

Communication & Engagement Committee

Exception and Progress Report

August and September 2018

Areas of significant Improvement/Progress in last two months.

Website Update

It has been recognised for some time that the SRCCG current internet site is difficult to navigate, search functionality could be better, and it doesn't work well on portable devices (mobiles and tablets). The CEC has previously gained approval to facilitate improvements.

A total of six parties were subsequently invited to express an interest. Following the procurement process, the CCG has chosen Scarborough-based website and digital design specialists, Digital Zest, to build a new website and staff portal.

The new provider has now met with the CCG to determine content priorities and the aesthetics of the new website.

CCG staff, clinicians and other representatives from Primary Care will be asked for their input throughout the various design and build stages, with Practice Representative Group members also set to play an active role later in the process.

Commissioning Maze

An event is currently scheduled for Malton Rugby Club on October 24th. This will be an evening meeting with Pie & Peas, and a number of local organisations have been invited to submit 'teams' and take part. Responses have been extremely positive, and it is likely we may have up to 6 or more teams.

Members of the Governing Body are invited to take part in the event and act as commissioning experts.

Customer Service Excellence

The CSE assessment will take place on 24th November. It is important to retain and even improve on previous outcomes and as such the C&E team are in the process of gathering and selecting "best evidence" from the whole of the CCG activity in preparation.

Practice Representative Group

The next meeting will take place on 3 October 18. Representatives from Ampleforth, Hunmanby and Eastfield surgeries will be providing practice group updates as they were not able to attend the previous meeting. As the previous PRG meeting had identified a lack of diversity in patient

representative membership as a key issue, it was agreed that the next meeting, the CCG would inform PRGs of alternative engagement methods which might increase diversity. At the December PRG meeting the Humber Trust will update the group on the Community Services contract, and the Acute Trust has also been invited and been will be providing an update on 'HomeFirst'.

Media Dashboard

The media activity dashboard is attached for information.

Areas where standards/progress fall below the expected targets

None

Risks to SRCCG

None

Corrective actions

None

Recommendations to the Governing Body

To note the report

Other notes/comments that Governing Body should be aware of.

None

Name: Andy Hudson

Title: Lay Member & Chair of the Communication & Engagement Committee

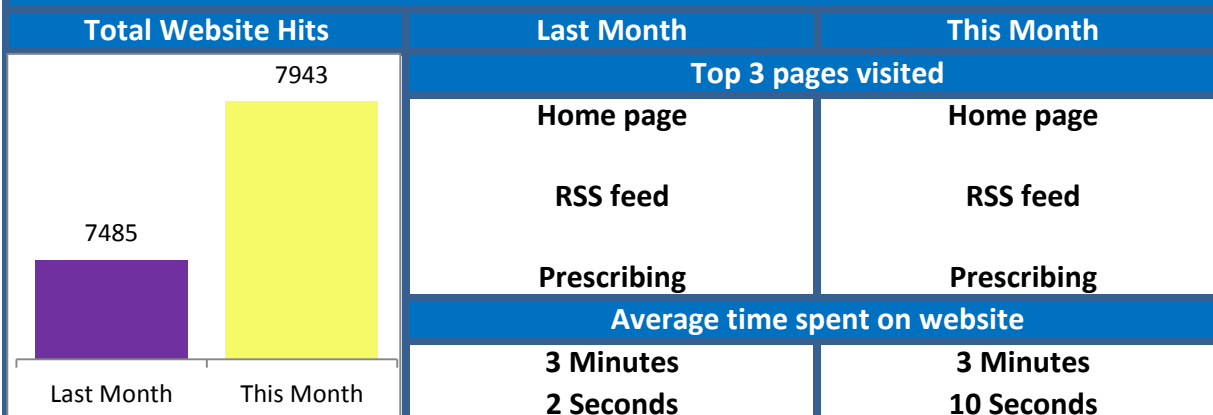
Media dashboard



Media Dashboard NHS Scarborough and Ryedale CCG August 2018



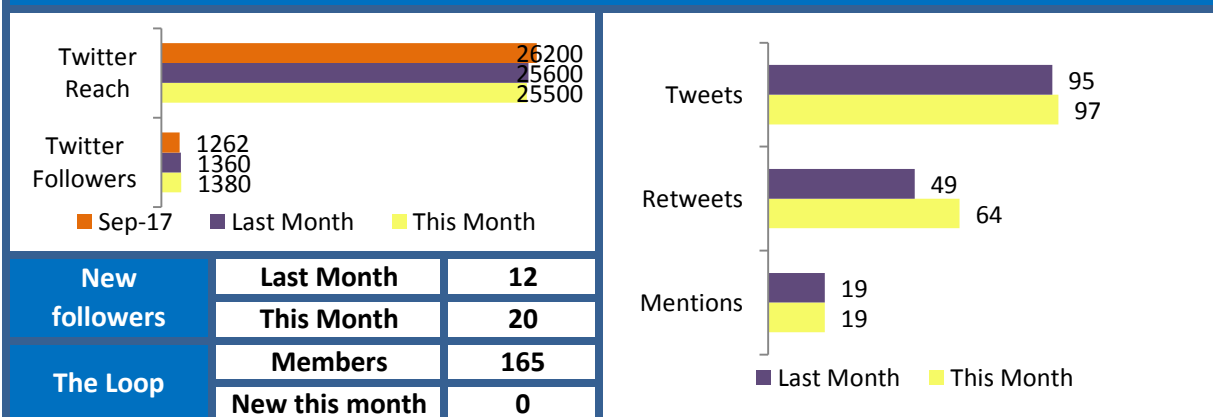
Website Activity



Key deliverables for this month

- Media releases
- Social media
- Self-care nudge campaign
- OTC meds / Pharmacy First
- Website procurement
- Stakeholder newsletter
- Staff bulletin
- Clinical updates / GP bulletin

Twitter Analysis



Key deliverables for next month

- Media releases
- Social media
- Self-care nudge campaign
- OTC meds / Pharmacy First
- Begin website work
- Stakeholder newsletter
- Staff bulletin
- Flu campaign

Media dashboard



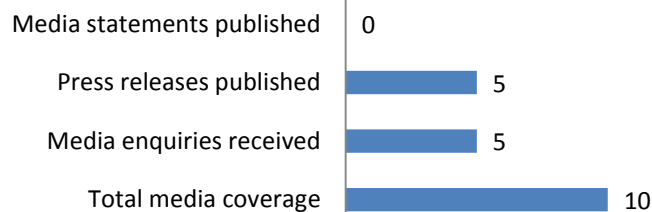
Media Dashboard NHS Scarborough and Ryedale CCG August 2018



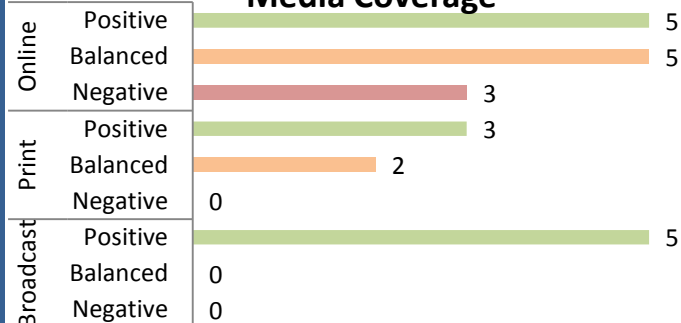
Overall media activity and coverage

MP & PQ's

Media activity



Media Coverage



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MP Letters

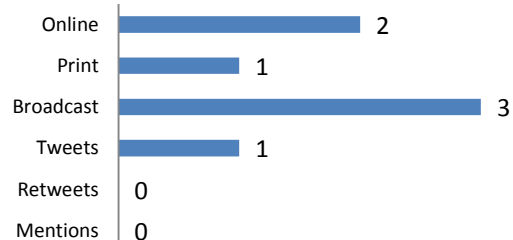
PQ's

Top MP Letter Themes

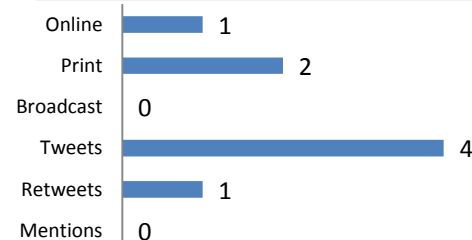
Robert Goodwill - surgical enquiry

Top press releases

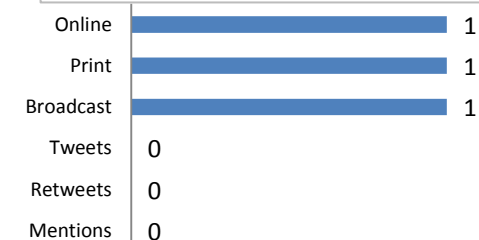
Kelly's Place opens with CCG backing



Bank holiday prescriptions advice



CCGs to recommission ADHD services



A new respite care facility for people with profound and complex learning disabilities has opened near Scarborough.

Patients are being advised to check their stock of repeat medication ahead of the August bank holiday weekend, when most GP practices will be closed.

Local health groups in North Yorkshire and York are to recommission the services currently available to adults with autism and attention deficit hyperactivity disorder (ADHD).