# Primary Care Communications Toolkit

4 November 2020



#### Introduction

This toolkit has been created to provide the four independent contractor groups with information and assets to support them in communicating with their patients/customers:

> Dental

- **GP** Practice
- > Optometry
- > Pharmacy

The assets provided will help explain that services are still being delivered, but how they are being delivered has changed as a result of coronavirus.





#### **NHS Inform**

**Right Care** 

**Right Place** 

A <u>new landing page</u> has been created on NHS Inform to provide this information for these groups:

https://www.nhsinform.scot/communityhealth

You can also find the <u>new landing page in BSL</u> format.

#### https://www.nhsinform.scot/communityhealth



Changes to services due to coronavirus

If you're wondering how health services are different as a result of coronavirus or which service is right for you – we're here to help.

#### Changes to services

Coronavirus has changed how NHS services work.

The changes are to keep the public, patients and NHS staff safe.

With the virus putting pressure on the NHS, to keep us all safe, it's more important than ever to use the services wisely.

We are here to help you find the right care in the right place and provide advice on how to look after yourself this winter.



#### Dental

- The following film has been added to NHSInform. This can be used through any digital communication channels you have available
- You can also link directly to specific sections of the film via the following links:
  - EDIT 1: How do I make an appointment at my dental practice?
  - EDIT 2: What can my dentist help me with?
  - EDIT 3: How soon can I get an appointment?
  - EDIT 4: What health and safety measures are in place?
  - EDIT 5: Thank you for your patience and understanding



<u>https://youtu.be/bMJpD43PqIU?t=11</u>
 <u>https://youtu.be/bMJpD43PqIU?t=43</u>
 <u>https://youtu.be/bMJpD43PqIU?t=55</u>
 <u>https://youtu.be/bMJpD43PqIU?t=107</u>
 <u>https://youtu.be/bMJpD43PqIU?t=155</u>





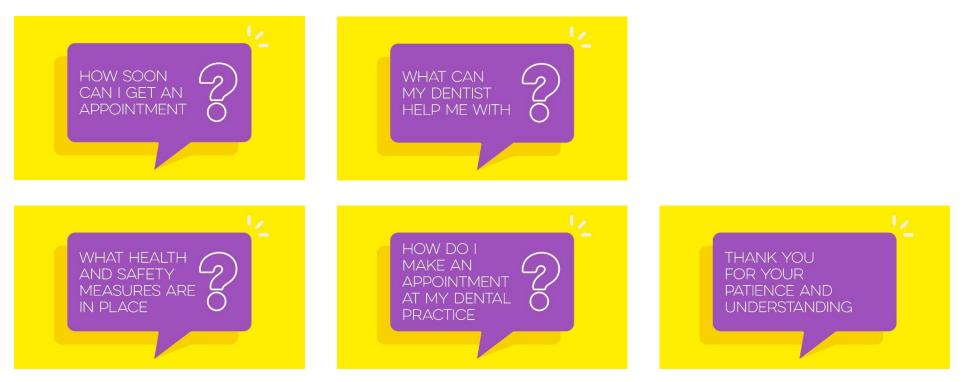
#### **Dental - Social Content**

- EDIT 1: How do I make an appointment at my dental practice?
  - POST 1: All dental practices are now open, and you can make an appointment by giving them a call. Find
    information on accessing dental services here: <u>nhsinform.scot/dental</u>
- EDIT 2: What can my dentist help me with?
  - **POST 2:** Experiencing mouth pain or discomfort? All dental practices are now open and able to help. Find your nearest dental practice here: <u>nhsinform.scot/scotlands-service-directory</u>
- **EDIT 3:** How soon can I get an appointment?
  - **POST 3:** Find out more how dental appointments are being managed to ensure those most in need of care are prioritised. For more information click here: <u>nhsinform.scot/dental</u>
- EDIT 4: What health and safety measures are in place?
  - **POST 4:** Your dental practice will look a bit different to the last time you visited. Here, we explain what to expect so you can feel prepared and reassured. Find out more here: <u>nhsinform.scot/dental</u>
- EDIT 5: Thank you for your patience and understanding.
  - POST 5: Changes to how dental services are delivered are there to protect you, your family and dental practice staff during the pandemic. Thank you for your patience and understanding. Find more information here: <u>nhsinform.scot/dental</u>





#### **Dental - Images**



Click here to download dental social images.





### **Dental - Copy**

Coronavirus has changed the way all our health services work. All dentists are now open, but dental services will be delivered differently during the pandemic.

If you have any oral pain or something in your mouth your unsure about, call the dentist you're registered with. The team will advise you about the options available and guide you to make sure you get the right treatment.

Due to physical distancing and infection control measures, dentists can only offer a certain amount of appointments each day, and priority will be given with urgent problems such as toothache.

When attending your appointment, your dental practice will look a bit different, but please follow the guidance to help reduce the risk of infection.

These changes are in place to protect you, your family and staff. Thank you for your patience and understanding.

For more information visit nhsinform.scot/dental





#### **GP** Practice

- The following film has been added to NHSInform. This can be used through any digital communication channels you have available
- You can also link directly to specific sections of the film via the following links:
  - EDIT 1: How do I make an appointment at my GP practice?
  - EDIT 2: Who will I see?
  - EDIT 3: Do I need to come in?
  - EDIT 4: How are GP practices keeping everyone safe?
  - EDIT 5: Why are some consultations by phone?
  - EDIT 6: Thank you for your patience and understanding



<u>https://youtu.be/5hP9Yn5-zFE?t=13</u>
 <u>https://youtu.be/5hP9Yn5-zFE?t=53</u>
 <u>https://youtu.be/5hP9Yn5-zFE?t=90</u>
 <u>https://youtu.be/5hP9Yn5-zFE?t=128</u>
 <u>https://youtu.be/5hP9Yn5-zFE?t=181</u>
 <u>https://youtu.be/5hP9Yn5-zFE?t=225</u>



#### **GP Practice – Social Content**

- EDIT 1: How do I make an appointment with my GP practice?
  - **POST 1:** GP practices are open and here to help you. You can make an appointment by giving them a call or booking online. Find information on common symptoms and when to seek help here: <u>nhsinform.scot/self-help-guides</u>
- EDIT 2: Who will I see?

**Right Care** 

**Right Place** 

- **POST 2:** When you contact your GP practice, giving practice staff some general information, in confidence, will help them direct you to the right clinical expert. Find out more about accessing GP services during the pandemic here: <u>nhsinform.scot/gp</u>
- EDIT 3: Do I need to come in?
  - **POST 3:** To stop the spread of coronavirus, most GP appointments are now carried out by telephone or through NHS Near Me, a secure video consultation. Find out more here: <u>nhsinform.scot/gp</u>
- EDIT 4: How are GP practices keeping everyone safe?
  - **POST 4:** If you have a face to face GP appointment, the GP practice will look a little different. Following this guidance if you need to visit the practice will help protect you, your family and practice staff. Find out more here: <u>nhsinform.scot/gp</u>
- EDIT 5: Why are consultations by phone?
  - **POST 5:** GP surgeries have remained open throughout the pandemic, with consultations largely handled remotely to reduce the risk of infection. Find out why here: <u>nhsinform.scot/gp</u>
- EDIT 6: Thank you for your patience and understanding
  - **POST 6:** Demand for GP services is back to where it was before the pandemic, so your patience and understanding when contacting your GP practice is appreciated. Find out more about accessing GP services here: <u>nhsinform.scot/gp</u>







Click here to download GP social images.





### **GP Practice - Copy**

Coronavirus has changed the way all our health services work. GP practices are now open, and have been through the pandemic, but services are being delivered differently.

If you need an appointment, contact your GP practice. It may be something you can safely manage yourself, so you may want to get advice from the NHS Inform website, or your local pharmacist, before getting in touch.

Most appointments are being carried out over the phone, or through NHS Near Me, but if you need a physical examination, you'll need to see your GP in person. Practice staff will let you know the options available to you when you call.

If you have a face to face appointment, your GP practice will look a bit different, but please follow the guidance to help reduce the risk of infection.

These changes are in place to protect you, your family and staff. Thank you for your patience and understanding.

For more information visit <u>nhsinform.scot/gp</u>







#### **CARE NAVIGATION IN GENERAL PRACTICE: 10-STEP GUIDE**

09

10

#### Introduction

To support resilience in primary care services during COVID-19, we developed this 10-step guide to support general practices to implement safe and effective care navigation processes. Care navigation makes the best use of GP practice and wider primary care resources to help patients be seen by the right person, at the right time and in the right place. Effective care navigation increases GP capacity and improves outcomes and the overall care experience for people, families and staff.

#### Background

Since March 2018, the ihub's Practice Administrative Staff Collaborative (PASC) has worked with over 200 practice across Scotland to develop, test and scale up safe and effective care navigation processes within GP practices using quality improvement methods and shared learning opportunities. This guide brings together the key processes, resources and insights developed through PASC's work into one document. It is designed to support practice teams to either set up their care navigation processes or rapidly review existing processes to improve patient outcomes and sustain practice resilience and sustainability.

#### About this resource

Setting up care navigation processes in your practice is straightforward and this guide outlines the essential steps required. For additional support, this guide is accompanied by an <u>introductory launch webinar</u>, and a series of follow-up virtual workshops along with access to practical bespoke support. For further details about the support available email: his.pcpteam@nhs.scot.

The guide **also signposts to a series of other related materials produced by our national partners** including Scottish Government, NHS Scotland, NHS Education Scotland, NHS Inform and NHS Near Me. For **the full Care Navigation Toolkit** click on this <u>link</u>.



How will your patients know about your new processes?

How will you know if your new processes work for everyone?

	Healthcare Improvement Scotland	CARE NAVIGATION IN GENERAL PRACTICE: 10-STEP GUIDE	
		How ready is your practice for care navigation?	
	01	<ul> <li>There may never be a perfect time to introduce a new way working but the benefits of introducing care navigation are significant and worth the effort - click <u>here</u> to learn what care navigation is and <u>here</u> to see how it can make a difference.</li> <li>Use the <u>Readiness Assessment</u> template to identify any possible barriers to getting started, then review the Enablers &amp; Barriers document for ideas and resources to help you quickly overcome any immediate obstacles, or try brainstorming your own solutions using this <u>Brainstorming Guide</u>.</li> </ul>	<ul> <li><u>Readiness Assessment</u></li> <li><u>Enablers and Barriers</u></li> <li><u>How to Brainstorm Solutions and Achieve</u> <u>Consensus</u></li> </ul>
		What does your team currently know about care navigation?	
	02	<ul> <li>Check in with your team members and clarify their current understanding of care navigation and confidence in doing it.</li> <li>They may need further support and development which can be delivered in a range of ways (see Step 7 for more details)</li> <li>At this stage, it is important to emphasise that care navigation is <u>not</u> the same as clinical triage.</li> </ul>	<u>Care Navigation Staff Questionnaire</u>
		What do patients know about care navigation & local services?	
	03	<ul> <li>It's important to understand what your patients know about the services available to them both inside and outside the practice.</li> <li>This will help you make decisions around which services you choose to care navigate to and how.</li> <li>Use the <u>Patient Survey</u> to gather feedback – you can use hard or electronic copies to best suit your patients' needs (and in line with current COVID-19 restrictions).</li> </ul>	<ul> <li>Patient Survey.</li> <li>When possible ask patients to fill out the survey while in the waiting room.</li> <li>Alternatively, email the survey, post on your website or social media platform.</li> </ul>
		What care navigation is already happening in your practice?	
	04	<ul> <li>There is no 'one-size fits all' approach to care navigation and your processes need to fit your local context.</li> <li>You may already be doing more care navigation than you realise.</li> </ul>	<u>Care Navigation Tally Sheet</u> <u>Care Navigation Flowchart Example</u>
		Who else could you navigate to in your practice and local area?	
Right Care Right Place	05	<ul> <li>Remember to include services and professionals from both inside and outside your practice and find out what_services they deliver, how they deliver them and when so that you can offer patients accurate advice and guidance.</li> <li>Invest the time to have conversations with your partner professionals and services to develop your care navigation pathways – click here for sample <u>Care Navigation Guidelines templates</u> you can use to fact find about your local services and develop your own local guidelines for your reception team.</li> <li>More information about services in your local area is available on NHS Inform's Scotland's Service Directory</li> </ul>	<ul> <li><u>Care Navigation Guidelines Template</u></li> <li><u>Scotland's Service Directory</u></li> <li>Healthier Scotland</li> </ul>

	Healthcare Improvement Scotland	<b>CARE NAVIGATION IN GENERAL PRACTICE: 10</b> -	STEP GUIDE
		Which services will you start navigating to?	
	06	<ul> <li>Having worked through Step 4 you should now know which services are available in your area. This knowledge will help you prioritise which services to navigate to.</li> <li>It may be easier to begin by prioritising the most frequently accessed services first, to allow staff and patients time to adjust to this new way of working.</li> <li>All team members can benefit from meeting with your partner services to build relationships and awareness of services.</li> </ul>	<ul> <li>You need to have professional links with service providers</li> <li>A meeting or call to discuss how best to collaborate is essential.</li> <li>'Meet the Expert' sessions to connect with local providers can be helpful.</li> </ul>
	07	<ul> <li>How will you navigate safely and effectively to other services?</li> <li>For each service you want to navigate to, you will need to develop a navigation criteria summary for your administrative team to follow. This is the same template you used to find out about your local services so the work is nearly done.</li> <li>The criteria should be completed with the clinical professional, the Practice Manager, a receptionist and ideally a GP.</li> <li>If your IT systems allow you can link these criteria summaries to your EMIS template or Vision guidelines.</li> <li>It's recommended you contact your indemnity provider and notify them of your new processes before you get started.</li> </ul>	<ul> <li><u>Care Navigation Guidelines Template</u></li> <li><u>Pharmacy First Practice Guidance</u></li> <li>NHS Inform's <u>Your Community Health</u> <u>Care Services</u> campaign</li> <li><u>Primary Care Communications Toolkit</u></li> </ul>
		Do your team members have all the skills they need?	
	08	<ul> <li>Use a blend of existing practice expertise, wider local collaboration and national support to meet the needs of your team.</li> <li>Use the skills and experience within your whole team and wider community to develop your own in-house opportunities for learning and sharing.</li> <li>Consider any gaps team members may have in their 'softer skills' too, such as communication, active listening, handling difficult conversations – search the <u>NES TURAS Learn</u> site for learning materials and resources</li> </ul>	In-Practice Learning & Communications     External Training Providers     NES TURAS Learn
	09	<ul> <li>How will your patients know about your new processes?</li> <li>To avoid confusion and provide reassurance, communicate your new care navigation procedures to patients effectively.</li> <li>Ensure you agree a start date with your selected services so they can anticipate any change in demand and plan ahead.</li> <li>It may take time for your patients to understand why things have changed - understanding and patience will support this.</li> <li>If your patient does not wish to be navigated elsewhere, always offer them access to a GP – this is their choice.</li> <li>Use a range of different ways to get your message across to maximise reach and uptake.</li> </ul>	<ul> <li>Example practice phone messages</li> <li>Display NHS Inform key patient guidance about service provision on practice notice boards, social media and websites.</li> <li>Example posters 1, 2 &amp; 3 to use to develop your own customised patient notices.</li> </ul>
Right Care Right Place	10	<ul> <li>How will you know if your new processes work for everyone?</li> <li>Care navigation is an ongoing process and there should be regular reviews and updates on progress and processes.</li> <li>Remember to consult regularly with internal team members, external community colleagues and patients to ensure your processes are working for everyone involved.</li> <li>Safety is essential, so if ongoing issues arise or you anticipate any safety concerns, review and revise your plans immediately.</li> <li>And finally, remember to celebrate your success and the difference it has made for your patients, partners and team members.</li> </ul>	<ul> <li>Identify team members to review, test and update your care navigation framework.</li> <li>Use check-in questionnaires with your patients and team members to gather feedback.</li> <li>Use this <u>review</u> template to reflect on your activity and continuously improve</li> </ul>

#### Optometry

- The following film has been added to NHSInform. This can be used through any digital communication channels you have available
- You can also link directly to specific sections of the film via the following links:
  - **EDIT 1:** What's an eye examination appointment for?
  - **EDIT 2:** How do I make an appointment with an optometrist?
  - EDIT 3: How are opticians keeping everyone safe?
  - EDIT 4: Thank you for your patience and understanding



- https://youtu.be/1srcOkaJArQ?t=11
- https://youtu.be/1srcOkaJArQ?t=40
- https://youtu.be/1srcOkaJArQ?t=79
- https://youtu.be/1srcOkaJArQ?t=152





### **Optometry – Social Content**

- **EDIT 1:** What's an eye examination appointment for?
  - POST 1: If you have an eye problem, you should always contact your optometry practice (opticians) first. All opticians are now open and providing routine eye care services. Find out more here: <u>nhsinform.scot/optometry</u>
- EDIT 2: How do I make an appointment with an optometrist?
  - **POST 2:** Optometry services (opticians) may be delivered in a different way during the pandemic, but it's important to call and make an appointment if you have an eye problem, or are due a routine eye examination. Find out more here: <u>nhsinform.scot/optometry</u>
- EDIT 3: How are optometry practices (opticians) keeping people safe?
  - **POST 3:** Unsure of what to expect at your next opticians appointment? Find more about the measures in place to help keep you safe, and what you may be asked to do here: <u>nhsinform.scot/optometry</u>
- EDIT 4: Thank you for your patience and understanding
  - **POST 4:** Your patience whilst accessing NHS services is appreciated. Find your nearest optometry practice (opticians) here: <u>nhsinform.scot/optometry</u>



#### **Optometry - Images**



Click here to download optometry social images.





## **Optometry - Copy**

Coronavirus has changed the way all our health services work. All optometry practices (opticians) are now open, but services will be delivered differently during the pandemic.

If you have an eye problem, you should always contact your opticians first. It's also important to have a regular NHS-funded eye examination as this can help to detect any eye problems and signs of other significant health conditions before they become more serious.

Due to physical distancing and infection control measures, opticians can only offer a certain amount of appointments each day, and priority will be given to people with emergency or essential eye problems.

When attending your appointment, your opticians will look a bit different, but please follow the guidance to help reduce the risk of infection.

These changes are in place to protect you, your family and staff. Thank you for your patience and understanding.

For more information visit <a href="https://www.nhsinform.scot/optometry">https://www.nhsinform.scot/optometry</a>





#### **Pharmacy**

- The following film has been added to NHSInform. This can be used through any digital communication channels you have available
- You can also link directly to specific sections of the film via the following links:
  - EDIT 1: What can a pharmacy help me with?
  - EDIT 2: Do I have to visit the pharmacy in person?
  - EDIT 3: What health and safety measures are in place?
  - EDIT 4: Thank you for your patience and understanding



<u>https://youtu.be/VlwmZ9wGKZg?t=13</u>
 <u>https://youtu.be/VlwmZ9wGKZg?t=95</u>
 <u>https://youtu.be/VlwmZ9wGKZg?t=149</u>
 <u>https://youtu.be/VlwmZ9wGKZg?t=210</u>





#### **Pharmacy – Social Content**

- **EDIT 1:** What can a pharmacy help me with?
  - **POST 1:** If you have a minor illness, your pharmacy is the first place you should go for advice and treatment. Find information on symptoms and self-help guides here: <u>nhsinform.scot/self-help-guides</u>
- EDIT 2: Do I have to visit the pharmacy in person?
  - POST 2: Pharmacies are open with measures in place to ensure your safety. Here we explain how you
    can access help from a pharmacist during the coronavirus pandemic. Find out more at:
    <a href="https://www.new.org">nhsinform.scot/pharmacy</a>
- EDIT 3: What health and safety measures are in place?
  - POST 3: When visiting your local pharmacy, you'll be asked to wear a face covering, use hand sanitiser and keep a two metre distance from others. Here, we explain the measures in place to help keep people safe. Find more information at: <u>nhsinform.scot/pharmacy</u>
- EDIT 4: Thank you for your patience and understanding.
  - **POST 4:** Your patience and understanding whilst accessing NHS services is appreciated. Find your nearest community pharmacy here: <u>nhsinform.scot/scotlands-service-directory</u>





#### **Pharmacy - Images**



Click here to download pharmacy social images.





### **Pharmacy - Copy**

Coronavirus has changed the way all our health services work. Community pharmacies are open, with the NHS Pharmacy First Scotland Service now available to everyone.

If you have a minor illness, your pharmacy is the first place you should go for advice and treatment, after using the self-help guides on the NHS Inform website.

The pharmacy team will be able to give you advice on how to manage your condition, and if necessary, will supply you with NHS treatment.

To comply with physical distancing measures, only a limited number of people will be allowed inside the pharmacy, and you will be asked to follow the guidance to help reduce the risk of infection.

These changes are in place to protect you, your family and staff. Thank you for your patience and understanding.

For more information visit <a href="https://www.nhsinform.scot/pharmacy">nhsinform.scot/pharmacy</a>





### Mental Health - Copy

Mental health and wellbeing services are available providing free support for a range of conditions such as stress, anxiety, depression, feelings of panic, and help for people of all ages who are experiencing distress and in need of immediate response. This includes support for issues arising from the coronavirus pandemic.

Your GP Practice is open and available to help but please remember to make an appointment first.

Telephone support – If you're struggling with your mental health or need emotional support you can call:

- Breathing Space on 0800 83 85 87 open weekdays Monday Thursday 6pm to 2am and weekends Friday 6pm
   Monday 6am. You can also visit breathingspace.scot
- For urgent support please call NHS 24 on 111, 24 hours a day

There are online resources to help with your mental health, whether you're looking for advice, information, local support, or ideas for improving your wellbeing, visit <u>NHSinform.scot/mentalhealth</u>

For tips on how to get through difficulties arising from the coronavirus pandemic go to clearyourhead.scot





#### Mental Health – Social Content

- Edit 1: What do I do if I need emotional support, or help with my mental health?
  - **Post 1:** Your GP practice is open and available to help, please make an appointment first. You can also find support online and by phone here: <u>nhsinform.scot/youmatterwecare</u>
- Edit 2: The pandemic is making me feel very stressed and anxious, what can I do?
  - Post 2: These are worrying and uncertain times. It's ok to not feel yourself right now, and we have some great tips to help here: <u>clearyourhead.scot/</u>

Click here to access the Clear Your Head Stakeholder and Partner Resources





### **NHS Pharmacy First Scotland Key Messages**

- If you have a minor illness, a pharmacy is the first place you should go for advice.
- The Pharmacy First service is quick and convenient, and can save you a trip to the GP practice.
- You can go to any local community pharmacy and in most cases you do not need to make an appointment first.
- You can use this service if you live in Scotland or are registered with a GP in Scotland.
- Your local pharmacist or a trained member of the pharmacy team will give you advice and provide medicine if needed. This can include prescription medicines in some cases.
- The service is confidential, and many community pharmacies now offer private consulting spaces.
- Your pharmacist can refer you to another healthcare professional such as your GP practice, dentist, optometrist or another NHS service if they feel your condition needs further investigation or more specialist care.
- For more details see NHS Inform (where you can also find guidance on self-help for a range of common conditions):

https://www.nhsinform.scot/care-support-and-rights/nhs-services/pharmacy/nhs-pharmacy-first-scotland

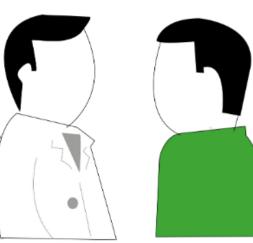




#### **NHS Pharmacy First Scotland - Graphic**



Visit the pharmacy first for advice and help with any minor health condition







#### **NHS Pharmacy First Scotland - Materials**

Pharmacy First leaflet **Pharmacy First Poster** NHS SCOTLAND NHS PHARMACY NHS PHARMACY FIRST SCOTLAND **FIRST SCOTLAND** ADVICE | TREATMENT | REFERRAL ADVICE | TREATMENT | REFERRAL **TREATMENT IF REFERRAL TO** ADVICE ON YOU SYMPTOMS **ADVICE ON YOUR TREATMENT IF** THER SERVICES SYMPTOMS Information for patients Visit the Pharmacy First for advice and help with any minor health condition. Healthier Scotland





### **Scotland's Service Directory**

Scotland's Service Directory has been developed by NHS 24 in partnership with Macmillan Cancer Support and The Alliance. The directory is available on NHS inform - <u>nhsinform.scot/scotlands-service-directory</u>

The directory aims to provide a localised online directory of quality-assured health and care services across all regions in Scotland.

Health care professionals and members of the public can visit the directory and access information or where to find local NHS services, including pharmacies, opticians, dental practices and sexual health clinics.

In addition to NHS services, the directory also provides information on a wide range of health and wellbeing services, including advice on how to stay active, cancer services and money advice.

#### Suggested content to promote Scotland's Service Directory to your patients:

**Facebook:** Do you know where local health and well-being services are and how to contact the Try Scotland's Service Directory. Developed with NHS 24, Macmillan Cancer Support and the Health and Social Care Alliance (The Alliance) to bring you an easy to access directory of local services. From your Emergency Department to a local Dementia Cafe, your first place to look is Scotland's Service Directory. www.nhsinform.scot/scotlands-service-directory

**Twitter:** Through Scotland's Service Directory you can find the names, addresses, opening times and service details for your local health and well-being services. Developed with @macmillancancer and @ALLIANCEScot it's your first place to look for services. <u>www.nhsinform.scot/scotlands-service-directory</u>





For more information, please contact:

Anna Dougherty E: <u>Anna.Dougherty@gov.scot</u>

