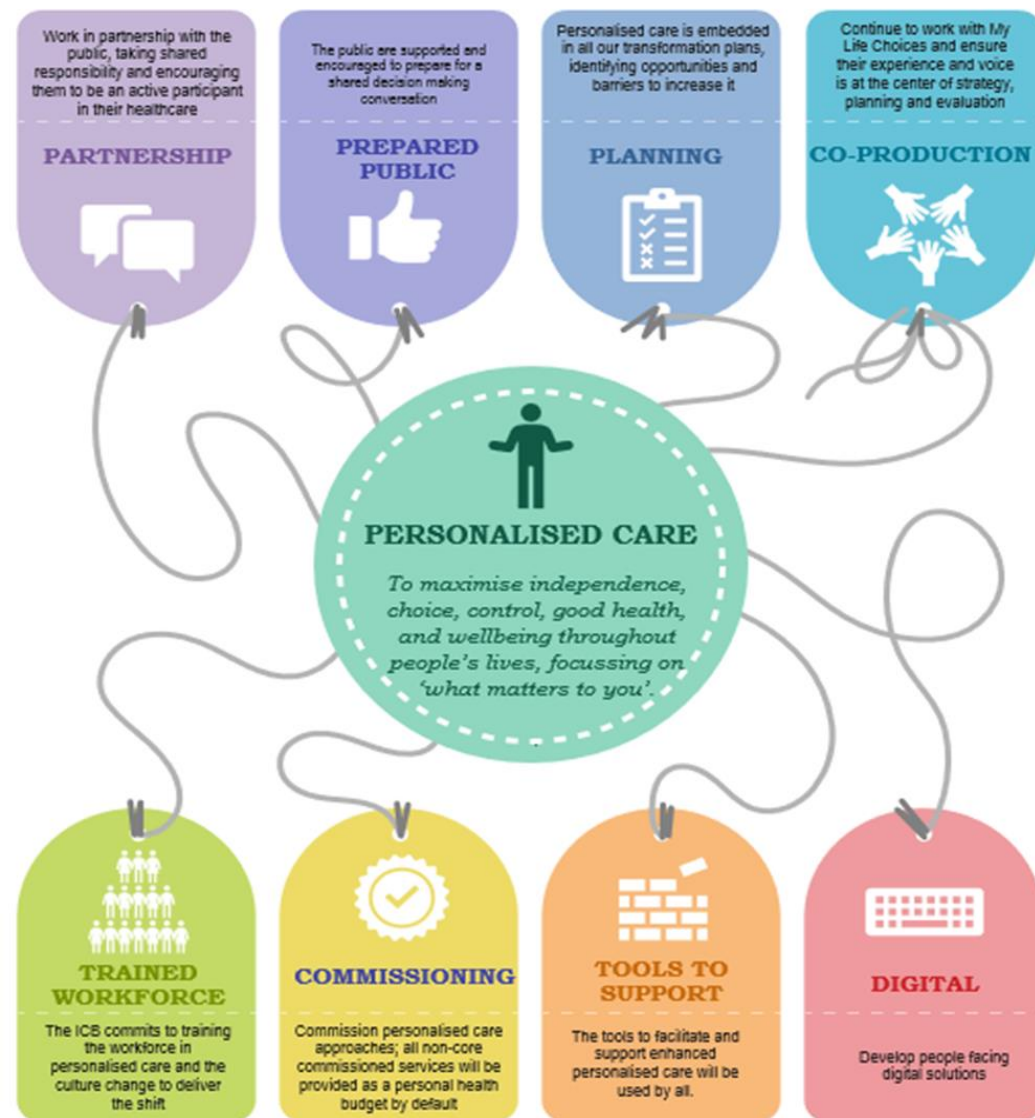
- People with learning disabilities die 15-20 years earlier than the general population, as do people with severe and prolonged mental illness
- One million people over the age of 65 report being lonely. Social isolation affects people of all ages, leads to poorer health, higher use of medication, increased falls, and increased use of GP services
- Clinicians and people routinely overestimate treatment benefits by 20% and underestimate harms by 30%.
- Only 40% of adults report that they have had a conversation with a healthcare professional in their GP practice to discuss what is important to them
- Only 7% of adults have been given (or offered) a written copy of their care plan
- Only 55% of adults living with long-term conditions feel they have the knowledge, skills and confidence to manage their health and wellbeing on a daily basis"

Source: Universal Personalised Care NHS England, 2019

OUR 8 COMMITMENTS TO MOVING TOWARDS PERSONALISED CARE AS A GOLDEN THREAD

Make Personalised Care Real!

- Pledge to the 8 commitments and doing things differently.
- Co-production – My Life Choices - My Life Choices - NHS Nottingham and Nottinghamshire ICB it really works!
- Data driven – qualitative, patient stories, quantitative
- An enabler to address Prevention and Health Inequalities
- People-focused & truly working across the system to deliver care
- Enabled by digital transfer of information
- Cultural shift – treat the person not the disease.
- Think, Act and Do Personalised...



We are here to help you



Louise Redhead,
Personalised Care Project
Manager



Debbie Draper,
Head of Personalised Care



Dr Rebecca Barker,
Personalised Care Clinical Lead



Maria Willis,
Head of Social Prescribing



Ruthe Sawyer,
Project Manager – Social Prescribing
and Community Development



Fay Scott,
Personalised Care Support
Officer



Lewis Perkins,
Personalised Care Manager



Aiden Standen,
Personalised Care Coordinator



Tracy Watson,
Personalised Care Coordinator



Billy Garratt,
Admin Apprentice

We are here to support you to make our vision real! Get in touch:
nnicb-nn.whatmatterstoyou@nhs.net

How we can support you

Co-production with My Life Choices is a golden thread

By sharing the art of the possible!

- Support the system to achieve change, share information, good practice, ideas, expertise and knowledge – recognising that the strengths, challenges, and ambitions are different in each programme
- Escalation through the governance structure to help resolve any barriers/challenges faced within programmes to implement any elements of the Universal Personalised Care model.
- Coordination of groups and mechanisms within programmes (whether newly setting up or adapting existing) to enable development of personalised care.
- Workshops and workforce engagement to enable programme staff to deliver personalised care, including building confidence, skills, and knowledge; e-learning, and co-designing face-to-face training through coaching and a collaborative learning network
- Networking and integrated working with other programmes and teams within the Nottinghamshire system
- Provide 'how to' tools, information and make links to share good practice and ideas; Commissioning; Contracts; Shared decision making, Personalised care and support plan templates
- A personal health budget delivery service, from completing care and support plans to personal health budget allocation and set up. If you are looking to expand personal health budgets in your service areas, give us the funding for the resource to do it and we can make it happen!

My Life Choices team



- My Life Choices is an independent group of people who use Health and Care services
- We are a Strategic Co-production group who support and work in partnership with the Nottingham and Nottinghamshire Integrated Care System (ICS) to embed personalised care
- We have a clear understanding of universal personalised care and its 6 key components.
- We share our stories to inform others of what good personalised care can look like

Find out more

Watch our film <https://www.youtube.com/@nhsnottinghamandnottingham2717>.

Read more at <https://notts.icb.nhs.uk/your-health/personalised-care-2/my-life-choices/>

What you need to do

Personalised Care and Co-production need to be a golden thread

- Action the 8 commitments in your work
- Find out about Personalised Care and Book training at <https://notts.icb.nhs.uk/your-health/personalised-care-2/workforce-personalised-care-hub/>
- Watch Peoples Stories to understand the impact <https://notts.icb.nhs.uk/your-health/personalised-care-2/peoples-stories/>



Personalised care

It's all about working with you to live your best life. It is based on 'what matters to you', your strengths and needs



Very great change starts from very small conversations, held among people who care."

Margaret J. Wheatley

Over to you to...

- ❑ Start the conversation to deliver the change
- ❑ Be the change agent and embed personalised care
- ❑ Have "What matters to you and people?" front and centre of all you do.
- ❑ Help to make our vision of personalised care a reality
- ❑ Join the movement and dance on the hill with us! [First Follower: Leadership Lessons from Dancing Guy - YouTube](#)

