

OVERVIEW: PRIMARY CARE INTELLIGENCE AND DEMAND PROJECT

The North West LETB, Health Education North West (HENW), identified the need to investigate the requirements of primary care in respect of workforce development, starting with GP Practices. As such the LETB has launched a Primary Care Intelligence and Demand Project (running from 2013 until 2015). This project sits under a wider remit of work, within the Integrated Workforce unit.

The Integrated Workforce Unit (IWU) has been developed by HENW in response to the changing organisational landscape and context in order to maximise the use of resources across a number of current work streams. The unit aims to ensure that these work streams, which are of themselves discrete, are clearly interconnected, inform each other and develop cohesively. The unit operates as a direct function of HENW and is hosted by East Cheshire NHS Trust; along with partner arrangements it operates as a 'virtual' team across the North West.

The work streams include; Health Visiting, Non-Medical Prescribing, Core Skills Framework, Standardised Numeracy Assessment process (SNAP), Primary Care Intelligence and Demand Project and Compassion in Practice - Student Quality Ambassadors.

The Primary Care Project involves a number of different work streams which interface with each other, impact upon the same services, and when combined achieve the project objectives and produce the overall desired benefits. The five principal work streams include:

1. **Learning and Development** - there is a need to plan for workforce development, in-line with service change, to deliver effective integrated out-of-hospital care
2. **Workforce Planning** - this work stream focuses on how to work within existing programmes to support GP practices and Clinical Commissioning Groups (CCGs) to collect primary care workforce data. This will ensure that data collection is as effective and efficient as possible, minimising the burden on primary care, whilst maximising the validity and usefulness of data for planning purposes



3. HR issues - raising awareness of existing HR systems, particularly around recruitment, selection and induction, will enable colleagues in primary care to have access to quality support, leading to more efficient and effective processes

4. Primary Care Nursing - by supporting primary care colleagues to clarify existing and new roles, as well as the skills and training needed to deliver those roles within primary care, the current and future workforce will be enabled to meet the out-of-hospital care agenda

5. Maximise Links across Primary Care - strengthening existing networks across primary care, as well as raising awareness of links, will provide potential additional resource for practices. This allows resources to be utilised as economically as possible

Background to the Primary Care Project

Primary care needs to meet the challenges brought about by the current and projected demographics and morbidity pressures. The ageing population and rising public expectations demand new models of service which will deliver integrated care for adults, children and young people; with a focus on implementing out-of-hospital care, and connecting primary, community and social care. In addition practices are looking for support in maintaining their CQC registration as well as establishing new partnerships in the changing landscape. HENW recognised the wide ranging requirements of primary care, and launched this project to identify the priority areas for development.

Key Aims

- Promote the innovative and creative use of technology where appropriate
- Recognise the wide range of problems and potential solutions which exist across the North West
- Support the development of networks across primary care, where possible, to reduce the burden on individual practices
- Make explicit the systems and processes in place to secure funding for CPD
- Signpost to a system which reduces the duplication of statutory and mandatory training completed by employees, thereby freeing up time
- Identify systems for producing training compliance reports to assist employers to meet organisational compliance requirements such as for CQC registration
- Identify those HR function processes which will improve quality, reliability and consistency and reduce the time spent on ad hoc processes

Interdependencies

There are several interdependencies which include:

- Connection with the National Community Nursing Strategy
- Identification of existing areas of good practice, in the HR field, should lead to solutions for other expected problems
- Existing modernisation and workforce programmes will be signposted according to the issues identified
- The use of the Core Skills Framework to meet identified mandatory and statutory training requirements is an obvious potential solution to some of the anticipated issues
- Skills for Health may also provide additional solutions for aspects of workforce development, as well as supporting the use of new roles within the workforce.

Linked Activity

Interviews and focus groups are taking place and are exploring in more detail the themes which appear to be emerging currently.

A brief survey was distributed to practice staff (via Survey Monkey) so they could influence the project's priorities. The results were collated and analysed and are available at appendix 1.

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