

Hywel Dda UHB Communication Hub

Year one
and the
plan ahead



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What is the Communication Hub ?

A single point of contact - one email address and one phone number

0300 303 8322
Ask.hdd@wales.nhs.uk

The success of the COVID-19 Command Centre provided a proof of concept to provide a central communication hub for staff and patients and the wider public:

Strategic Objective 1.B. Building on the success of the command centre, develop a longer-term sustainable model

In January 2022 the demand on the Command Centre decreased. Command Centre staff on fixed term contracts were tasked with developing a Communication Hub.

It was recognised that a single point of contact cannot be achieved across all specialities at the same time and that a considered, well planned and tested approach was required.

Patient facing call management review



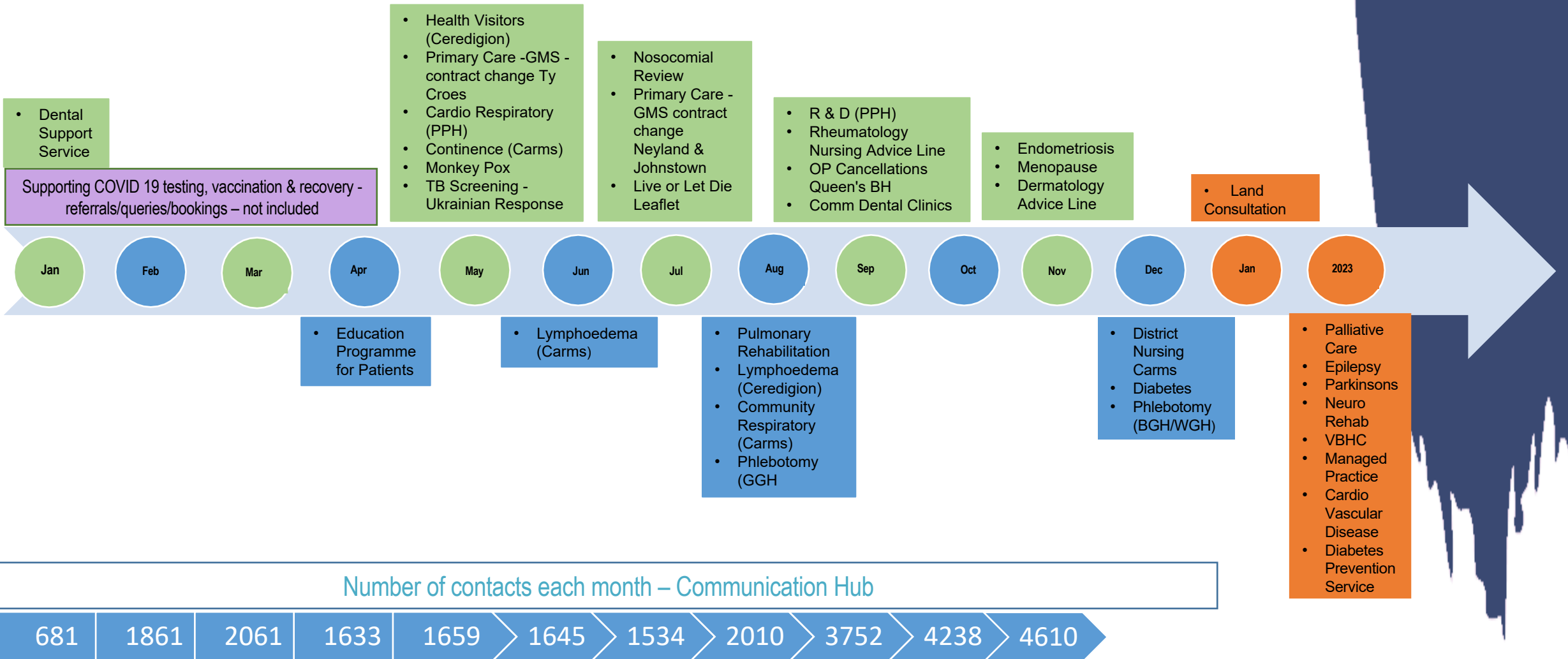
Development of work plan

The aims of the Communication Hub is to maximise the benefits to patients, staff and the supported services:

- Releasing clinical time
- Releasing capacity of local administration teams and services
- Reducing waste ie vacant or missed appointments, duplication of contacts, improved pathways and process
- Improving patient experience
- Improving clinical outcomes
- Introducing consistent auditable processes for query and referral management

What services are we supporting?

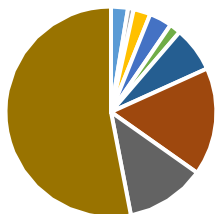
2022



Impact on Patient Experience

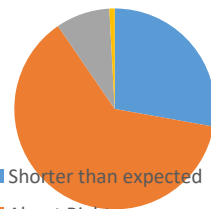
116 patients have responded to the survey. The survey is being revised as it is apparent that some responses are regarding accessing treatment from specialist service rather than the Communication Hub itself.

Overall Experience Using a Scale of 1 to 10, where 0 is very bad and is excellent, how would you rate your overall experience?



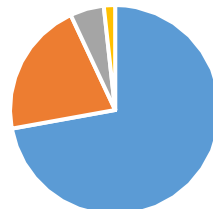
1 2 3 4 5 6 7 8 9 10

How Beneficial Was It To You Speaking To A Call Handler Directly In The Communication Hub?



Shorter than expected
About Right
A bit too Long
Much too Long

Did you feel listened to?



Always Usually Sometimes Never

Appreciated the fact that I was sure my message would be passed on

Brilliant Service

Efficient appointment made and dentists called within 30 mins

Voice at other end of the phone

Made things clear and simple

Very Professional telephone manner who spoke clearly and understood everything that I asked

Problem sorted out promptly very pleased with service

Happy with the info provided

Helpful, Informative

- Direct contact with call handler or email response. (No answerphone or ring out, including weekends and bank holidays)
- Call handlers and email responders are able to provide consistent guidance, response or signposting
- Prompt response from expert when necessary, via telephone or email as appropriate
- More timely access to appointments, including support to access virtual clinics
- No referrals misplaced
- Prioritised response as required
- Consistency in phone number and email address (Currently many services divert until Com Hub is substantive)
- Making Every Contact Count – signposting to Delta, MH 111, other services, including follow up as appropriate
- Reduced need to call separate services due to shared point of contact
- Communicated with in a personalised and compassionate way whilst waiting for care

Impact on Staff Experience

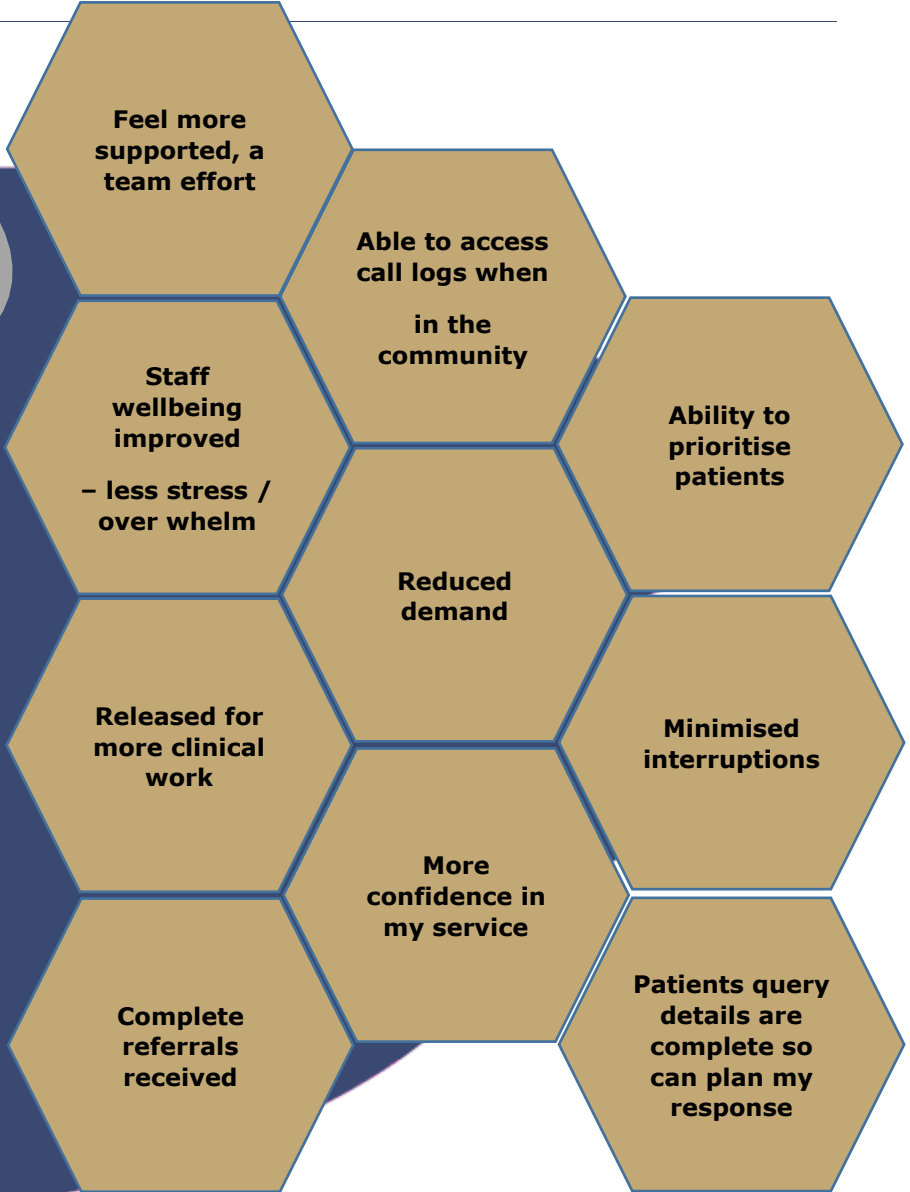
The change in process occurred very efficiently and smoothly and has been a great benefit to the Phlebotomy Team and service

Sit rep! Calls = 156, handling calls from 05/11/22. Will have another push over the next few days. Thanks all for your support and guidance

Well - words can't express how this has benefited me as a health professional. It has enabled me to get onto the clinical work without call distraction. It has enabled me to become more relaxed knowing that patients concerns are being logged for our attention. Additionally and more importantly, it has benefitted me in knowing patients are not being forgotten to unmanned answer machines

The process has had a massive positive overall effect on Dental Services"

It has reduced stress on staff and allowed referrals to be dealt with more quickly for patients"



Impact on Service

Streamlining of Call Management Process

- Prior to support being provided by the Communication Hub; all service processes are reviewed to enable script development. This has led to consistent responses, and subsequent pathways being clarified.
- Call management time for specialist teams has been reduced.
- Cross specialist and site collaboration and support; to work through and respond to complex queries that are not directly related to one specialty

Pathway Reviews

The Communication Hub is able to have a helicopter view of patient pathways. This has resulted in the identification of inefficiencies

ie no patient pathway was evident for ambulant patients with a blocked catheter. A pathway has been identified for these patients via the District Nursing team, and the direct referral of patients who contact the BABAS service to the District Nursing team.

ie no patient pathway was evident for existing Rheumatology patients who have not been discharged and require an appointment due to a change in their symptoms. They were requiring an appointment with a consultant or nurse but they had no access to a booking function. This has been recognised and they are now being supported by the nursing team and identified as a PIFL.

Streamlining of Referral Processes

- Support from the Communication Hub required the development of a consistent service wide referral process.
- The referral processes for Long Covid Recovery, Pulmonary Rehabilitation, Community Respiratory, Carmarthenshire District Nursing, Ceredigion Health Visitors, Education Programme for Patients have been streamlined to:
- Provide a single point of referral which:
 - Provides quality check of referral
 - Processes for triage
 - Enable audit of incoming referrals
- Maximise the use of electronic referral ie Microsoft form or email attachment

- Clinic capacity has increased
- Course programmes have expanded
- Service development opportunities increased
- Clinicians released from admin
- Increased audit of queries and referrals
- Bank staff released
- Enabled continuation of service
- Potential to retain staff
- Potential to decreased DNAs

A Value Based Evaluation - findings up to September 2022

A Value Based Evaluation has been carried out regarding eight of the services supported by the Communication Hub.

This **did not** include some larger services commencing more recently

ie Health Visitor – Ceredigion, Carmarthenshire District Nursing, Dermatology Advice Line and Rheumatology Advice Line

Annual cash releasing: £9,053.34

Annual resource releasing: £105,555.35

£50,222.49 Admin Resource Released:

- Enabled admin staff to support clinicians
- Completion and increased efficiency of other tasks.
- Queries are being dealt with quicker and more efficiently.

£55,332.86 Clinical Resource Released:

The resource releasing of clinical time enables clinicians to other clinical duties;

- Focus on ward rounds
- See more patients at rehab clinics
- Delivering more courses
- Recommence GP clinics

Additional findings from VBHC evaluation:

Clinics are running more smoothly as more time can be spent with patients

- Staff wellbeing has been positively impacted as staff are not as stressed
- Urgent dental slots are being filled (previously going unfilled)

Call handling carried out by the Hub:

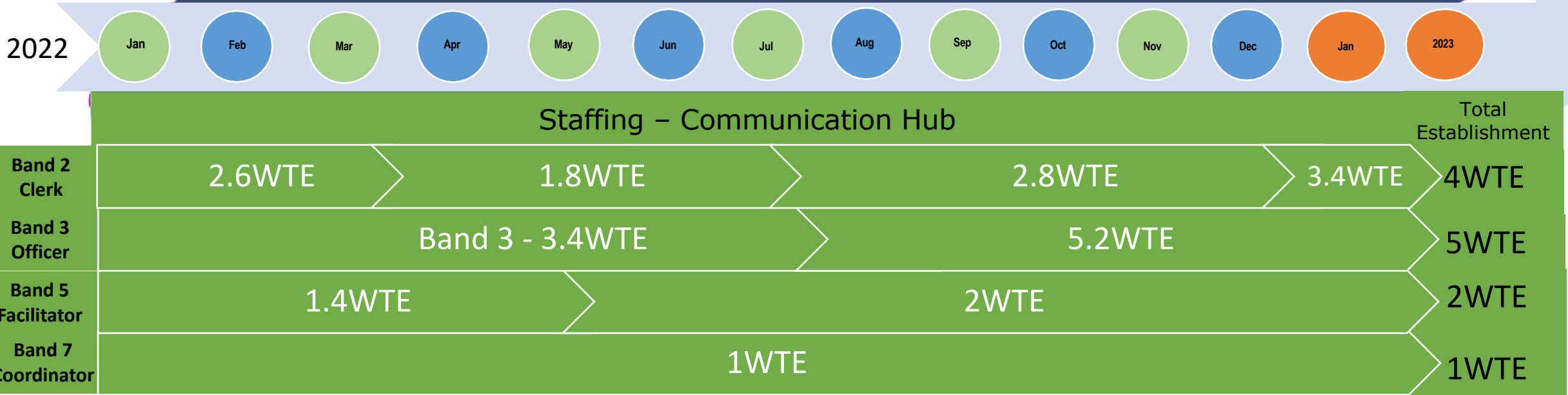
Education Patient Programme is 72% more efficient at dealing with calls and call handling. For every 3hrs 07mins of Hub time, 10hrs 57mins of clinical and admin time is released within the service.

Phlebotomy is 53% more efficient at dealing with calls and call handling. For every 16hrs 34mins of Hub time, 37hrs 50mins of clinical and admin time is released within the service.

The Staff Model

In March 2021 existing Command Centre core staff on fixed term contracts became a substantive establishment for the Communication Hub.

Demand and capacity monitoring has justified a full release of a planned establishment. The capacity of the Communication Hub is currently maximised, and to support the onboarding of additional services in 2023, an increase to the establishment needs to be considered.



Phase One

Epilepsy – Adult	07/06/21 - 02/07/21 Commenced 19/01/22
Dental Services Team	Community Dental Clinics 26/09/22
Education programme for patients	Commenced 23/04/22
Child Health	Commenced 04/05/22
Primary Care -GMS - contract change surge – ad hoc as needed	Commenced 09/05/22 - 24/06/22 Commenced 13/07/22 – 16/09/22
Cardio-Respiratory Department -USC	Commenced 13/05/22 plus Pacemaker letter Aug22 (Carms) Commenced 23/05/22 (Pembs & Cered) commenced 02/12/22
Continance Service (Carms) Monkey Pox	Commenced 27/05/22
TB Screening – Ukrainian	Commenced 12/05/22 Commenced (Carms) 20/06/22 Commenced (Ceredigion) 25/08/2022
Lymphoedema	Roll out to Pembs in discussion
Prostrate Cancer - Prehab	Commenced June - handed to WLSS
Nosocomial Review	Commenced 20/07/22
Community Respiratory (Carms)	Commenced 05/08/22 roll out to Cere & Pembs in discussion 22/09/2022
Pulmonary Rehabilitation	Commenced email referrals 04/08/22 Commenced calls 11/08/22
Phlebotomy	Commenced 30/08/2022 (GGH) due to roll out to BGH and WGH in Winter 22/23
Research and Development (PPH initially)	Commenced 02/09/22
Rheumatology	Commenced 09/09/22
Additional Bank Holiday -OP cancellations	Commenced 16 th Sept
Pelvic Health Hub	Endometriosis commenced 14/11/22 Menopause commenced 28/11/22
Dermatology	Commenced 14/11/22
Diabetes	July-Nov Discussions - identifying pilot service Com or site?
Land Consultation	In discussion 16/12/22, commence 01/23

The Work Plan

Phase One Continued

Specialist Palliative Care (On call phone)	Support Offered
Primary Care -GMS - pm cover	Support Offered
Nutrition and Dietetics (Weight Management)	Support Offered
Epilepsy – Adult (LD nurse)	Support Offered
Pain Clinic	Contact made
Neurology	Contact made
Ophthalmology	Contact made
Heart Failure (One Stop Diagnostics)	Contact made
Radiology Referrals (WGH)	Contact made
Parkinsons Team	Contact made
Neuro Rehabilitation	Contact made
Value Based Healthcare	Contact made
Managed Practice	Contact made
Cardio Vascular Disease	Contact made
Diabetes Prevention Service	Contact made

Phase Two

Communications- Digital Social Media	
Occupational Therapy	Discussed 17th June 22
Scarlet Line – Llanelli DNs	Commenced 01/12/22
Enfys Line – Amman Gwendraeth DNs	Commencing Winter 2022/23

Phase Three

Endoscopy	
Audiology	
Outpatients – Contact Centre	
Switchboard	