

West Norfolk CCG
Patient and Stakeholder

Newsletter

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Local GP elected to national NHS Clinical Commissioners Board

Dr Ian Mack, Chair of West Norfolk Clinical Commissioning Group, has been elected to the board of NHS Clinical Commissioners (NHSCC) - the independent membership organisation of clinical commissioning groups, as the representative for the East of England CCGs.

NHSCC provides clinical commissioning groups (CCGs) with a strong collective voice and represents them in the national debate on the future of healthcare in England. The organisation helps local clinicians to commission the best possible services and secure the best possible healthcare and health outcomes for their patients.

It meets regularly with NHS England, the Secretary of State for Health, NICE and others to raise the issues, help find solutions and shape national policy. The board is made up of clinicians, managers and lay people reflecting the make-up of CCGs across the country and means the board can speak authoritatively on behalf of the NHSCC membership.



Dr Mack said: "I am delighted to have been elected to the board and look forward to representing East of England CCGs on the issues that matter most to them."

Dr Mack has worked in the NHS as a Doctor in West Norfolk for most of his working life, since coming to the Queen Elizabeth Hospital as a House Physician in 1985. He has been a GP in West Norfolk since 1992 and combined this with commissioning work in West Norfolk PCT. Then in 2007, he became a member and subsequently chair of the Clinical Executive of NHS Norfolk.

He was the Clinical Lead for stroke, implementing clot busting treatment and improved rehabilitation care.

He has a Master of Science in Gerontology from Kings College London, researching care for older people in the UK compared to other European countries.

For many years he was Chair of the Governing Body of primary schools in West Norfolk, and also served for 10 years as Borough Councillor in King's Lynn and West Norfolk, including 6 years as Vice Chair of the Cabinet Scrutiny Committee. He has also served as a member of the East of England Regional Assembly European Panel.

Campaign to reduce pressure on A&E this summer

Holidaymakers and tourists will be encouraged to “Choose Me Not A&E” as part of a campaign to help people find the right NHS service for them this summer.

Choose Me
NOT A&E

The Choose Me Not A&E campaign aims to provide people with vital information about which health care service is right for the symptoms they have.

Dozens of people every month attend A&E at King’s Lynn’s Queen Elizabeth Hospital (QEH) but are sent home requiring no treatment.

Others who wait for hours could receive more appropriate treatment closer to home, at pharmacies, local GP surgeries, or via the 111 service.

The campaign is being led by West Norfolk Clinical Commissioning Group (WNCCG) and Wisbech Local Commissioning Group, in collaboration with the QEH.

Dr Sue Crossman, Chief Officer of WNCCG, said: “During the summer months visitors flock to this area to enjoy the coastal resorts and beautiful countryside. To ensure that both locals and visitors can always access the NHS services they need we want to encourage everyone to stop and think before going to A&E. A&E is there for life-threatening emergencies such as loss of consciousness, suspected heart attacks, breathing difficulties, or severe bleeding that cannot be stopped. If it is not a serious medical emergency, A&E is not the right choice.”

Choose Me Not A&E was launched across West Norfolk and Wisbech in June and will run until the end of August.

Local people, as well as holidaymakers and tourists will be given information about summer health issues and where to go for help in the area.

The message will be plain for all to see and hear, with advertising at train stations and bus stops, billboard posters in Wisbech and King’s Lynn, and adverts on local radio station KL.FM. NHS staff will also be out and about in King’s Lynn to help spread the message.

Choose Me Not A&E leaflets providing advice about summer health issues and where to go for help in the area will be readily available, and posters promoting the NHS 111 service and pharmacies will be displayed in GP surgeries, pharmacies and local groups and organisations.

Tourists staying at local holiday parks will be able to pick up a pamphlet containing summer health advice and details of local services and useful numbers.

To find out more visit www.choosemenotaande.co.uk



●●● The Choose Me Not A&E campaign has been shortlisted for a prestigious national award. The campaign is through to the finals of the Health Service Journal’s Value in Healthcare Awards 2015 in the Value and Improvement in Communication category. The winner will be announced at an event on September 22.

West Norfolk CCG celebrates second year at Annual General Meeting

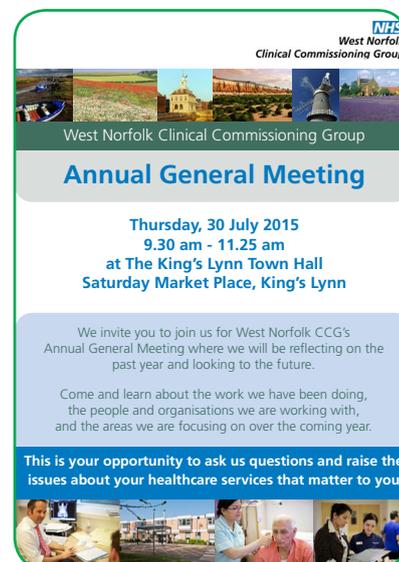
NHS West Norfolk Clinical Commissioning Group held its second Annual General Meeting on Thursday, July 30.

The AGM provided an opportunity for the CCG, stakeholders and local people to come together and reflect on the CCG's progress over the previous year, and to highlight achievements made, key challenges faced, and plans and priorities for the coming year.

The event took place at King's Lynn Town Hall and there were reports from West Norfolk CCG Chair Dr Ian Mack and Chief Officer Dr Sue Crossman reflecting on the past year and outlining plans for the future. There was also a discussion panel with questions from the public, followed by a chance to meet the CCG team over tea and coffee.

West Norfolk CCG's Annual Report and Accounts for 2014-2015 were formally presented at the meeting. This document can be found on our website www.westnorfolkccg.nhs.uk under Publications

There were also a number of stands and displays at the event highlighting integrated working across the West Norfolk Alliance. The Alliance is a partnership of statutory and non-statutory agencies involved in delivering health and social care in West Norfolk.



Whose Business is Quality End of Life Care?

'Whose Business is Quality End of Life Care' was the subject of West Norfolk Clinical Commissioning Group's 4th annual Cancer & End of Life Care Symposium, held at the Folkes Arms Hotel, Hillington.

Around 70 healthcare professionals attended the event on May 21, where they heard speeches and discussed topics including handling bereavement, the Queen Elizabeth Hospital's vision for the end of life programme, and the latest in cancer treatments and hormone therapy.



The symposium aimed to teach professionals more about managing the symptoms of breathlessness, advanced care planning, the importance of lifestory work, the setting up of a new community palliative care service and end of life care and Motor Neurone Disease.

Dr Owen Chandler, a GP from Southgates Medical Centre, spoke about specialised end of life beds at Amberley Hall Care Home in King's Lynn, while Tracey Wharvell from Norfolk Independent Care discussed end of life care in care and nursing Homes.

Other speakers included the Rev Chris Copsey, Chaplain with the Norfolk Coroner; Dr Bev Watson, Medical Director and lead for patient safety at the QEH; Dr Nicola Ainsworth, Consultant Medical Oncologist at the QEH; Lindsay Goward, regional care adviser for the Motor Neurone Disease Association and Dr Tony Burgess, Deputy Clinical Chair and Quality Lead, West Norfolk CCG. The symposium is part of an educational programme which provides information and training to carers and healthcare professionals.

●●● West Norfolk is one of six Macmillan End of Life Innovation Centres in the country with a full time Nurse Consultant in Palliative Care leading work on improving clinical treatment and palliative care to patients in their home in the community.

Medicines waste campaign winners named

NHS West Norfolk Clinical Commissioning Group has been running a campaign designed to help cut the amount of waste medicine. Local health chiefs have estimated that just over £1million is lost each year in West Norfolk through medicine wastage.

As part of the campaign, local pharmacies and dispensaries were invited to enter a competition aimed at helping to raise awareness of the campaign by creating eye-catching displays using the 'Only order what you need' posters and other campaign materials.

The winning organisations, which each received a hamper, were: Watlington Pharmacy; Southgate's Medical & Surgical Centre Dispensary and Heacham Group Practice Dispensary.



Pictured are: Jane Mann, pharmacy technician, and Rebecca Bettridge, counter assistant, at Watlington Pharmacy receiving their hamper from Dr Paul Williams, West Norfolk CCG's Governing Body member responsible for Prescribing and Education.

Mrs Mann said: "We wanted to enter this competition to raise awareness of medicines waste. Many people who came into the pharmacy noticed our display and began talking about what they could do, so we think it has had a really positive impact."

Dr Williams said: "We were very pleased to be able to present the hampers to our winning pharmacies. We believe that just over £1 million of our medications budget is wasted every year - and that wasted medicines means wasted money as medicine cannot be reused. If we could save some of the money that is spent on medicines that are not used, we could reinvest it in other areas of healthcare to benefit the local community."

The medicines waste campaign called on patients to:

- Only order what you need
- Return unwanted medicines to your pharmacy for safe disposal
- Take your medicines with you when you go to hospital



Around half of the UK population do not take or use their medicines as prescribed. This can occur for a number of reasons, including:

- Patients not believing the medicine is necessary
- Possible side effects
- Fitting taking or using medicines into daily routines
- Choosing between medicines if patients' feel they are taking too many
- Cutting down or stopping medicines they have been taking for a long time

More information can be found on the national website www.medicinewaste.com

If you would like more information about any of the topics in this newsletter or would like to provide feedback or get involved please contact:

Get Involved!

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