

Annual Review

2013/14

Reducing health inequalities for all



Welcome

Welcome to NHS Bradford City Clinical Commissioning Group's Annual Review for 2013/14.

When we took shape as NHS Bradford City Clinical Commissioning Group (CCG) in April 2013 we became one of the most significant changes to the way the NHS works; putting local clinicians in control of most of the local healthcare budget and designing services around the needs of individual people and the communities they live in.

As a CCG we are determined to improve local people's health and wellbeing and reduce health inequalities. To do this, we have set out an ambitious programme which focuses on reducing the incidence of diabetes, encouraging more patient engagement and tackling the early number of deaths from heart and lung diseases and stroke.

Bradford city has high levels of deprivation and our population is quite different to our neighbouring CCGs: not only are 61% of our patients of south-east Asian origin but there is also a larger than average number of young people. As a result, we don't have the extent of problems associated with an ageing population faced by our neighbours. Instead, our main areas of focus are diabetes, patient engagement, and maternity and newborn children's services.

Over the past year we have focused on our vision to reduce health inequalities for all and turning our key priorities into real actions that are making a positive difference to local people. We have worked with providers to improve the healthcare services currently delivered and to deliver new services where there are gaps.

One of the biggest changes between the CCG and its predecessor organisations is the ongoing involvement with local patients, their families, carers, representatives and members of the public. People are helping us to decide how to spend our money and helping us to ensure that services commissioned are of a high quality.

Our member practices are enthusiastic and committed to making improvements to their patients' care, especially as they have a real understanding of people's health problems and the issues they often face in accessing services.

Much of our efforts going forward will be focused on: raising the standard of care and expanding the range of care offered to patients at their GP practices and other primary care settings; and supporting local people to understand their own health needs and know how and where to access services, as well as on prevention and self-care initiatives.



Dr Akram Khan,
clinical chair



Bradford City
Clinical Commissioning Group

Who we are

NHS Bradford City CCG is a member organisation, which plans and buys most of the health services the people of Bradford City need. Our members are 27 GP practices that serve the local population. We plan and pay for services like:

- planned hospital care
- rehabilitation services (eg: physiotherapy, occupational therapy)
- most community services (eg: district nurses)
- urgent and emergency care, including A&E, ambulances and out-of-hours services
- mental health services
- maternity services
- continuing healthcare (a package of care provided outside hospital for people with ongoing healthcare needs)

We do not buy primary care services from GP practices, pharmacies, dentists and opticians. This is done by NHS England.

We bring together healthcare professionals, local people and managers so people have more control of their own care; to provide a greater focus on healthcare and quality; to increase the involvement doctors and nurses have in the care and services delivered; and to improve the health and experiences of local people.

Our vision is *reducing health inequalities* for all and during 2013/14 we specifically focused on:

- tackling diabetes; and
- engaging with local people.



Our challenges

We serve a population of 118,000, so we are one of the smaller CCGs in the north of England. There are high levels of deprivation in Bradford, and this has a big impact on the health of local people. As the most deprived CCG in the country, we face financial challenges, especially around tackling health inequalities. The amount of money available for healthcare and services is staying the same at the same time as the need for services is increasing.

Reducing health inequalities and improving local people's health and wellbeing is the focus of everything we aim to achieve as a CCG. There are high levels of poverty and deprivation in Bradford, and this has an impact on the health of our communities.

The major health issues for our area are:

Chronic disease (long-term conditions): we have higher levels of obesity, diabetes and mental ill-health than our neighbouring CCGs, but a lower rate of depression. We think that our patients are less likely to report depression and we will identify ways to address this unmet need.

Respiratory disease (conditions affecting the lungs and airways): our patients suffer with asthma and chronic obstructive pulmonary disease (COPD) in particular.

Premature death: some of our patients are dying prematurely, aged less than 75 years, mainly from heart and respiratory diseases. To tackle this, we will focus on ways to prevent and manage chronic diseases.

Infant mortality: reducing the number of babies born with very low birth weight and reducing deprivation would help to reduce the number of infant deaths, so early access to high quality antenatal care is essential.



Our key priorities

Working with our member GP practices, local people, and our healthcare partners, we have developed a vision that reflects the challenges we face in meeting the healthcare needs of our population.

Our key priorities are the things that we believe will make the biggest difference to the health and wellbeing of the people we serve.

We aim to:

- buy and deliver safe, high quality healthcare services
- improve the health and wellbeing of our population and increase life expectancy
- improve patients' healthcare experience
- develop better ways to manage long-term conditions
- build an effective organisation.



Our performance

Over the last year we have worked hard to provide safe, effective, high quality healthcare services that meet the needs of people in Bradford City. We have made a really good start on work towards achieving our vision, working closely with our partners in health and social care, improving our health services, and improving the way we engage with local people.

We have worked with our partners to improve the health and wellbeing of patients and to improve our performance against national targets, local targets and the requirements of the NHS Constitution.

We have developed and improved our performance in our key areas of focus.

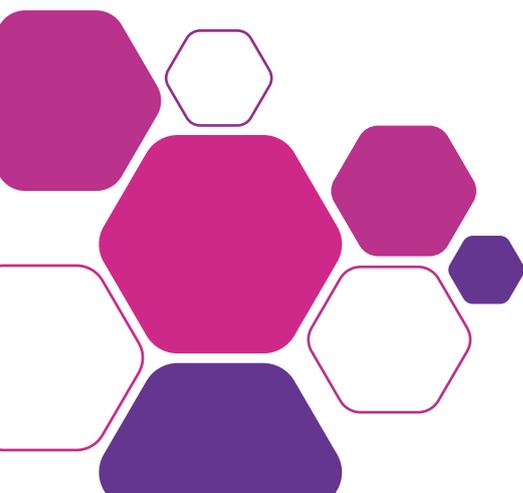
Bradford Beating Diabetes programme

Bradford Beating Diabetes aims to prevent people developing diabetes in the first place and make sure those people with diabetes are looking after themselves and getting the right care and support. Launched in November 2013, the campaign aims to find all cases of diabetes in Bradford City.

Two clinical champions are leading the campaign and diabetes champions have been recruited to run intensive lifestyle change programmes (ILCPs) in clinics in various venues across the city.

Key achievements:

- all 27 practices are taking part
- 19 diabetes champions have been trained to run the ILCPs
- almost 600 people have been diagnosed as diabetic and are being managed on the diabetes management pathway
- over 2,000 people have had check-ups for Type 2 diabetes and received a brief intervention or a referral to the ILCP.



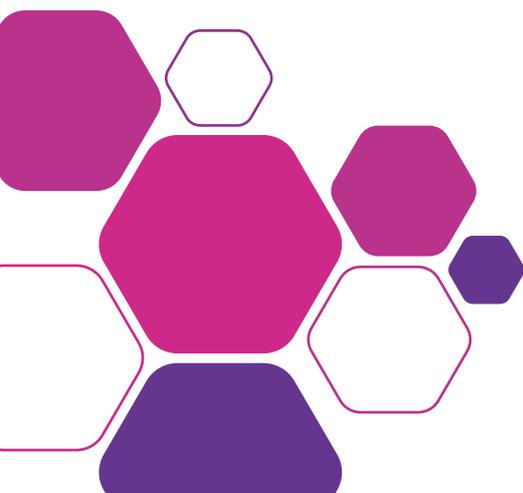
Our performance cont'd

Engaging patients and communities

We have agreed goals of having patients involved in every member practice and introducing a Citizen's Assembly to ensure the patient voice is central in Bradford City CCG.

Key achievements:

- local people's voices are heard at Governing Body meetings by sharing their experiences of NHS care, and we involve people in our wider organisational development
- patient engagement mechanisms in each practice, and establishing a patient and community group network
- setting up networks to bring in and mobilise the patient's voice, eg young people and women
- introducing a local incentive scheme (LIS) to support establishing patient engagement/ involvement
- ongoing work to flag patient records so patients' individual needs are met when accessing primary care.



Working in partnership

We have built strong relationships with other health and social care organisations that serve the Bradford area. Working with them, we have set common goals and started working more closely together, so we can make our money go further. Together we have taken the first steps to develop services that will enable local people to live longer, healthier lives.

We work closely with NHS Bradford Districts CCG: our two CCGs share some of the same functions and responsibilities, and we also work with NHS Airedale, Wharfedale and Craven CCG to manage the contracts of our providers.

We buy services from Bradford Teaching Hospitals NHS Foundation Trust and Bradford District Care Trust, which cares for people with community health, mental health and social care needs. We also work with Bradford Council and a number of voluntary and community sector organisations across the district.

Healthwatch Bradford and District is a key partner in helping us to plan services: it is the new independent public watchdog that works with people and organisations to make positive change happen in health and social care services in the district.

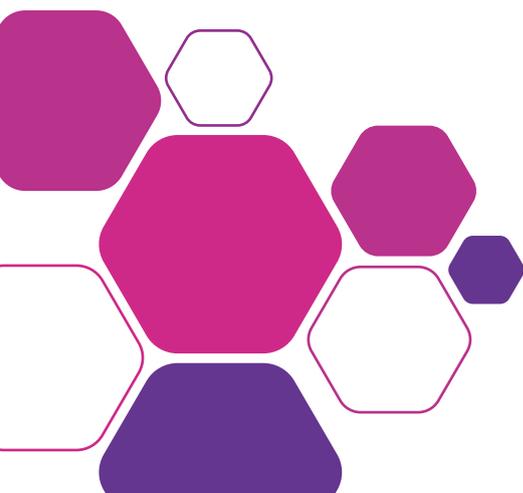
We also work with the following organisations:

Health and Wellbeing Board: a committee within the council that aims to bring together key people from the health and care system, providing a single place for partners to work as a team.

Health and Social Care Overview and Scrutiny Committee: it acts as a 'critical friend' by reviewing local health issues and considering NHS proposals to develop or change services.

NHS England: it commissions GP services, as well as pharmacy, optometry and dental services (primary care) and some specialist services.

West and South Yorkshire and Bassetlaw Commissioning Support Unit (WSYBCSU): the CSU provides a range of business expertise and support to our CCG.



Involving local people

We want to focus on promoting wellbeing and preventing ill health. To do this, we need to work with patients, carers, local people, voluntary and community groups and other agencies and together build communities which have strong networks, friendships and trust.

Over the year we have engaged and consulted with many different communities to learn from their feedback and experience of using local health services. We want to make sure that local people's voices can be heard and that they can be involved in the work of the CCG.

We are learning from people in a variety of ways, including our Governing Body hearing first-hand from patients and their families about their experiences of NHS services and how they can be improved.

Knowing what local people think of the health services they use and understanding what is important to them is a real priority for us. We have set up patient group and community networks to strengthen peoples' voices, and gathered views through our website, social networking, public events and feedback from our Grassroots reporting, and introduced many ways for local people to let us know what they think.

For more information about how to get involved, contact: engage@bradford.nhs.uk



**Bradford City
Clinical Commissioning Group**

Our year at a glance

Throughout the year we have worked hard to develop and improve the services we provide, with help and support from patients, the public and our partner organisations. Here are some of our highlights from 2013/14.

Working with young people

Local young people have helped to influence how NHS money will be spent to drive up quality and innovation in local healthcare services. The group, who have experience of using Child and Adolescent Mental Health Services (CAMHS), worked with us to highlight what matters to them in using mental health services.

The young people identified a number of changes and improvements which could be made to services, based on their own experiences – especially the need for an improved transition process as people move from young people's to adult mental health services. Their ideas are now being considered by us as part of a scheme to improve quality in local services.

National recognition for our work

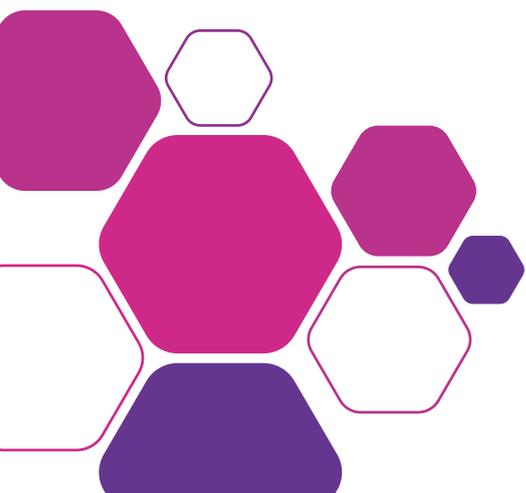
NHS Bradford City CCG reached the final shortlist for some prestigious national awards. The CCG was a finalist of the General Practice Awards in the category of Long Term Conditions, Respiratory and Children's Health Team of the Year. The CCG's work on the new wheezy child management plan caught the judges' eyes and put them in the shortlist for another national award.

The CCG was also in the running for another award with Bradford's Warm Homes and Healthy People project, with City winning through to the finals of the Health Service Journal Awards for the CCG of the Year award.

Top for diagnosing dementia

NHS Bradford City CCG was among the top 10 performers in England for leading the way in diagnosing dementia sufferers. According to Department of Health figures, up to 65% of cases in the City are being formally recognised – higher than the national average of 48%.

And almost 100% of those identified sufferers are being properly referred to 'memory clinics' for the help they need. The Department of Health published the 'dementia map' in an effort to drive up standards for patients and their families.



Help for people with DVT

Hundreds of people with deep vein thrombosis (DVT) are now receiving treatment closer to home thanks to a new diagnostic and treatment pathway. Most non-complex DVT patients are now being cared for by their GP, which helps patients manage their condition better.

This is thanks to us developing the new pathway to improve patient care and develop better health outcomes. In the first 18 weeks, 263 patients avoided hospital treatment: which has saved the local NHS £51,000 so far.

Care homes' telemedicine link

As part of the roll-out of integrated care, we launched a telemedicine service in local care homes. The service, provided by Airedale NHS Foundation Trust, allows care home residents to get urgent medical help from hospital consultants or specialist nurses on screen via a secure video link – without having to leave the comfort of their own surroundings. Fifty residential and care homes across Bradford will be linked up to a Telehealth hub at Airedale Hospital providing round-the-clock care.



Joined-up care brings results

In Manningham a pilot project to support patients with long-term conditions through more joined-up care proved a real success. A group of six practices identified 20 patients with the most complex and high risk needs who frequently end up at hospital. They looked at whether these patients could have been supported better to manage their long-term conditions with focused health and social care input – looking at the patient's family and support networks and their clinical needs.

With the help of a community matron and a community coordinator, the practices worked with the patients over several months to see how different services could support them to stay well and independent.



Expert patients lead the way

People in Bradford are leading the way in living well with long-term conditions – thanks to a new course delivered by patients, for patients. Bradford City CCG funded Partnerships for Wellbeing to deliver the Expert Patient Programme (EPP) courses to help people learn more about how to manage their health condition and stay well and in control.

- *Max Mclean, lay member for patient and public involvement at the CCG, hands out certificates to women on the course*





Bradford Beating Diabetes

We launched a major public campaign to highlight and tackle diabetes: *Bradford Beating Diabetes*. The campaign aims to prevent people at risk from developing the condition as well as support those who have already been diagnosed.

The four key points are: be aware, be active, be healthy and be in control. GPs have sent out letters to those at of developing Type 2 diabetes, the commonest form of the disease. If diagnosed, these patients will be invited to attend intensive lifestyle change programme (ILCP) sessions, led by specially-appointed diabetes champions who will work closely with those at risk. 'Purple Day' to raise awareness was held in Bradford city centre when City Hall and the fountains were floodlit in the campaign colour.

- *Dr Kulpana Patel, clinical diabetes champion, talks to a patient*

Chose Pharmacy First!

A new scheme is helping people in the City area make the right choices when it comes to their health. Pharmacy First provides people with rapid access to a pharmacist, who can provide advice, written information and, where needed, medication for a number of minor ailments.

It means that doctors' appointments are not always necessary because people can go straight to their pharmacist for a consultation. The minor ailments covered in the scheme are: coughs, colds, sore throat, athlete's foot, blocked nose, earache, fever, teething, threadworms, thrush and hay fever. These are all conditions which can often be treated without the need to see a family doctor.

- *City pharmacists with one of the posters*



Our Governing Body

The Governing Body is responsible for reviewing decisions, policies, aims and objectives, for formally approving our plans, and looking after our money and assets.

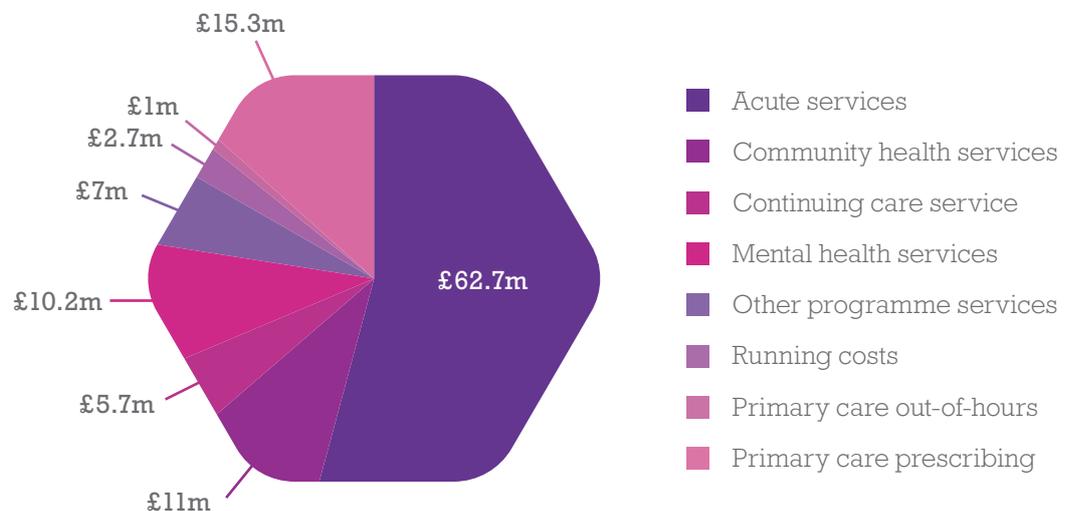
In our first year we have made good progress against our aims and objectives. In the coming year we will continue to review and refine our governance plans, ensuring arrangements are sufficiently flexible to meet the changing needs of the CCG.

You can see who is on our Governing Body and more details about its role and responsibilities on our website: www.bradfordcityccg.nhs.uk

Our finances

The total amount of money we had to spend in the year from April 2013 to the end of March 2014 was £115.6 million.

The chart below shows how we spent that money.



You can see our full accounts on our website: www.bradfordcityccg.nhs.uk



Thank-you

We would like to take this opportunity to say thank-you to our healthcare partners, our stakeholders, our local communities and our patients for all their support over the last year. We have already achieved so much and we are committed to improving healthcare and health services for people in Bradford City now and in the future.

For more information

If you are interested in finding out more about Bradford City CCG and would like to view our annual report and accounts in full, please visit: www.bradfordcityccg.nhs.uk or email: communications@bradford.nhs.uk

You can also catch up on Twitter at: [@NHSBfdCityCCG](https://twitter.com/NHSBfdCityCCG) or on Facebook at: www.facebook.com/NHSinBradford



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