

**HealthEast
Prospectus
2013/14**

All about this prospectus

This prospectus is a short guide for the 230,000 people we serve who live in communities across Great Yarmouth and Waveney. It explains what the new Clinical Commissioning Group (CCG), 'HealthEast', is all about. It tells you:

- who we are
- how we spend our budget
- what standards you can expect from your local health services
- who we work with
- how we listen to you.

After reading this, if you have any questions, please get in touch with us:

- by phone on **01502 718629**
- by email at **gywccg.your-views-matter@nhs.net**
- or through our website at
www.greatyarmouthandwaveneyccg.nhs.uk

Who are we?

HealthEast (NHS Great Yarmouth and Waveney Clinical Commissioning Group) is a membership organisation made up of 27 GP practices. HealthEast is responsible for planning and managing health services for patients across Great Yarmouth and Waveney – we call this ‘commissioning’. This includes planning what services we need and agreeing contracts with hospitals, community services, mental health services and other organisations to provide care for patients within the budget we are given by the Government. We have a major responsibility to make sure that our population receives safe and high quality services every day.

A bit about the new NHS

The NHS has dramatically changed over the last year. Strategic Health Authorities and Primary Care Trusts have gone. In their place, we have Clinical Commissioning Groups (CCGs) and NHS England. Local clinicians including GPs, nurses and therapists, now have far greater involvement in the design and management of your local health services. Clinicians in Great Yarmouth and Waveney have embraced this opportunity and are already working more closely together across health services and social care. HealthEast is committed to providing more care that is closer to or in patients’ homes, with the best and most up-to-date services for the people, with the resources we have.

CCGs are different because we have clinical input in all areas of our work, and much stronger clinical engagement. We have GPs, hospital doctors and nurses on the HealthEast Board and on all our decision making forums. We are a clinically led organisation.

Our ambitions for better health in Great Yarmouth and Waveney

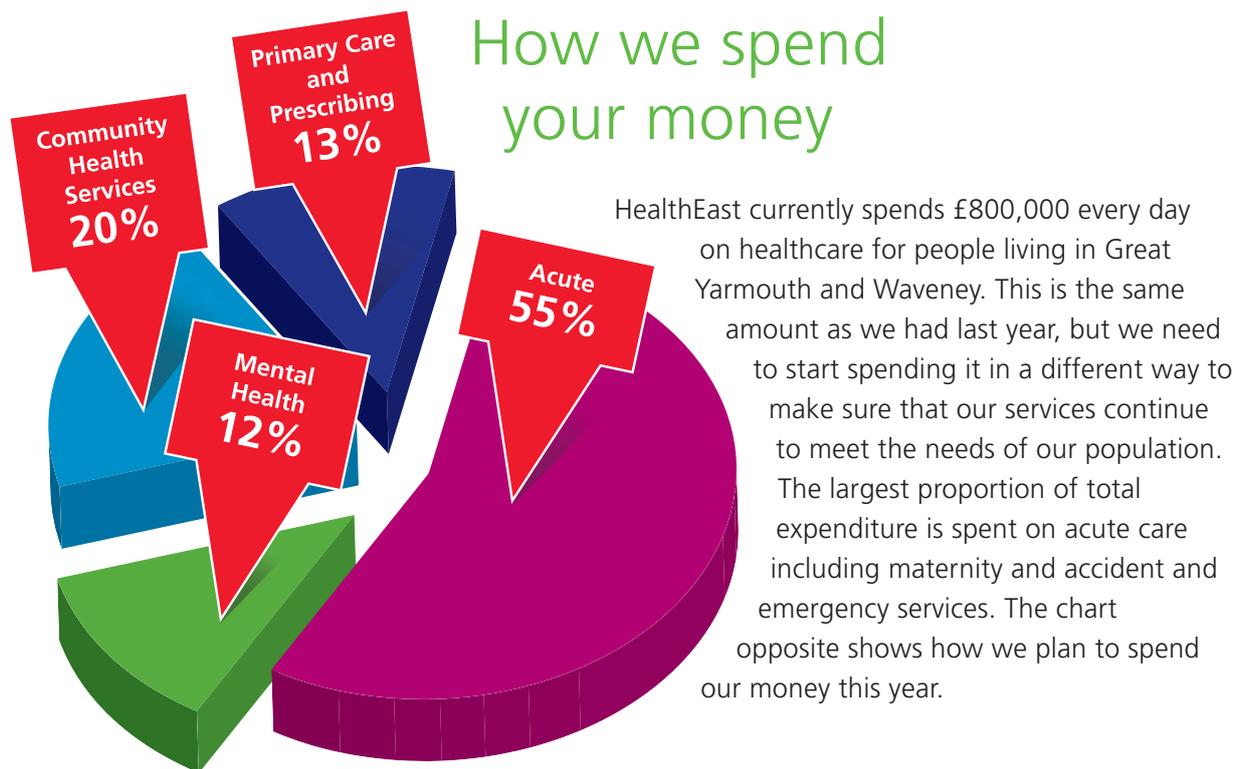
Alongside these changes there has been an increased emphasis on making sure that patients sit at the very centre of how we organise services. We are ambitious, and we want to deliver better services and make the best use of the money and staff we have available.

We will commission services that are flexible and modern. Working with all our partners in health, social care and the voluntary sector, and of course, patients and carers, this new approach will deliver our vision ‘better care, better health, better value’ by:

- addressing the major causes of illness and ill health in our population
- designing services to meet the needs of patients and carers
- delivering more care to people at home to help prevent them having to go into hospital
- bringing together GPs, clinicians and other professionals so that the care they give to patients is fully co-ordinated and is delivered without delay closer to, or in patients’ own homes
- working closely with local authorities and the voluntary sector to deliver care in an integrated way, working closely with the new Health and Wellbeing Boards
- offering greater support for people with long term conditions
- being in touch with patients and clinicians.

We have an 'Out of Hospital' strategy that says much more about our ambitions. You can find a summary on our website at www.greatyarmouthandwaveneyccg.nhs.uk. Our current healthcare system does not always deliver the integrated care that people need and want, with gaps between different services, and duplication and delays for patients. Many people could be treated very well in their own homes, without the need to go to hospital. If they are not actively cared for, their illness may result in a poor quality of life and needing emergency care in a hospital. More importantly, integration can also be beneficial for individual patients and service users. The lack of joined-up care is a huge source of frustration for patients, service users and carers, as well as for health and social care professionals. If we can deliver fully coordinated services, this will really improve quality and safety for all those that use these services.

That is our ambition.



Our priorities for YOUR health in 2013/14 and beyond:

- ensuring high quality, safe services for our patients
- focusing on the major causes of ill health in our communities – respiratory illness, diabetes and people who are elderly and frail
- strengthening our GP practices
- improving emergency care and reducing hospital admissions
- being transformational and innovative in the services we buy, focusing on better care for people with long term conditions
- delivering modern 21st century health care in settings that are comfortable and clinically appropriate for your needs.



Good quality health services, safe for you and your family

There has rightly been a strong national focus on high quality services that are safe for the patients who use them. We are already working to implement the recommendations of the Francis Report. We are committed to commissioning services for patients that have always been assessed by local NHS clinicians (doctors, nurses and therapists) and that meet the national statutory requirements for providing multidisciplinary safe and high quality care. We expect all our health providers to:

- improve patients' experience by improving the complaint process, and focusing on staff engagement and safe staffing levels to improve patient experience
- improve patient safety, delivering harm-free care and improving patient documentation
- improve clinical outcomes and effectiveness by meeting national performance standards in the care of patients that suffer a stroke, improving services for patients with dementia and increasing the use of national audits and compliance with NICE guidance.

HealthEast will work GP practices to further improve quality and safety in prescribing. And we will support their business leadership to make sure there is a vibrant future for general practice in our area, as well as having the capacity and capability to manage rising demand on health services.



How we will work to tackle health inequalities

Our population is changing. People are living longer, and many of them will live with significant, often complex, health and social care needs, like dementia, diabetes and heart problems. Here in Great Yarmouth and Waveney, we have one of the highest mortality gaps in the East of England: 8.5 years for men and 4.9 years for women. We are also experiencing a rise in the number of people with dementia and we expect this to grow further, resulting in an estimated 12% increase through 2013/14.

As well as a growth in the number of people over 65, we are facing a real challenge with rising levels of obesity, which contributes to poor health. And we have other challenges too, around smoking and high levels of admissions to hospital related to alcohol.

At HealthEast, we will meet these challenges head on. Community development, getting residents to work together to improve their health, is very important to us. We all know that disadvantaged neighbourhoods often have pockets of ill health and make high demands on the resources of the NHS and other local services. By boosting prevention, early intervention and support in their neighbourhoods, the health and wellbeing of the whole area can benefit substantially.

A really good example of this in action already is our recent work in Gorleston with our Connected Care Project, with the national charity Turning Point. Here we are working with trained community advocates to listen to the issues faced by local patients with long term conditions. This work is being taken forward now in an integrated way with our partners, and we are planning similar projects in the future in areas like Kirkley.

To deliver all this, we continue to work with Public Health and with the Health and Wellbeing Boards of Norfolk and Suffolk to address challenges like rising obesity levels. This work is supported by our innovative System Leadership Partnership Board which acts as a local Health and Wellbeing Board, drawing together partners from across the community including health, social care, third sector and patient representation. We are building on past successes and address these challenges through smoking cessation services, Tobacco Control initiatives, NHS HealthChecks, and public awareness campaigns.

Remember, you can help us meet these challenges. Being healthy and well is your biggest asset. By taking responsibility for your health, looking after yourself, eating well and taking regular exercise, you can make a difference too.

How we listen to you

Patients are the focus of all we do in HealthEast. Every day we work with patients and the public to get your views on our work and the decisions we make. We want to know what patients think about the quality of their local health services, so that they can influence how they are commissioned. Over the next five years, as the pressure on money to buy services in NHS finances becomes tighter and commissioning decisions more difficult, HealthEast will make sure we effectively engage, consult and feedback to people across Great Yarmouth and Waveney, telling you clearly how we are investing tax payers' money.

We do this by working with our local patient groups in practices, by asking your views, most recently on stroke and mental health services, and through engagement and public consultation work in our local communities, like our public consultation in Lowestoft. And we will work closely with the newly formed Healthwatch groups in Norfolk and Suffolk, keeping the local Health Overview and Scrutiny Committees informed at every stage about our plans.

As a new organisation, communications and engagement with patients and carers are central to all we do. We will always:

- value the patient voice, and develop a culture that listens, hears, and uses these insights to inform commissioning and service transformation
- harvest the experience and views of local clinicians – built on patient stories – about services, and use these to provide a rich resource to improve the design and delivery of patient care
- gather the views of our population about our priorities and plans.

A few last words

We hope this has given you a flavour of what HealthEast is all about. If you want to know more, go to our website. Or you could get involved by joining the Patient Participation Group (PPG) at your local GP practice. Thank you for taking the time to read our prospectus.

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