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Women's Health Hub model

THE IMPORTANCE OF COMMUNICATION
TO SECURE BUY-IN

Rolling out the
new model to providers
and patients

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With thanks to James Woolgar, Sexual Health Commissioning Lead, Liverpool City Council for granting permission for his Primary Care Networks LARC Inter-Practice Referral Model - Liverpool 'Developing Women's Health Hubs' to be adapted for this resource.

SITUATION

SOLUTION

SUCCESS



Communication is vital as women's health hubs are developed and launched, to enable buy-in and engagement from stakeholders. Here's how to communicate the model:

- Ensure a group is in place to develop and promote the model, test the logic, analyse and assess the economic decisions and value for money and talk through/buy into the vision.
- Ensure key individuals understand the financial arrangements – a new concept working across practices in a PCN.
- Hold regular meetings with key individuals including: GPs, Practice Nurses, Practice Managers, PCN Development Manager, LMC representative, Contraception/Gynaecology representation.
- If contraception is your locality's focus, then a discussion with local CASH (Contraception and sexual health) services would be appropriate and supportive.

The Women's Health Hub concept could apply to many other specialities therefore, early ICS involvement is important to provide valuable experience.

Workforce buy-in

- Ensure that all aspects of the workforce across the practices/services signed up (both in hubs and referring practices/services) are fully involved, skilled and understand the overall goal (i.e. to promote LARC as the most effective method of contraception for women) and be confident in booking/admin and delivery.
- Raise awareness of patient pathways and the patient journey.
- Arrange an early review meeting so that all workers can be involved in assessing and refining the new delivery structure.

Training offer to HCPs

Organise events (online and when permitted, in person) to:

- Explain the new model and approach.
- Establish the overall goal.

Training offer to non-clinical staff

Organise events (online and when permitted, in person) to:

- Explain the new model and how this applies to their roles, for example in terms of both booking processes and IT use.

INFORMING PATIENTS ABOUT THE NEW MODEL

Creating a women's health hub brings a whole range of services together, benefitting your patients and enabling them to easily access services that might not otherwise be accessible. However, the transition to the new service needs effective communication across the network to enable your patients to easily understand the benefits of the health hub and how to use it. Practice continuous improvement in the early stages of the model's implementation by asking patients for their feedback and adapting the model to best fit with their requirements.

CHECKLIST

- Ensure everyone in the population knows about the new model and services available, including how, where and when to book in if they wish to access it.
- Develop effective communication across the Primary Care Network to promote the local service to all registered patients.
- Provide a clear narrative on broader services to ensure all residents know which practices/services are available and how they can access it.
- Create clear communications around clinics/appointments available across the network:
 - Posters
 - Leaflets
 - Text to patients to promote service
 - Practice websites
 - Ensure your triage system books women into appropriate appointments at first contact.