Introduction

On 1 April 2013, groups of local family doctors known as clinical commissioning groups took over responsibility for planning and purchasing most health services for people in England.

I chair NHS South Kent Coast Clinical Commissioning Group, which stretches from Deal in the north, to Lydd in the south, and includes the towns of Dover and Folkestone and many rural communities.

The area has a rich history, and its proximity to the continent has shaped its economy and development.

But despite its unique heritage, the area today faces many challenges that can be found across the country as a whole.

An ageing population – with associated needs – has led us to think about the way we plan for health and wellbeing. Other concerns, such as type two diabetes, obesity, and the misuse of alcohol continue to pose challenges.

As family doctors, we see patients living with these conditions every day. As a membership organisation, made up of all the practices in this area, NHS South Kent Coast Clinical Commissioning Group will be able to use our member GP practices’ knowledge and feedback, together with input from our patient groups, to complement the skills of our highly committed staff and governing body members.

The views of local people also matter to us greatly and patients and community groups are at the heart of our clinical commissioning process. Your views and feedback are essential in ensuring the services commissioned are appropriate and of the highest quality. That is why we are committed to a decision-making process that’s honest and transparent, and one that gives you the opportunity to have your say.

This will guide us in all that we do and help us to achieve our vision ‘to ensure the best health and care for our community’.

Dr Darren Cocker
Clinical Chair
NHS South Kent Coast CCG working for the people of the area

NHS South Kent Coast Clinical Commissioning Group, which is made up of the 31 GP practices in the district of Shepway and the towns of Deal and Dover, has £253 million to spend on hospital, community and mental health services for the 199,000 people living in this area.

There are some significant health challenges in our area:

- People here are older than the average for Kent and the number of older people is expected to grow rapidly over the next 10 years.
- More people in our area have long-term health conditions, such as heart disease, stroke, diabetes, cancer, high blood pressure, epilepsy and learning disabilities, than the average for England.

- More women smoke when they are pregnant and fewer breastfeed than the England average, and more adults are obese.
- Teenage pregnancy is higher and the number of physically active children in Shepway is lower than the national average, although the opposite is true in Dover district.

We are absolutely committed to improving the health and wellbeing of the people who live in our area and we will use all this information to help us plan services that make a difference.

Our priorities & the future

We have agreed the following long-term strategic goals:

- We will do all that we can to improve the health and outcomes of the people that live in our area, prioritising and tackling mental health and cancer.
- We will address the variation in quality of local healthcare services and the inequality of health outcomes that this can cause.
- We will ensure that local health and care services are integrated and that patients experience ‘joined-up’ care.
- We will ensure that services are provided locally wherever possible.
- We will work with partners to help prevent ill health.

These underpin all our plans.

We are part of South Kent Coast Health and Wellbeing Board, where we work with our partners from Shepway District Council and Dover District Council. This board was one of the first of its kind in the country and is acknowledged within Kent and Medway as a local leader in collaborative working.

Working together means that the services you receive are joined up and make best use of public money locally.
Key local measures

Every clinical commissioning group in the country has set three key targets that it wants to achieve for its local population, based on their needs.

Our local measures, which were chosen to help us focus on the health challenges facing our area and have been agreed with the South Kent Coast Health and Wellbeing Board, are:

- Fewer people under 75 dying from respiratory disease
- Fewer unplanned hospital admissions for adults with long-term health conditions
- More people feeling supported to manage their condition.

To achieve these goals we are planning work this year in six key areas, covering all aspects of the care we commission.

Planned care

We want to make sure that planned care works efficiently and effectively, so that patients consistently get the right care at the right time, when it will be of maximum benefit.

Our aim is to make sure that as many people as possible can be looked after at home or close to home, rather than needing to go to hospital. We will continue to build upon work already underway to develop care pathways that ensure, wherever appropriate, patients can get specialist advice, diagnosis and treatment in community settings.

To achieve this, we are commissioning:

- Improved screening by local opticians of patients with symptoms of glaucoma
- A new community glaucoma specialist service
- A review of the musculoskeletal services currently, to ensure patients receive the best outcome first time
- Improved availability of diagnostics in the community such as ultrasound
- A plan to provide more specialist services locally to prevent patients travelling to London for treatment
- Pre-surgical assessments of patients, where appropriate, within their GP practice to reduce unnecessary trips to hospital
- Treatment at GP practices for patients with the hand condition, Carpal Tunnel Syndrome.
Long-term conditions

With the right support, people can live full lives for many years with long-term conditions such as diabetes, respiratory illness, and heart disease. However, older people often have a number of long-term conditions which may impact on their health and their day to day lives.

Our initiatives include:

- Extending our Pro-Active Care programme that offers intensive support to people at high risk of going into hospital
- Integrated health and social care teams to offer joined-up care
- Local clinics for most people with diabetes
- The highest standards of care by all GP practices for older people with respiratory disease.

We are pioneering a new approach to the care of people with complex health conditions like John Kidson. Pro-Active Care gives patients up to 12 weeks of intensive support from as many different teams as they need, to help them live better.

It helps people stay out of hospital or recover more quickly after a hospital stay. This is part of what we are all about. We want people in our area to get local health and care services whenever possible.

We also want health and care services to work together, so patients get better care, faster. And along with social services, we’ll make best use of the NHS funding that we manage on your behalf.
Urgent care

Urgent care is for people who need urgent advice, care, treatment or diagnosis for illnesses, injuries, or in an emergency. Improvements in our area during 2013/14 will include:

• Launch of the NHS 111 helpline which aims to improve the public’s access to and usage of urgent healthcare services; to help people use the right service first time, including self-care
• continuing our communication with patients around appropriate use of A&E, and the alternative services provided locally such as our Minor Injury Services
• developments to the minor injuries services currently provided, to ensure patients are treated in the right setting and receive the best outcomes first time
• Working with local hospitals to ensure more options are available for people to get treatment without being admitted to hospital

• Continue our work with local GP practices to pro-actively identify patients who may have future urgent health needs.

Children and young people

Excellent care for mothers and their babies is part of our commitment, with our partners, to making sure that every child gets a good start in life.

Most children’s healthcare will be looked after by their GP, but some children and young people need more support, whether from hospital, community or mental health services.

This year, we are planning:

• More training for GP practices to improve their expertise at caring for babies and children
• Better access to the early pregnancy unit for women with a threatened or actual miscarriage, and better outcomes for them

• A new intensive support service for disabled children
• Increased rates of immunisation and reduced rates of childhood obesity
• Care close to home for disabled children with severe challenging behaviour
• Reduced waiting times for community services
• Reduced number of children and young people admitted to hospital for lower respiratory tract infections
• One-to-one care for all women in established labour, with fewer needing Caesarean sections
• More looked-after children having health and dental assessments when they first come into for local authority care.
We are planning that this year there will be:

- More people with anxiety, depression and other common mental health problems having talking therapies
- Improved services for people with eating disorders
- New local attention deficit hyperactivity disorder (ADHD) service
- More local placement options for people with learning disabilities and mental health needs
- Better diagnosis of mental health needs in people with long-term conditions, and of physical health problems in people with mental illness
- A local crisis response at any time for people with a significant mental health concern or their carers and an urgent response within 24 hours.

Mental health

Mental health is about how we think, feel and behave. One in four people in the UK has a mental health problem at some point, which can affect their daily life, relationships or physical health. Mental health problems can affect anyone. Without support and treatment, mental health problems can have a serious effect on the individual and those around them.

Older people

People in the UK are living longer than ever before and the proportion of older people in our society is growing. This is positive news, but with the population ageing, the number of people in our society with health or care needs has risen.

Our initiatives include:

- Improved diagnosis, support and hospital services for people with dementia using Dementia Challenge funding
- More home treatment services for people with dementia in crisis, to give family carers support when they most need it
- More support for family carers, as agreed in the Kent Carers Plan
- Better support and training to care homes to improve the quality of care and to reduce the prescription of antipsychotic drugs
- Working with our partners to develop dementia-friendly communities which will enable people with dementia to become active participants in their communities and to ensure better knowledge about dementia and reduce stigma.
Keeping the patient at the heart of everything we do

We are responsible for making sure that all services we commission – hospital, community, mental health, ambulance, out-of-hours GPs and other services – deliver high-quality, safe care for our patients.

We are also responsible for making sure that the services we pay for on your behalf meet the standards set out in the NHS Constitution, on waiting times, choice of hospital and quality of care.

To help us achieve this we place great emphasis on feedback from patients and carers about their experiences of services. This gives us very important insight into the quality of care, enabling us to take action if needed.
Where we started

- Our budget of £253 million works out at about £1,270 for each of our patients. Our CCG has a sound financial basis but there are high levels of patient needs in our area.
- What is more, with advances in medicine and technology, and the increasing number of people living longer with complex health conditions, the cost of healthcare is steadily going up.

We are responsible for buying:
- Urgent and emergency care (including NHS 111, A&E and ambulance services)
- Out-of-hours GP services
- Planned hospital care
- Community health services (such as rehabilitation services, speech and language therapy, continence services, wheelchair services, and home oxygen services)

Want to know more?
A list of the CCG’s detailed spending plans and financial policies will be published and maintained on the CCG website at [www.southkentcoastccg.nhs.uk](http://www.southkentcoastccg.nhs.uk).

Note: Other services, such as specialised care and primary care, are paid for by NHS England, while Kent County Council commissions public health services, such as sexual health, stop smoking and healthy weight programmes.
Patient and public engagement

The views of the local population matter to us and we’ll do all we can to make sure that they continue to be heard.

We’re committed to a decision-making process that’s honest and transparent, and one that gives the patient an opportunity to have a say.

Patient participation groups

We have patient participation groups in Shepway, Dover and Deal. Their roles include:

- Providing a vital link between the CCG and local patients
- Co-ordinating views and issues from individual practice groups
- Working with the CCG to help plan and evaluate local health services.

Health Reference Group

This group ensures that patient participation group members and representatives from the community and voluntary sector have a key part in the work of the CCG.

Their role includes:

- Providing community links to a wide range of patients and members of the public
- Participating in focus groups on specific healthcare issues
- Providing valuable feedback on all aspects of healthcare provision.

The Health Network

South Kent Coast Health Network is a virtual group of patients, members of the public and voluntary groups from Deal, Dover and Shepway.

Feedback from the network helps the CCG decide how local health services are planned and designed.

Anyone who becomes a member is given the opportunity to participate as often or as little as they like.

Public meetings

We hold meetings with our community to explore people’s views on local health services and what they want us to prioritise.

Our governing body also meets in public regularly. People who are interested in hearing about our plans are welcome to come along and observe. There is an opportunity to ask questions.

Meet

Brian Wash

Brian Wash is NHS South Kent Coast CCG’s lay member for public and patient involvement. He is also the CCG’s lay lead on equality and diversity.

Brian said: “Patients and community groups are at the heart of the clinical commissioning process. Their views and feedback are essential in ensuring the services commissioned are appropriate and of the highest quality.

“Being the lay member for the CCG is a great privilege. Engaging with patient and community groups is vital and highly rewarding. And it’s fascinating to have the opportunity to work with local GPs who are in charge of health spending and the planning and purchasing of local healthcare services.”
The NHS belongs to the people

It is there to improve our health and wellbeing, supporting us to keep mentally and physically well, to get better when we are ill and, when we cannot fully recover, to stay as well as we can to the end of our lives. It works at the limits of science – bringing the highest levels of human knowledge and skill to save lives and improve health. It touches our lives at times of basic human need, when care and compassion are what matter most.

How to contact us and get involved

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Sign up to our online Health Network by e-mailing southkentcoast.ccg@nhs.net or visiting www.southkentcoastccg.nhs.uk/get-involved where you can also find out how to get involved with patient participation groups.

Keep track of when and where our governing body meetings are by visiting www.southkentcoastccg.nhs.uk/about-us