

CASE STUDY

Project delivery - My Care Record Suffolk and North East Essex STP

THE BACKGROUND

MiCO had previously worked with West Essex CCG to develop 'My Care Record'; a framework consisting of information governance, a public-facing brand and programme of communications to support information sharing between health and care organisations in the region. The initial piece of work was part of delivery for a new interoperability system. During the project it became clear that more significant benefit could be delivered by creating an approach that could be used more widely across different technologies and potentially by other regions. We counselled the client to think broadly about the future potential benefits and offer the work to the rest of the STP. This was accepted, increasing the scope from an area of 300,000 patients to around 1.2million. Having successfully delivered My Care Record across Hertfordshire and West Essex STP we were asked to manage the roll out of the approach to Suffolk and North East Essex STP.

THE CHALLENGE

Suffolk and North East Essex were in a different position to West Essex in terms of technology. Interoperability between clinical data systems was clearly on the agenda for many organisations but it would be some time before front-line users would benefit directly from new technology.

The model of My Care Record is based on all health and care organisations signing up to a single Information Sharing Agreement and working in a co-ordinated way to deliver communications to their staff and public. This included all large NHS trusts, GP practices and Local Authorities within the region as well as smaller organisations such as hospices and a number of private providers. Therefore there was a very large number of stakeholders to engage with and gain buy-in to support the practical steps required for roll-out. The plan had a challenging timeframe due to the funding window available.

WHAT DID WE DELIVER?

Stakeholder mapping and engagement

MiCO worked with the internal project team to map the key stakeholders within each organisation. Leads for key areas including Information Governance, IT and Communications were established. The team then engaged and built relationships with the relevant internal specialists and formed working groups to ensure the practical support required was in place.

Project management and planning

A project plan was developed to outline the key delivery stages of the project and identify dependencies. A core project team of MiCO and internal client members from each CCG was put in place alongside a structured reporting process and a board to ensure appropriate governance.

A significant multi-channel communications plan was designed so that information was cascaded in the appropriate order. This ensured stakeholders were fully informed before making sure health and care professionals were ready to answer any questions from the public.

Information governance

A specialist from MiCO identified and worked with information governance colleagues from across the new partner organisations to agree an updated information sharing agreement that all organisations could sign up to. The backdrop had changed with the establishment of GDPR and the new agreement supports this for all organisations across new and existing areas.

Communications delivery

The range of internal and public-facing My Care Record communication materials were reviewed. The key messages were adjusted to allow for one set of simple communications that could support the differing stages of technological maturity between regions. We also took the opportunity to improve the digital tools available including designing a suite of social media images and messages as well as an animated film to bring the message to life. Delivery included ensuring adequate awareness for professionals within each organisation as well as a comprehensive public fair processing campaign. This involved working in close partnership with communication teams within each organisation.

WHAT DID WE ACHIEVE?

MiCO managed and ensured compliance with the required information governance sign-off and delivered communications to the public in partnership with partner organisations across the region. This included twelve large trusts/organisations, approval from both Essex and Suffolk LMCs and around 150 individual GP practices. The approach is now live across the region and the project delivered within the timescales required.

WHERE ARE WE NOW?

The My Care Record approach has drawn attention and senior support across the whole of the East of England. The flexibility of the approach was proven as it was quickly rolled out to support the delivery of care for individuals across the whole region when required for Covid treatment. Now the other STPs are in the process of introducing My Care Record including Bedford, Luton & Milton Keynes, Norfolk & Waveney and Mid & South Essex. There will be significant benefits in terms of patient care and efficiencies for the health and care system as a result of having one single approach for the whole East of England that allows sharing of information across borders.